

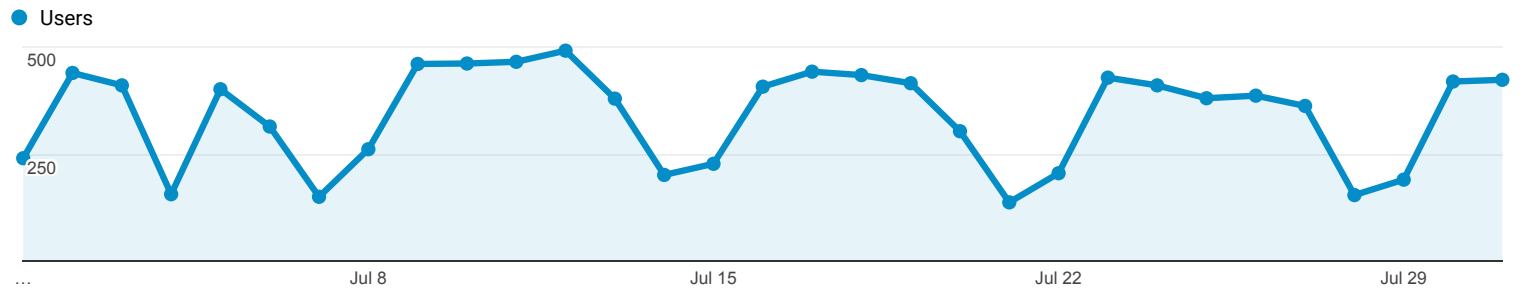
Browser & OS

All Users
100.00% Users

Jul 1, 2018 - Jul 31, 2018

Explorer

Summary



Browser	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	5,504 % of Total: 100.00% (5,504)	3,576 % of Total: 100.00% (3,576)	15,027 % of Total: 100.00% (15,027)	46.15% Avg for View: 46.15% (0.00%)	2.28 Avg for View: 2.28 (0.00%)	00:03:35 Avg for View: 00:03:35 (0.00%)	13.78% Avg for View: 13.78% (0.00%)	2,070 % of Total: 100.00% (2,070)	\$0.00 % of Total: 0.00% (\$0.00)
1. Chrome	3,223 (58.51%)	2,038 (56.99%)	9,625 (64.05%)	45.95%	2.37	00:04:03	12.99%	1,250 (60.39%)	\$0.00 (0.00%)
2. Safari	946 (17.18%)	601 (16.81%)	2,075 (13.81%)	46.94%	1.95	00:02:15	14.51%	301 (14.54%)	\$0.00 (0.00%)
3. Firefox	723 (13.13%)	455 (12.72%)	2,175 (14.47%)	43.72%	2.25	00:03:16	15.49%	337 (16.28%)	\$0.00 (0.00%)
4. Internet Explorer	341 (6.19%)	280 (7.83%)	688 (4.58%)	54.07%	2.20	00:03:17	15.26%	105 (5.07%)	\$0.00 (0.00%)
5. Edge	190 (3.45%)	126 (3.52%)	369 (2.46%)	42.55%	2.29	00:01:45	19.78%	73 (3.53%)	\$0.00 (0.00%)
6. Opera	19 (0.34%)	17 (0.48%)	23 (0.15%)	65.22%	1.43	00:00:50	8.70%	2 (0.10%)	\$0.00 (0.00%)
7. Safari (in-app)	15 (0.27%)	14 (0.39%)	17 (0.11%)	52.94%	2.06	00:00:28	5.88%	1 (0.05%)	\$0.00 (0.00%)
8. Android Webview	12 (0.22%)	11 (0.31%)	12 (0.08%)	75.00%	1.33	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Opera Mini	12 (0.22%)	12 (0.34%)	12 (0.08%)	50.00%	1.42	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Samsung Internet	10 (0.18%)	8 (0.22%)	12 (0.08%)	58.33%	1.58	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Amazon Silk	8 (0.15%)	5 (0.14%)	10 (0.07%)	40.00%	2.90	00:01:36	10.00%	1 (0.05%)	\$0.00 (0.00%)
12. Mozilla Compatible Agent	6 (0.11%)	6 (0.17%)	6 (0.04%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

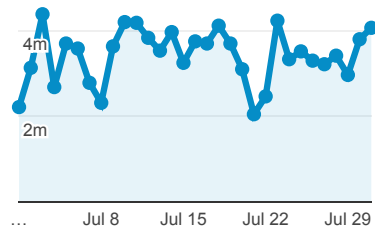
My Dashboard

Jul 1, 2018 - Jul 31, 2018

All Users
100.00% Sessions

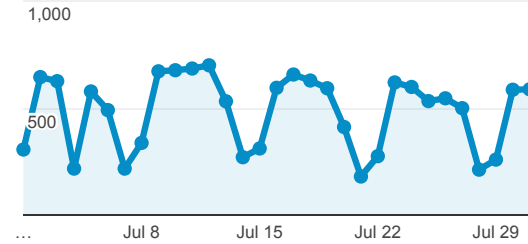
Avg. Visit Duration

Avg. Session Duration



Visits

Sessions



Pageviews

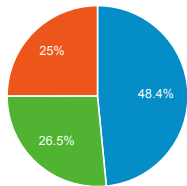
34,244

% of Total: 100.00% (34,244)



Visits by Traffic Type

organic direct referral



Visits

15,027

% of Total: 100.00% (15,027)



Visits and Pages / Visit by Keyword

Keyword	Sessions	Pages / Session
(not provided)	7,160	2.23
https://library.umaine.edu/map/	32	2.06
https://library.umaine.edu/speccol/special-collections-holdings/#SubjectAreasCollected	28	1.93
https://libguides.library.umaine.edu/c.php?g=718650&p=5118279&previeiw=c2d3d206ca2333721061886b40f1fd25	23	2.65
https://library.umaine.edu/2018/01/05/industry-insight/	7	3.43
proof read	7	2.00
fogler library	3	2.00
https://libguides.library.umaine.edu/c.php?g=844033&p=6047258&previeiw=54f2f92aebd0f6e058d857d7216b25e4	2	2.50
https://library.umaine.edu/collection-services/collection-development-policy/gift-policy/	2	2.00

Pageviews by Page Title

Page Title	Pageviews
Raymond H. Fogler Library, University of Maine	15,659
Raymond H. Fogler Library Indexes and Databases	3,905
Fogler Library: Indexes and Databases	2,942
Raymond H. Fogler Library Ejournals	1,155
Fogler Library: Indexes and Databases Results	780
Home - Subject Guides at University of Maine	495
Fogler Library Hours - Raymond H. Fogler Library - University of Maine	454
Interlibrary Loan - Resource Delivery Services - Subject Guides at University of Maine	394
Books and ebooks - Raymond H. Fogler Library - University of Maine	275
Contacts - Raymond H. Fogler Library - University of Maine	271

Visits and Pageviews by Mobile

Mobile (Including Tablet)	Sessions	Pageviews
No	13,884	32,336
Yes	1,143	1,908


Visits and Pages / Visit by Mobile Device

Mobile Device Info	Sessions	Pages / Session
Apple iPhone	555	1.58
Apple iPad	155	1.78
Microsoft Windows RT Tablet	41	2.15

Exits and Pageviews by Exit Page

Exit Page	Exits	Pageviews
/	7,326	13,007
/ejournals/_ejournals.asp	728	1,629

Depth of Visit

 **All Users**
 100.00% Users (100.00% Sessions)

Jul 1, 2018 - Jul 31, 2018

Distribution

Page Depth

Sessions
15,027
 % of Total: 100.00% (15,027)

Pageviews
34,244
 % of Total: 100.00% (34,244)

Page Depth	Sessions	Pageviews
<1	57	0
1	8,222	8,222
2	2,779	5,558
3	1,669	5,007
4	797	3,188
5	443	2,215
6	286	1,716
7	214	1,498
8	128	1,024
9	101	909
10	91	910
11	54	594
12	32	384
13	33	429
14	25	350
15	22	330
16	5	80
17	13	221
18	10	180
19	7	133
20+	39	1,296

