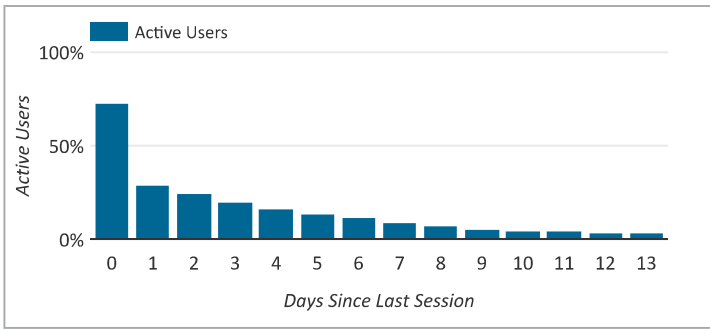


Session Info, Page Info, Referrals, Devices

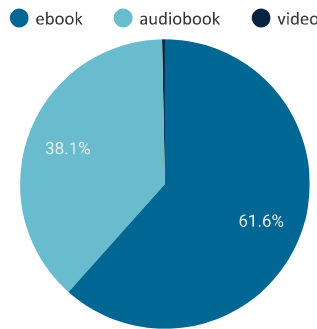
Feb 1, 2018 - Feb 28, 2018

Sessions 600,581 ↓ -11.8%	Avg. Session Duration 05:30 ↓ -1.8%	Pageviews 4,612,453 ↓ -12.2%	Pages / Session 7.7 ↓ -0.4%
--	--	---	--

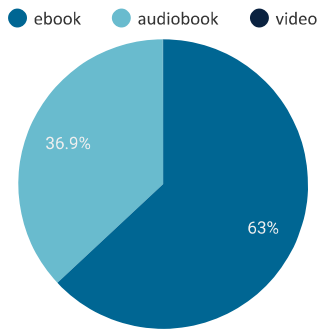
Days Since Last Session by Users



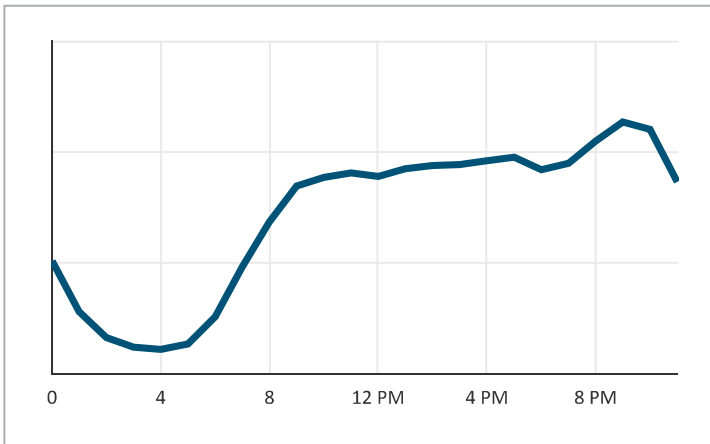
Checkouts by Format



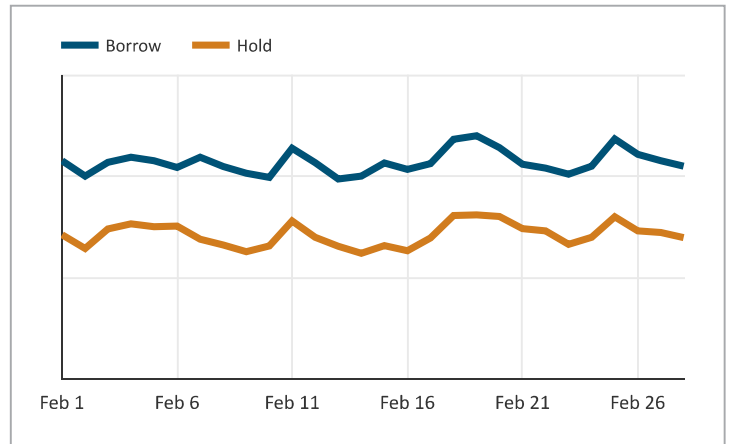
Holds by Format



Users by Hour (EST)



