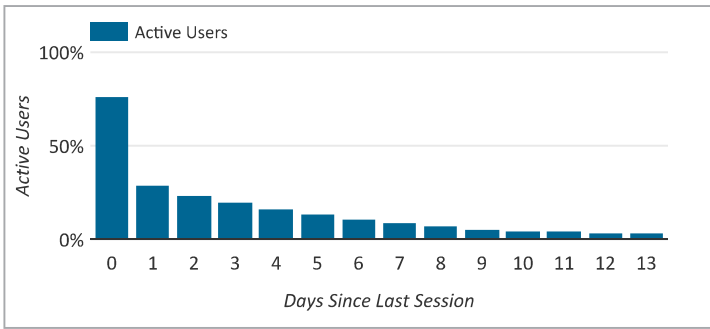


Session Info, Page Info, Referrals, Devices

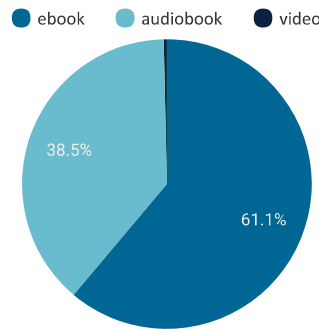
Jan 1, 2018 - Jan 31, 2018

Sessions 681,067 ↑ 18.9%	Avg. Session Duration 05:36 ↓ -0.2%	Pageviews 5,253,141 ↑ 20.0%	Pages / Session 7.7 ↑ 1.0%
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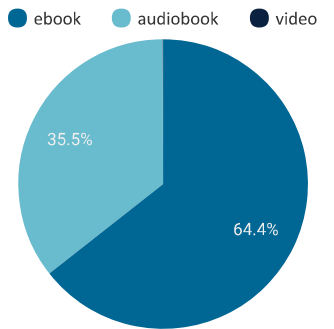
Days Since Last Session by Users



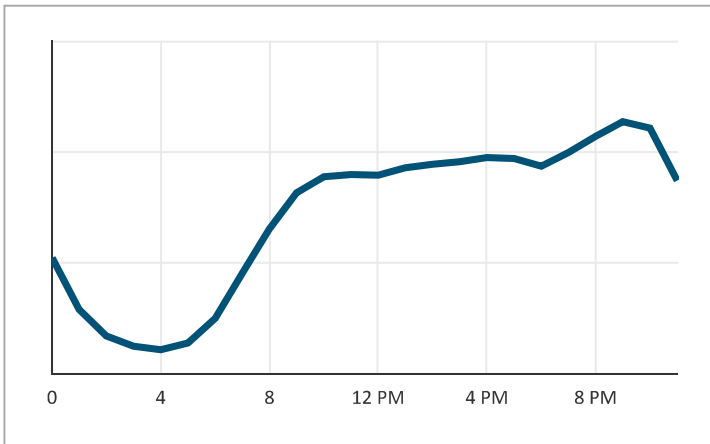
Checkouts by Format



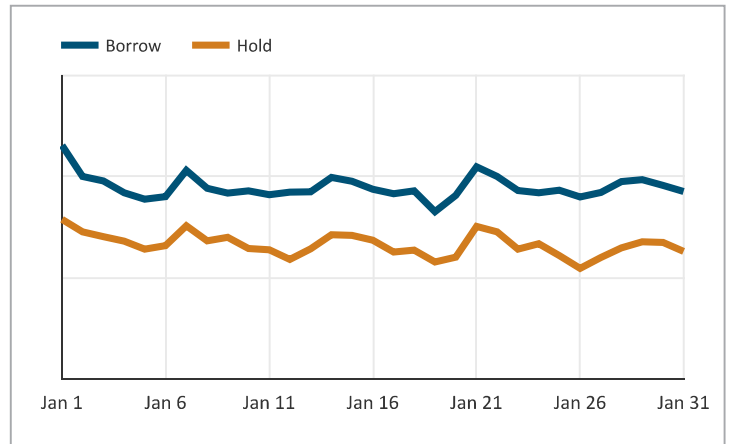
Holds by Format



Users by Hour (EST)