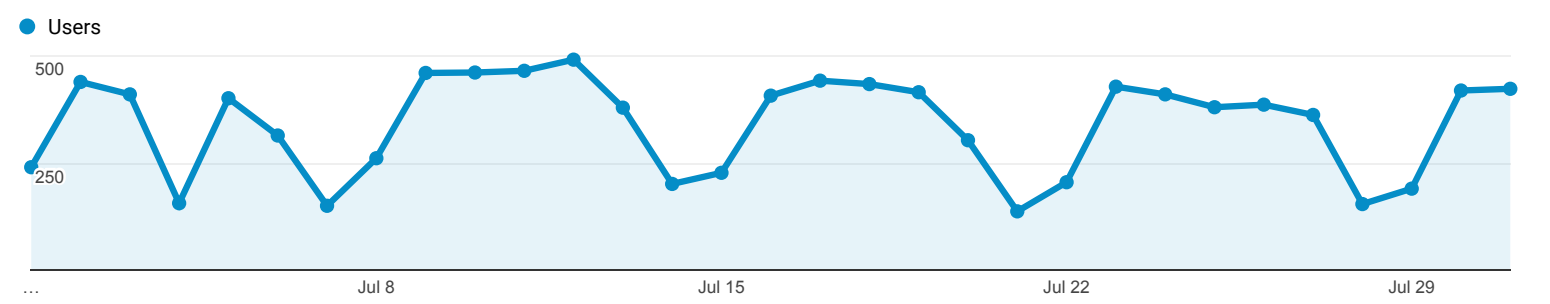
Device Overview

All Users
100.00% Users

Jul 1, 2018 - Jul 31, 2018

Explorer


Summary



Device Category	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	5,504 % of Total: 100.00% (5,504)	3,576 % of Total: 100.00% (3,576)	15,027 % of Total: 100.00% (15,027)	46.15% Avg for View: 46.15% (0.00%)	2.28 Avg for View: 2.28 (0.00%)	00:03:35 Avg for View: 00:03:35 (0.00%)	13.78% Avg for View: 13.78% (0.00%)	2,070 % of Total: 100.00% (2,070)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	4,690 (85.09%)	2,919 (81.63%)	13,884 (92.39%)	45.59%	2.33	00:03:45	14.51%	2,014 (97.29%)	\$0.00 (0.00%)
2. mobile	643 (11.67%)	518 (14.49%)	892 (5.94%)	53.70%	1.61	00:01:14	2.58%	23 (1.11%)	\$0.00 (0.00%)
3. tablet	179 (3.25%)	139 (3.89%)	251 (1.67%)	50.20%	1.90	00:02:08	13.15%	33 (1.59%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

Frequency & Recency

 **All Users**
 100.00% Users (100.00% Sessions)

Jul 1, 2018 - Jul 31, 2018

Distribution

Count of Sessions

Sessions





























15,027

% of Total: 100.00% (15,027)

Pageviews

34,244

% of Total: 100.00% (34,244)

Count of Sessions	Sessions	Pageviews
1	3,576 	7,164 
2	940 	2,254 
3	581 	1,342 
4	397 	1,008 
5	288 	683 
6	251 	575 
7	219 	506 
8	203 	528 
9-14	1,001 	2,782 
15-25	1,174 	2,702 
26-50	1,288 	2,844 
51-100	1,498 	3,351 
101-200	1,016 	2,239 
201+	2,595 	6,266 