Circulations by Date



Top 10 Referrals by Sessions

Rank	Full Referrer	Sessions
1.	(direct)	435,811
2.	google	22,887
3.	linkcat.info/	9,868
4.	bing	4,092
5.	more.lib.wi.us/	3,789
6.	sql.winnefox.org/research/go.asp	2,274
7.	infosoup.org/	1,773
8.	hedbergpubliclibrary.org/	1,663
9.	outlook.live.com/	1,637
10.	madisonpubliclibrary.org/ebooks	1,614

Top 10 Viewed Pages

Rank	Page Titles	Pageviews
1.	Homepage	661,826
2.	Loans	651,190
3.	Holds	241,414
4.	Wish list	198,078
5.	Available now	124,417
6.	Search results	80,551
7.	Fiction, Romance	45,335
8.	Fiction, Mystery	33,035
9.	Browse subjects	31,750
10.	Advanced Search	30,279

Search Information

Feb 1, 2018 - Feb 28, 2018

Total Unique Searches

568,550

↓ -12.8%

Session Searches w/No Circs

112,321

↓ -13.2%

Avg. Search Depth

2.44

↑ 0.1%

Top 25 Search Terms

Search Terms	Total Searches
1. James Patterson	1,636
2. Nora Roberts	1,122
3. David Baldacci	981
4. Janet Evanovich	937
5. John Grisham	855
6. Lee Child	770
7. Debbie Macomber	768
8. Danielle Steel	708
9. John Sandford	692
10. Michael Connelly	671
11. Kristin Hannah	605
12. Harry Potter	520
13. Susan Mallery	499
14. Nicholas Sparks	482
15. Stephen King	469
16. Clive Cussler	439
17. Maya Banks	384
18. Jodi Picoult	380
19. Robyn Carr	369
20. J. D. Robb	362
21. Sandra Brown	334
22. Harlan Coben	333
23. A Wrinkle in Time	332
24. Before We Were Yours	310
25. Robert B. Parker	301

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

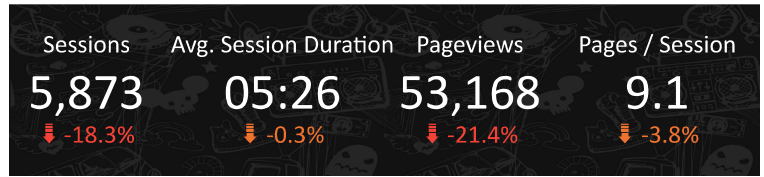
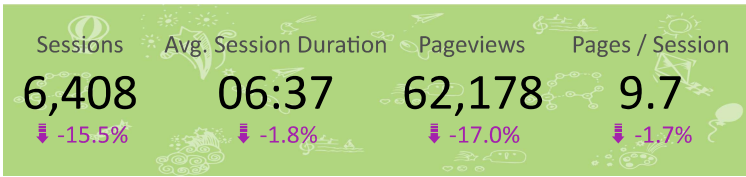
Search Terms	Total Searches
1. James Patterson	215
2. Nora Roberts	152
3. David Baldacci	146
4. Stephen King	136
5. Harry Potter	121
6. Janet Evanovich	119
7. John Grisham	117
8. An American Marriage	109
9. A Wrinkle in Time	98
10. Kristin Hannah	97
11. Debbie Macomber	93
12. Lee Child	85
13. Michael Connelly	82
14. John Sandford	79
15. Agatha Christie	69
16. Susan Mallery	66
17. Danielle Steel	65
18. J. D. Robb	62
19. Clive Cussler	62
20. Diary of a Wimpy Kid	60
21. Sandra Brown	59
22. Maya Banks	59
23. Before We Were Yours	59
24. Helen Hardt	53
25. Ken Follett	50

