

Olive Schreiner Letters Online Google Analytics Data Report 1 January 2014 – 31 December 2014

This report contains provisional information about Olive Schreiner Letters Online (OSLO) website use for the particular time-period it covers. It has been compiled from Google Analytics data, and will be subject to in-depth comparative analysis at a later stage.

OSLO was launched in January 2012, as a fully operational research website facilitating secondary analysis of its letters data by a wide range of users. It was preceded by a Schreiner Letters project website at the University of Edinburgh; this was 'closed' with no new material added to it on the launch of OSLO, but it still continues to receive some thousands of visits per annum by users, as it hosts some materials not transferred to the new research website. Google Analytics was added into the website from 2013 but detailed analytics reports have been generated only from January 2014 on, with outline information only for the previous year.

Summary

For the 2014 annual period, there are the following highlights: firstly, over this year there have been over 40,000 page views (43,315). Secondly, website traffic has been relatively stable, with between 400-500 unique users visiting the website each month. Altogether, there have been 7,844 visits from 5,404 users in 114 countries during 2014. Notable developments or changes since the 2013 annual figures are a 7.4% increase in duration of visits (5:03 versus 4:42), a 2.5% increase in user traffic (5,404 users versus 5,269) and a 6.2% increase in the number of annual website visits (7,844 sessions versus 7,385).

The Annual Report

The OSLO website was visited by 5,404 unique users between 1 January 2014 and 31 December 2014. The site was accessed 7,844 times, from 114 countries, with the top ten countries in terms of number of users being the UK, South Africa, the USA, Australia, Canada, the Netherlands, Italy, France, Germany and India respectively, and with visits from other countries including Kenya, Ireland, Brazil, Namibia, Spain, New Zealand, Sweden, Switzerland, Taiwan and Norway.

The site continues to have users who repeatedly visit the site and many who spend much longer than average looking at its pages. Particularly prolific repeat users access the site from South Africa, the UK, the USA, and Australia, including some habitual users from Cape Town, London, Sheffield, Johannesburg, Sandton, Pretoria, Leeds, Cambridge, Brentwood and Bloemfontein. For more detailed information, please see Table 6.

Users view many pages per visit, with an average of 5 (5.52) pages viewed each visit. Overall, there have been 43,315 page views in total. There have been 2,534 sessions initiated by habitual users, spending detailed time on average 10 (9.7) pages per visit, while new users initiated 5,307 sessions and viewed an average of 3 (3.5) pages.

Regarding how frequently users return to the site, there have been 2 visits to the site by 724 users, between 26 and 50 visits to the site by 212 users, between 101 and 200 visits to the site by 124 users, and more than 200 visits to the site by 115 users. These data indicate a serious research use by some 200+ in-depth users, with the corresponding most-used pages presenting verbatim transcribed letters and detailed analytical discussion. It is very pleasing that users are responding so positively to the most research-rich aspects of the website pages.

Concerning length of users' sessions, 774 users have spent between 3 and 10 minutes browsing the website, 654 users have spent between 10-30 minutes, and 355 users spent more than 30 minutes. The average number of users visiting the site per month can be seen in the table below.

Breakdown of Site Usage by Month: 1 January 2014 – 31 December 2014				
	Users	Pageviews	Avg. visit duration (mins)	Freq. visitor countries
January	543	4,084	05:31	54
February	585	4,241	05:18	48
March	537	4,577	05:29	45
April	481	3,803	05:41	44
May	546	4,390	05:20	47
June	387	4,936	06:43	35
July	401	3,457	05:24	41
August	460	3,350	05:41	36
September	511	2,598	03:01	41
October	468	3,226	04:48	41
November	489	2,831	03:48	43
December	409	1,822	02:56	39

The most accessed pages after the homepage are the search facilities, where users can search by topic, collection, writer/recipient, and other important markers to find particular letters provided on the website. Although users often visit the pages for letters flagged in the home page's scrolling banner, the majority of users appear to visit the website with a particular goal in mind.

