

Olive Schreiner Letters Online Google Analytics Data Report 1 January 2017 – 31 December 2017

This report contains provisional information about OSLO website use for the particular time-period it covers, 2017. 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 the Last Report

In comparing user and traffic data from the Whites Writing Whiteness website with the previously reported period (1 January 2016 – 31 December 2016), several pleasing developments are apparent. Firstly, the number of visits to the website has risen 9.96% (from 5,722 to 6,292 visits), with the new users also rising by 9.09%. Secondly, the overall number of users has increased by 8.24% (from 4,729 to 4,369 users) — with these users based in 939 cities in 86 countries around the world. Thirdly, the number of pages viewed has also risen by 12.84%, with users collectively having viewed 26,550 pages (versus 23,554 for the previous report period) during their visits to the website. In addition, a new research-focused facility was added to the OSLO website, which provides genetic transcriptions of the extant Schreiner manuscripts of work written for publication, with these enabling detailed analysis of the writing practices that Schreiner engaged in. The first tranche of genetic manuscripts was posted in late November 2017; these will be regularly added to. The fact that website use continues to rise is extremely pleasing, and analysis of the details of usage indicates that this is a result of the regular posting of research-rich material and of the research tools for using this.

Summary

For the 2017 annual period, there are the following highlights: firstly, over there have been over 25,000 page views (26,550). Secondly, website traffic experienced a notable spike in February in conjunction with all areas of the website being fully restored after the 2016 cyber attack, together with [the posting of a significance amount of new content. Altogether, there have been 6,292 visits from 4,719 users in 86 countries

The Annual Report

The OSLO website was visited 4,719 unique users between 1 January 2017 and 31 December 2017. The site was accessed 6,292 times, from 86 countries, with the top ten countries in terms of number of users being South Africa, the UK, the USA, Australia, Canada, India, Germany, France, China and Italy respectively, and with visits from other countries including Sweden, Brazil, South Korea, Ireland, the Netherlands, Spain, New Zealand, Israel and Japan.

The site continues to have users who repeatedly visit the site and many who spend much longer than average using 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, Pretoria, Sandton, Johannesburg, London, Glasgow, New York, Sydney and Oxford. For more detailed information, please see Table 6.

Users view many pages per visit. Overall, there have been 26,550 page views in total. There have been 630 habitual users. In this annual report period, spending detailed time on average 8 (8.13) pages per visit, while the 4,693 new users view an average of 3 (2.89) pages.

Regarding how frequently users return to the site, there have been 2 visits to the site by 617 users, between 26 and 50 visits to the site by 63 users, between 101 and 200 visits to the site by 18 users, and more than 200 visits to the site by 36 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 documents, and containing detailed analytical discussion. It continues to be pleasing that users are responding positively to the most research-rich aspects of the website pages.

Concerning length of users' sessions, 580 users have spent between 3 and 10 minutes browsing the website, 422 users have spent between 10-30 minutes, and 190 users spent more than 30 minutes. The average number of users visiting the site per month is chandelier, with a major peak and many more users in February.

| Breakdown of Site Usage by Month: 1 January 2017 – 31 December 2017 | | | | |
|---|-------|-----------|----------------------------|-------------------------|
| | Users | Pageviews | Avg. visit duration (mins) | Freq. visitor countries |
| January | 399 | 2,294 | 03:12 | 36 |
| February | 1,648 | 6,006 | 02:50 | 44 |
| March | 463 | 3,977 | 06:02 | 45 |
| April | 324 | 2,066 | 03:57 | 31 |
| May | 320 | 1,866 | 03:10 | 38 |
| June | 228 | 1,118 | 03:11 | 29 |
| July | 249 | 2,226 | 04:00 | 26 |
| August | 245 | 1,148 | 03:24 | 26 |
| September | 256 | 1,563 | 04:24 | 33 |
| October | 333 | 1,348 | 02:30 | 34 |
| November | 270 | 1,546 | 03:22 | 26 |
| December | 231 | 1,392 | 03:18 | 28 |

The most accessed pages after the homepage are Essential Schreiner, Archives & Transcripts, and Search. A number of Dramatis Personae entries and individual Schreiner letters have also been widely viewed. In the final months of 2017, a collection of Schreiner's manuscripts were added to the website, including some of her previously unpublished works. Manuscript pages immediately garnered readership, with steady gains in user traffic being notable. This information points up how the majority of users appear to visit the website with a particular goal in mind.