Circulations by Date



Top 10 Referrals by Sessions

Full Referrer	Sessions
1. (direct)	490,925
2. google	25,805
3. linkcat.info/	11,263
4. bing	4,451
5. more.lib.wi.us/	4,055
6. madisonpubliclibrary.org/ebooks	3,371
7. sql.winnefox.org/research/go.asp	2,704
8. infosoup.org/	2,142
9. hedbergpubliclibrary.org/	2,063
10. outlook.live.com/	1,807

Top 10 Viewed Pages

Page Titles	Pageviews
1. Homepage	765,976
2. Loans	739,086
3. Holds	277,637
4. Wish list	216,076
5. Available now	146,778
6. Search results	93,544
7. Fiction, Romance	51,286
8. Browse subjects	36,195
9. Fiction, Mystery	33,651
10. Advanced Search	33,290

Search Information

Jan 1, 2018 - Jan 31, 2018

Total Unique Searches

651,639

↑ 22.4%

Session Searches
w/No Circs

129,419

↑ 26.6%

Avg. Search Depth

2.43

↓ -0.3%

Top 25 Search Terms

Search Terms	Total Searches
1. James Patterson	1,773
2. Nora Roberts	1,316
3. David Baldacci	1,092
4. Janet Evanovich	1,014
5. John Grisham	986
6. Lee Child	850
7. Debbie Macomber	783
8. John Sandford	734
9. Danielle Steel	706
10. Michael Connelly	705
11. Harry Potter	654
12. Nicholas Sparks	526
13. Susan Mallery	492
14. Clive Cussler	487
15. Jodi Picoult	474
16. Stephen King	467
17. Sue Grafton	457
18. Robyn Carr	437
19. Diary of a Wimpy Kid	422
20. Sandra Brown	407
21. Maya Banks	405
22. Kristin Hannah	392
23. Fire and Fury	392
24. J. D. Robb	391
25. Agatha Christie	386

Top 25 Search Terms that Didn't Result in a Borrow, Hold, or Download

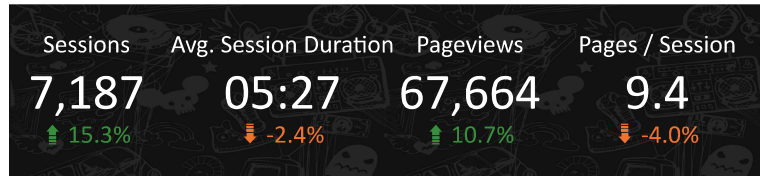
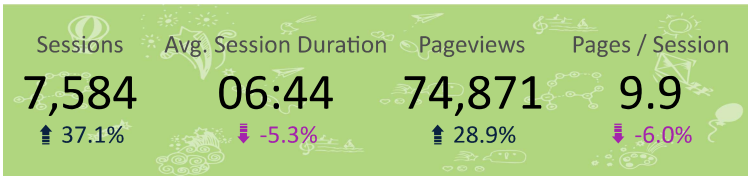
Search Terms	Total Searches
1. James Patterson	208
2. Harry Potter	196
3. Nora Roberts	184
4. David Baldacci	128
5. Janet Evanovich	124
6. John Grisham	112
7. Fire and Fury	105
8. Lee Child	105
9. Stephen King	102
10. John Sandford	98
11. Danielle Steel	96
12. Debbie Macomber	88
13. Sue Grafton	87
14. Agatha Christie	85
15. Diary of a Wimpy Kid	83
16. Michael Connelly	82
17. Clive Cussler	77
18. The Woman in the Window	75
19. A Wrinkle in Time	74
20. Maya Banks	74
21. Nicholas Sparks	74
22. Sandra Brown	71
23. fire and fury	70
24. Jodi Picoult	67
25. Julie Garwood	66