Kids & Teens eReading Rooms Info

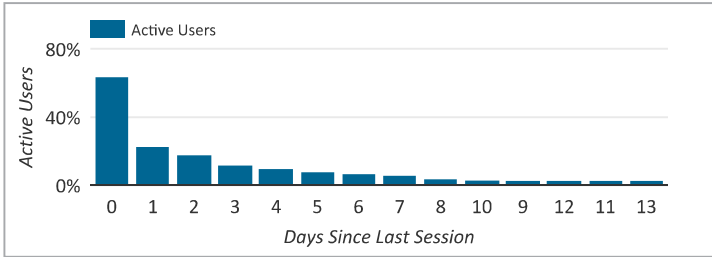
Feb 1, 2018 - Feb 28, 2018

Kids

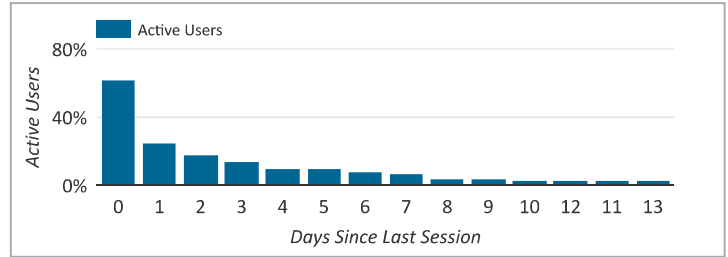
Teens



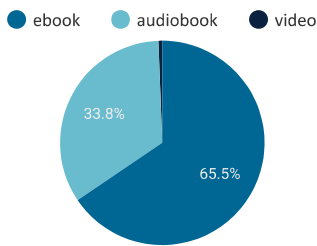
Days Since Last Session by Users



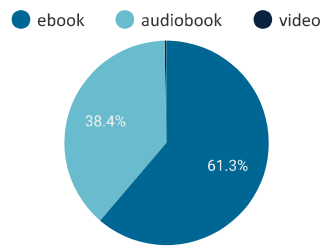
Days Since Last Session by Users



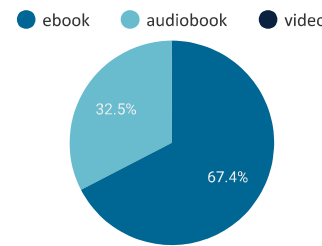
Checkouts by Format



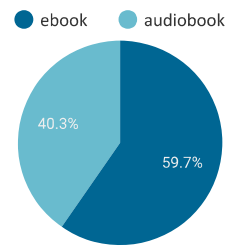
Holds by Format



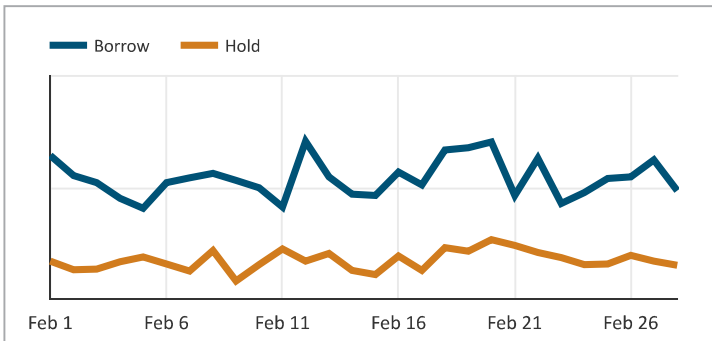
Checkouts by Format



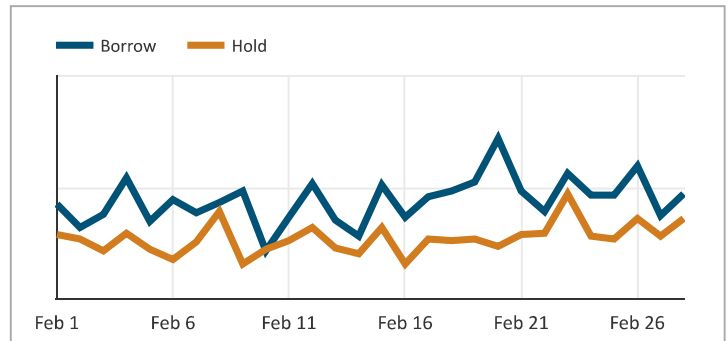
Holds by Format



Circulations by Date



Circulations by Date



Top 10 Kids Room Search Terms

Search Terms	Total Searches
1. Diary of a Wimpy Kid	100
2. The Boxcar Children	90
3. Big Nate	70
4. Dork Diaries	51
5. James Patterson	38
6. Magic Tree House	38
7. Harry Potter	38
8. The Berenstain Bears	35
9. Spirit Animals	29
10. Junie B. Jones	27

Top 10 Teen Room Search Terms

Search Terms	Total Searches
1. Simon vs. the Homo Sapiens Agenda	24
2. Harry Potter	14
3. Rick Riordan	12
4. James Patterson	11
5. The Hunger Games	11
6. John Green	9
7. Sarah J. Maas	8
8. Thirteen Reasons Why	8
9. Divergent Trilogy	8
10. The Selection	7