There are many facilities which have been designed to support research use of OSLO, with the major addition in this annual report period being the new Manuscripts pages. It continues to be gratifying that these are used extensively and are extremely effective in encouraging and supporting secondary data analysis. These facilities around Search and other research-focused pages have been very popular, with 24,644 page views of these during 2017. A

large number of users have spent 20+ minutes reading pages with Schreiner's letters and manuscripts and research tools for working on these in detail.

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 2017, the pattern of contacts is similar to previous reports periods regarding new Schreiner letters offered for inclusion, and requests for practical help and advice in carrying out a range of research projects. It is particularly pleasing that new Schreiner letters continue to be made available for OSLO to publish.

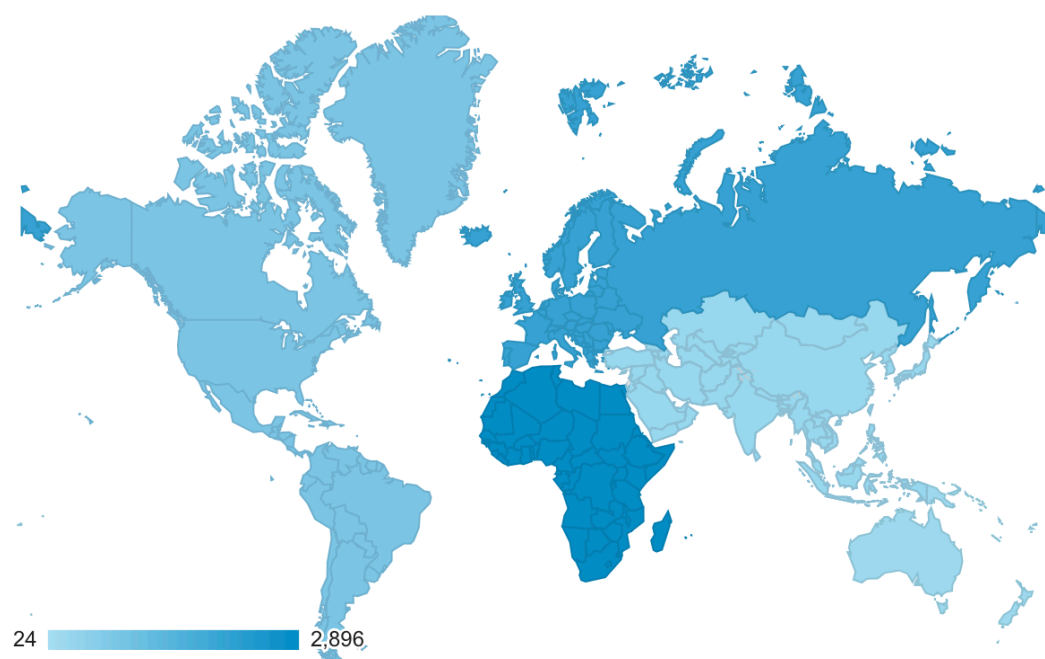
User Traffic

The majority of users (71%) find the website through organic searches via Google and other search engines. Many users also visit the website by direct link (19%) or via referrals from other websites (10%).

