

Olive Schreiner Letters Online Google Analytics Data Report 1 January 2015 – 31 December 2015

This report contains provisional information about OSLO website use for the particular time-period it covers, 2015. 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 from January 2014 on, with outline information only for the previous year.

Summary

For the 2015 annual period, there are the following highlights: firstly, over this year there have been over 40,000 page views (44,277). Secondly, there have been between 400-600 unique users visiting the website each month. Altogether, there have been 8,448 visits from 6,019 users in 118 countries during 2015.

Changes from the Last Report

In comparing user and traffic data from the Whites Writing Whiteness website with the previously reported annual period (1 January 2014 – 31 December 2014), several pleasing developments are apparent. Firstly, the number of new users visiting to the website has risen 11.89% (from 5,307 to 5,938 users), with the number of website sessions also rising by 7.7%. Secondly, the overall number of users has increased by 11.38% (from 5,404 to 6,019 users) — with these users based in 118 countries and 1,343 cities around the world (versus 1,337 cities in 113 countries for the previous period). Thirdly, the number of pages viewed has risen by 2.22%, with users collectively having viewed 44,277 pages (versus 43,315) during their visits to the website. The fact that website use continues to rise is extremely encouraging, and analysis of the details of usage indicates that this is a result of the regular posting of research-rich material and the research tools to facilitate use of this.

The Annual Report

The OSLO website was visited by 5,404 unique users between 1 January 2015 and 31 December 2015. The site was accessed 8,448 times, from 118 countries, with the top ten countries in terms of number of users being South Africa, the UK, the USA, Brazil, the Netherlands, Australia, Canada, Germany, Kenya and Italy respectively, and with visits from other countries including France, India, Czechia, Switzerland, Spain, New Zealand, China, Israel, Indonesia and Ireland.

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, Sandton, Sheffield, Pretoria, Florianopolis, Cambridge, Johannesburg, Centurion and Durban. For more detailed information, please see Table 6.

Users view many pages per visit, with an average of 5 (5.24) pages viewed each visit. Overall, there have been 44,277 page views in total. There have been 2,503 sessions

initiated by habitual users, spending detailed time on average 10 (10.32) pages per visit, while new users initiated 5,945 sessions and viewed an average of 3 (3.1) pages.

Regarding how frequently users return to the site, there have been 2 visits to the site by 743 users, between 26 and 50 visits to the site by 188 users, between 101 and 200 visits to the site by 93 users, and more than 200 visits to the site by 65 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 documents, and containing 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, 783 users have spent between 3 and 10 minutes browsing the website, 610 users have spent between 10-30 minutes, and 317 users spent more than 30 minutes. The average number of users visiting the site per month is shown in the table below.

Breakdown of Site Usage by Month: 1 January 2015 – 31 December 2015				
	Users	Pageviews	Avg. visit duration (mins)	Freq. visitor countries
January	549	3,327	04:49	43
February	632	3,642	03:02	47
March	662	8,379	05:18	51
April	605	2,518	02:58	56
May	564	2,613	03:30	54
June	738	4,316	03:52	51
July	472	2,998	05:27	48
August	534	3,245	03:54	44
September	391	4,341	05:41	42
October	426	2,724	03:47	40
November	439	3,717	05:26	35
December	359	2,457	04:48	38

The most accessed pages after the homepage are the Archives & Transcripts and the Search areas. The search facilities allow users to search by topic, collection, writer/recipient, and other important markers to find particular letters and manuscripts provided on the website. Although users often visited 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 large number of OSLO facilities designed to support research use, and it is very pleasing that the analytics data shows these are continue to be extremely effective in encouraging wide use for secondary analysis. The search facilities in particular have been very popular. Over this annual period, with 41,247 page views during 2015. This includes a number of users who have spent 20 to 30 minutes per visit reading individual pages containing Olive Schreiner's letters.

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. Over this annual period many such contacts continue to be made, in particular regarding new Schreiner letters offered for inclusion, and requests for practical help and advice in carrying out a range of research projects.

