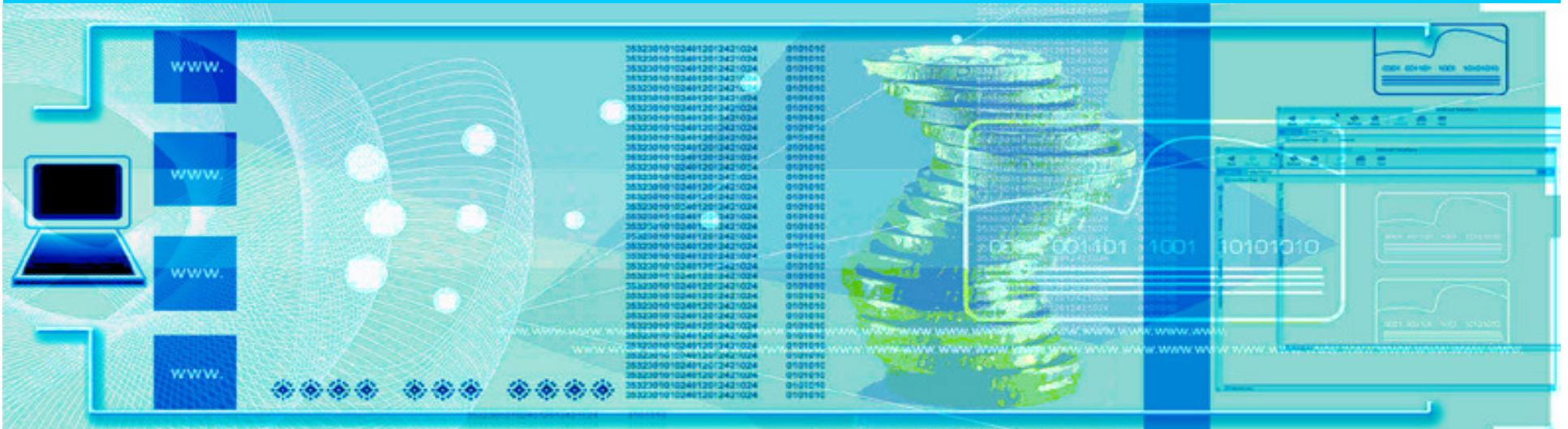


PREPARE TO DEFEND YOUR(SITE): INTERNET PERFORMANCE MEASUREMENT



PRESENTED TO

MANITOBA LIBRARIES CONFERENCE

KELLY KUBRICK | May 7th, 2009

AUDIENCE SURVEY – HOW MANY...



- Are librarians first but also have a marketing / communications function?
- Have a (library) website?
- Are directly / indirectly responsible for the website
 - Authors creating content
 - Webmasters managing the website
 - Other?



BACKGROUND

- Owner, Online Authority
 - Specialize in Internet performance measurement by auditing websites
- Former Director E-Commerce Development, Time Warner (New York)
- MBA (New York University)
- BA Eng Lit (Victoria College, U of T)
- Graduate, Radcliffe Publishing Course (Harvard University)
- Lifelong library card holder!