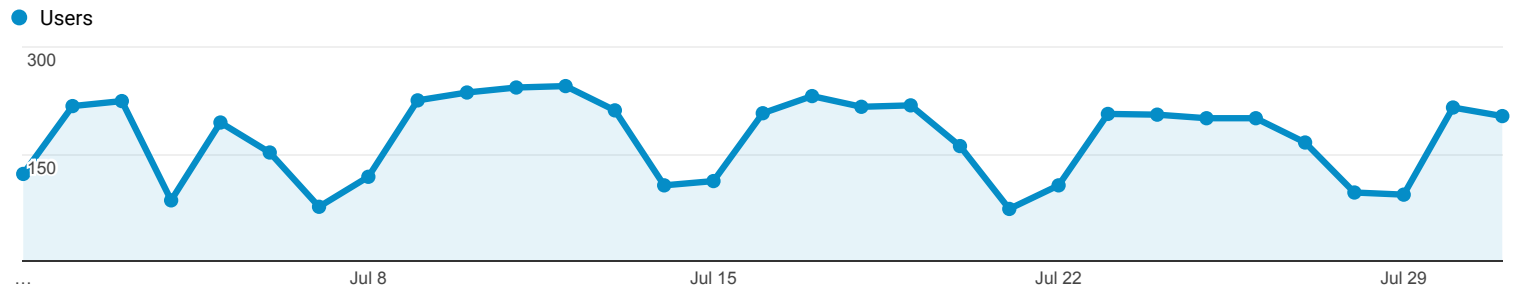
Keywords

All Users
53.65% Users

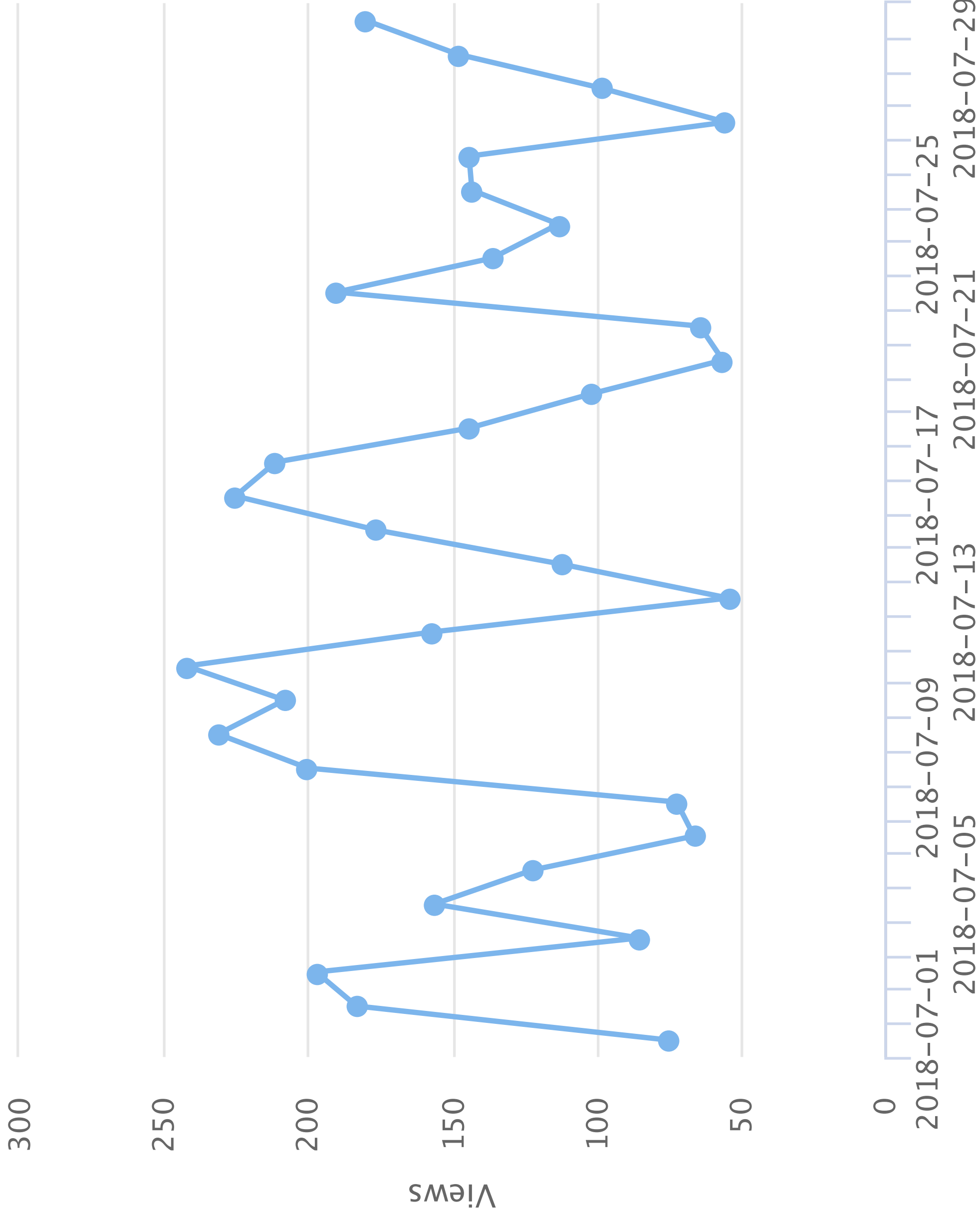
Jul 1, 2018 - Jul 31, 2018

Explorer

Site Usage



Keyword	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	2,953 % of Total: 53.65% (5,504)	7,280 % of Total: 48.45% (15,027)	2.23 Avg for View: 2.28 (-2.04%)	00:03:45 Avg for View: 00:03:35 (4.76%)	25.08% Avg for View: 23.80% (5.40%)	45.85% Avg for View: 46.15% (-0.65%)
1. (not provided)	2,935 (99.06%)	7,160 (98.35%)	2.23	00:03:42	25.31%	46.01%
2. fogler library	3 (0.10%)	3 (0.04%)	2.00	00:00:05	33.33%	33.33%
3. https://libguides.library.umaine.edu/c.php?g=718650&p=5118279&preview=c2d3d206ca2333721061886b40f1fd25	2 (0.07%)	23 (0.32%)	2.65	00:10:00	0.00%	39.13%
4. https://library.umaine.edu/collection-services/collection-development-policy/gift-policy/	2 (0.07%)	2 (0.03%)	2.00	00:08:38	0.00%	0.00%
5. https://library.umaine.edu/speccoll/special-collections-holdings/#SubjectAreasCollected	2 (0.07%)	28 (0.38%)	1.93	00:09:19	0.00%	53.57%
6. biochemical topics under zika virus disorders	1 (0.03%)	1 (0.01%)	2.00	00:00:25	100.00%	0.00%
7. https://libguides.library.umaine.edu/c.php?g=844033&p=6047258&preview=54f2f92aebd0f6e058d857d7216b25e4	1 (0.03%)	2 (0.03%)	2.50	00:00:20	0.00%	50.00%
8. https://library.umaine.edu/2017/07/11/boosting-maines-economy-information/	1 (0.03%)	1 (0.01%)	1.00	00:00:13	0.00%	0.00%
9. https://library.umaine.edu/2018/01/05/industry-insight/	1 (0.03%)	7 (0.10%)	3.43	00:10:56	0.00%	14.29%
10. https://library.umaine.edu/collection-services/collection-development-policy/digital-commons-collection-policy/	1 (0.03%)	1 (0.01%)	1.00	00:00:05	100.00%	0.00%
11. https://library.umaine.edu/map/	1 (0.03%)	32 (0.44%)	2.06	00:08:35	0.00%	25.00%
12. key words when seaching for funding in the arts	1 (0.03%)	1 (0.01%)	1.00	00:00:00	100.00%	100.00%
13. Non-overwintering cover crops: a significant source of N	1 (0.03%)	1 (0.01%)	1.00	00:00:00	100.00%	0.00%



Statistics - Subject Guides at University of Maine

Guide ID	Guide Name	Views
149686	Resource Delivery Services	460
150206	Business Research: Exchange Rates	215
87815	SciFinder Database Guide	169
129867	Business Databases	150
542679	ERL 534: Literacy and Language Development	145
609383	ERL 601: Seminar in Reading	132
580761	Theses and Dissertations	123
118010	Education	103
484374	Life Hack: Library Research	98
134323	Faculty Services	96
241840	Psychology	88
127723	History	85
149681	Government Publications	78
144444	Hot Topics: Terrorism in the Middle East	76
843398	Upward Bound Summer Program	76
46452	News Research	65
154925	Self-Archiving in Digital Commons	65
834751	Patent and Trademark Resource Center	60
376745	Business Research:SWOT Analysis Research Guide	58
463232	Graduate Student Research Tips & Tricks	56
212842	Conference Posters and Presentations	54
201793	Reference & Information Literacy	50
650521	Hot Topics: Fake News and Misinformation	49
211192	Hot Topics: Domestic Violence	48
109518	Finding Funding	45
160910	Library Accessibility Service	45
416256	Reference New Titles	44
832969	SED 506: Assessment and Program Planning for Early Intervention	44
265530	Research Data Management	43
483878	CHF 200: Family Interaction	41
119330	Native American Studies	40
264641	Troubleshooting Access to Online Resources	40
833010	EDT 598: Creative and Connected Learning Environments	39
119327	Art	37
238983	Locating Who Cited Your Work	37
688760	EDT 537: Introduction to Flipped, Blended, and Online Learning	37
126238	Civil and Environmental Engineering	36
83888	Biochemistry, Biomedicine, Microbiology, Molecular & Cellular Biology	34
106349	Communication Studies	32
480725	Maine's Business, Science and Technology Library	32
103753	Geography	30
139613	Hot Topics: Cyber Security	30
130020	Citation Help	29
452854	Hot Topics: Zika Virus	29
77587	Anthropology	28
122826	Food Science and Nutrition	27
108150	Social Work	26
200294	Hot Topics: Gun Control	26

Guide ID	Guide Name	Views
608071	University Archive	25
780158	Hot Topics: Homelessness	25
92171	Company Research	24
85740	Nursing	23
275223	ERL 539: Current Practices in Reading Comprehension, K-12	23
851479	Crystallography Guide	23
384122	CMJ 103: Public Speaking	22
489588	MBSTL Business	22
396488	RefWorks	20
123011	Marine Sciences	19
484003	Textbook Alternative Program	19
209343	Economics Databases	18
489604	MBSTL Business - Starting a Business - Market & Consumer Research	18
718650	Northeast Archives of Folklore and Oral History	18
126240	Mechanical Engineering	17
281977	Architecture	16
98365	Entrepreneurship and Small Business	15
124750	Biology and Ecology	15
141122	Human Development	15
660110	Social Work Policy Paper: SWK 540, 530 & 440	14
122747	Forest Resources	13
498256	ICPSR: Finding & Using Data	13
655513	Welcome to Orono	13
108152	Women's, Gender, and Sexuality Studies	12
117379	Animal and Veterinary Sciences	12
126175	Wildlife & Fisheries	12
822477	Hot Topics: Health Equity and Health Disparity	12
103782	Film and Video Studies	11
106350	Journalism	11
201152	Accounting	11
496812	Darling Marine Center Information Resources	11
645362	Hot Topics: Immigration	11
85693	Chemistry	10
121394	Earth Sciences	10
346484	Tutorials	10
600464	Market Research	10
109386	Hot Topics	9
126202	Technical Standards	9
126237	Chemical and Biological Engineering	9
542197	MBSTL Business - Finding Support & Assistance	9
108134	Political Science	8
119328	New Media/Intermedia	8
465399	Open Access	8
484879	MBSTL - Science & Technology	8
515326	MBSTL Business - Starting a Business Overview	8
575340	Stephen King, Writer	8
685182	BrowZine	8
74682	Music	7
98547	Personnel Management	7
129056	English	7

Guide ID	Guide Name	Views
516913	MBSTL Science & Technology - Agriculture	7
521236	MBSTL Science & Technology - Mathematics	7

Statistics - Subject Guides at University of Maine

Guide ID	Guide Name	Views
834735	Survey Engineering Technology	7
119325	Agriculture	6
126239	Electrical and Computer Engineering	6
126242	Computing and Information Science	6
480999	EHD 575: Educational Research and Its Evaluation	6
98360	Business Sustainability	5
108151	Sociology	5
108153	International Affairs	5
127894	Archaeology	5
137569	Canadian Studies	5
493071	Beer: Just Brew It	5
519378	MBSTL Business - Starting a Business - Financing & Funding	5
519404	MBSTL Science & Technology - Environment and Weather	5
601859	Business Legal Issue Research	5
818011	Hot Topics: Race Relations	5
103597	Economics	4
109844	Reference Sources	4
126243	Mathematics and Statistics	4
154193	Hot Topics: Offshore Wind Energy in Maine	4
519402	Copyright for Instructors	4
533853	MBSTL Business - Running a Business - Overview	4
94568	Business Biography	3
97115	Business Ethics	3
98381	Finance	3
117183	Alumni/ae Services	3
127718	Theatre	3
139454	Astronomy	3
205220	FSN 101: Introduction to Food and Nutrition	3
265475	WGS 101 (Okin)	3
433638	Information Literacy	3
514056	MBSTL Science & Technology - Computer, Information Systems and Telecommunications	3
535234	MBSTL Business - Growing a Business - Forecasting & Trend Analysis	3
573992	MBSTL Science & Technology - Construction and Surveying	3
612707	PSY 100: General Psychology	3
834733	Mechanical Engineering Technology	3
98362	Electronic Commerce	2
98420	PubMed, Full Text, and My NCBI	2
98455	Investment	2
98551	Trade	2
123595	Environmental Sciences	2
130016	Philosophy	2
224393	Job Search and Career Planning	2
316645	Aging	2
509550	MBSTL Business - Starting a Business - Writing Business Plans	2
543674	MBSTL Science & Technology - Health Care	2
592169	MES 101: Introduction to Maine Studies	2
623390	Wikipedia Edit-A-Thon 2017: Underrepresented Voices	2