Kids & Teens eReading Rooms Info

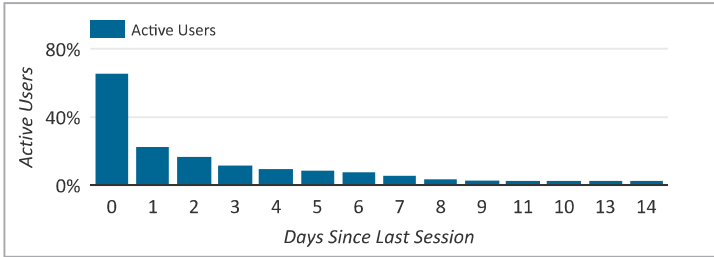
Jan 1, 2018 - Jan 31, 2018

Kids

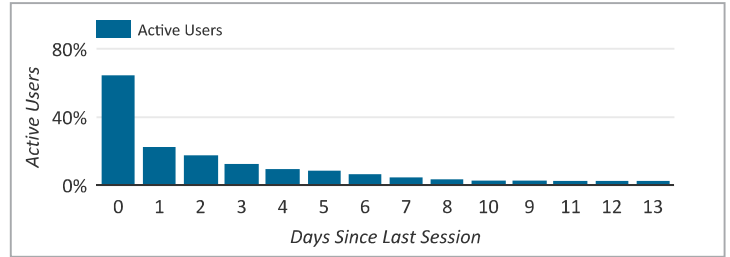
Teens



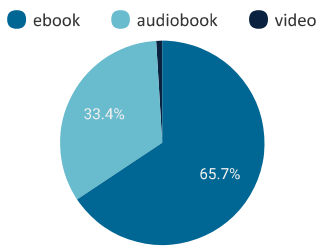
Days Since Last Session by Users



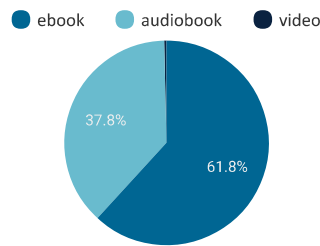
Days Since Last Session by Users



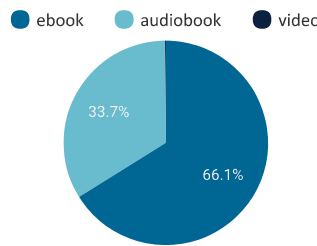
Checkouts by Format



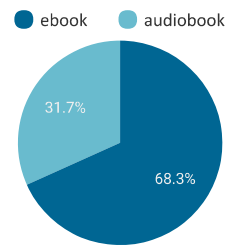
Holds by Format



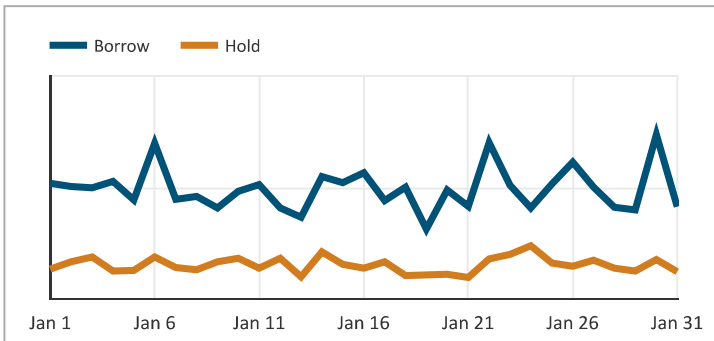
Checkouts by Format



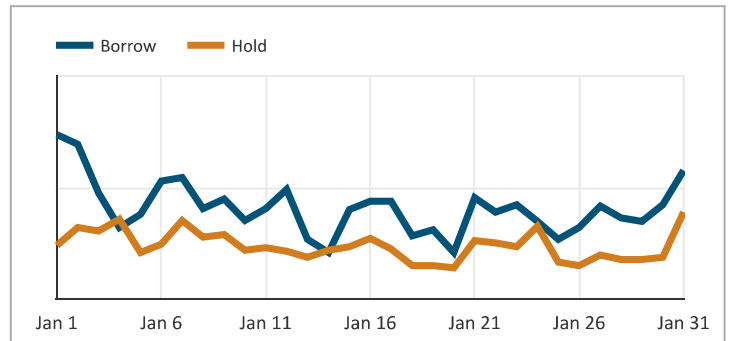
Holds by Format



Circulations by Date



Circulations by Date



Top 10 Kids Room Search Terms

Search Terms	Total Searches
1. Diary of a Wimpy Kid	144
2. Big Nate	83
3. The Boxcar Children	80
4. Dork Diaries	52
5. Captain Underpants	52
6. Harry Potter	42
7. Geronimo Stilton	40
8. big nate	37
9. Goosebumps	33
10. Dog Man	29