There are a number of facilities which have been designed to support research use, and it is pleasing that these are as effective as they are. Extensive research facilities are built-in. These include a wide ranging editorial apparatus providing state-of-the-art information about Schreiner's work and writing as well as her letters, together with comprehensive search facilities which enable users to carry out their own in-depth research on the letters. These features have been very popular, with 30,468 unique page views during 2014. A number of users have spent 20 to 30 minutes reading individual research-oriented pages.

In addition to tracking use of the OSLO pages via Google Analytics, email contacts and traffic arising from more one-off enquiries are also logged. In 2014, many such contacts were made, regarding new Schreiner letters offered for inclusion, advice sought on the authenticity of letters and other documents, enquiries about particular people and events featured in the letters, and requests for practical help and advice in carrying out a range of research projects. Such enquiries have been made across the life of the project.

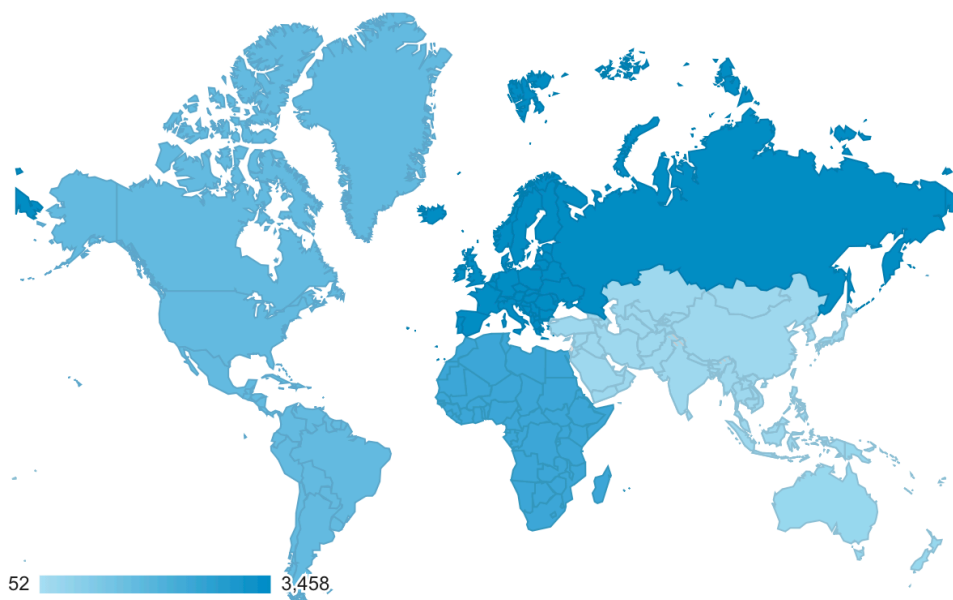
User Traffic

The majority of users (76.1%) find the website through organic searches via Google and other search engines. Many users also visit the website by direct link (15.3%) or via referrals from other websites (8.6%).

Where users access the site from, and how often:

Tables 1 through 5 below present geographical images show the frequency of website usage for this reported period. These indicate number of visits to the website by saturation of blue ranging from light blue (fewer sessions) to dark blue (the most sessions), and the range in the bottom left corner indicates the lower and upper bound of sessions for this period according to continent (Table 1), sub-continent (Table 2), and sub-regions (Tables 3-5).