Guide ID	Guide Name	Views
654553	Hot Topics: Climate Change	2
767744	Hot Topics: Health Insurance	2
789098	PSY 245: Principles of Psychological Research	2
82079	CINAHL with Full Text Database Guide	1
85742	Physics	1
85748	Climate Studies	1
92134	Citing Business Sources – APA Style	1
108144	Peace & Reconciliation Studies	1
158342	WGS New Titles	1
274951	ERL 516: Visual Literacy--Exploring Meaning in the Art of Picture Books	1
487897	SED 520: Law and Policy Affecting Individuals with Disabilities	1
489578	MBSTL Science & Technology - Food & Beverage Production	1
526041	MBSTL Business - Running a Business - Finances & Accounting	1
528474	MBSTL Business - Running a Business - Sales & Marketing	1
536584	MBSTL Business - Growing a Business - Finding New Customers	1
569182	Fogler Library Book Club	1
667364	Saturn at Opposition	1
812743	Human Dimensions of Climate Change 2018	1
813980	NUR 452: Community and Population Health	1
834704	Construction Engineering Technology	1
834706	Electrical Engineering Technology	1
85739	Communication Sciences & Disorders	0
94685	Business Case Studies	0
135708	Dance	0
150831	Fogler Library	0
228682	Resources for Coffee Industry Research	0
277280	Modern Languages & Classics	0
412886	African American Foodways	0
463249	Altmetrics	0
478169	Poetry and Poets: Recent and Notable Additions	0
483482	HUD 521: Teaching Science as Inquiry for Young Children	0
489612	MBSTL Science & Technology - Forestry & Forest Products	0
489852	MBSTL Science & Technology - Commercial Fishing and Aquaculture	0
513619	MBSTL Science & Technology - Standards & Specifications	0
517836	MBSTL Business - Starting a Business - Registration, Licenses & Permits	0
521495	MBSTL Business - Starting a Business - Meeting Legal Obligations	0
525298	MBSTL Business - Starting a Business - Doing Business Online	0
528893	MBSTL Business - Running a Business - Managing Human Resources	0
530945	MBSTL Business - Running a Business - Business Technology	0
532275	MBSTL Business - Running a Business - Environmental Considerations	0
533441	MBSTL Business - Running a Business - Working with Suppliers, Distributors & Customers	0
535625	MBSTL Business - Growing a Business - Business Innovation	0
536363	MBSTL Business - Growing a Business - New Product Development	0
538866	MBSTL Business - Growing a Business - Selling to the Government	0
539375	MBSTL Business - Growing a Business - Exporting & Support	0
540120	MBSTL Business - Growing a Business - Overview	0
574140	MBSTL Science & Technology - Manufacturing	0
574349	MBSTL Science & Technology - Utilities, Public Works, & Transportation	0
599601	International Business Research	0

Guide ID	Guide Name	Views
619766	Tax Information	0
645985	Make Music with your Computer Workshop	0
652223	Maine Composts Week	0
680693	Craft Beer Industry Research	0

Statistics - Subject Guides at University of Maine

Guide ID	Guide Name	Views
754534	SED 516: Collaborative Consultation in Early Childhood	0
832987	HED 640: Issues in College Teaching	0

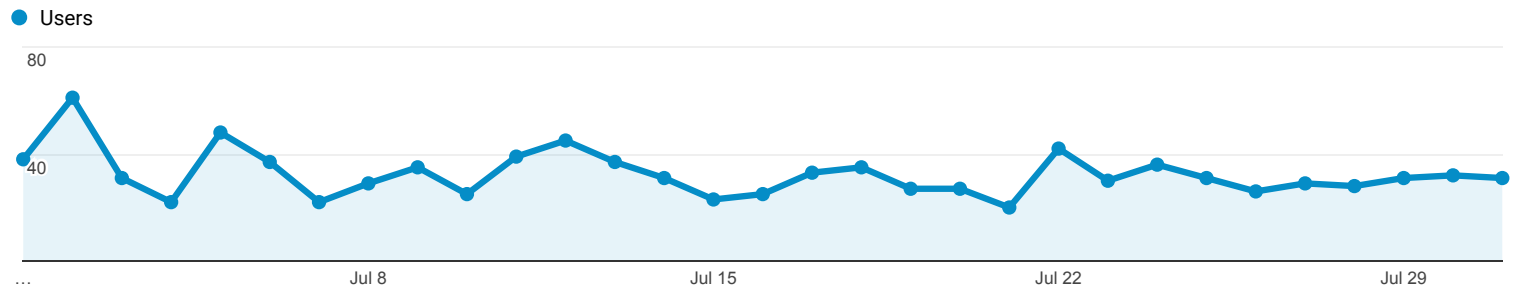
Mobile Devices Carriers

All Users
14.93% Users

Jul 1, 2018 - Jul 31, 2018

Explorer

Summary



Mobile Device Info	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	822 % of Total: 14.93% (5,504)	657 % of Total: 18.37% (3,576)	1,143 % of Total: 7.61% (15,027)	52.93% Avg for View: 46.15% (14.69%)	1.67 Avg for View: 2.28 (-26.75%)	00:01:26 Avg for View: 00:03:35 (-59.88%)	4.90% Avg for View: 13.78% (-64.43%)	56 % of Total: 2.71% (2,070)	\$0.00 % of Total: 0.00% (\$0.00)
1. Apple iPhone	370 (45.01%)	287 (43.68%)	555 (48.56%)	52.43%	1.58	00:01:27	3.24%	18 (32.14%)	\$0.00 (0.00%)
2. Apple iPad	119 (14.48%)	96 (14.61%)	155 (13.56%)	47.10%	1.78	00:01:22	8.39%	13 (23.21%)	\$0.00 (0.00%)
3. (not set)	30 (3.65%)	27 (4.11%)	34 (2.97%)	61.76%	1.24	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Microsoft Windows RT Tablet	18 (2.19%)	9 (1.37%)	41 (3.59%)	63.41%	2.15	00:04:22	43.90%	18 (32.14%)	\$0.00 (0.00%)
5. Samsung SM-G950U Galaxy S8	16 (1.95%)	9 (1.37%)	20 (1.75%)	45.00%	2.15	00:01:07	5.00%	1 (1.79%)	\$0.00 (0.00%)
6. Google Pixel 2	9 (1.09%)	5 (0.76%)	12 (1.05%)	50.00%	1.50	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Google Nexus 10	7 (0.85%)	7 (1.07%)	7 (0.61%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Google Nexus 5	6 (0.73%)	6 (0.91%)	7 (0.61%)	71.43%	1.14	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Samsung SM-G930V Galaxy S7	6 (0.73%)	5 (0.76%)	6 (0.52%)	16.67%	2.50	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Samsung SM-N950U Galaxy Note8	5 (0.61%)	5 (0.76%)	8 (0.70%)	50.00%	2.00	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Amazon KFFOWI Fire	4 (0.49%)	3 (0.46%)	4 (0.35%)	50.00%	2.50	00:01:56	25.00%	1 (1.79%)	\$0.00 (0.00%)
12. Google Pixel 2 XL	4	4	5	40.00%	1.80	00:00:18	20.00%	1	\$0.00

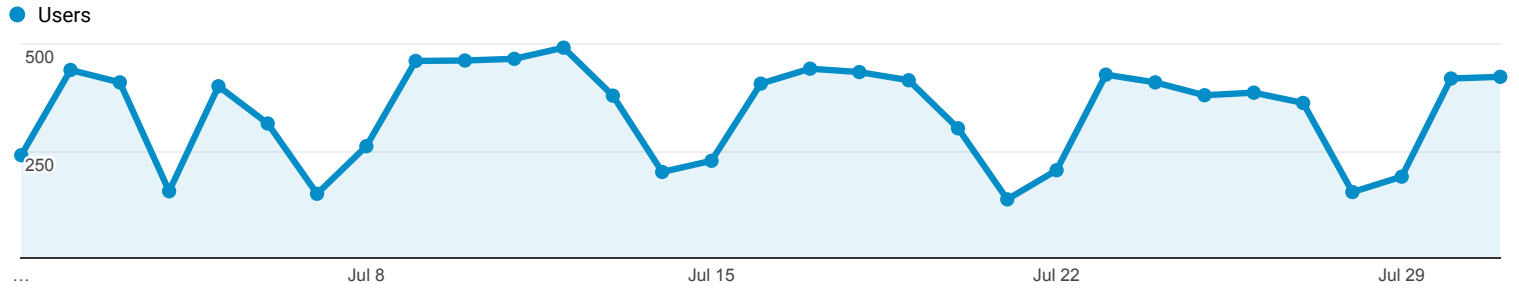
New vs Returning

All Users
100.00% Users

Jul 1, 2018 - Jul 31, 2018

Explorer

Summary



User Type	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	5,504 % of Total: 100.00% (5,504)	3,576 % of Total: 100.00% (3,576)	15,027 % of Total: 100.00% (15,027)	46.15% Avg for View: 46.15% (0.00%)	2.28 Avg for View: 2.28 (0.00%)	00:03:35 Avg for View: 00:03:35 (0.00%)	13.78% Avg for View: 13.78% (0.00%)	2,070 % of Total: 100.00% (2,070)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	3,575 (57.78%)	3,576 (100.00%)	3,576 (23.80%)	47.82%	2.00	00:01:42	6.04%	216 (10.43%)	\$0.00 (0.00%)
2. Returning Visitor	2,612 (42.22%)	0 (0.00%)	11,451 (76.20%)	45.63%	2.36	00:04:10	16.19%	1,854 (89.57%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