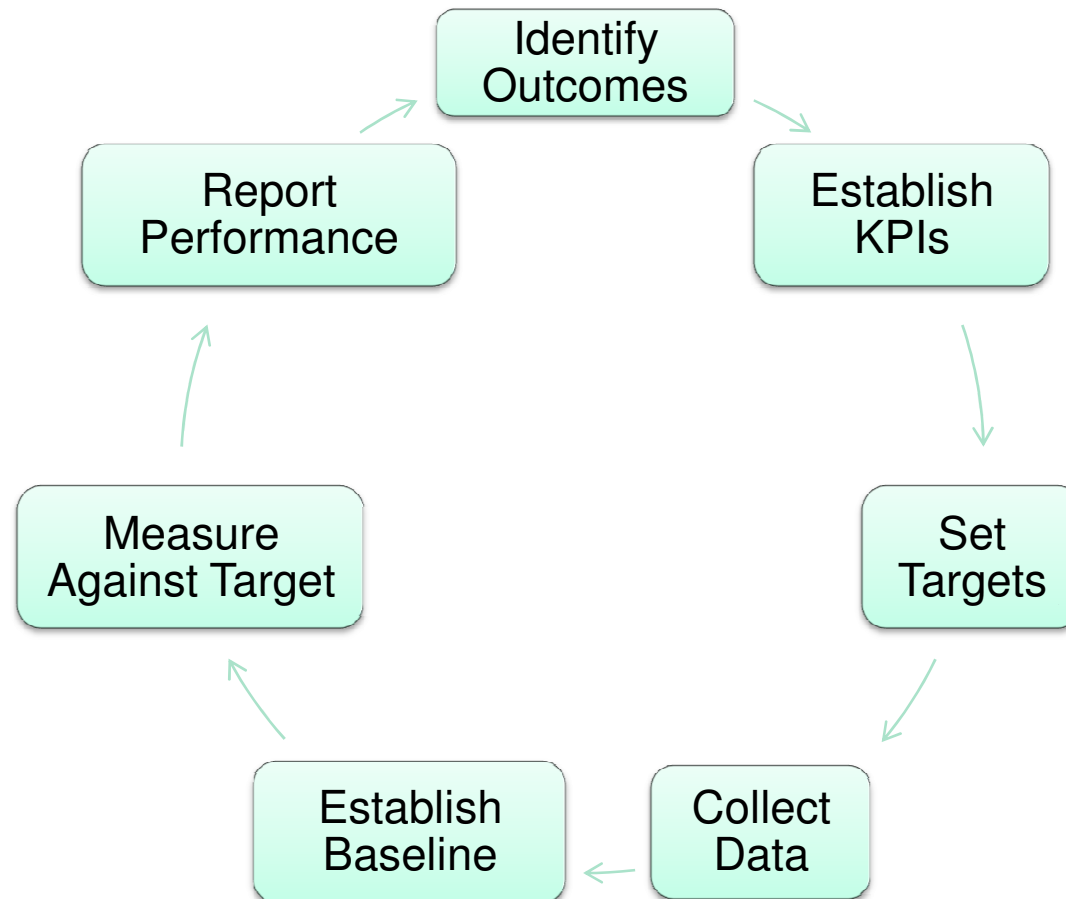
AGENDA / OBJECTIVES

- What is (Internet) performance measurement?
- Is your website accountable?
- Prove that you are using your library's website to offer better service to your clients
- Secure resources to improve the site going forward
- Workshop: Now, it's all about you...

WHAT IS PERFORMANCE MEASUREMENT?

- It's a process:
 - Identify success outcomes (desired behaviours, expected results)
 - Establish key performance indicators (KPIs)
 - Set targets
 - Collect data
 - Establish baseline
 - Measure against target
 - Report performance (communicate results)
- And start all over again...

PERFORMANCE MEASUREMENT PROCESS

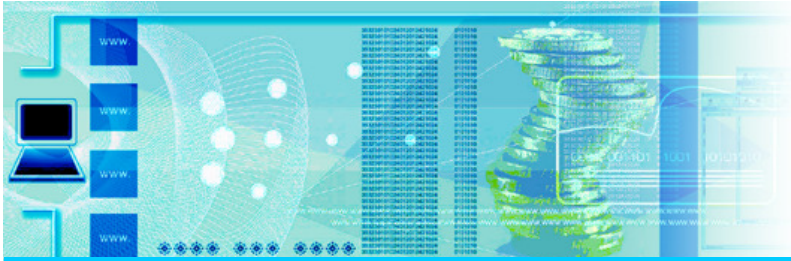


A NOTE ON TARGETS AND BASELINES...

- Think of website audience relative to size / make up of 'offline' target audience
 - Is your offline audience growing, flat or falling vs. previous period?
 - How does it segment?
- What reach does the website have today?
 - Baseline: # of website visits / # of potential visit
 - Growing, flat or falling vs. from previous period?
 - Target: What reach should site have in 12 months?

ENSURE YOUR WEBSITE IS ACCOUNTABLE

STRATEGIC DIRECTION AND OUTCOMES



MARKETING COMMUNICATIONS STRATEGY

- Before you can identify outcomes, set your strategic direction:

Measure and affect

Awareness, Attitude and Usage

WHAT IS YOUR WEBSITES 'PROBLEM'?

- Where will you focus your efforts?
 - Increase **Awareness** (find new audiences)OR
 - Change **Attitude** (towards your products / services)OR
 - Increase **Usage** (within your existing audience)?

IDENTIFYING WEBSITE OUTCOMES

- Increase leads generated
- Increase brand awareness
- Improve customer / employee relationships
- Increase cross-sell / up-sell rates
- Educate customers / employees / public / partners
- Generate traffic
- Increase levels of self-serve customer service
- Reduce content distribution costs
- Promote events
- Sell product
- Liquidate excess inventory (books!)

POSSIBLE AWARENESS OUTCOMES

- Increase awareness of
 - Library's website?
 - Website by audience segment?
 - Individual library programs / events?
 - Computer / internet seminars, author events, literacy, self-help, gardening, etc.?
 - Available library services?
 - Research assistance, training classes?

POSSIBLE ATTITUDE OUTCOMES

- Change attitude towards library's products / services
- Improve library website visitor satisfaction rates
 - Why did the visitor come to the library website today?
 - Could you accomplish that task?
 - If not, why not? If yes, what did he / she like best about the online experience?

POSSIBLE USAGE OUTCOMES

- Increase customer service self service: automate provision of non-complex information
 - Find directions, parking, hours information
 - Apply for or renew a library card?
 - Book a computer?
 - Suggest a missing resource?
 - Answer “how to” research questions?