Table 1. Number of Visits by Continent



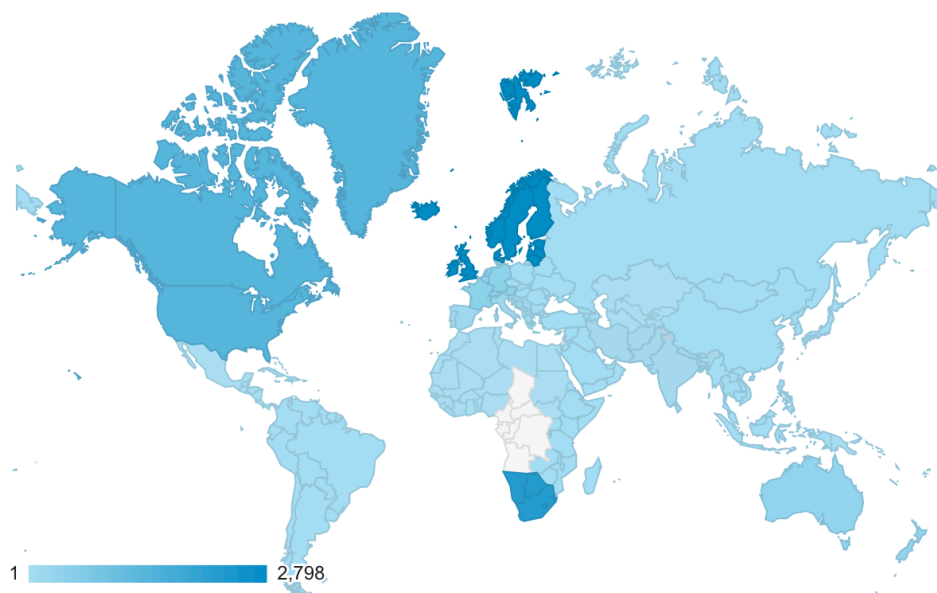
Above, the range spans from 52 sessions ((not set)***) to 3,458 sessions (Europe), and indicates via darkening shades of blue that the most website sessions originated from Europe for this reported period.

***(not set) indicates that location data could not be determined for the associated users. This could mean, for example, that IP addresses were masked or were not made available for data collection because of some other reason.

Continent ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	7,844 % of Total: 100.00% (7,844)	5.52 Avg for View: 5.52 (0.00%)	00:05:03 Avg for View: 00:05:03 (0.00%)	67.70% Avg for View: 67.66% (0.06%)
1. Europe	3,458 (44.08%)	7.21	00:06:29	59.86%
2. Africa	2,277 (29.03%)	3.74	00:03:41	76.64%
3. Americas	1,447 (18.45%)	4.93	00:04:22	68.83%
4. Oceania	327 (4.17%)	5.97	00:05:48	60.86%
5. Asia	283 (3.61%)	2.11	00:01:28	88.69%
6. (not set)	52 (0.66%)	3.35	00:01:43	94.23%

The data above demonstrate that the majority of OSLO website sessions originate from Europe (44.1%), Africa (29%), and the Americas (18.5%) and that users from Europe and Oceania tend to spend the most time on the website.

Table 2. Number of Visits by Sub-Continent Region

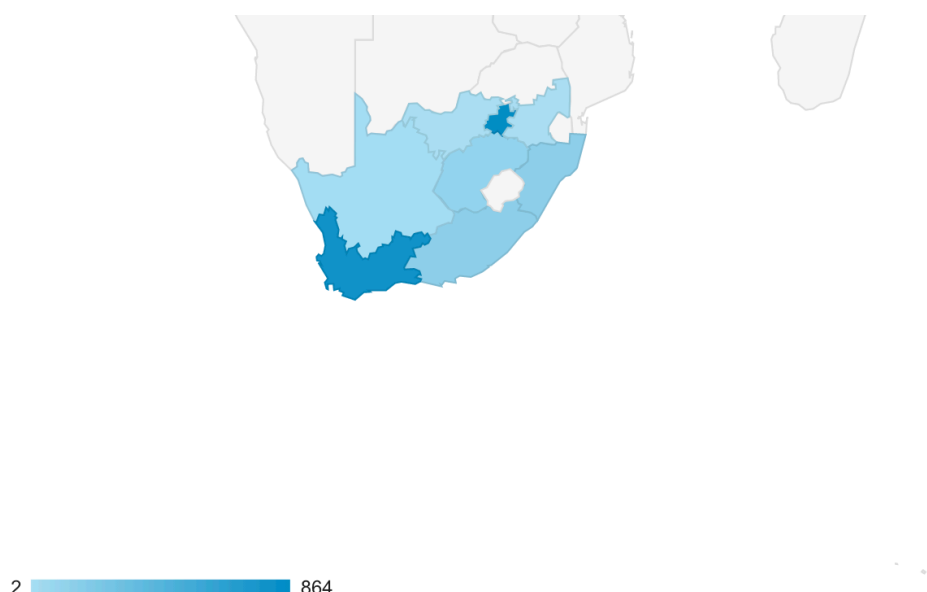


Above, the range spans from 1 session (Melanesia) to 2,798 sessions (Northern Europe), and indicates via darkening shades of blue that the most website sessions originated from Northern Europe for this reported period.