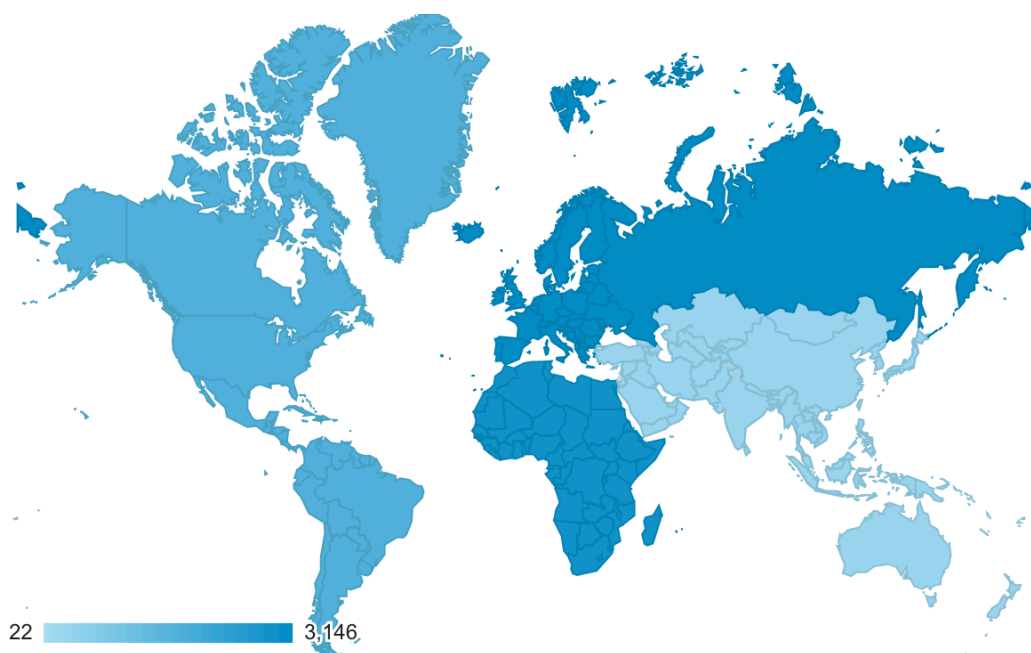
User Traffic

The majority of users (63.5%) find the website through organic searches via Google and other search engines. Many users also visit the website by direct link (22.3%) or via referrals from other websites (14.2%).

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



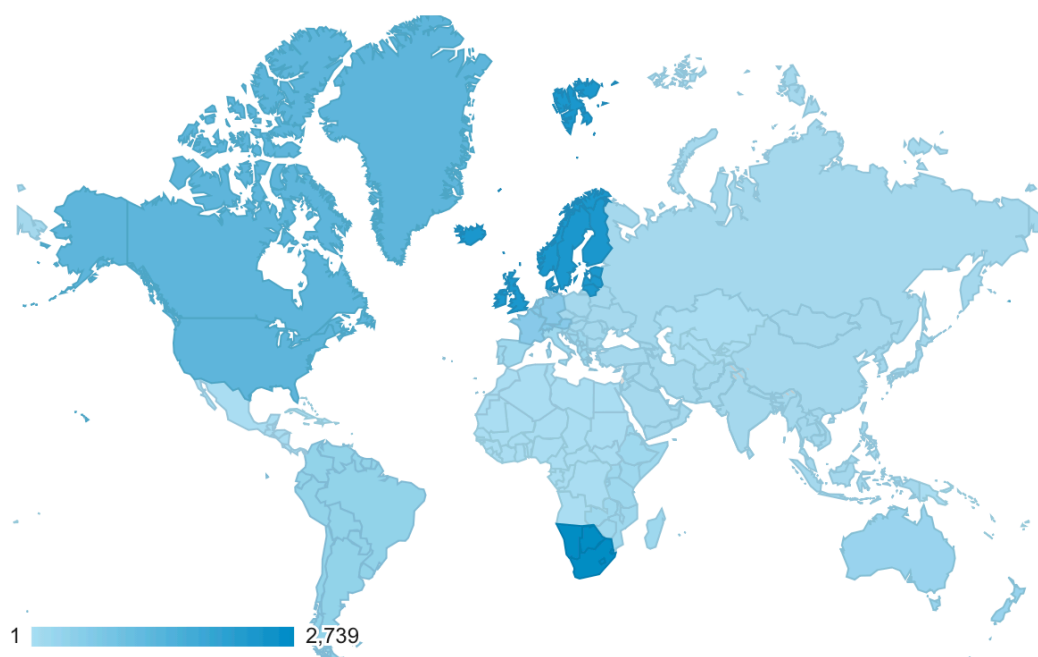
Above, the range spans from 22 sessions ((not set)^{***}) to 3,146 sessions (Europe), and indicates via darkening shades of blue that the most website sessions originated from Europe for this reported period.