PROVE YOU ARE USING YOUR LIBRARY'S WEBSITE TO
OFFER BETTER SERVICE TO CLIENTS

ESTABLISH KPIS

KEY PERFORMANCE INDICATORS (KPI)

- Measuring device showing change over time
 - Not an absolute number
 - A combination of statistics / metrics unique to the organization's requirements
- KPIs have significance beyond properties of statistic / metric itself
 - Show if situation improved, worsened or hasn't changed at all
 - May act as alarm bells if particular activities are not achieving the desired results

KPIS IN DISGUISE

- Cost per square foot (renovations / purchase)
- Ski resort lift capacity: 37,880 people per hour
- Funding (received) per employee
- Average training hours per employee
- % of expenses on R&D vs. SG&A
- Exports of goods and services (% of GDP)
- Fertility rates, total (births per woman), Roads paved (% of total roads), Military expenditure (% of GDP)



TYPICAL WEBSITE METRICS

- Average number of visitors and / or visits
- Average number of page views
- Average number of onsite searches

- NOTE: Metrics not yet KPIs; are simply inputs. Need to combine them to provide insight / ensure can be compared over time
 - Subtext: KPIs unique by organization

AWARENESS KPIS

- Average page views per visit
 - Total page views divided by total visits
- Percent website reach
 - Total visits divided by total potential e.g. (offline) audience
 - Compare this to in person use of library or number of phone calls or emails received
- Question: how does your website traffic correlate to library service hours?



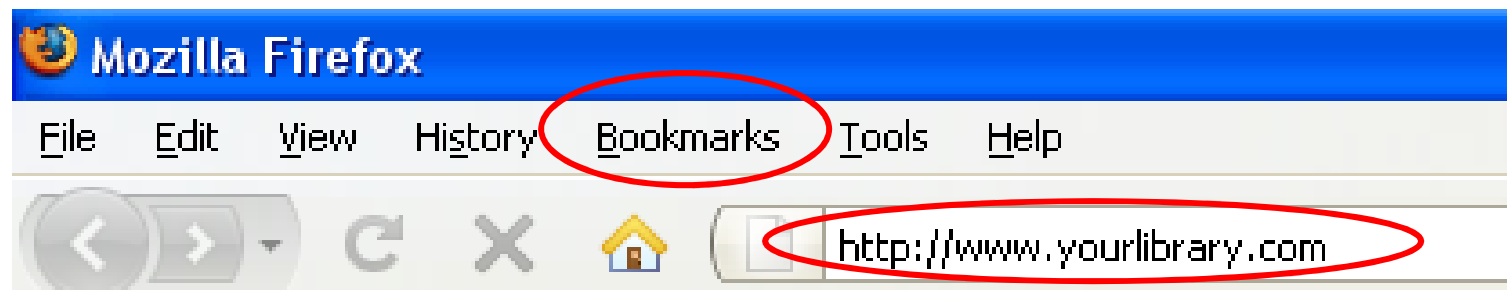
MORE AWARENESS KPIS

- Home page entry percent
 - Total home page entry visits divided by total visits
 - Are visitors oriented when they don't start on the home page?
- Audience source mix
 - Percent direct traffic
 - Percent search engine traffic
 - Percent referral traffic

THREE WAYS TO BE FOUND

- “Direct” or “No Referrer”: Traffic arrives by bookmark or memorized URL
- Referral: Traffic arrives via a third party website linked to your site
 - Academic, media, association, etc.
- Search Engine: Traffic arrives via search results page on commercial search engine
 - Google, Yahoo, About, etc.

DIRECT ASSUMES BRAND AWARENESS



WHAT PERCENT IS DIRECT?

- How does that compare to last year?
- What does that say about brand awareness?
- How does it correlate to other promotional efforts?
- Is your URL easy to recall?
- Have you registered both .ca and .com versions?

REFERRAL = INBOUND LINKS OR PUBLICITY



Manitoba Library Association

[site map](#) [accessibility](#) [contact](#)



[member login](#) [join mla](#)

you are here: [home](#)

- navigation
- [Home](#)
- [Members' Area](#)
- [Membership Info](#)
- [News](#)
- [Events](#)
- [Submit an Event](#)
- [Scholarships & Awards](#)
- [Jobs & Career Info](#)
- [Constitution & By-laws](#)
- [MLA Archives](#)
- [MLA Email Mailing Lists](#)
- [MLTA](#)
- [Directory of Libraries](#)
- [Contact Us](#)

- recent news
- [MLA action in response to oversight re: new immigrant women](#)

May 02, 2009

[MLA action in response to oversight re: new immigrant women](#)

Last month (April) Labour and Immigration [Manitoba](#) released a guide for new immigrant women out of the Status of Women Office. The guide, entitled [Manitoba My New Home. Living in Manitoba. A Resource Guide for Immigrant Women](#), is the first of its kind in Canada.

Unfortunately this document - promoted as a key resource to support the full range of new immigrant women's needs - left libraries virtually unmentioned. No [library](#) or [library](#) system is listed in the Guide's directory, and libraries receive 3 scant mentions in the 109 page document.

The MLA feels this was a significant oversight. Our community - libraries from a range of sectors - know the value we have to offer new immigrants. We are aware of the services we deliver to them and the difference we make to their social and economic status.

Following a review of the Guide, I sent a query via the MLA and other listservs asking for your stories about interacting with new immigrant women and their families. Thank you for your feedback. Messages were received from many sources including small, rural libraries, academic libraries and special libraries and reinforced that we are serving this group in creative and effective ways.

Your input informed the letter to Minister Nancy Allan included below. I am happy to report that talks with the Stat

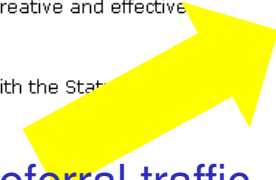
about mla

MLA provides leadership in the promotion, development and support of library and information services in Manitoba for the benefit of MLA members, the library and information community and the citizens of Manitoba.