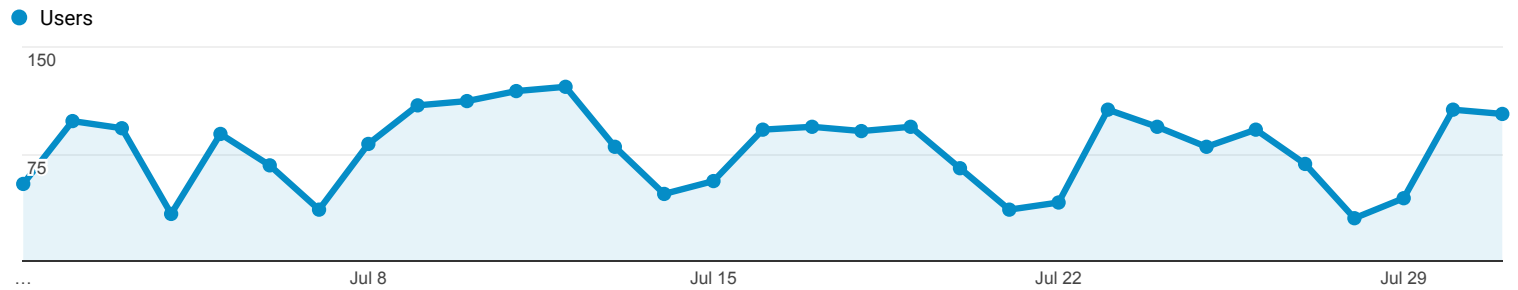
Referral Traffic

All Users
19.26% Users

Jul 1, 2018 - Jul 31, 2018

Explorer

Summary



Source	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	1,060 % of Total: 19.26% (5,504)	387 % of Total: 10.82% (3,576)	3,759 % of Total: 25.01% (15,027)	42.99% Avg for View: 46.15% (-6.85%)	2.58 Avg for View: 2.28 (13.18%)	00:04:14 Avg for View: 00:03:35 (18.08%)	12.29% Avg for View: 13.78% (-10.78%)	462 % of Total: 22.32% (2,070)	\$0.00 % of Total: 0.00% (\$0.00)
1. libguides.library.umaine.edu	190 (16.34%)	18 (4.65%)	788 (20.96%)	39.85%	2.88	00:05:20	15.61%	123 (26.62%)	\$0.00 (0.00%)
2. umaine.edu	181 (15.56%)	71 (18.35%)	386 (10.27%)	31.61%	2.73	00:03:52	15.80%	61 (13.20%)	\$0.00 (0.00%)
3. umaine.summon.serialssolutions.com	172 (14.79%)	1 (0.26%)	949 (25.25%)	52.69%	2.38	00:03:50	13.80%	131 (28.35%)	\$0.00 (0.00%)
4. bb.courses.maine.edu	169 (14.53%)	62 (16.02%)	351 (9.34%)	50.71%	2.43	00:02:56	8.26%	29 (6.28%)	\$0.00 (0.00%)
5. maine-csm.symplicity.com	44 (3.78%)	27 (6.98%)	62 (1.65%)	4.84%	1.79	00:12:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. digitalcommons.library.umaine.edu	22 (1.89%)	10 (2.58%)	51 (1.36%)	33.33%	1.63	00:01:53	11.76%	6 (1.30%)	\$0.00 (0.00%)
7. libraries.maine.edu	22 (1.89%)	6 (1.55%)	55 (1.46%)	20.00%	2.65	00:03:44	14.55%	8 (1.73%)	\$0.00 (0.00%)
8. com.google.android.googlequicksearchbo x	21 (1.81%)	21 (5.43%)	21 (0.56%)	85.71%	1.38	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. littlebytesnews.com	20 (1.72%)	20 (5.17%)	20 (0.53%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. 100dollars-fory-trump-poll.info	18 (1.55%)	18 (4.65%)	18 (0.48%)	50.00%	1.50	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. umaine-summon-serialssolutions-com.prx4.ursus.maine.edu	18 (1.55%)	0 (0.00%)	50 (1.33%)	34.00%	2.74	00:03:33	34.00%	17 (3.68%)	\$0.00 (0.00%)
12. umaine-summon-serialssolutions-com.prx4.ursus.maine.edu	18 (1.55%)	18 (4.65%)	18 (0.48%)	50.00%	1.50	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

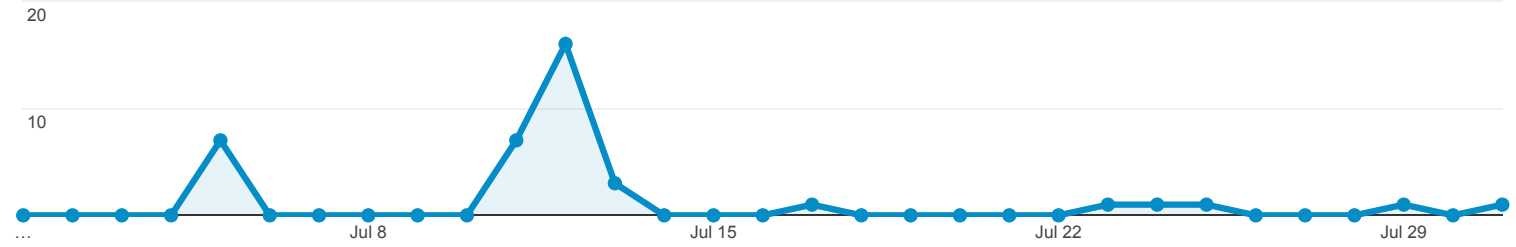
Jul 1, 2018 - Jul 31, 2018

Social Network Referrals

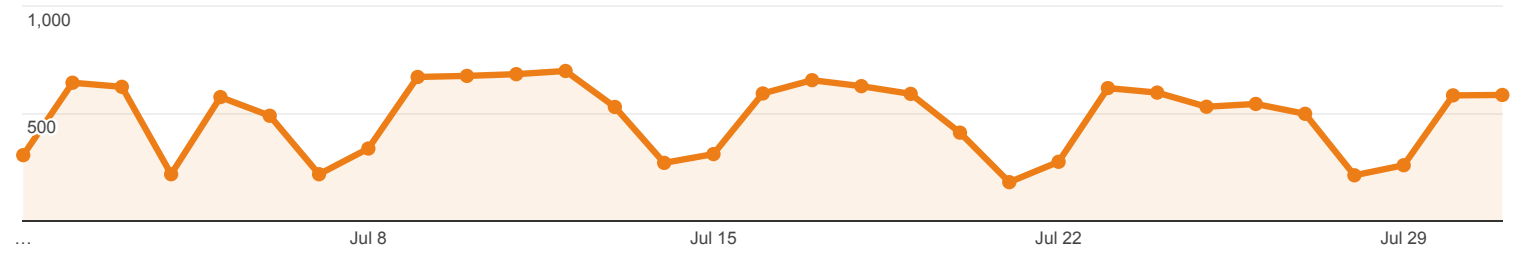
All Users
100.00% Sessions

Social Referral

Sessions via Social Referral



All Sessions



Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	37 (94.87%)	98 (98.00%)	00:01:42	2.65
2. Blogger	2 (5.13%)	2 (2.00%)	00:00:02	1.00