Available Now Reading Room Info

Feb 1, 2018 - Feb 28, 2018

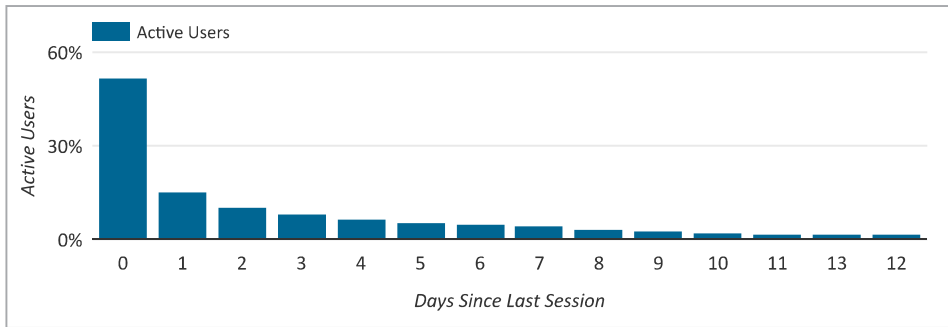
Sessions
6,459
↑ 10.1%

Avg. Session Duration
05:52
↓ -12.1%

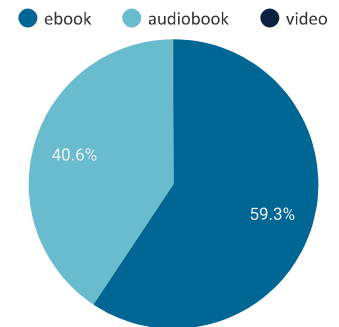
Pageviews
223,569
↓ -7.2%

Pages / Session
34.6
↓ -15.7%

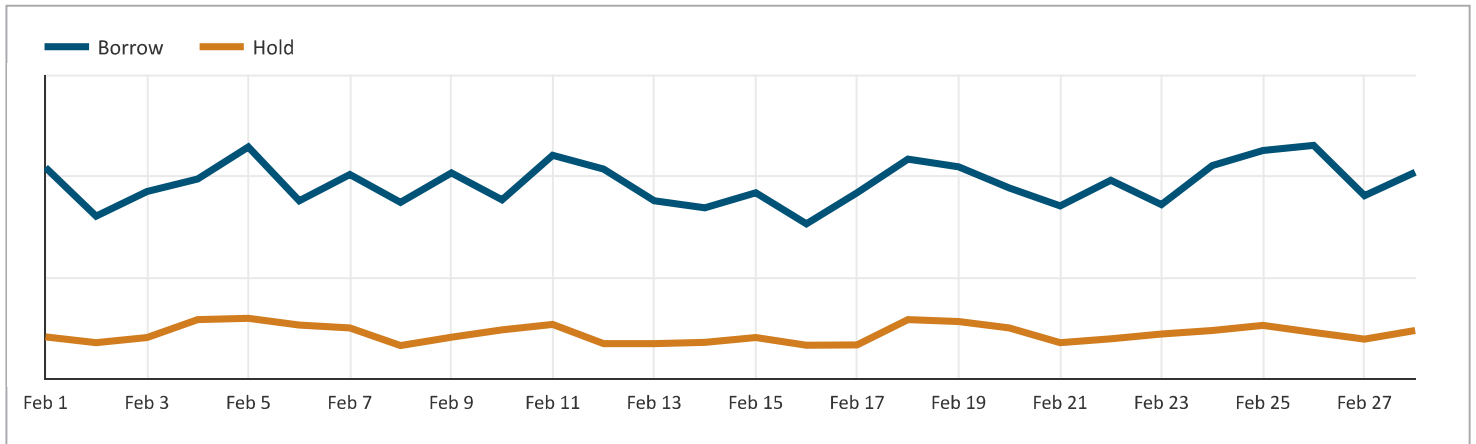
Days Since Last Session by Users



Checkouts by Format



Circulations by Date



Top 10 Available Now Room Search Terms

Search Terms	Total Searches
1. James Patterson	58
2. David Baldacci	41
3. Agatha Christie	36
4. Janet Evanovich	35
5. John Grisham	35
6. Nora Roberts	34
7. Kristin Hannah	28
8. Nicholas Sparks	27
9. Danielle Steel	26
10. Jodi Picoult	24

Curated List Information - Checkouts

Feb 1, 2018 - Feb 28, 2018

Total Checkouts
993


Curated Collection name	Site ① ^	Checkouts
1. Read-Alongs & Picture Books	Kids	113
2. Pooches & Pups	Kids	68
3. Stop Bullying - Choose Kind	Kids	32
4. Starting to Read	Kids	25
5. No-Wait Audio!	Main Site	761
6. Cozy Up with a Cozy Mystery	Main Site	647
7. Books That Are Blue	Main Site	613
8. Reading is Timeless: Historical Fiction	Main Site	608