 [Find us on Facebook](#)

manitoba libraries conference

May 6 - 9, 2009
Delta Winnipeg
[Click here for conference website.](#)




Link on MLA sends traffic to conference; conference receives referral traffic

WHAT PERCENT IS REFERRAL?

- How does that compare to last year?
- Extremely cost effective source
 - Qualified traffic with no media cost
- Like all publicity, there are trade offs
 - Links from bad reviews, etc.
- Increase quantity & quality of inbound links; search engines increase your ‘importance’ & thus visibility
 - Who could link to you?
 - Who could you link to?

SEARCH = VISIBILITY

Web [Images](#) [Maps](#) [News](#) [Video](#) [Gmail](#) [more](#) ▼

 [Advanced Search](#)
[Preferences](#)

Web

[Manitoba libraries, library catalogues & books – Libdex.com](#)
Manitoba libraries, library catalogues & books. Add your **library** and update it.
www.libdex.com/country/canada/manitoba/ - 7k - [Cached](#) - [Similar pages](#)

[Manitoba Library Association - Directory of Libraries in Manitoba](#)
Thanks to Public **Library** Services for providing the **Manitoba Library** Association with permission to mount this information, which is based on their 1993 ...
www.umanitoba.ca/libraries/engineering/mla/libdir.html - 140k - [Cached](#) - [Similar pages](#)

[Manitoba Library Consortium Homepage](#)
The mission of the **Manitoba Library** Consortium Inc. is to facilitate effective resource sharing among the **libraries in Manitoba** ...
www.umanitoba.ca/libraries/mlci/ - 18k - [Cached](#) - [Similar pages](#)
[More results from www.umanitoba.ca »](#)

[Library | Manitoba Conservation | Province of Manitoba](#)
Welcome to the Conservation and Environment **Library**. Our **library** partners include **Manitoba** Conservation, **Manitoba** Water Stewardship, Environment Canada, ...
www.gov.mb.ca/conservation/library/ - 13k - [Cached](#) - [Similar pages](#)

[Manitoba Legislative Library](#)
This site provides an online presence for the **Manitoba** Legislative **Library**. The **library's** holdings are described and detailed instructions on how to access ...
www.gov.mb.ca/chc/leg-lib/ - 17k - [Cached](#) - [Similar pages](#)
[More results from www.gov.mb.ca »](#)

KEYWORDS

KEYWORDS

TITLE TAG

PAID, COST PER CLICK (CPC) OR PAY PER CLICK (PPC)

Web [Images](#) [Maps](#) [News](#) [Video](#) [Gmail](#) [more](#) ▼



caribbean vacation

Search

[Advanced Search](#)
[Preferences](#)

Web [News](#)

Results 1 - 10 of about 19,900,000 for [caribbean vac](#)

[Caribbean Vacations](#)

[www.RedTag.ca](#) Experience the beauty of the **Caribbean** for less. Great deals.

[Caribbean vacation](#)

[tripcentral.ca/Caribbean](#) All Inclusive Packages from Toronto Compare prices. We've been there!

[Caribbean Vacation Packages - Cheap Caribbean Vacations ...](#)

Caribbean Family Vacations - Visit Expedia for the best **Caribbean Vacation Packages**, Cheap **Caribbean Vacations** and **Caribbean Family Vacations**.

[Cruises](#) - [Hotels](#) - [Cheap Flights to Puerto Rico](#) - [Best of Caribbean](#)

[www.expedia.com/daily/vacations/caribbean/default.asp](#) - 89k - [Cached](#) - [Similar pages](#)

[Caribbean.com Caribbean Islands and More : 49 + Travel ...](#)

Caribbean Islands: Our **Caribbean** travel & destination guides contain thousands of listings for **Caribbean vacation** rentals, **Caribbean** hotels, ...

[MAPS](#) - [Turks & Caicos](#) - [St Lucia](#) - [Specials](#)

[www.caribbean.com/](#) - 94k - [Cached](#) - [Similar pages](#)

[Caribbean Luxury Vacations at Sandals Resorts](#)

Ten adult only resorts to choose from across the **Caribbean**.

[www.sandals.com/](#) - 42k - [Cached](#) - [Similar pages](#)

[Caribbean Travel Vacation Packages, Hotels and Travel on Orbitz](#)

Find great rates on **Caribbean Travel vacation** packages, hotels and other **Caribbean Travel** travel deals at Orbitz.