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



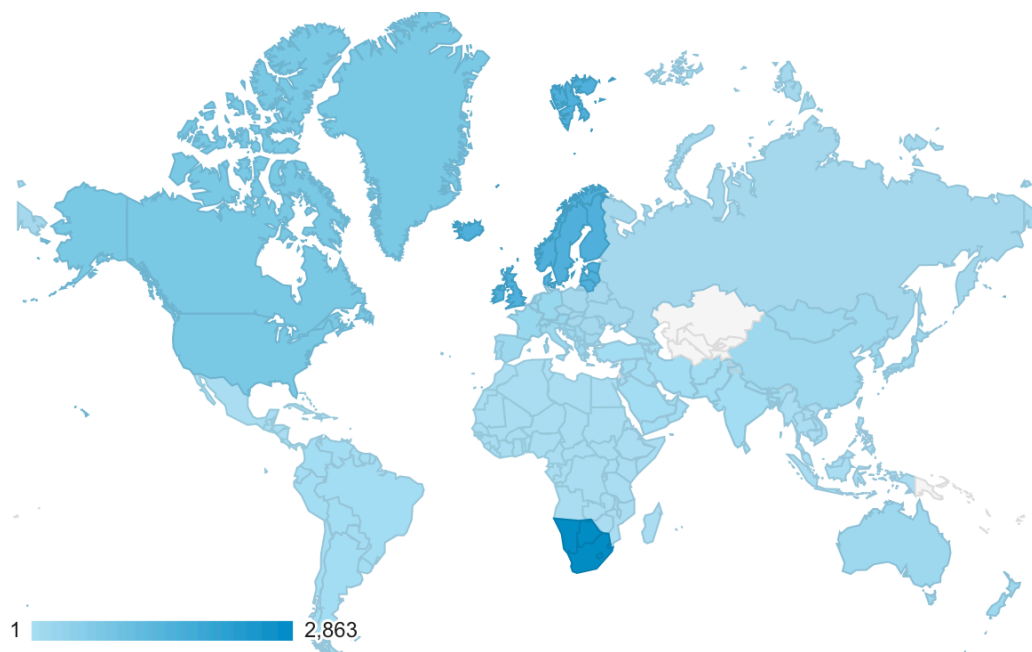
Above, the range spans from 24 sessions ((not set)***) to 2,896 sessions (Africa), and indicates via darkening shades of blue that the most users accessed the website from Africa for this reported period.

***(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 ? | Users ? | Sessions ? | Pages / Session ? | Avg. Session Duration ? |
|------------------------------|--|--|--|--|
| | 4,719 % of Total: 100.00% (4,719) | 6,292 % of Total: 100.00% (6,292) | 4.22 Avg for View: 4.22 (0.00%) | 00:03:30 Avg for View: 00:03:30 (0.00%) |
| 1. Africa | 2,431 (51.38%) | 2,896 (46.03%) | 2.84 | 00:02:28 |
| 2. Europe | 1,287 (27.20%) | 2,064 (32.80%) | 6.18 | 00:05:07 |
| 3. Americas | 619 (13.08%) | 824 (13.10%) | 4.52 | 00:02:59 |
| 4. Asia | 253 (5.35%) | 277 (4.40%) | 2.23 | 00:01:43 |
| 5. Oceania | 117 (2.47%) | 207 (3.29%) | 5.75 | 00:06:39 |
| 6. (not set) | 24 (0.51%) | 24 (0.38%) | 1.12 | 00:00:56 |

The data above demonstrate that the majority of OSLO website users access the website from Africa (51.4%), Europe (27.2%) and the Americas (13.1%) and that users from Oceania and Europe tend to spend the most time on the website.