Top 10 Teen Room Search Terms

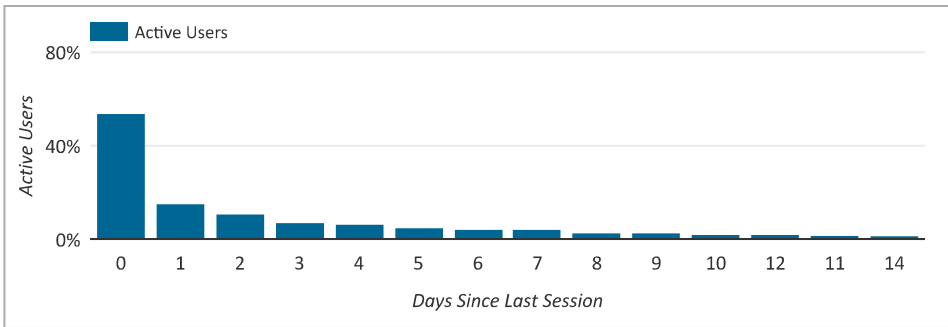
Search Terms	Total Searches
1. Harry Potter	27
2. The Hunger Games	17
3. Diary of a Wimpy Kid	16
4. Red Queen	13
5. The Selection	13
6. Harry Potter and the Sorcerer's Stone	11
7. Wonder	11
8. Sarah Dessen	10
9. Thirteen Reasons Why	10
10. Simon vs. the Homo Sapiens Agenda	9

Available Now Reading Room Info

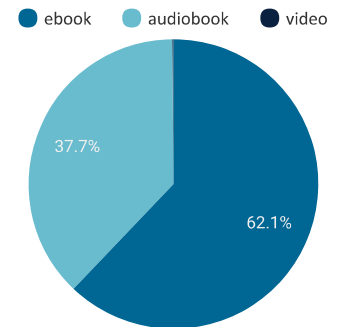
Jan 1, 2018 - Jan 31, 2018

Sessions 5,864 ↑ 463.8%	Avg. Session Duration 06:40 ↓ -17.7%	Pageviews 240,833 ↑ 254.9%	Pages / Session 41.1 ↓ -37.1%
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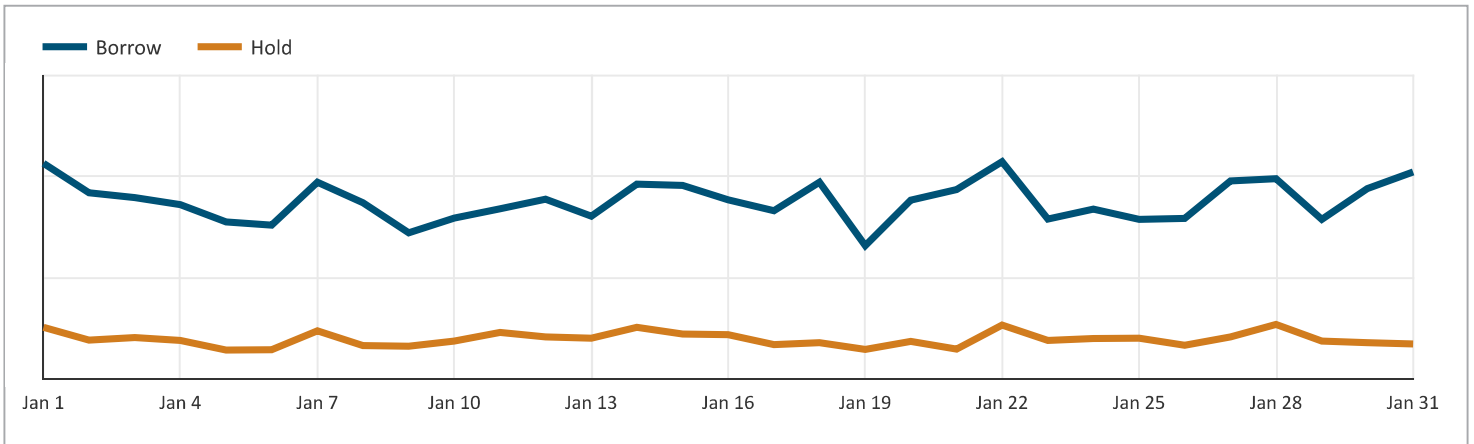
Days Since Last Session by Users