Sub Continent ?	Sessions ?	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	7,844 % of Total: 100.00% (7,844)	5.52 Avg for View: 5.52 (0.00%)	00:05:03 Avg for View: 00:05:03 (0.00%)	67.70% Avg for View: 67.66% (0.06%)
1. Northern Europe	2,798 (35.67%)	8.04	00:07:25	55.68%
2. Southern Africa	2,177 (27.75%)	3.83	00:03:48	75.98%
3. Northern America	1,371 (17.48%)	5.11	00:04:32	67.69%
4. Western Europe	417 (5.32%)	3.25	00:01:26	79.38%
5. Australasia	326 (4.16%)	5.98	00:05:49	60.74%
6. Southern Europe	161 (2.05%)	5.86	00:06:29	64.60%
7. Southern Asia	109 (1.39%)	1.87	00:00:47	98.17%
8. Eastern Europe	82 (1.05%)	1.65	00:00:48	93.90%
9. Eastern Africa	80 (1.02%)	1.85	00:01:20	90.00%
10. Southeast Asia	64 (0.82%)	1.22	00:00:43	96.88%

The data above demonstrate the majority of OSLO website sessions originate from Northern Europe (35.7%), Southern Africa (27.8%) and Northern America (17.5%), and that users from Northern and Southern Europe tend to spend the most time on the website.

Table 3. Number of Users by Sub-Region – South Africa

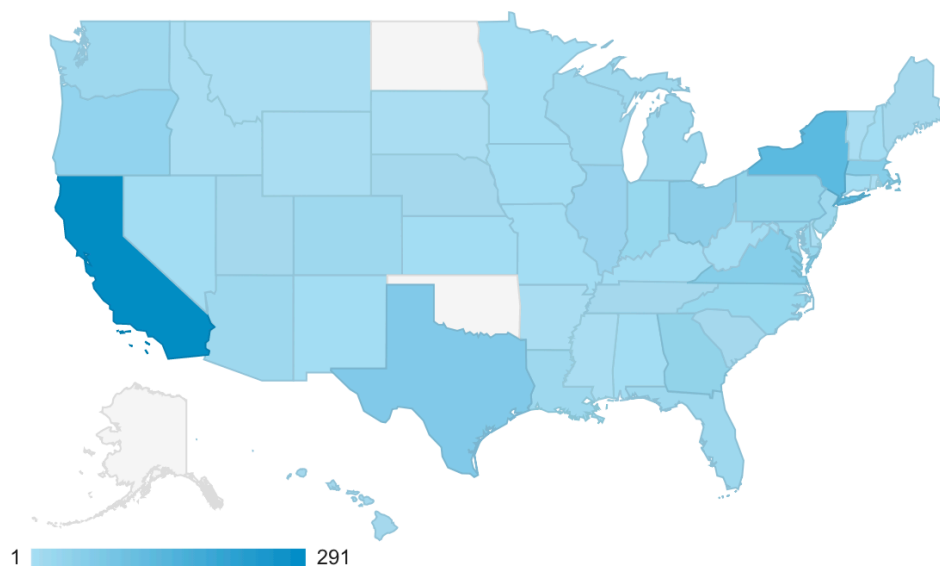


Above, the range spans from 2 sessions (Mpumalanga) to 864 sessions (Gauteng), and indicates via darkening shades of blue that the most website sessions originated from the Gauteng for this reported period.

