

Olive Schreiner Letters Online Google Analytics Data Report 1 January 2016 – 31 December 2016

This report contains provisional information about OSLO website use for the particular time-period it covers, 2016. 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.

Changes from last report: The 2016 HRI Cyber Attack

During July 2016, the HRI websites experienced a major cyber attack. Many of the websites it hosts and maintains, including Olive Schreiner Letters Online, were taken offline for approximately a six month period. The cyber attack was a very professional one which also affected all backups, with its websites having to be rebuilt. OSLO was among the first group of HRI websites to be restored and user traffic slowly returned from September 2016 onward. The result is that use over this annual report period was seriously affected, with the website not functioning for a lengthy period, so that the Google Analytics data is atypical when considered over the life of the project.

Summary

For the 2016 annual period, there are the following highlights: firstly, despite the major cyber attack, there have been over 20,000 page views (23,554) during this year. Taking into consideration that the website was taken offline for a considerable portion of the year, website traffic reflects continued engagement: an average 300-500 unique users visited the website as pages began to be restored. Altogether, there have been 5,722 visits from 4,369 users in 105 countries during 2016.

The Annual Report

The OSLO website was visited 4,369 unique users between 1 January 2016 and 31 December 2016. The site was accessed 5,722 times, from 105 countries, with the top ten countries in terms of number of users being South Africa, the UK, the USA, Brazil, Canada, Australia, Germany, France, Ireland and Italy respectively, and with visits from other countries including the Netherlands, China, India, Finland, Kenya, Spain, Czechia, Japan, Sweden and Taiwan.

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 Brazil, including some habitual users from Cape Town, London, Sandton, Pretoria, Johannesburg, Cambridge, Glasgow, New York and East London. For more detailed information, please see Table 6.

Users view many pages per visit, with an average of 4 (4.12) pages viewed each visit. Overall, there have been 23,554 page views in total. There have been 1,419 sessions initiated by habitual users, spending detailed time on average 7 (7.6) pages per visit, while new users initiated 4,303 sessions and viewed an average of 3 (2.97) pages.

There were multiple repeats visits to the site by 493 users. It is particularly noticeable that over this report period and in spite of the interruption of service there were more than 200 visits to the site by some users. These data indicate a serious research use by some 100+ in-depth users, with the corresponding most-used pages presenting verbatim transcribed letters and also detailed analytical discussions. It is very pleasing that users respond with a higher level of use on the most research-rich aspects of the website's pages.

Concerning the length of sessions by users, 499 users have spent between 3 and 10 minutes browsing the website, 372 users have spent between 10-30 minutes, and 175 users spent more than 30 minutes, per visit. The average number of users visiting the site per month is usually over 400 and sometimes over 700. This is well down on what was anticipated, due to the cyber attack and the OSLO website and its facilities being unavailable or only partly available for a lengthy period.

Breakdown of Site Usage by Month: 1 January 2016 – 31 December 2016				
	Users	Pageviews	Avg. visit duration (mins)	Freq. visitor countries
January	469	2,559	03:43	42
February	480	2,842	03:57	36
March	568	2,802	03:25	44
April	567	2,655	03:37	65
May	576	1,950	02:19	51
June	479	1,667	02:20	40
July	286	1,910	04:59	29
August	22	52	00:00	4
September	299	2,233	04:01	30
October	282	1,516	03:19	32
November	278	1,602	03:09	34
December	264	1,766	03:55	33

The most accessed pages after the homepage are the Archives & Transcripts, Essential Schreiner and Search areas. Many users have used the search facilities, which 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.

The facilities designed to support research use continue to be the most popular aspects of the OSLO webpages. The search facilities, for example, received 20,808 page views during 2016. A large number of users have spent 20 to 30 minutes reading individual pages which contain Schreiner's letters. The cyber attack and interaction of service needs to be recognised in depleting anticipated usage over this report period.

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 2016, the kinds of contacts made included regarding new Schreiner letters offered for inclusion, advice sought on the authenticity of letters and other documents, 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.

