ON-THE-GO: Usage of a Library’s Mobile Resources Web page

Julia C. Jankovic, MLIS, and Melissa A. Ratajeski, MLIS, AHIP, RLAT

Objectives

• To create a concise Web page to promote the mobile usage of library resources available via an app or mobile Web site
• To answer patrons’ frequently asked questions about these resources

Devices Tested

- iPad
- iPhone
- Android Phone
- Android Tablet

Promotion

• 5 newsletter articles
• 2 display cases
• Linked from library’s home page
• Displayed on digital signs
• Featured in library orientations

Results

via Google Analytics Report
Oct 2012 – Aug 2013

17,747 views*
2,276 visits*
44% new visitors
1,004 visits
Viewed pages for 5 minutes on average
56% repeat visitors
1,272 visits
Viewed pages for 20 minutes on average
Average 8 pages viewed per visit

*Views = any time a page or subpage is loaded
Visits = visitor starts at one page and views one or more pages in a set timeframe

Limitations

• IP addresses of the App Committee were not filtered out of the results reported

What’s Next?

• Re-evaluate resources on a regular basis
• Update Web pages as needed
• Evaluate and incorporate new apps or mobile Web sites as they become available

Thanks

• Jill Foust, Head of the HSLS App Committee
• Dave Powell, Systems Analyst

Web Page Features

- Tap and go directly to mobile Web site or download app
- Identify if full-text is available
- View more information about content and features
- Issues identified by librarians through testing

Mobile Resources

<table>
<thead>
<tr>
<th>Resource</th>
<th>Link</th>
<th>Access Required</th>
<th>Full Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>AccountSetUp Mobile</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>HSBB</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>IT Help Desk</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Catalog</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Calendar</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library News</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library FAQ</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Events</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Orientation</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Maps</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Hours</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Directions</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Services</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Staff</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
<tr>
<td>Library Links</td>
<td><a href="#">Read more</a></td>
<td>Yes</td>
<td><a href="#">Read more</a></td>
</tr>
</tbody>
</table>

View more information about content and features

Identify if full-text is available

Step-by-step instructions on account set-up