Checkouts by Format



Circulations by Date



Top 10 Available Now Room Search Terms

Search Terms	Total Searches
1. John Grisham	57
2. James Patterson	52
3. Nora Roberts	40
4. Agatha Christie	32
5. Lee Child	32
6. Jodi Picoult	31
7. Michael Connelly	30
8. John Sandford	29
9. Nicholas Sparks	28
10. Danielle Steel	27

Curated List Information - Checkouts

Jan 1, 2018 - Jan 31, 2018

Total Checkouts
1,077




Curated Collection name	Site ① ^	Checkouts
1. Read-Alongs & Picture Books	Kids	157
2. Starting to Read	Kids	28
3. Stop Bullying - Choose Kind	Kids	23
4. Cozy Up with a Cozy Mystery	Main Site	1,157
5. 2018: A Fresh Start	Main Site	960
6. No-Wait Audio!	Main Site	812
7. BookRiot's Read Harder Challenge 2...	Main Site	794
8. Baby, it's cold outside!	Main Site	729
9. Unputdownables	Main Site	592
10. Series Starters	Main Site	584
11. Best Books of 2017	Main Site	345
12. Celebrity Memoirs	Main Site	246
13. Be My Valentine	Main Site	186
14. From Russia, With Love	Main Site	153
15. Non-Series Books	Main Site	107
16. All things "New"	Main Site	105
17. Books with the Blues	Main Site	97
18. Vacation Reading	Main Site	69

Curated Collection name	Site ① ^	Checkouts
19. Back To Work	Main Site	67
20. Reading is Timeless: Historical Fic...	Main Site	61
21. Get Money Smart	Main Site	50
22. Dear Diary,	Main Site	32
23. One A Day	Main Site	32
24. Wisconsin Born and Read	Main Site	17
25. Family Movie Night	Main Site	13
26. Great documentaries	Main Site	9
27. Star Wars	Main Site	7
28. L.A. Theatre Works	Main Site	2
29. Martin Luther King, Jr. Day Reading	Main Site	2
30. Sizzlers	Main Site	1
31. Sue Grafton	Main Site	1
32. All I Want for Christmas Is You	Main Site	1
33. Tough Topics for Teens	Teen	22
34. Waiting on John Green	Teen	21
35. New Year, New Beginnings	Teen	19
36. First Love: YA Romance	Teen	10

Curated List Information - Holds

Jan 1, 2018 - Jan 31, 2018

Total Holds
91

Curated Collection name	Site  	Holds 
1. Read-Alongs & Picture Books	Kids	57
2. Stop Bullying - Choose Kind	Kids	1
3. Best Books of 2017	Main Site	616
4. 2018: A Fresh Start	Main Site	396
5. BookRiot's Read Harder Challenge 2018	Main Site	191
6. Celebrity Memoirs	Main Site	183
7. Series Starters	Main Site	140
8. Unputdownables	Main Site	132
9. Cozy Up with a Cozy Mystery	Main Site	89
10. Be My Valentine	Main Site	59
11. Baby, it's cold outside!	Main Site	52
12. Dear Diary,	Main Site	45
13. Sue Grafton	Main Site	39
14. All things "New"	Main Site	36
15. Get Money Smart	Main Site	22
16. Sizzlers	Main Site	21
17. One A Day	Main Site	16

Curated Collection name	Site  	Holds 
18. Martin Luther King, Jr. Day Reading	Main Site	8
19. Vacation Reading	Main Site	8
20. Back To Work	Main Site	7
21. Family Movie Night	Main Site	5
22. Great documentaries	Main Site	5
23. Reading is Timeless: Historical Fiction	Main Site	4
24. Non-Series Books	Main Site	4
25. Wisconsin Born and Read	Main Site	4
26. From Russia, With Love	Main Site	4
27. Books with the Blues	Main Site	3
28. L.A. Theatre Works	Main Site	2
29. Star Wars	Main Site	2
30. First Love: YA Romance	Teen	10
31. Waiting on John Green	Teen	5
32. Tough Topics for Teens	Teen	2
33. New Year, New Beginnings	Teen	2