Region ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	2,149 % of Total: 27.40% (7,844)	3.86 Avg for View: 5.52 (-30.05%)	00:03:50 Avg for View: 00:05:03 (-23.81%)	75.90% Avg for View: 67.66% (12.18%)
1. Gauteng	864 (40.20%)	3.34	00:03:08	81.83%
2. Western Cape	813 (37.83%)	4.59	00:04:42	71.34%
3. KwaZulu-Natal	156 (7.26%)	3.12	00:02:52	85.90%
4. Eastern Cape	150 (6.98%)	3.09	00:02:54	73.33%
5. Free State	101 (4.70%)	5.56	00:07:33	45.54%
6. Northern Cape	22 (1.02%)	4.09	00:02:23	77.27%
7. Limpopo	20 (0.93%)	2.25	00:00:54	85.00%
8. (not set)	14 (0.65%)	1.79	00:01:05	85.71%
9. North West	7 (0.33%)	1.00	00:00:00	85.71%
10. Mpumalanga	2 (0.09%)	1.00	00:00:00	100.00%

The data above demonstrate that the majority of OSLO website sessions originate from Gauteng (40%), the Western Cape (37.8%), and the KwaZulu-Natal (7.3%) regions, and that users from the Free State and Western Cape regions tend to spend the most time on the website.

Table 4. Number of Users by Sub-Region – United States

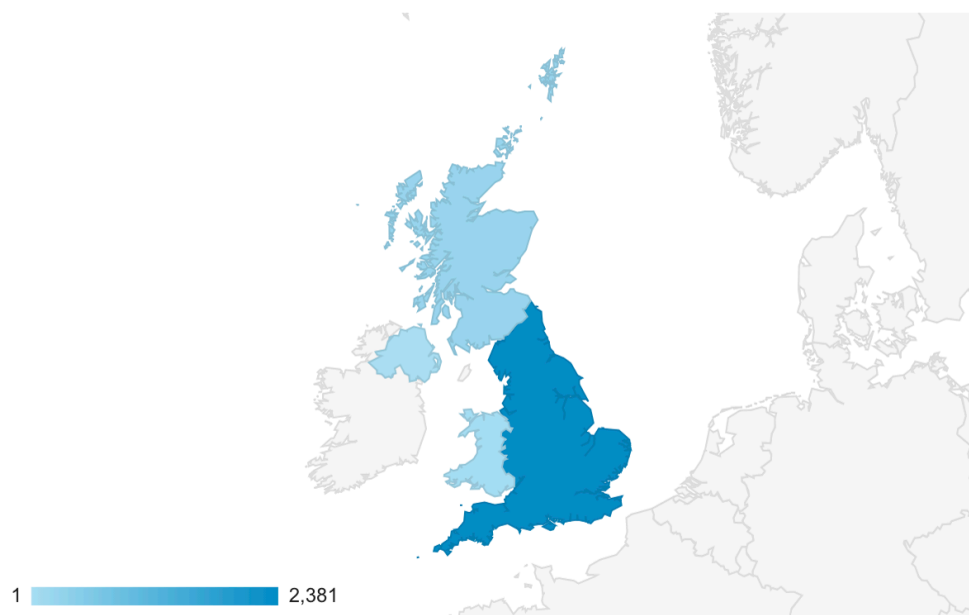


Above, the range spans from 1 session (Arkansas [not pictured]) to 291 sessions (California), and indicates via darkening shades of blue that the most website sessions originated from California for this reported period.