Table 2. Number of Visits by Sub-Continent Region

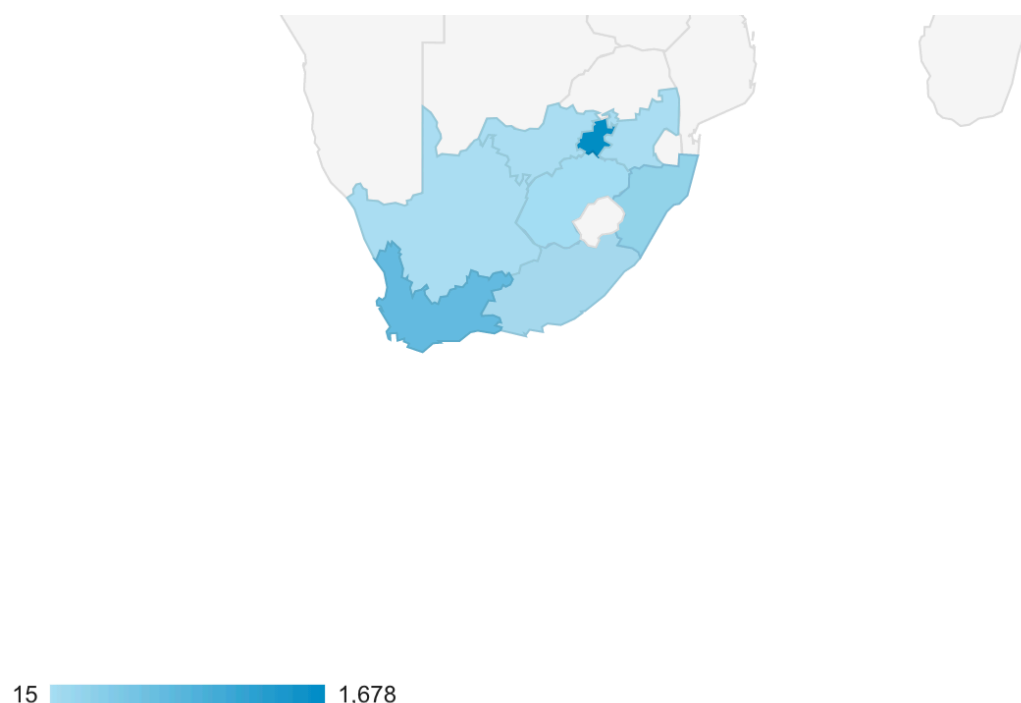


Above, the range spans from 1 session (Middle Africa) to 2,863 sessions (Southern Africa), and indicates via darkening shades of blue that the most users accessed the website from Southern Africa for this reported period.

| Sub Continent ? | Users ? ↓ | Sessions ? | Pages / Session ? | Avg. Session Duration ? |
|-------------------------------------|--|--|--|--|
| | 4,719 % of Total: 100.00% (4,719) | 6,292 % of Total: 100.00% (6,292) | 4.22 Avg for View: 4.22 (0.00%) | 00:03:30 Avg for View: 00:03:30 (0.00%) |
| 1. Southern Africa | 2,401 (50.72%) | 2,863 (45.50%) | 2.86 | 00:02:29 |
| 2. Northern Europe | 961 (20.30%) | 1,585 (25.19%) | 6.21 | 00:05:27 |
| 3. Northern America | 563 (11.89%) | 759 (12.06%) | 4.74 | 00:03:05 |
| 4. Western Europe | 179 (3.78%) | 235 (3.73%) | 7.18 | 00:03:54 |
| 5. Eastern Asia | 122 (2.58%) | 139 (2.21%) | 2.82 | 00:02:49 |
| 6. Australasia | 117 (2.47%) | 207 (3.29%) | 5.75 | 00:06:39 |
| 7. Southern Europe | 89 (1.88%) | 149 (2.37%) | 5.32 | 00:04:05 |
| 8. Southern Asia | 76 (1.61%) | 78 (1.24%) | 1.64 | 00:00:27 |
| 9. Eastern Europe | 61 (1.29%) | 95 (1.51%) | 4.51 | 00:04:17 |
| 10. South America | 44 (0.93%) | 52 (0.83%) | 1.56 | 00:01:43 |

The data above demonstrate that the majority OSLO website users access the website from Southern Africa (50.7%), Northern Europe (20.3%) and Northern America (11.9%), and that users from Australasia and Northern Europe tend to spend the most time on the website.