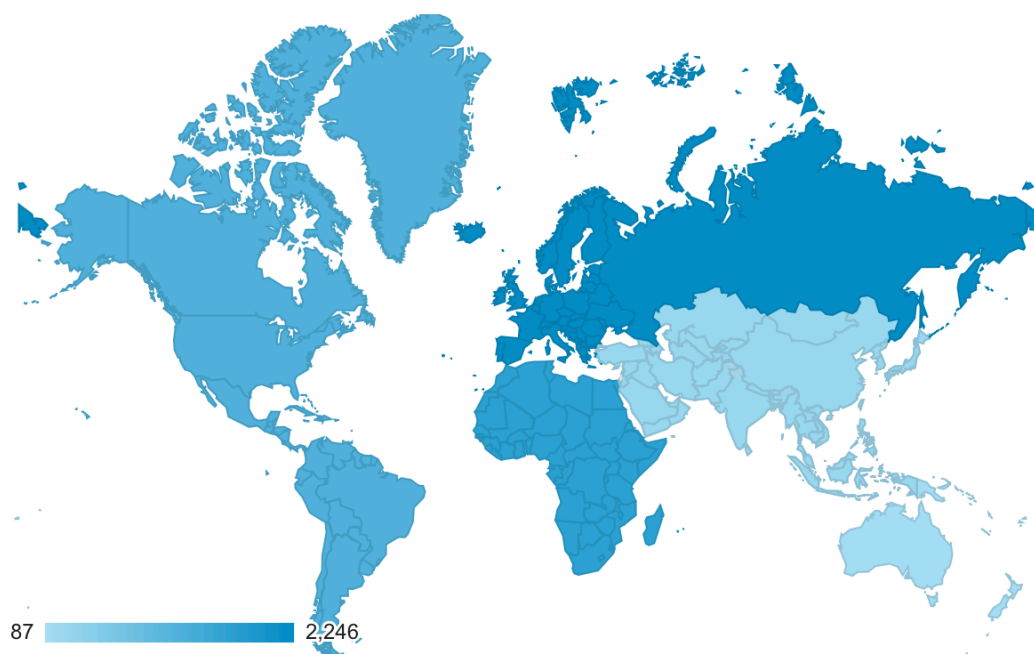
User Traffic

The majority of users (63.2%) find the website through organic searches via Google and other search engines. Many users also visit the website by direct link (16.3%) or via referrals from other websites (20.4%).

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



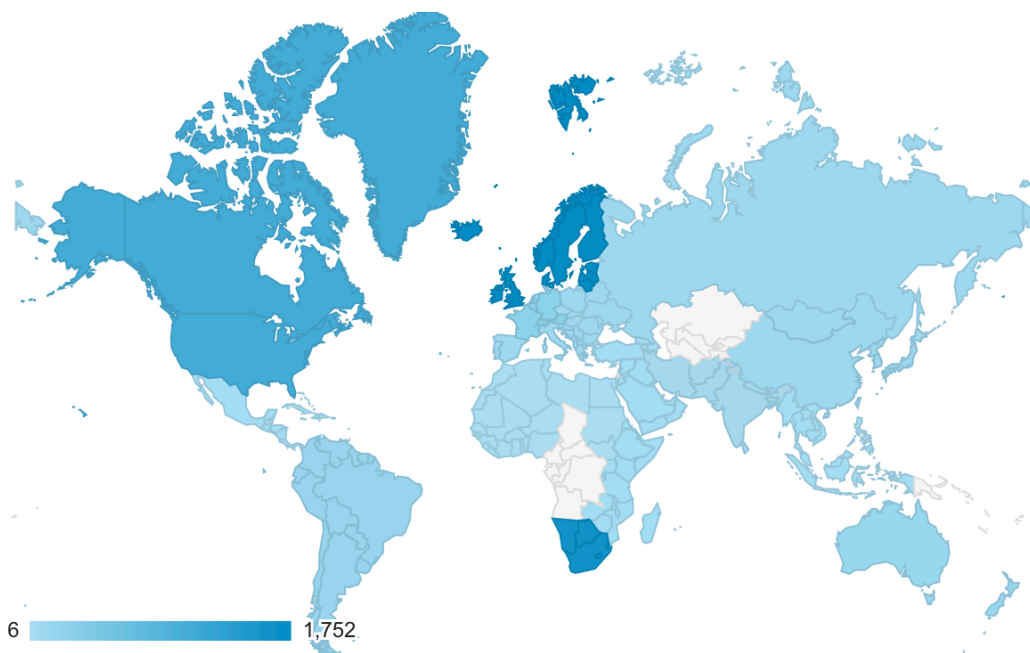
Above, the range spans from 87 sessions ((not set)***) to 2,246 sessions (Europe), and indicates via darkening shades of blue that the most website sessions originated from Europe for this reported period.