9. African American History Month	Main Site	384
10. What To Read Next	Main Site	312
11. Be My Valentine	Main Site	277
12. James Patterson Read-Alikes	Main Site	239
13. Fashion Forward	Main Site	203
14. BookRiot's Read Harder Challenge 2...	Main Site	160
15. Angels Among Us	Main Site	148
16. Cabin Fever?	Main Site	123
17. The Doctor Is In!	Main Site	101
18. Best Books of 2017	Main Site	99


Curated Collection name	Site ① ^	Checkouts
19. Books for Library Lovers' Month	Main Site	91
20. Oprah's Book Club	Main Site	67
21. Series Starters	Main Site	64
22. Nora Roberts Read-Alikes	Main Site	42
23. Road to Camelot	Main Site	38
24. March is Women's History Month	Main Site	24
25. Wisconsin Born and Read	Main Site	22
26. L.A. Theatre Works	Main Site	19
27. Books with the Blues	Main Site	19
28. Family Movie Night	Main Site	7
29. 2018: A Fresh Start	Main Site	5
30. Nothin' But Net	Main Site	4
31. Great documentaries	Main Site	4
32. Read Your Valentine a Poem	Main Site	4
33. First Love	Teen	51
34. First Love: YA Romance	Teen	38
35. Tough Topics for Teens	Teen	29
36. Applying to College	Teen	1