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

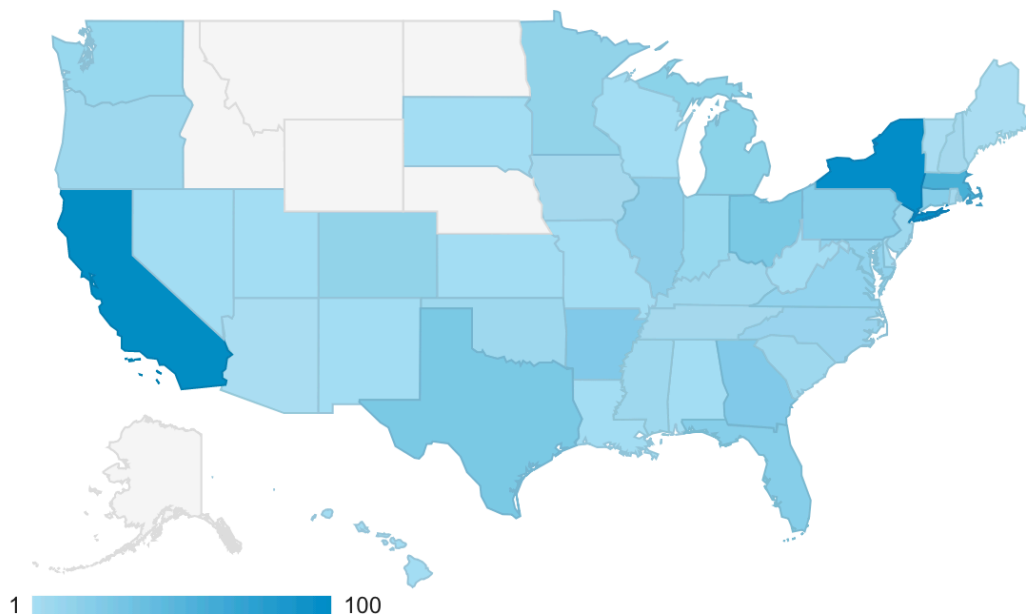


Above, the range spans from 15 sessions (Mpumalanga) to 1,678 sessions (Gauteng), and indicates via darkening shades of blue that the most users accessed the website from the Gauteng for this reported period.

| Region ? | Users ? ↓ | Sessions ? | Pages / Session ? | Avg. Session Duration ? |
|------------------|---|---|--|--|
| | 2,381 % of Total: 50.46% (4,719) | 2,835 % of Total: 45.06% (6,292) | 2.85 Avg for View: 4.22 (-32.36%) | 00:02:29 Avg for View: 00:03:30 (-29.27%) |
| 1. Gauteng | 1,455 (60.78%) | 1,678 (59.19%) | 2.00 | 00:02:05 |
| 2. Western Cape | 529 (22.10%) | 686 (24.20%) | 5.11 | 00:03:50 |
| 3. KwaZulu-Natal | 220 (9.19%) | 252 (8.89%) | 1.86 | 00:01:30 |
| 4. Eastern Cape | 72 (3.01%) | 82 (2.89%) | 2.66 | 00:02:01 |
| 5. Free State | 36 (1.50%) | 41 (1.45%) | 2.46 | 00:01:27 |
| 6. Limpopo | 32 (1.34%) | 37 (1.31%) | 2.86 | 00:03:20 |
| 7. North West | 22 (0.92%) | 25 (0.88%) | 1.68 | 00:01:49 |
| 8. Northern Cape | 15 (0.63%) | 19 (0.67%) | 14.21 | 00:06:22 |
| 9. Mpumalanga | 13 (0.54%) | 15 (0.53%) | 1.67 | 00:00:34 |

The data above demonstrate that the majority of OSLO website users access the website from Gauteng (37%), the Western Cape (22.1%), and KwaZulu-Natal (9.2%) regions, and that users from the Northern Cape and Western Cape regions tend to spend the most time on the website.