[www.orbitz.com/App/PerformMDLPDealsContent?deal_id=caribbean&cnt=PKH](#) - 632k -

[Cached](#) - [Similar pages](#)

Sponsored Links

Sponsored Link

[Caribbean Vacation](#)

Hot Hilton Hotel **Caribbean** Deals. Get Our Best Rates, Guaranteed!
[www.HiltonCaribbean.com](#)

[Ice Storm or Sunny Beach?](#)

Come visit the Dominican Republic and save up to 40% on villa rentals
[www.northcoastmanagement.com](#)

[Caribbean Vacation](#)

Hotel Pics, Reviews & Low Rates. Book with Ease at Expedia.ca.
[Expedia.ca](#)

[Caribbean Vacation](#)

Discover Our **Vacation** Deal For Your Next **Vacation**. Book Online!
[Exitnow.ca/Vacation](#)

[Caribbean Vacation](#)

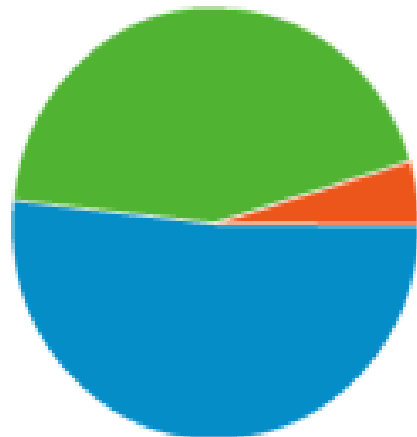
Over 1150 Luxury **Caribbean** Villas. Full concierge services included.
[Villas.CaribbeanWay.com](#)

[The Cove Eleuthera](#)

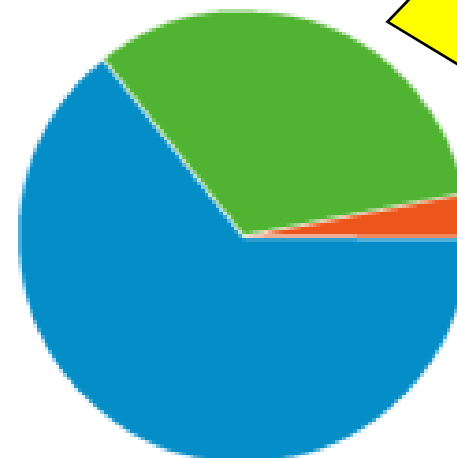
WHAT PERCENT FROM SEARCH?

- Segments into “organic” and “paid”
- How does search compare to last year?
- Organic an extremely cost effective source
 - Improve visibility in search engines
 - Acquire qualified traffic with no media cost
- What percent arrive using variations on your brand name vs. your category?
 - If all brand, must improve category visibility

WHAT PERCENT FROM WHICH SOURCE?



- Direct Traffic**
89.00 (51.74%)
- Search Engines**
75.00 (43.60%)
- Referring Sites**
8.00 (4.65%)



- Search Engines**
106.00 (64.24%)
- Direct Traffic**
54.00 (32.73%)
- Referring Sites**
5.00 (3.03%)





A LITTLE OF COLUMN A, A LITTLE OF COLUMN B

- Key phrases (source) vs. onsite search terms (usage)
 - keywords which delivered visitors vs. terms entered into onsite search engine
 - Comparative list ranked by number of searches
 - Indicates disparities in vocabulary used to arrive at site vs. navigate it

SEARCH USAGE KPIS

- “Terms not found”
 - Terms entered into your onsite search engine which generated “no results”
- Percent zero result searches
 - Total zero result searches divided by total search instances

USAGE KPIS

- Home page view percent
 - Total homepage page views divided by total page views
- Information find conversion rate
 - Number of visits that arrived at a defined goal page divided by total visits to the site
- Average conversions per visit
 - Total conversions divided by total visits:
 - Book a Computer, Sign up for a newsletter, Register to attend an event / program, etc.

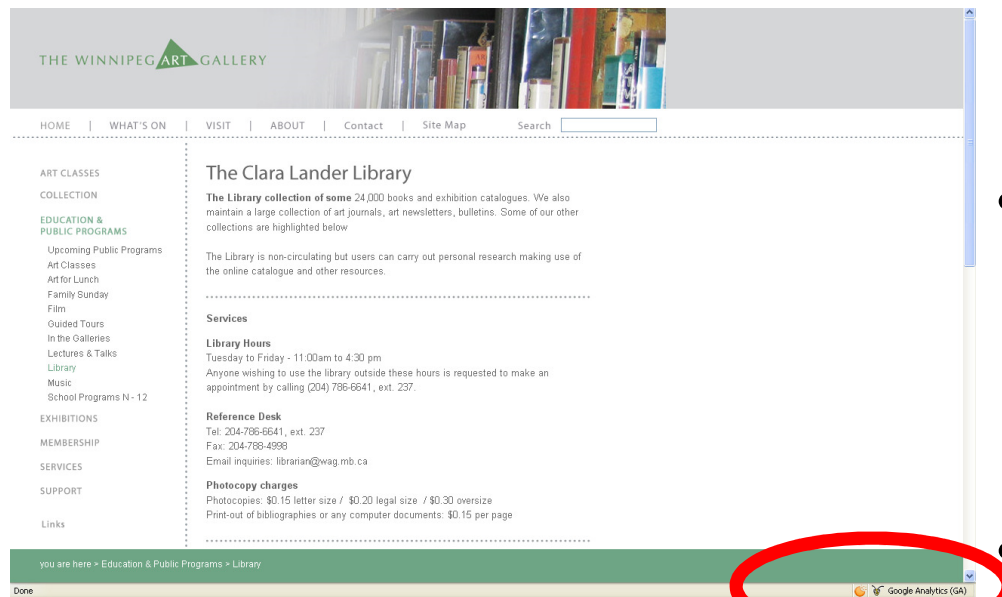
ATTITUDE KPIS

- Percent satisfaction rates
 - Total number of visitors reporting high satisfaction divided by total number of visitors surveyed
 - Total number of visitors reporting low satisfaction divided by total number of visitors surveyed
- Task completion rate
 - Via survey, how many / what percent of visitors are able to accomplish the task they came to complete?