^{***}(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 ?
	8,448 % of Total: 100.00% (8,448)	5.24 Avg for View: 5.24 (0.00%)	00:04:18 Avg for View: 00:04:18 (0.00%)	70.37% Avg for View: 70.29% (0.12%)
1. Europe	3,146 (37.24%)	5.65	00:04:21	62.81%
2. Africa	2,910 (34.45%)	5.35	00:03:57	77.77%
3. Americas	1,695 (20.06%)	5.08	00:05:22	68.67%
4. Asia	365 (4.32%)	2.68	00:01:45	88.22%
5. Oceania	310 (3.67%)	4.31	00:04:49	64.19%
6. (not set)	22 (0.26%)	1.27	00:00:21	95.45%

The data above demonstrate that the majority of OSLO website sessions originate from Europe (37.2%), Africa (34.5%), and the Americas (20.1%) and that users from the Americas and Oceania tend to spend the most time on the website.

Table 2. Number of Visits by Sub-Continent Region

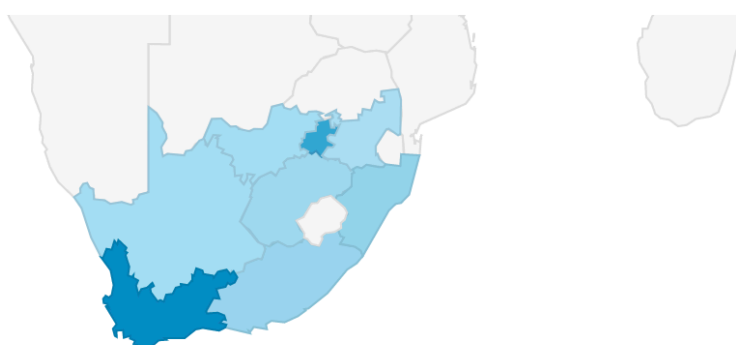


Above, the range spans from 1 session (Polynesia) to 2,739 sessions (South Africa), and indicates via darkening shades of blue that the most website sessions originated from South Africa for this reported period.

Sub Continent ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	8,448 % of Total: 100.00% (8,448)	5.24 Avg for View: 5.24 (0.00%)	00:04:18 Avg for View: 00:04:18 (0.00%)	70.37% Avg for View: 70.29% (0.12%)
1. Southern Africa	2,739 (32.42%)	5.60	00:04:10	76.71%
2. Northern Europe	2,280 (26.99%)	6.77	00:04:59	61.75%
3. Northern America	1,282 (15.18%)	4.81	00:04:05	71.61%
4. Western Europe	587 (6.95%)	2.98	00:03:30	55.88%
5. South America	385 (4.56%)	6.20	00:09:56	57.14%
6. Australasia	307 (3.63%)	4.34	00:04:52	63.84%
7. Southern Europe	185 (2.19%)	2.48	00:01:23	81.62%
8. Eastern Africa	144 (1.70%)	1.39	00:00:32	95.14%
9. Southeast Asia	96 (1.14%)	1.43	00:00:57	93.75%
10. Southern Asia	95 (1.12%)	2.00	00:01:11	98.95%

The data above demonstrate that the majority OSLO website sessions originate from Southern Africa (32.4%), Northern Europe (27%) and Northern America (15.2%), and that users from South America and Northern Europe tend to spend the most time on the website.