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

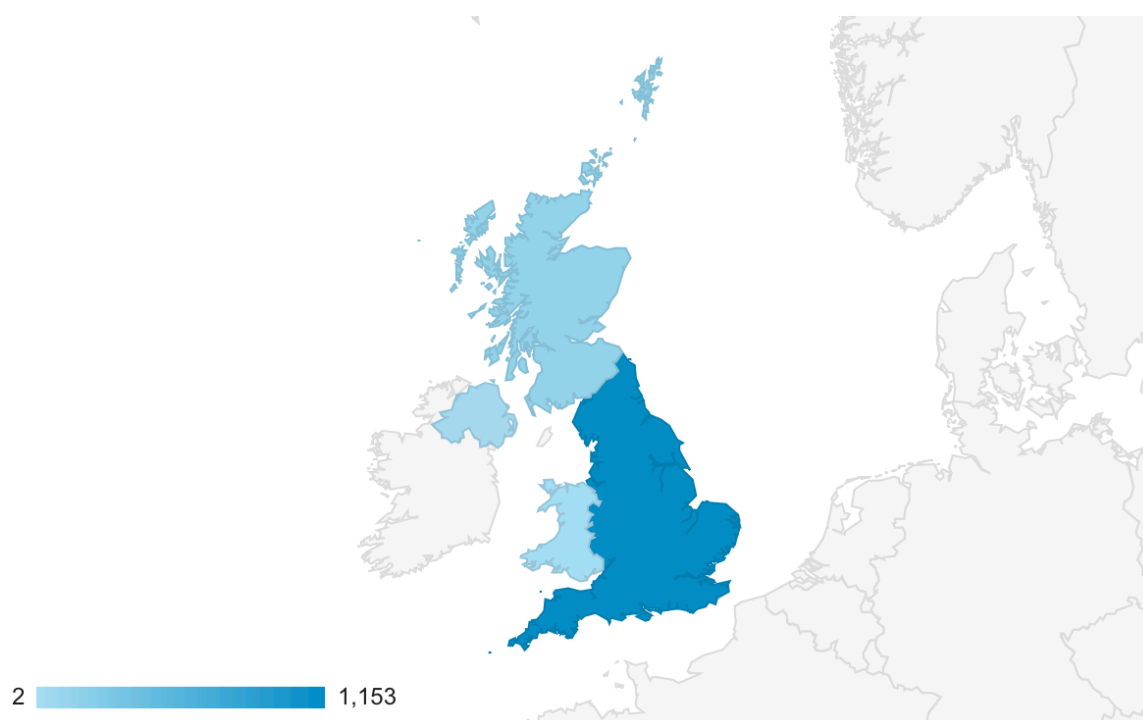


Above, the range spans from 1 session (Arizona [not pictured]) to 100 sessions (California), and indicates via darkening shades of blue that the most users accessed the website from New York for this reported period.

| Region ? | Users ? ↓ | Sessions ? | Pages / Session ? | Avg. Session Duration ? |
|----------------------------------|---|---|---|--|
| | 476 % of Total: 10.09% (4,719) | 648 % of Total: 10.30% (6,292) | 4.77 Avg for View: 4.22 (13.12%) | 00:02:57 Avg for View: 00:03:30 (-15.66%) |
| 1. New York | 62 (12.84%) | 96 (14.81%) | 6.70 | 00:02:40 |
| 2. California | 61 (12.63%) | 100 (15.43%) | 4.33 | 00:04:31 |
| 3. Massachusetts | 50 (10.35%) | 57 (8.80%) | 2.21 | 00:00:54 |
| 4. Arkansas | 20 (4.14%) | 23 (3.55%) | 1.00 | 00:00:00 |
| 5. Pennsylvania | 20 (4.14%) | 22 (3.40%) | 6.00 | 00:03:27 |
| 6. Connecticut | 18 (3.73%) | 20 (3.09%) | 4.55 | 00:03:20 |
| 7. Florida | 16 (3.31%) | 19 (2.93%) | 1.42 | 00:01:26 |
| 8. Georgia | 15 (3.11%) | 23 (3.55%) | 13.74 | 00:05:41 |
| 9. Ohio | 15 (3.11%) | 28 (4.32%) | 15.39 | 00:07:51 |
| 10. Illinois | 14 (2.90%) | 18 (2.78%) | 1.78 | 00:00:17 |