SECURE RESOURCES TO IMPROVE THE WEBSITE GOING
FORWARD

INTERNET PERFORMANCE MEASUREMENT TOOLKIT

WASP ADD-ON IN FIREFOX

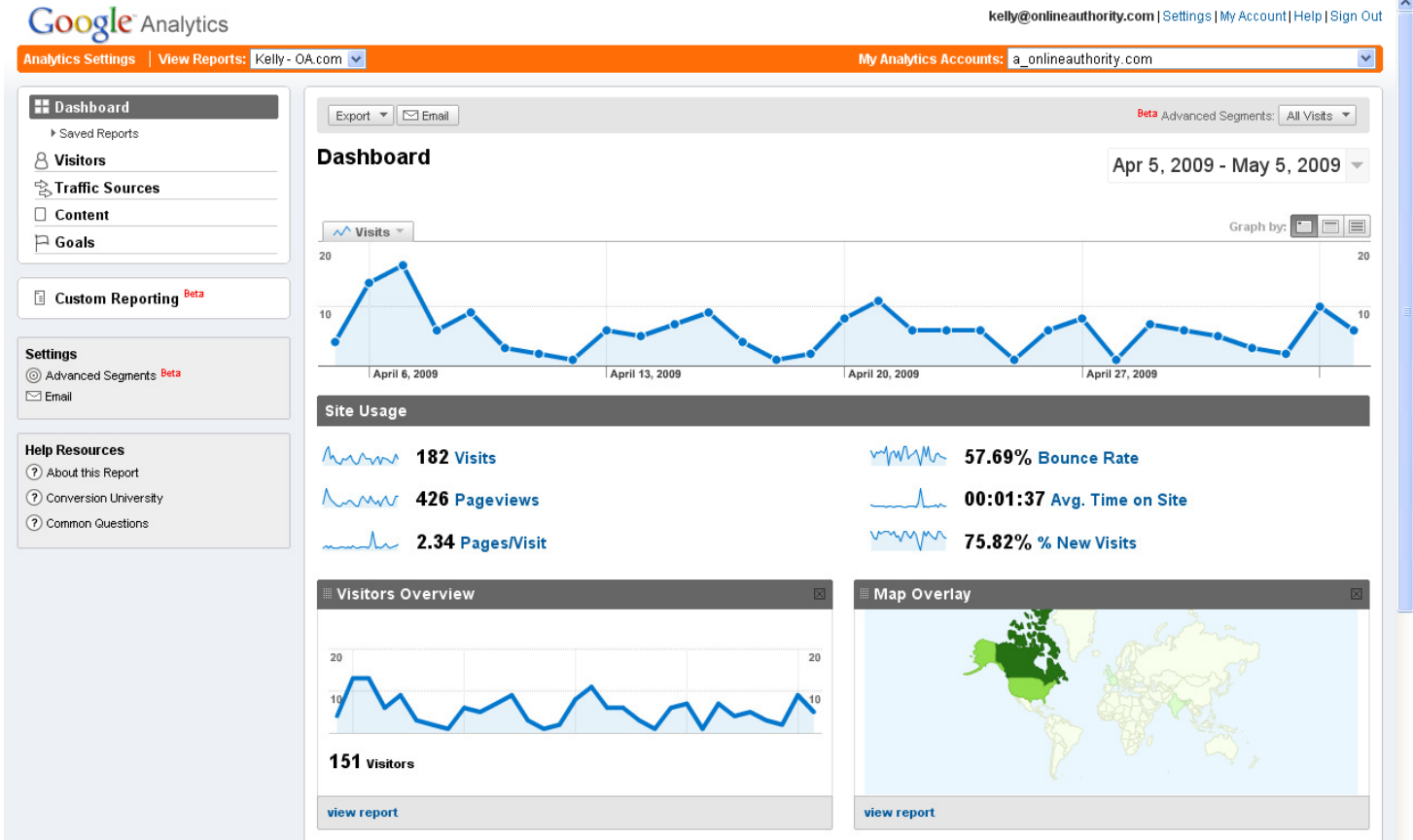


- Web Analytics Solution Profiler (WASP)
- Indicates which page tagging web analytics tool site uses
- Produces meta data audit to improve % search KPI