Curated List Information - Holds

Feb 1, 2018 - Feb 28, 2018

Total Holds
79

Curated Collection name	Site  	Holds 
1. Read-Alongs & Picture Books	Kids	45
2. Pooches & Pups	Kids	9
3. Stop Bullying - Choose Kind	Kids	2
4. Starting to Read	Kids	1
5. Best Books of 2017	Main Site	110
6. Reading is Timeless: Historical Fiction	Main Site	108
7. Fashion Forward	Main Site	91
8. African American History Month	Main Site	84
9. James Patterson Read-Alikes	Main Site	61
10. Cabin Fever?	Main Site	58
11. Cozy Up with a Cozy Mystery	Main Site	57
12. Be My Valentine	Main Site	48
13. Books That Are Blue	Main Site	47
14. What To Read Next	Main Site	39
15. Oprah's Book Club	Main Site	36
16. Sizzlers	Main Site	24
17. Road to Camelot	Main Site	24

Curated Collection name	Site  	Holds 
18. Books for Library Lovers' Month	Main Site	23
19. Series Starters	Main Site	23
20. BookRiot's Read Harder Challenge 2018	Main Site	23
21. The Doctor Is In!	Main Site	20
22. Angels Among Us	Main Site	14
23. Read Your Valentine a Poem	Main Site	12
24. 2018: A Fresh Start	Main Site	5
25. Family Movie Night	Main Site	4
26. Wisconsin Born and Read	Main Site	4
27. Nora Roberts Read-Alikes	Main Site	3
28. Great documentaries	Main Site	2
29. March is Women's History Month	Main Site	2
30. Nothin' But Net	Main Site	1
31. First Love: YA Romance	Teen	8
32. First Love	Teen	7
33. Tough Topics for Teens	Teen	1

Curated List Information Pageviews

Feb 1, 2018 - Feb 28, 2018

Pageviews
67,103

Avg. Time on Page
35 Seconds

Curated Collection Pages	Site 1 ^	Pageviews
1. Read-Alongs & Picture Books	Kids	555
2. Pooches & Pups	Kids	274
3. Starting to Read	Kids	102
4. Stop Bullying - Choose Kind	Kids	70
5. What To Read Next	Kids	2
6. No-Wait Audio!	Main Site	10,766
7. Cozy Up with a Cozy Mystery	Main Site	8,416
8. Reading is Timeless: Historical Fiction	Main Site	7,790
9. What To Read Next	Main Site	5,640
10. Best Books of 2017	Main Site	4,489
11. Books That Are Blue	Main Site	3,368
12. Series Starters	Main Site	3,184
13. Be My Valentine	Main Site	2,903
14. African American History Month	Main Site	2,326
15. Fashion Forward	Main Site	1,969
16. BookRiot's Read Harder Challenge 2018	Main Site	1,626
17. Books for Library Lovers' Month	Main Site	1,432
18. James Patterson Read-Alikes	Main Site	1,417
19. Cabin Fever?	Main Site	1,400
20. Oprah's Book Club	Main Site	1,352
21. Angels Among Us	Main Site	1,182
22. The Doctor Is In!	Main Site	982

Curated Collection Pages	Site 1 ^	Pageviews
23. Road to Camelot	Main Site	712
24. Wisconsin Born and Read	Main Site	685
25. Sizzlers	Main Site	651
26. Nora Roberts Read-Alikes	Main Site	462
27. March is Women's History Month	Main Site	408
28. Family Movie Night	Main Site	389
29. Great documentaries	Main Site	145
30. L.A. Theatre Works	Main Site	112
31. Books with the Blues	Main Site	67
32. Read Your Valentine a Poem	Main Site	58
33. 2018: A Fresh Start	Main Site	33
34. Nothin' But Net	Main Site	21
35. Read To Your Valentine	Main Site	15
36. Cabin Fever Crafts	Main Site	5
37. An error has occurred. Error	Main Site	1
38. Teens - First Love	Teen	1,152
39. Teens - First Love: YA Romance	Teen	510
40. Teens - Tough Topics for Teens	Teen	411
41. Teens - Applying to College	Teen	13
42. Teens - No-Wait Audio!	Teen	6
43. Teens - Best Books of 2017	Teen	1
44. Teens - African American History Month	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>