The data above demonstrate that the majority of OSLO website users access the website from the states of New York (12.8%), California (12.6%) and Massachusetts (10.4%), and that users from Alabama (not pictured [09:50 mins]) and Iowa (not pictured [09:01 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 1,153 sessions (England), and indicates via darkening shades of blue the most users accessed the website from England for this reported period.

| Region ? | Users ? ↓ | Sessions ? | Pages / Session ? | Avg. Session Duration ? |
|---------------------|---|---|---|---|
| | 864 % of Total: 18.31% (4,719) | 1,359 % of Total: 21.60% (6,292) | 5.72 Avg for View: 4.22 (35.60%) | 00:04:15 Avg for View: 00:03:30 (21.24%) |
| 1. England | 730 (83.52%) | 1,153 (84.84%) | 5.88 | 00:04:18 |
| 2. Scotland | 121 (13.84%) | 152 (11.18%) | 4.57 | 00:03:40 |
| 3. Wales | 12 (1.37%) | 13 (0.96%) | 4.00 | 00:02:10 |
| 4. Northern Ireland | 9 (1.03%) | 39 (2.87%) | 6.23 | 00:05:50 |
| 5. (not set) | 2 (0.23%) | 2 (0.15%) | 2.00 | 00:00:31 |

The data above demonstrate that the majority of OSLO website users access the website from England (83.5%), Scotland (13.8%) and Wales (1.4%), 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 198) | London | 291* | 4.56* | 03:28 |
| | Manchester | 104* | 10.13* | 09:22* |
| | Glasgow | 83* | 4.70* | 04:36* |
| | Cambridge | 67* | 5.99* | 03:04 |
| | Sheffield | 64* | 7.88* | 06:01* |
| | (not set) | 57 | 5.44* | 05:35* |
| | Oxford | 49 | 7.14* | 05:29* |
| | Birmingham | 35 | 4.43 | 02:07 |
| | Edinburgh | 34 | 3.41 | 01:53 |
| | Leeds | 32 | 5.38* | 04:21* |
| USA (10 of 260) | New York | 49* | 4.04* | 01:27 |
| | Goleta | 25* | 2.52 | 07:31* |
| | Boston | 25* | 2.28 | 00:48 |
| | Bentonville | 18 | 1.00 | 00:00 |
| | San Antonio | 18 | 2.78 | 03:22 |
| | Los Angeles | 11 | 4.82* | 01:16 |
| | Decatur | 11 | 24.73* | 08:27* |
| | Rhinebeck | 11 | 3.18 | 01:19 |
| | (not set) | 10 | 1.80 | 01:59 |
| | Columbus | 10 | 37.00* | 18:34* |
| Australia (10 of 13) | Sydney | 65* | 4.49* | 03:56 |
| | Perth | 53* | 6.68* | 15:03* |
| | Brisbane | 23* | 13.43* | 07:49* |
| | Melbourne | 17 | 2.41 | 00:37 |
| | Canberra | 4 | 1.50 | 00:18 |
| | Cairns | 3 | 2.33 | 01:43 |
| | Adelaide | 3 | 5.33* | 02:07 |
| | Wollongong | 2 | 1.50 | 03:15 |
| | Central Coast | 2 | 12.00* | 26:23* |
| | (not set) | 1 | 1.00 | 00:00 |
| South Africa (10 of 86) | Cape Town | 651* | 5.31* | 03:58* |
| | Pretoria | 529* | 2.07 | 02:22 |
| | Sandton | 499* | 2.07 | 02:03 |
| | Johannesburg | 276* | 1.84 | 01:32 |
| | Durban | 125* | 1.80 | 01:14 |
| | Centurion | 103* | 1.66 | 01:52 |
| | Roodepoort | 83 | 1.73 | 01:32 |
| | Berea | 45 | 1.44 | 01:57 |
| | Port Elizabeth | 42 | 1.90 | 01:32 |
| | Randburg | 40 | 2.82 | 04:27* |