Curated List Information Pageviews

Jan 1, 2018 - Jan 31, 2018

Pageviews
96,519

Avg. Time on Page
36 Seconds

Curated Collection Pages	Site ① ▲	Pageviews
1. Kids - Read-Alongs & Picture Books	Kids	830
2. Kids - Starting to Read	Kids	101
3. Kids - Stop Bullying - Choose Kind	Kids	74
4. Best Books of 2017	Main Site	14,820
5. Unputdownables	Main Site	11,179
6. Cozy Up with a Cozy Mystery	Main Site	11,038
7. Series Starters	Main Site	10,881
8. No-Wait Audio!	Main Site	9,890
9. BookRiot's Read Harder Challenge 2018	Main Site	9,833
10. 2018: A Fresh Start	Main Site	7,267
11. Baby, it's cold outside!	Main Site	3,143
12. Celebrity Memoirs	Main Site	3,094
13. Be My Valentine	Main Site	2,116
14. All things "New"	Main Site	1,691
15. Reading is Timeless: Historical Fiction	Main Site	1,276
16. Books with the Blues	Main Site	975
17. Wisconsin Born and Read	Main Site	860
18. Sizzlers	Main Site	805
19. Vacation Reading	Main Site	804
20. Non-Series Books	Main Site	800

Curated Collection Pages	Site ① ▲	Pageviews
21. From Russia, With Love	Main Site	740
22. Dear Diary,	Main Site	657
23. Family Movie Night	Main Site	451
24. Back To Work	Main Site	347
25. Great documentaries	Main Site	299
26. Get Money Smart	Main Site	236
27. One A Day	Main Site	217
28. L.A. Theatre Works	Main Site	142
29. Star Wars	Main Site	120
30. Sue Grafton	Main Site	107
31. Martin Luther King, Jr. Day Reading	Main Site	77
32. New Year, New You!	Main Site	34
33. Teens - New Year, New Beginnings	Teen	663
34. Teens - Tough Topics for Teens	Teen	454
35. Teens - Waiting on John Green	Teen	277
36. Teens - First Love: YA Romance	Teen	210
37. Teens - Series Starters	Teen	6
38. Teens - Best Books of 2017	Teen	4
39. Teens - Baby, it's cold outside!	Teen	1

Glossary of Terms - Lightning Site

This page is to help clarify definitions for common terms used within your Lightning report.

Term	Definition
Sessions	A group of events performed by a user; the activity by a unique user in one visit to your site. The default session timeout is 30 minutes, which means that if someone is inactive on your website for over 30 minutes, then a new session will be reported if they perform another interaction, for example, viewing another page.
Users	The total number of distinct devices that have accessed your site. Device refers to any connectable technology (laptop/mobile/tablet) able to view your site. Note: we refer to device rather than person because multiple people can look at the same device at any one time, and one person can use multiple devices to look at the same site.
Pageview	Reported when a page has been viewed by a user on your website. When a visitor hits the back button, a pageview is recorded. When a visitor hits refresh, a pageview is recorded. Every time a page is opened in the browser, regardless of whether it has been cached, a pageview is recorded.
Unique Pageview	Counts a page once even if it was viewed multiple times within a single session. For example, if someone landed on your homepage, then viewed the 'about us' page and then navigated back to your homepage, the homepage would have 1 unique pageview (even though the page was viewed twice during the session).
Avg. Session Duration	The average duration time of a session. Provides a top-level view of how long users are spending on your website.
Bounce Rate	The percentage of sessions with a single pageview. It doesn't matter how long the visitor was on the page or how they left. Technically, it's a session with only one interaction. It's important to apply context when analyzing bounce rate, since some pages will deliver all of the information somebody is looking for on a single page
Full Referrer	Reported when a user clicks through to your website from another third-party website. The referrals table allows you to see all of the websites (by domain) that are sending you traffic.
Unique Searches	The number of unduplicated searches on your website over the course of a specified time period.
Session Searches w/No Circs	Search terms that didn't result in a Borrow, Hold, or Download
Growth Indicators	<p>These indicators are for the previous period in which the date range is specified at the top of the page. These indicators will also compare to the previous period, NOT the previous year, unless otherwise stated.</p> <p>For example: If the date range for the report is September 1 - September 30, then the indicators will be comparing to the previous month of August (August 1 - August 31).</p> <p>For Example: If the date range selected for the report is July 15 - September 30, then the indicators will be comparing to that previous period of 77 days (May 15 - July 14).</p>