***(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 ?
	5,722 % of Total: 100.00% (5,722)	4.12 Avg for View: 4.12 (0.00%)	00:03:27 Avg for View: 00:03:27 (0.00%)	75.20% Avg for View: 75.15% (0.07%)
1. Europe	2,246 (39.25%)	4.24	00:03:26	72.26%
2. Africa	1,698 (29.67%)	3.20	00:02:49	79.80%
3. Americas	1,279 (22.35%)	5.86	00:05:02	68.73%
4. Asia	272 (4.75%)	2.31	00:01:49	89.34%
5. Oceania	140 (2.45%)	2.72	00:02:23	82.86%
6. (not set)	87 (1.52%)	1.00	00:00:00	100.00%

The data above demonstrate that the majority of OSLO website sessions originate from Europe (39.3%), Africa (29.7%), and the Americas (22.4%) and that users from the Americas and Europe tend to spend the most time on the website.

Table 2. Number of Visits by Sub-Continent Region

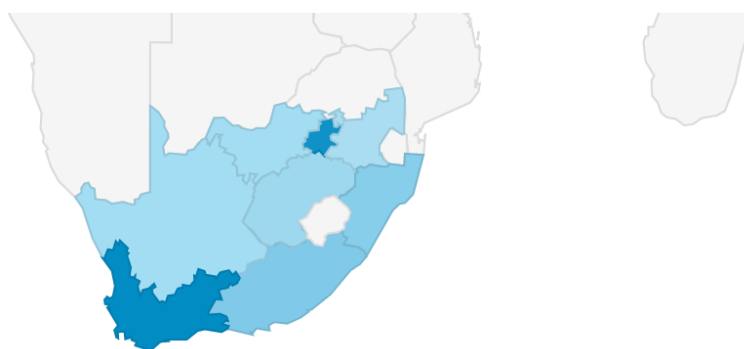


Above, the range spans from 6 sessions (Western Africa) to 1,752 sessions (Northern Europe), and indicates via darkening shades of blue that the most website sessions originated from Northern Europe for this reported period.

Sub Continent ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	5,722 % of Total: 100.00% (5,722)	4.12 Avg for View: 4.12 (0.00%)	00:03:27 Avg for View: 00:03:27 (0.00%)	75.20% Avg for View: 75.15% (0.07%)
1. Northern Europe	1,752 (30.62%)	4.60	00:03:50	69.46%
2. Southern Africa	1,619 (28.29%)	3.29	00:02:53	79.06%
3. Northern America	1,046 (18.28%)	6.30	00:05:12	67.78%
4. Western Europe	266 (4.65%)	3.29	00:02:07	77.82%
5. South America	200 (3.50%)	4.32	00:04:52	71.50%
6. Australasia	140 (2.45%)	2.72	00:02:23	82.86%
7. Eastern Asia	134 (2.34%)	2.67	00:02:23	81.34%
8. Southern Europe	130 (2.27%)	2.22	00:02:10	84.62%
9. Eastern Europe	98 (1.71%)	3.03	00:01:46	90.82%
10. (not set)	87 (1.52%)	1.00	00:00:00	100.00%

The data above demonstrate that the majority OSLO website sessions originate from Northern Europe (30.6%), Southern Africa (28.3%) and Northern America (18.3%), and that users from Northern America and Southern Africa tend to spend the most time on the website.