Region ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	1,192 % of Total: 15.20% (7,844)	5.27 Avg for View: 5.52 (-4.64%)	00:04:44 Avg for View: 00:05:03 (-6.12%)	66.44% Avg for View: 67.66% (-1.79%)
1. California	291 (24.41%)	5.32	00:05:10	38.14%
2. New York	127 (10.65%)	4.59	00:05:04	69.29%
3. Texas	64 (5.37%)	12.09	00:09:51	62.50%
4. Massachusetts	57 (4.78%)	2.86	00:01:22	75.44%
5. Virginia	55 (4.61%)	2.69	00:01:11	94.55%
6. Ohio	47 (3.94%)	8.30	00:12:10	53.19%
7. Georgia	44 (3.69%)	14.61	00:12:29	52.27%
8. Pennsylvania	43 (3.61%)	2.28	00:01:40	90.70%
9. Oregon	34 (2.85%)	5.65	00:05:29	58.82%
10. Illinois	31 (2.60%)	2.13	00:01:28	93.55%

The data above demonstrate that the majority of OSLO website sessions originate from the states of California (24.4%), New York (10.6%), and Texas (5.4%), and that users from Indiana [not pictured: 21:47 mins] and the George tend to spend the most time on the website.

Table 5. Number of Views by Sub-Region - UK



Above, the range spans from 1 session (Isle of Man) to 2,381 sessions (England), and indicates via darkening shades of blue that the most website sessions originated from England for this reported period.

Region ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	2,668 % of Total: 34.01% (7,844)	8.32 Avg for View: 5.52 (50.61%)	00:07:41 Avg for View: 00:05:03 (52.40%)	54.12% Avg for View: 67.66% (-20.00%)
1. England	2,381 (89.24%)	8.64	00:08:03	52.37%
2. Scotland	238 (8.92%)	5.50	00:05:01	64.29%
3. Wales	33 (1.24%)	3.36	00:01:04	87.88%
4. Northern Ireland	14 (0.52%)	13.29	00:08:30	92.86%
5. (not set)	1 (0.04%)	3.00	00:00:47	100.00%
6. Isle of Man	1 (0.04%)	1.00	00:00:00	100.00%

The data above demonstrate that the majority of OSLO website sessions originate from England (89.2%), Scotland (8.9%) and Wales (1.2%), and that users from Northern Ireland and England tend to spend the most time on the website.

Table 6: Cities, Number of Visits and Pages Accessed

The data below show, by city, the number of visits, number of pages accessed on average and the average duration spent on the site, respectively. N.B. asterisks denote particularly intense site usage and/or high numbers of visits.

Country	City	Visits	Pages accessed	Avg. visit duration (mins)
UK (10 of 289)	London	579*	6.59	05:17
	Sheffield	329*	11.83*	11:14*
	Leeds	112*	17.55*	23:08*
	Cambridge	104*	12.39*	11:53*
	Brentwood	99*	17.61*	20:03*
	Glasgow	88*	5.82	06:09
	Manchester	85*	9.82*	07:47*
	Edinburgh	71*	5.35	03:12
	Loughborough	62*	6.61	05:15
	Oxford	54	6.13	03:54
USA (10 of 469)	Santa Barbara	86*	2.07	03:29
	New York	79*	4.86	05:39
	Indio	71*	13.42*	11:51
	Ashburn	26*	2.35	01:11
	(not set)	25*	3.20	03:30
	Austin	24	28.46*	22:28*
	Cincinnati	21	14.57*	22:48*
	Los Angeles	20	6.40	05:55
	Athens	20	28.25*	25:47*
	Eugene	19	7.00	08:03
Australia (10 of 17)	Melbourne	71*	5.99	05:33*
	Sydney	60*	3.48	01:54
	Adelaide	42*	13.43*	11:44*
	Geelong	40*	8.95*	11:55*
	Perth	31*	5.00	05:59
	Brisbane	29*	2.97	04:11
	Gold Coast	5	2.40	03:10
	Launceston	3	4.00	01:33
	Canberra	2	1.00	00:00
	Cairns	2	1.00	00:00
South Africa (10 of 62)	Cape Town	765*	4.76*	04:50*
	Johannesburg	288*	4.24	03:25
	Sandton	219*	2.78	02:42
	Pretoria	148*	3.39	03:47
	Bloemfontein	97*	5.75	07:52*
	Centurion	89*	2.94	04:32*
	Port Elizabeth	66	3.71	03:22
	Durban	59	2.97	02:22
	Grahamstown	43	2.95	04:14*
	Berea	33	2.64	02:59