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



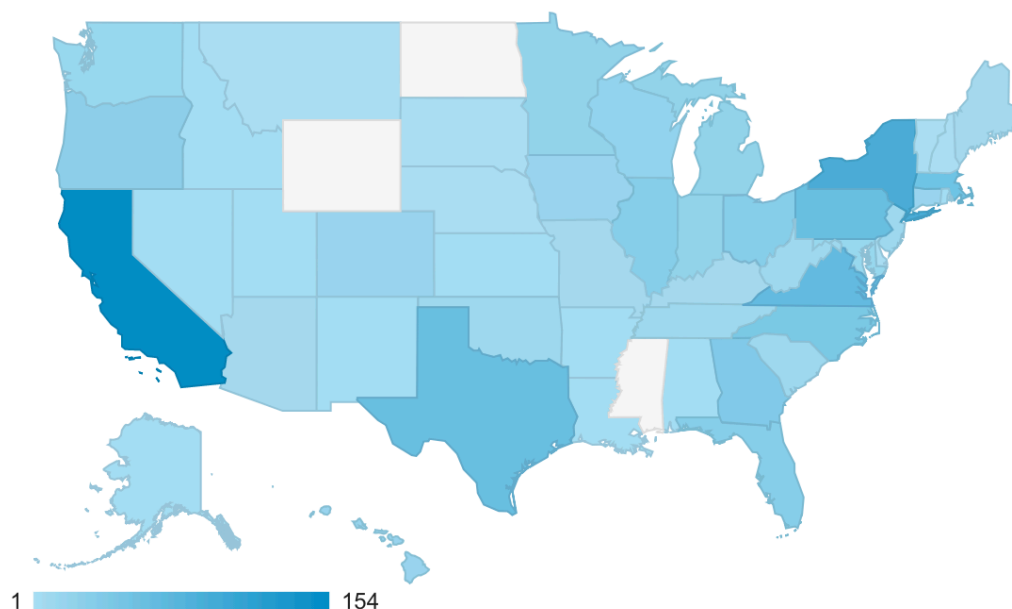
1  1,348

Above, the range spans from 1 session ((not set)) to 1,348 sessions (Western Cape), and indicates via darkening shades of blue that the most website sessions originated from the Western Cape for this reported period.

Region ?	Sessions ?	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	2,720 % of Total: 32.20% (8,448)	5.63 Avg for View: 5.24 (7.42%)	00:04:11 Avg for View: 00:04:18 (-2.80%)	76.69% Avg for View: 70.29% (9.11%)
1. Western Cape	1,348 (49.56%)	8.79	00:06:22	67.80%
2. Gauteng	921 (33.86%)	2.20	00:01:56	87.62%
3. KwaZulu-Natal	170 (6.25%)	2.86	00:02:13	84.71%
4. Eastern Cape	146 (5.37%)	4.09	00:02:26	73.97%
5. Free State	60 (2.21%)	2.18	00:01:37	80.00%
6. North West	25 (0.92%)	3.40	00:04:16	92.00%
7. Northern Cape	20 (0.74%)	4.65	00:03:07	75.00%
8. Limpopo	18 (0.66%)	1.39	00:00:40	94.44%
9. Mpumalanga	11 (0.40%)	1.36	00:01:15	81.82%
10. (not set)	1 (0.04%)	1.00	00:00:00	100.00%

The data above demonstrate that the majority of OSLO website sessions originate from the Western Cape (49.6%), Gauteng (33.9%), and the KwaZulu-Natal (6.3%) regions, and that users from the Western Cape and North West regions tend to spend the most time on the website.

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

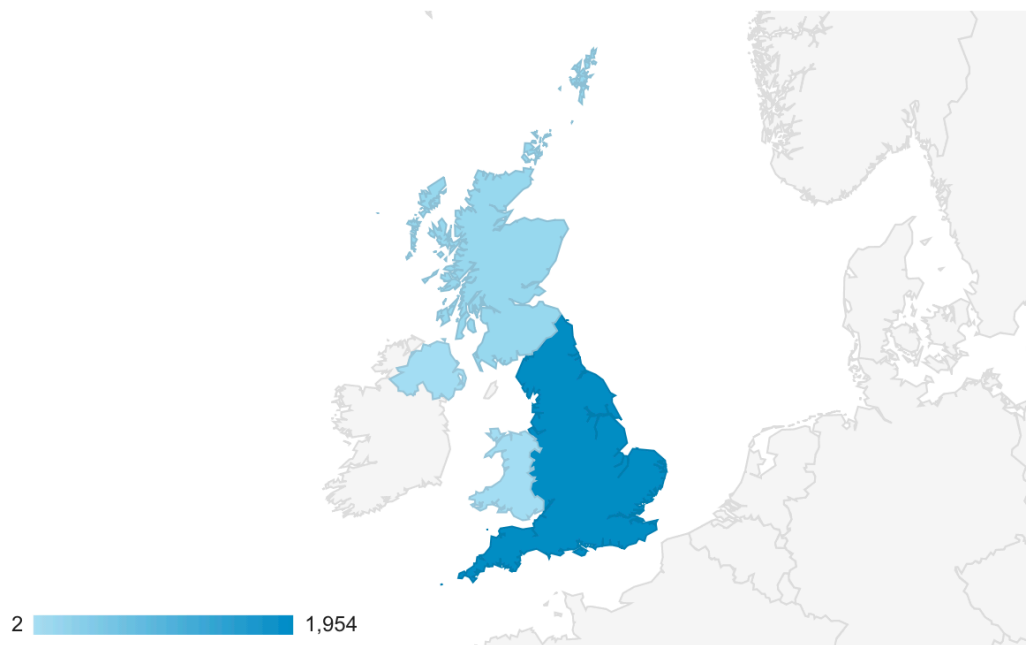


Above, the range spans from 1 session (Vermont [not pictured]) to 154 sessions (California), and indicates via darkening shades of blue that the most website sessions originated from California for this reported period.