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

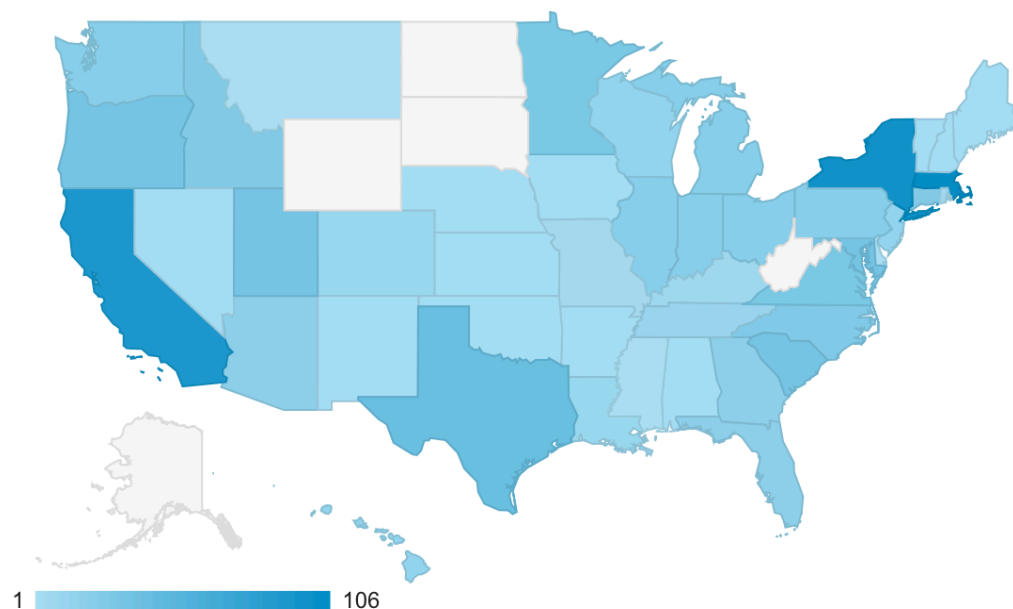


Above, the range spans from 4 sessions (Mpumalanga) to 636 sessions (Western Cape), and indicates via darkening shades of blue that the most website sessions originated from the Western Cape for this reported period.

Region ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	1,611 % of Total: 28.15% (5,722)	3.30 Avg for View: 4.12 (-19.79%)	00:02:54 Avg for View: 00:03:27 (-15.98%)	79.02% Avg for View: 75.15% (5.15%)
1. Western Cape	636 (39.48%)	3.89	00:03:13	76.89%
2. Gauteng	596 (37.00%)	2.70	00:02:12	84.06%
3. Eastern Cape	148 (9.19%)	3.29	00:05:03	56.76%
4. KwaZulu-Natal	138 (8.57%)	1.99	00:01:46	87.68%
5. Free State	40 (2.48%)	3.00	00:04:21	77.50%
6. North West	21 (1.30%)	1.19	00:00:55	95.24%
7. Northern Cape	12 (0.74%)	24.67	00:09:02	66.67%
8. Limpopo	12 (0.74%)	1.50	00:01:05	100.00%
9. (not set)	4 (0.25%)	1.00	00:00:00	75.00%
10. Mpumalanga	4 (0.25%)	2.50	00:01:06	100.00%

The data above demonstrate that the majority of OSLO website sessions originate from the Western Cape (39.5%), Gauteng (37%), and Eastern Cape (9.2%) regions, and that users from the Northern Cape and Eastern Cape regions tend to spend the most time on the website.

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

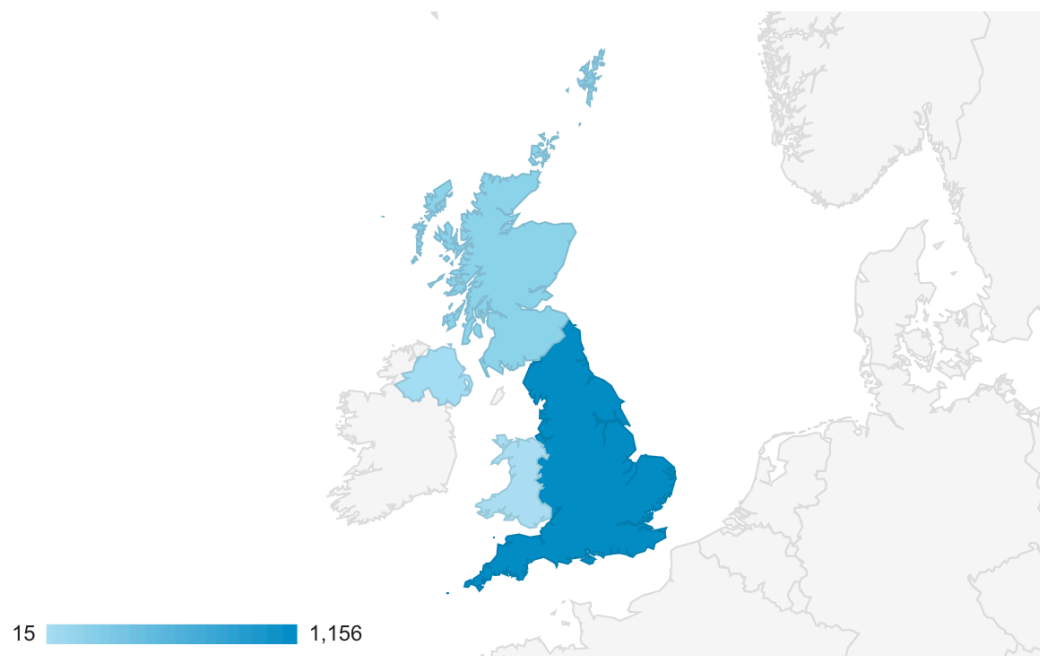


Above, the range spans from 1 session (Vermont [not pictured]) to 106 sessions (Massachusetts), and indicates via darkening shades of blue that the most website sessions originated from Massachusetts for this reported period.