Rows 1 - 2 of 2

Jul 1, 2018 - Jul 31, 2018

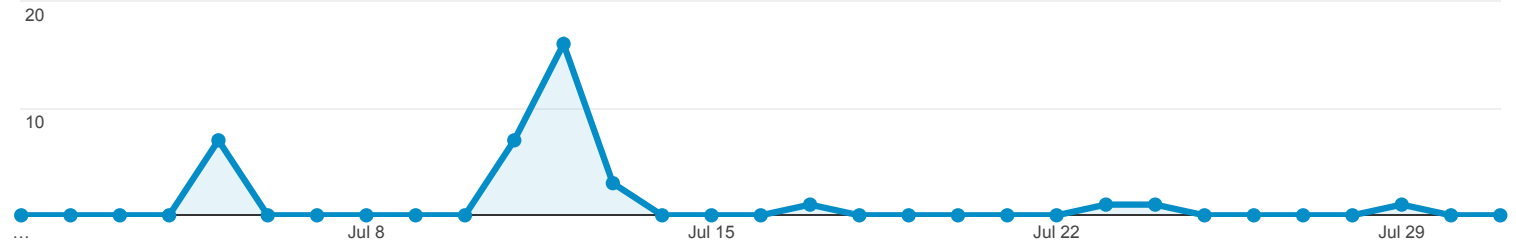
Social Network Referrals

ALL » SOCIAL NETWORK: Facebook

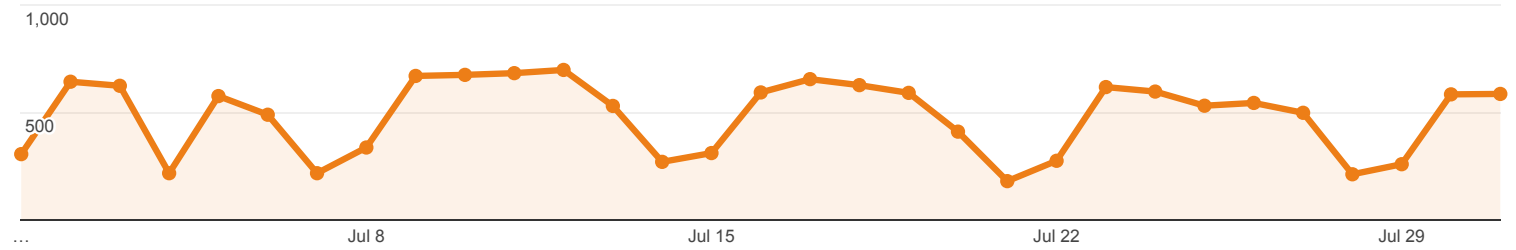
All Users
0.25% Sessions

Social Referral

Sessions via Social Referral



All Sessions



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. library.umaine.edu/cohen/bangor.htm	16 (43.24%)	61 (62.24%)	00:01:57	3.81
2. library.umaine.edu/	10 (27.03%)	20 (20.41%)	00:00:47	2.00
3. library.umaine.edu/speccoll/special-collections-subject-guide2/	9 (24.32%)	10 (10.20%)	00:00:48	1.11
4. library.umaine.edu/404.html?from=https://www.facebook.com/&page=/yearbooks/Eighties.htm	1 (2.70%)	1 (1.02%)	00:00:00	1.00
5. library.umaine.edu/speccoll/special-collections-holdings/	1 (2.70%)	6 (6.12%)	00:16:49	6.00

Rows 1 - 5 of 5

Jul 1, 2018 - Jul 31, 2018

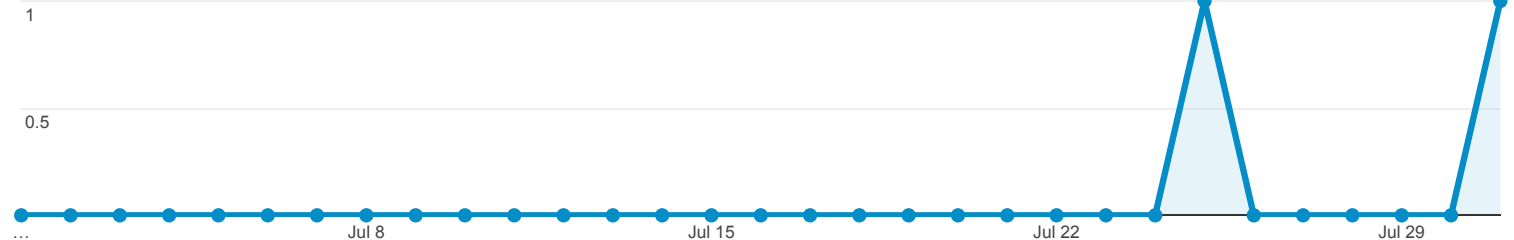
Social Network Referrals

ALL » SOCIAL NETWORK: Blogger

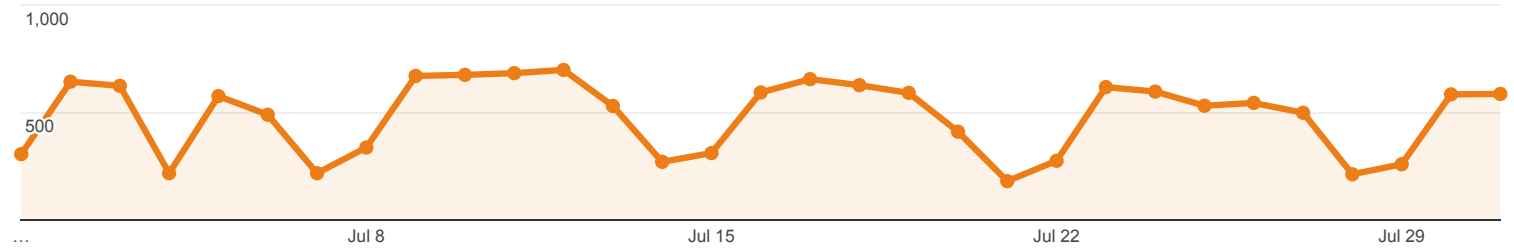
All Users
0.01% Sessions

Social Referral

Sessions via Social Referral



All Sessions



Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. library.umaine.edu/404.html?from=http://lindquist-berryfamilytree.blogspot.com/p/obituary-for-my-great-aunt-glad-my.html&page=/localhistory/Town_Register_Lincolnville.pdf	1 (50.00%)	1 (50.00%)	00:00:04	1.00
2. library.umaine.edu/404.html?from=http://oxfordcounty.blogspot.com/2008/12/oxford-county-town-reports.html&page=/townreport/holdings.htm	1 (50.00%)	1 (50.00%)	00:00:00	1.00