Region ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	1,031 % of Total: 12.20% (8,448)	4.92 Avg for View: 5.24 (-6.17%)	00:04:06 Avg for View: 00:04:18 (-4.92%)	74.39% Avg for View: 70.29% (5.84%)
1. California	154 (14.94%)	5.86	00:05:35	72.08%
2. New York	91 (8.83%)	2.93	00:01:34	70.33%
3. Virginia	64 (6.21%)	1.61	00:00:56	87.50%
4. Pennsylvania	58 (5.63%)	4.84	00:08:26	51.72%
5. Texas	58 (5.63%)	2.79	00:01:08	93.10%
6. Massachusetts	51 (4.95%)	2.55	00:01:18	92.16%
7. North Carolina	42 (4.07%)	6.31	00:04:40	61.90%
8. Georgia	36 (3.49%)	9.22	00:07:39	75.00%
9. (not set)	34 (3.30%)	6.12	00:13:08	47.06%
10. Ohio	32 (3.10%)	3.78	00:01:47	75.00%

The data above demonstrate that the majority of OSLO website sessions originate from the states of California (14.9%), New York (8.8%), and Virginia (6.2%), and that users from Hawaii [not pictured: 16:49 mins] and Nebraska [not pictured: 15:43 mins] tend to spend the most time on the website.

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



Above, the range spans from 2 sessions ((not set)) to 1,954 sessions (England), and indicates via darkening shades of blue the most website sessions originated from England for this reported period.

Region ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	2,186 % of Total: 25.88% (8,448)	6.91 Avg for View: 5.24 (31.75%)	00:05:07 Avg for View: 00:04:18 (18.96%)	60.52% Avg for View: 70.29% (-13.90%)
1. England	1,954 (89.39%)	7.15	00:05:16	59.31%
2. Scotland	165 (7.55%)	5.18	00:04:24	75.76%
3. Northern Ireland	33 (1.51%)	4.76	00:03:56	42.42%
4. Wales	28 (1.28%)	3.61	00:01:56	71.43%
5. Isle of Man	4 (0.18%)	1.25	00:00:36	75.00%
6. (not set)	2 (0.09%)	1.00	00:00:00	100.00%

The data above demonstrate that the majority of OSLO website sessions originate from England (89.4%), Scotland (7.6%) and Northern Ireland (1.5%), and that users from England and Scotland 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 259)	London	476*	3.92	02:23
	Sheffield	227*	8.09*	06:53*
	Cambridge	129*	9.67*	05:48*
	Oxford	82*	3.33	01:40
	Loughborough	72*	19.57*	25:38*
	Edinburgh	68	5.87	06:38*
	Glasgow	64	3.97	02:53
	Manchester	51	9.55*	06:50*
	Leeds	50	5.20	04:30*
	Nottingham	46	9.78*	11:36*
USA (10 of 392)	New York	68*	3.21	01:34
	(not set)	39*	5.49*	11:28*
	Ashburn	30*	1.13	00:24
	Indio	26*	19.62*	24:35*
	Philadelphia	26*	7.77*	15:15*
	Los Angeles	23	2.48	01:25
	Chicago	18	3.39	01:08
	Honolulu	17	27.35*	17:48*
	Boston	17	2.71	01:13
	Portland	16	4.25*	02:02
Australia (10 of 16)	Adelaide	83*	7.49*	09:30*
	Sydney	67*	3.19	02:16
	Melbourne	49*	2.98	02:00
	Perth	25	4.32*	08:51*
	Brisbane	22	2.95	03:41
	Canberra	12	1.08	00:19
	Launceston	2	1.00	00:00
	Central Coast	2	4.50*	03:23
	Gold Coast	2	5.50*	12:06*
	Armidale	1	2.00	01:43
South Africa (10 of 69)	Cape Town	1,263*	9.00*	06:23*
	Sandton	358*	2.34	02:07
	Pretoria	202*	2.13	01:49
	Johannesburg	117*	1.63	01:38
	Centurion	109*	2.06	01:22
	Durban	88*	2.78	01:53
	Port Elizabeth	64	2.50	01:42
	Bloemfontein	55	2.20	01:40
	Grahamstown	47	8.00*	04:30*
	Stellenbosch	34	9.41*	09:47*