WASP OUTPUT OF META DATA

Title	Description	Keywords
Upper Canada Village - Morrisburg, Ontario, Canada	Discover Upper Canada Village, and step back in time over 130 years to experience life in a bustling 1860s community, set on the banks of the St. Lawrence River in Eastern Ontario. One of Canada's top tourist attractions.	Upper Canada Village, tourist, attraction, heritage, Parks of the St. Lawrence, morrisburg, cornwall, ontario, accommodations, restaurant, packages, weekend getaway, seniors, history, 19th century, turn of the century, day-trip, school trip, destination, Canada-USA Border, Eastern Ontario, weddings,
Upper Canada Village - Morrisburg, Ontario, Canada	Discover Upper Canada Village, and step back in time over 130 years to experience life in a bustling 1860s community, set on the banks of the St. Lawrence River in Eastern Ontario. One of Canada's top tourist attractions.	Upper Canada Village, tourist, attraction, heritage, Parks of the St. Lawrence, morrisburg, cornwall, ontario, accommodations, restaurant, packages, weekend getaway, seniors, history, 19th century, turn of the century, day-trip, school trip, destination, Canada-USA Border, Eastern Ontario, weddings,
Upper Canada Village - Morrisburg, Ontario, Canada	La visite de Upper Canada Village constitue une expérience magique qui vous transporte dans le temps jusque dans les années 1860.	Upper Canada Village, tourist, attraction, heritage, Parks of the St. Lawrence, morrisburg, cornwall, ontario, accommodations, restaurant, packages, weekend getaway, seniors, history, 19th century, turn of the century, day-trip, school trip, destination, Canada-USA Border, Eastern Ontario, weddings,

GOOGLE ANALYTICS



Google Analytics

kelly@onlineauthority.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Kelly - OA.com | My Analytics Accounts: a_onlineauthority.com

Export | Email | Beta Advanced Segments: All Visits







Dashboard

Apr 5, 2009 - May 5, 2009

Visits

Graph by: [Table] [List] [Map]

Site Usage

 182 Visits	 57.69% Bounce Rate
 426 Pageviews	 00:01:37 Avg. Time on Site
 2.34 Pages/Visit	 75.82% % New Visits

Visitors Overview

151 Visitors

[view report](#)

Map Overlay

[view report](#)

Dashboard

- Saved Reports
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting Beta

Settings

- Advanced Segments Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

EPIKONE SITE SCAN



siteScan

54,140,729 Pages on 79,223 Sites Scanned to Date
45% Pages Found with Errors

Set up Google Analytics The Smart Way!



SCAN YOUR SITE

HOW IT WORKS

SAMPLE REPORT

FAQs

CONTACT

Results Summary for www.cmaottawa.com

67%

37 out of 55 pages are tagged properly



Overview

Tracking Code Installation - **Problem**

Google Analytics only tracks pages that contain the Google Analytics tracking code. This code needs to be added to each page of your site, either manually or through the use of includes or other methods. The CSV Download of your SiteScan will give you more information on each page of your site, and if there are any tracking errors.

Resources | [How To Install the Tracking Code](#) | [Where to Find Your Tracking Code](#)

Query String Parameters - **Warning**



[Download Page-By-Page Report Details](#)

csv format (this report will be available for 30 days)

Google Analytics Helpful Links and Resources

[Analytics Experts](#) — Self-Help Knowledge and Resources

[Google Analytics Setup Guide](#) — Free from the Experts at EpikOne



Get Google Analytics Help

Visit AnalyticsExperts.com and browse our [Google Analytics Services >>](#)

METRICS & KPIS FROM GOOGLE ANALYTICS

- Visitors / Visits
- Page views
- Onsite searches
- Traffic Sources (Direct, Search, Referral)
- Landing / entry pages
- Keywords
- Information find conversion rate
- Average conversion rate

EXAMPLE OF LIBRARY CONVERSIONS



The screenshot displays the Ottawa Public Library website's 'ASK A QUESTION' page. At the top left is the library logo. The top right contains navigation links: HOME, SITEMAP, FAQ, FRANÇAIS, and RESIZE TEXT. Below these are buttons for RSS, ASK A QUESTION, and CATALOGUE. A search bar with a 'GO' button and radio buttons for 'Catalogue' and 'Site' is also present. A dark blue navigation bar features 'CONNECT', 'EXPLORE', and 'EXPERIENCE' tabs. The main content area has a breadcrumb trail 'Home > Ask a question' and the heading 'All you need to know'. The 'ASK A QUESTION' section includes the text 'Have a question? We've got answers!' followed by a bulleted list of links: 'Need information? Ask a Librarian', 'Have a question about your account? Use our account inquiry form New!', 'Need computer help? Get technical support', 'Have a comment or suggestion? Use our feedback form', and 'Want to borrow something we don't have? Suggest a title for the collection'. To the right is a blue box with the text 'Make a suggestion to purchase - Interlibrary loan' and an image of books. Below the list is the 'Ask a Librarian' section, which features a 'NEW!' badge, an 'askON' logo, and the text 'Chat live with Library staff who are waiting to help you with online research.' At the bottom left, the 'Instant Messaging' section states: 'Prefer IM? Send us an instant message when you need research help or have a library question. We use MSN Messenger - add ref@BiblioOttawaLibrary.ca to your contacts list.' The footer contains the website URL 'www.biblioottawalibrary.ca' and a Google Analytics (GA) logo.