Region ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?
	924 % of Total: 16.15% (5,722)	6.00 Avg for View: 4.12 (45.84%)	00:04:38 Avg for View: 00:03:27 (34.13%)	68.18% Avg for View: 75.15% (-9.27%)
1. Massachusetts	106 (11.47%)	6.66	00:05:05	60.38%
2. New York	100 (10.82%)	6.59	00:04:11	55.00%
3. California	91 (9.85%)	2.76	00:02:22	84.62%
4. Texas	41 (4.44%)	5.80	00:04:58	56.10%
5. Oregon	34 (3.68%)	19.41	00:15:01	44.12%
6. Maryland	33 (3.57%)	5.39	00:06:08	69.70%
7. South Carolina	32 (3.46%)	22.91	00:18:00	37.50%
8. Utah	32 (3.46%)	7.84	00:06:55	9.38%
9. Minnesota	29 (3.14%)	3.31	00:02:40	37.93%
10. Virginia	29 (3.14%)	3.76	00:01:25	86.21%

The data above demonstrate that the majority of OSLO website sessions originate from the states of Massachusetts (11.5%), New York (10.8%), and California (9.9%), and users from South Carolina and Oregon tend to spend the most time on the website.

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



Above, the range spans from 15 sessions (Wales) to 1,156 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 ?
	1,593 % of Total: 27.84% (5,722)	4.59 Avg for View: 4.12 (11.55%)	00:03:35 Avg for View: 00:03:27 (3.58%)	69.68% Avg for View: 75.15% (-7.28%)
1. England	1,156 (72.57%)	5.08	00:04:18	63.58%
2. (not set)	203 (12.74%)	2.11	00:00:00	100.00%
3. Scotland	186 (11.68%)	4.63	00:03:17	73.66%
4. Northern Ireland	33 (2.07%)	4.15	00:03:21	63.64%
5. Wales	15 (0.94%)	1.33	00:00:04	93.33%

The data above demonstrate that the majority of OSLO website sessions originate from England (72.6%), (not set) (12.7%) and Scotland (7.6%), and that users from England and Northern Ireland 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 207)	London	327*	4.26*	03:55
	(not set)	226*	2.20	00:04
	Cambridge	119*	5.34*	05:05*
	Glasgow	77*	3.83	03:10
	Manchester	64*	9.36*	06:05*
	Edinburgh	48	4.90*	04:40*
	Sheffield	46	3.85	04:34
	York	36	1.78	00:16
	Leeds	34	7.41*	08:18*
	Oxford	32	9.78*	04:43*
USA (10 of 343)	New York	72*	7.57*	04:22
	Amherst	44*	13.64*	11:41*
	Boston	37*	1.43	00:09
	St. George	30*	8.07*	07:09*
	Moscow	26*	4.77	08:24*
	Spartanburg	22	32.50*	25:53*
	(not set)	20	1.45	00:59
	Ashland	17	34.76*	25:13*
	College Station	16	11.31*	10:53*
	Fairborn	14	14.21*	16:51*
Australia (10 of 12)	Sydney	32*	2.59	02:28
	Melbourne	29*	2.66	02:16
	Brisbane	17*	1.88	03:39*
	Adelaide	10	5.20*	02:00
	Perth	9	1.78	00:50
	Canberra	8	2.62	05:11*
	Wollongong	6	3.50*	03:45
	Alice Springs	2	1.00	00:00
	Newcastle	1	1.00	00:00
	Warrnambool	1	1.00	00:00
South Africa (10 of 69)	Cape Town	605*	3.99*	03:19*
	Sandton	180*	2.61	01:44
	Pretoria	156*	2.10	01:56
	Johannesburg	136*	3.05	02:23
	East London	66*	3.70*	08:18*
	Durban	52*	1.58	01:50
	Port Elizabeth	49	2.88	02:30
	Bloemfontein	38	3.11	04:34*
	Randburg	30	3.17	04:07*
	Roodepoort	30	3.40*	02:22