Rows 1 - 2 of 2

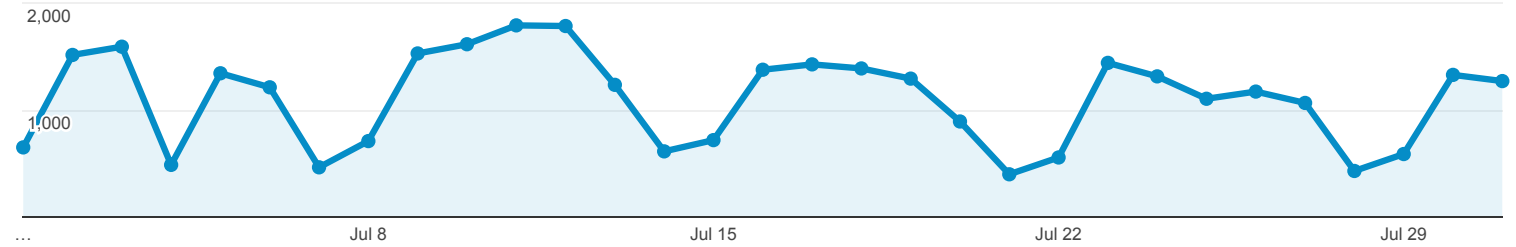
Top Content

All Users
100.00% Pageviews

Jul 1, 2018 - Jul 31, 2018

Explorer

Pageviews



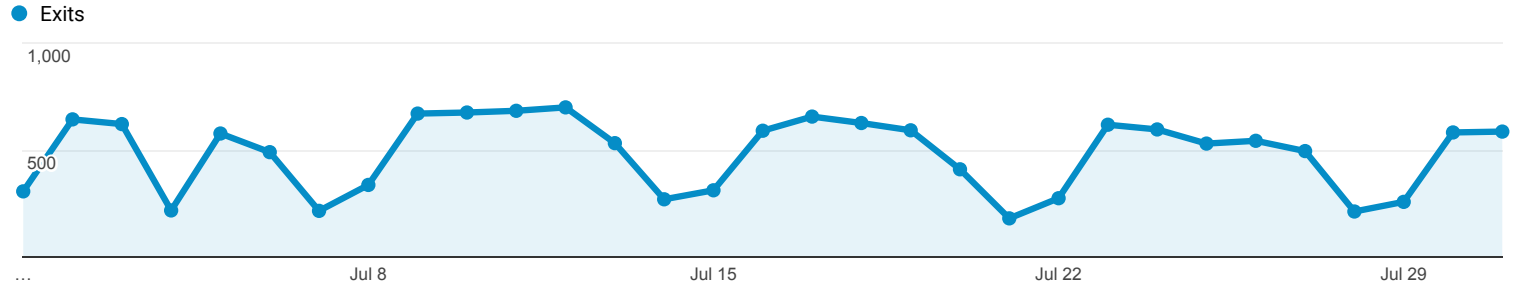
Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	34,244 % of Total: 100.00% (34,244)	24,910 % of Total: 100.00% (24,910)	00:02:46 Avg for View: 00:02:46 (0.00%)	14,970 % of Total: 100.00% (14,970)	46.15% Avg for View: 46.15% (0.00%)	43.72% Avg for View: 43.72% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. Raymond H. Fogler Library, University of Maine	15,659 (45.73%)	10,545 (42.33%)	00:03:31	10,177 (67.98%)	44.67%	46.27%	\$0.00 (0.00%)
2. Raymond H. Fogler Library Indexes and Databases	3,905 (11.40%)	2,772 (11.13%)	00:00:49	725 (4.84%)	24.00%	17.06%	\$0.00 (0.00%)
3. Fogler Library: Indexes and Databases	2,942 (8.59%)	2,339 (9.39%)	00:04:31	332 (2.22%)	71.08%	57.61%	\$0.00 (0.00%)
4. Raymond H. Fogler Library Ejournals	1,155 (3.37%)	935 (3.75%)	00:04:26	281 (1.88%)	74.73%	63.03%	\$0.00 (0.00%)
5. Fogler Library: Indexes and Databases Results	780 (2.28%)	629 (2.53%)	00:03:43	417 (2.79%)	64.58%	53.59%	\$0.00 (0.00%)
6. Home - Subject Guides at University of Maine	495 (1.45%)	392 (1.57%)	00:00:23	19 (0.13%)	52.63%	6.26%	\$0.00 (0.00%)
7. Fogler Library Hours - Raymond H. Fogler Library - University of Maine	454 (1.33%)	389 (1.56%)	00:05:13	291 (1.94%)	54.30%	72.25%	\$0.00 (0.00%)
8. Interlibrary Loan - Resource Delivery Services - Subject Guides at University of Maine	394 (1.15%)	322 (1.29%)	00:05:47	118 (0.79%)	76.52%	59.14%	\$0.00 (0.00%)
9. Books and ebooks - Raymond H. Fogler Library - University of Maine	275 (0.80%)	210 (0.84%)	00:01:42	35 (0.23%)	35.29%	50.91%	\$0.00 (0.00%)
10. Contacts - Raymond H. Fogler Library - University of Maine	271 (0.79%)	202 (0.81%)	00:01:00	32 (0.21%)	34.38%	24.35%	\$0.00 (0.00%)
11. Student Employment Application Form - Raymond H. Fogler Library - University of Maine	232 (0.68%)	147 (0.59%)	00:12:04	92 (0.61%)	11.11%	55.60%	\$0.00 (0.00%)
12. Special Collections - Raymond H. Fogler Library - University of Maine	217 (0.63%)	175 (0.70%)	00:01:49	93 (0.62%)	19.57%	46.08%	\$0.00 (0.00%)
13. Services - Raymond H. Fogler Library - University of Maine	201 (0.59%)	159 (0.64%)	00:01:03	9 (0.06%)	25.00%	17.91%	\$0.00 (0.00%)
14. Articles - Raymond H. Fogler Library - University of Maine	183	146	00:00:52	6	33.33%	28.47%	\$0.00

Top Exit Pages

All Users
100.00% Exits

Jul 1, 2018 - Jul 31, 2018

Explorer



Page	Exits	Pageviews	% Exit
	14,970 % of Total: 100.00% (14,970)	34,244 % of Total: 100.00% (34,244)	43.72% Avg for View: 43.72% (0.00%)
1. /	7,326 (48.94%)	16,181 (47.25%)	45.28%
2. /ejournals/_ejournals.asp	728 (4.86%)	1,155 (3.37%)	63.03%
3. /indexesdb/_Indexes.asp	643 (4.30%)	3,868 (11.30%)	16.62%
4. /indexesdb/Indexes.asp?search=A&range=SZ	546 (3.65%)	915 (2.67%)	59.67%
5. /indexesdb/Indexes.asp?search=A&range=DH	453 (3.03%)	786 (2.30%)	57.63%
6. /indexesdb/Indexes.asp?search=A&range=NS	345 (2.30%)	529 (1.54%)	65.22%
7. /hours/	328 (2.19%)	454 (1.33%)	72.25%
8. /Interlibraryloan	211 (1.41%)	356 (1.04%)	59.27%
9. /indexesdb/Indexes.asp?search=A&range=AD	210 (1.40%)	374 (1.09%)	56.15%
10. /books-and-ebooks/	140 (0.94%)	275 (0.80%)	50.91%
11. /c.php?g=150206&p=988037	131 (0.88%)	169 (0.49%)	77.51%
12. /studentemploy/	125 (0.84%)	223 (0.65%)	56.05%
13. /indexesdb/Indexes.asp?search=A&range=HN	124 (0.83%)	265 (0.77%)	46.79%
14. /speccoll/	100 (0.67%)	217 (0.63%)	46.08%

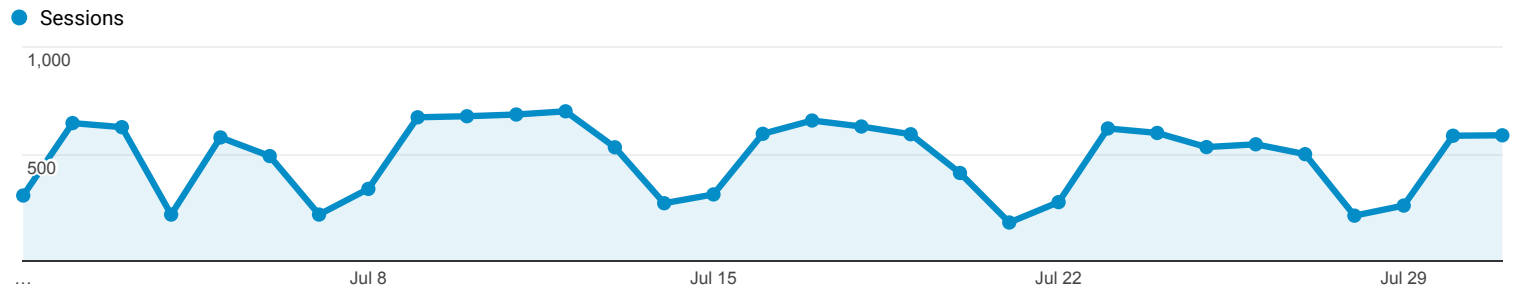
Top Landing Pages

All Users
100.00% Entrances

Jul 1, 2018 - Jul 31, 2018

Explorer

Summary



Landing Page	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	15,027 % of Total: 100.00% (15,027)	23.80% Avg for View: 23.80% (0.00%)	3,576 % of Total: 100.00% (3,576)	46.15% Avg for View: 46.15% (0.00%)	2.28 Avg for View: 2.28 (0.00%)	00:03:35 Avg for View: 00:03:35 (0.00%)	13.78% Avg for View: 13.78% (0.00%)	2,070 % of Total: 100.00% (2,070)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	10,251 (68.22%)	16.53%	1,695 (47.40%)	44.98%	2.40	00:04:03	12.80%	1,312 (63.38%)	\$0.00 (0.00%)
2. /indexesdb/_Indexes.asp	698 (4.64%)	18.19%	127 (3.55%)	21.78%	2.77	00:03:09	53.72%	375 (18.12%)	\$0.00 (0.00%)
3. /hours/	291 (1.94%)	40.55%	118 (3.30%)	54.30%	1.42	00:01:51	0.34%	1 (0.05%)	\$0.00 (0.00%)
4. /ejournals/_ejournals.asp	281 (1.87%)	9.96%	28 (0.78%)	74.73%	1.68	00:02:45	3.91%	11 (0.53%)	\$0.00 (0.00%)
5. /c.php?g=150206&p=988037	133 (0.89%)	87.22%	116 (3.24%)	81.20%	1.41	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /indexesdb/Indexes.asp?search=A&range=SZ	122 (0.81%)	2.46%	3 (0.08%)	80.33%	1.34	00:01:57	100.00%	122 (5.89%)	\$0.00 (0.00%)
7. /indexesdb/Indexes.asp?search=A&range=DH	114 (0.76%)	4.39%	5 (0.14%)	63.16%	2.16	00:04:57	100.00%	114 (5.51%)	\$0.00 (0.00%)
8. /Interlibraryloan	112 (0.75%)	16.07%	18 (0.50%)	75.00%	1.44	00:02:49	1.79%	2 (0.10%)	\$0.00 (0.00%)
9. /speccoll/	93 (0.62%)	65.59%	61 (1.71%)	19.35%	2.23	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /studentemploy/	84 (0.56%)	44.05%	37 (1.03%)	11.90%	1.93	00:11:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
/indexesdb/dbdetails.asp?field=Name&search=Google+Sc	72		12					0	\$0.00