GOOGLE SITE SEARCH



SEARCH RESULTS

Results 1 - 10 for **analytics**. (0.36 seconds)

[Introduction to Web Analytics training course description « Online ...](#)
Introduction to Web **Analytics** training course offered by Online Authority.
www.onlineauthority.com/courses/introduction-to-web-analytics/

[WebTrends, Google Analytics, Writing for the Web and web analytics ...](#)
Web **analytics** and Internet marketing training and courses offered by consulting firm Online Authority.
www.onlineauthority.com/training-courses/

[Clients of Internet marketing performance and web analytics ...](#)
Government, public, non-profit and private sector clients of Internet marketing consulting firm Online Authority.
www.onlineauthority.com/our-clients/

[About Kelly Kubrick Cook, Internet marketing performance, web ...](#)
She is a member of the Web **Analytics** Association and served on its Education Committee working group, focused on enhancing the University of British ...
www.onlineauthority.com/about-us/

[Internet marketing, web analytics articles, case studies by Kelly ...](#)
Internet marketing articles and case studies from Kelly Kubrick (Cook) of Online Authority.
www.onlineauthority.com/case-studies/

Ads by Google

[Google Analytics](#)
Powerful tool to understand website performance and ROI.
www.google.com/analytics

[Marketing analytics](#)
Compare SFA Software & Features. Download Free Comparison Guides.
www.insidecrm.com/SalesForce

[Expert AdWords Management](#)
The #1 Ranked Search Marketing Firm on the Inc 500. Learn Why We Are #1
www.wpromote.com/AdWords-Management
Ontario

[ASA Marketing Analytics](#)
Improve Marketing Results with Predictive **Analytics**.
www.asacorp.com

[PDF Marketing Analytics](#)

CLIENT TESTIMONIALS

"I worked with Kelly (of Online Authority) during her time at Time Inc. and found her to be exceptionally knowledgeable and a joy to work with."

Stephanie Solomon,
Director, Strategic Partnerships, [Time Inc.](#), [Time Warner](#)

LATEST NEWS

[Web Analytics Wednesday: Feb 11, 2009](#)
Good news - Alex Langshur of PublicInsite has announced the date for Ottawa's next Web Analytics Wednesday. Details: [Wednesday...](#)

[Ottawa Business Summit 2009](#)
If you have the chance, please






METRICS & KPIS FROM ONSITE SEARCH

- Number of searches
- Onsite search terms
- Terms not found
- Percent zero searches

ONLINE SURVEY SOLUTIONS






iPerceptions
Satisfaction
Index
Privacy Policy

Based on today's visit, how would you rate your web site experience overall?

- Very bad
- Bad
- Fair
- Good
- Very good
- Outstanding

Section: 1 of 4  Question: 10/10



KPIS FROM ONLINE SURVEYS

- Percent high / low satisfaction rates
- Task completion rates
- Visitor intent

COST OF TOOLKIT? PRICELESS

<u>TOOL</u>	<u>BASIC</u>	<u>PREMIUM</u>
• <u>WASP</u>	\$0.00	\$50-\$750
• <u>Google Analytics</u>	\$0.00	\$0.00
• <u>EpikOne Site Scan</u>	\$0.00	\$0.00
• <u>Google Site Search</u> – Up to 1,000 pages in your site	n/a	\$100.00
• <u>4Q survey tool</u>	\$0.00	\$0.00

INTERNET PERFORMANCE MEASUREMENT WORKSHOP

NOW, IT'S ALL ABOUT YOU...



YOUR INTERNET PERFORMANCE MEASUREMENT PLAN

- Chose a website / website section. Identify:
 - Your website’s current “problem” thus strategic direction (awareness, attitude or usage?)
 - Your 2009 website outcome
 - Ensure you define your website’s target audience
 - Which three KPIs are most appropriate for your strategy & outcome?
 - Which tools would you consider using to collect the KPI data?
- Present to group

IMPLEMENTATION DISCUSSION

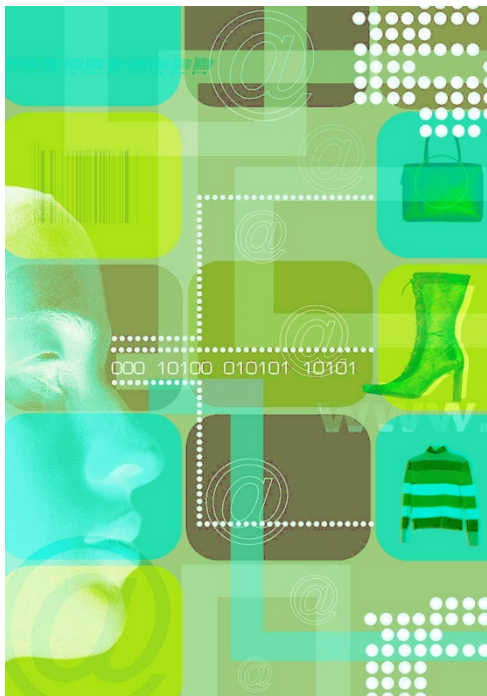
- Of the KPIs you selected,
 - What challenges will you face to access the necessary tool / data source?
 - Per KPI, what might be a possible performance target to set?
 - How will you establish baselines?
 - How frequently should you measure?
 - Who is the right audience for your report?

AGENDA / OBJECTIVES ACCOMPLISHED

- Was (Internet) performance measurement defined for you?
- Did the workshop help to:
 - Make your website be accountable to your strategic focus & outcomes?
 - Provide KPIs to prove you are using your library's website to offer better service to your clients?
 - Propose resources to improve the site going forward?



THANK YOU!



- Any questions?

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www.OnlineAuthority.com