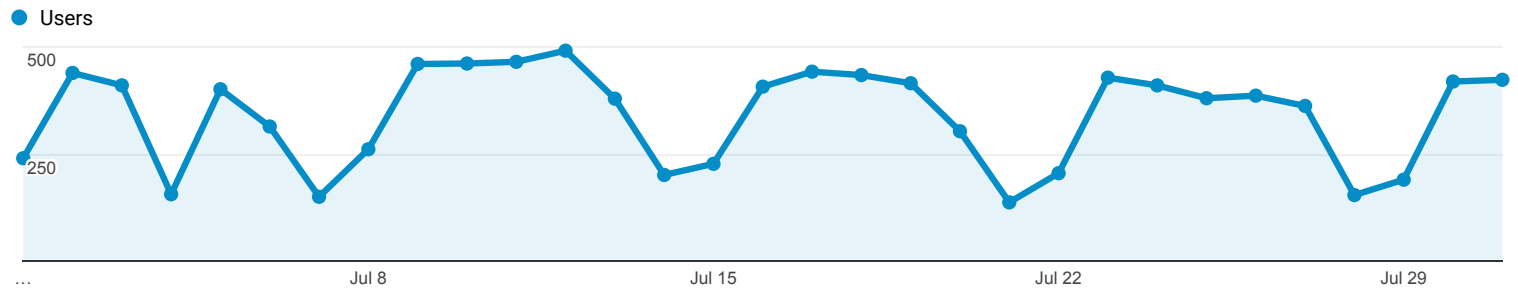
Traffic Sources

All Users
100.00% Users

Jul 1, 2018 - Jul 31, 2018


Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	5,504 % of Total: 100.00% (5,504)	3,576 % of Total: 100.00% (3,576)	15,027 % of Total: 100.00% (15,027)	46.15% Avg for View: 46.15% (0.00%)	2.28 Avg for View: 2.28 (0.00%)	00:03:35 Avg for View: 00:03:35 (0.00%)	13.78% Avg for View: 13.78% (0.00%)	2,070 % of Total: 100.00% (2,070)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	2,795 (46.57%)	1,728 (48.32%)	6,850 (45.58%)	46.69%	2.21	00:03:50	11.05%	757 (36.57%)	\$0.00 (0.00%)
2. (direct) / (none)	1,881 (31.34%)	1,363 (38.12%)	3,988 (26.54%)	49.67%	2.08	00:02:40	17.90%	714 (34.49%)	\$0.00 (0.00%)
3. libguides.library.umaine.edu / referral	190 (3.17%)	18 (0.50%)	788 (5.24%)	39.85%	2.88	00:05:20	15.61%	123 (5.94%)	\$0.00 (0.00%)
4. umaine.edu / referral	181 (3.02%)	71 (1.99%)	386 (2.57%)	31.61%	2.73	00:03:52	15.80%	61 (2.95%)	\$0.00 (0.00%)
5. umaine.summon.serialssolutions.com / referral	172 (2.87%)	1 (0.03%)	949 (6.32%)	52.69%	2.38	00:03:50	13.80%	131 (6.33%)	\$0.00 (0.00%)
6. bb.courses.maine.edu / referral	169 (2.82%)	62 (1.73%)	351 (2.34%)	50.71%	2.43	00:02:56	8.26%	29 (1.40%)	\$0.00 (0.00%)
7. bing / organic	106 (1.77%)	64 (1.79%)	356 (2.37%)	31.46%	2.63	00:02:40	36.52%	130 (6.28%)	\$0.00 (0.00%)
8. yahoo / organic	52 (0.87%)	30 (0.84%)	69 (0.46%)	40.58%	2.22	00:01:32	10.14%	7 (0.34%)	\$0.00 (0.00%)
9. maine-csm.symplicity.com / referral	44 (0.73%)	27 (0.76%)	62 (0.41%)	4.84%	1.79	00:12:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. digitalcommons.library.umaine.edu / referral	22 (0.37%)	10 (0.28%)	51 (0.34%)	33.33%	1.63	00:01:53	11.76%	6 (0.29%)	\$0.00 (0.00%)
11. libraries.maine.edu / referral	22 (0.37%)	6 (0.17%)	55 (0.37%)	20.00%	2.65	00:03:44	14.55%	8 (0.39%)	\$0.00 (0.00%)
12. com.google.android.googlequicksearchbox /	21	21	21	85.71%	1.28	00:00:27	0.00%	0	\$0.00

Visit Duration

 **All Users**
 100.00% Users (100.00% Sessions)












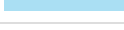


Jul 1, 2018 - Jul 31, 2018

Distribution

Session Duration

Sessions
15,027
 % of Total: 100.00% (15,027)

Pageviews
34,244
 % of Total: 100.00% (34,244)

Session Duration	Sessions	Pageviews
0-10 seconds	9,580 	12,113 
11-30 seconds	1,085 	2,644 
31-60 seconds	657 	1,934 
61-180 seconds	991 	3,649 
181-600 seconds	1,034 	4,434 
601-1800 seconds	1,294 	5,847 
1801+ seconds	386 	3,623 

Visitor Loyalty

 All Users
100.00% Users (100.00% Sessions)

Jul 1, 2018 - Jul 31, 2018

Distribution

Days Since Last Session

Sessions



























15,027

% of Total: 100.00% (15,027)

Pageviews

34,244

% of Total: 100.00% (34,244)

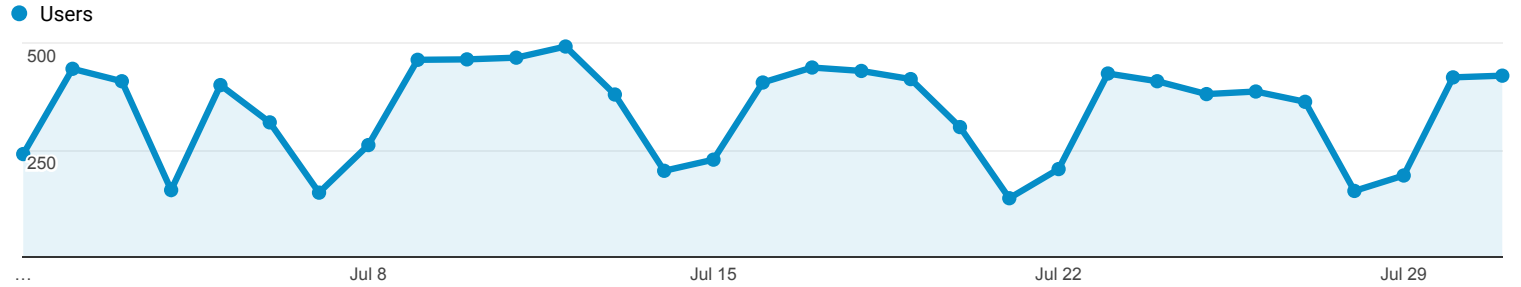
Days Since Last Session	Sessions	Pageviews
0	9,624 	22,434 
1	1,046 	2,184 
2	662 	1,388 
3	463 	1,015 
4	353 	832 
5	291 	636 
6	256 	536 
7	184 	444 
8-14	713 	1,501 
15-30	587 	1,403 
31-60	401 	858 
61-120	349 	792 
121-364	98 	221 

Visitor Overview

All Users
100.00% Users

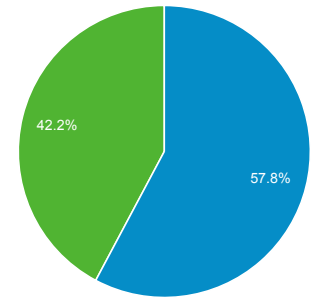
Jul 1, 2018 - Jul 31, 2018

Overview



Users 5,504	New Users 3,576	Sessions 15,027
Number of Sessions per User 2.73	Pageviews 34,244	Pages / Session 2.28
Avg. Session Duration 00:03:35	Bounce Rate 46.15%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	5,131	93.17%
2. en-gb	86	1.56%
3. fr	59	1.07%
4. zh-cn	29	0.53%
5. en	17	0.31%
6. es-es	17	0.31%
7. fr-fr	16	0.29%
8. de-de	12	0.22%
9. en-ca	9	0.16%
10. de	7	0.13%