



Profiling Digital Collection Users: Using Google Analytics to Learn More About Users of an ETDs Collection

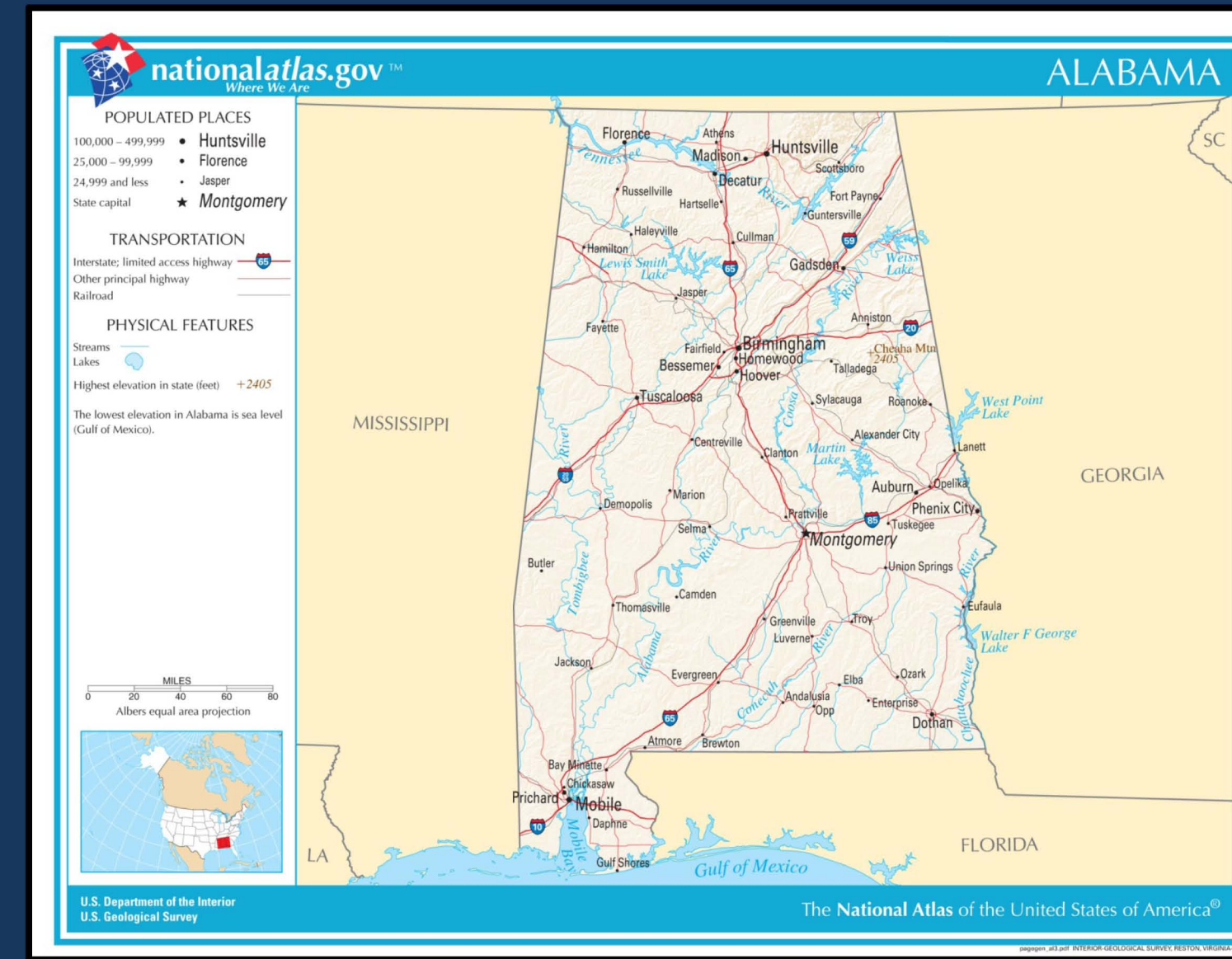


Midge Coates, Digital Projects Librarian, Auburn University Libraries



**Local Users
(Auburn and Opelika)**

... made 14.2% of all 2012 visits
... viewed 9.02 pages/visit (avg.)



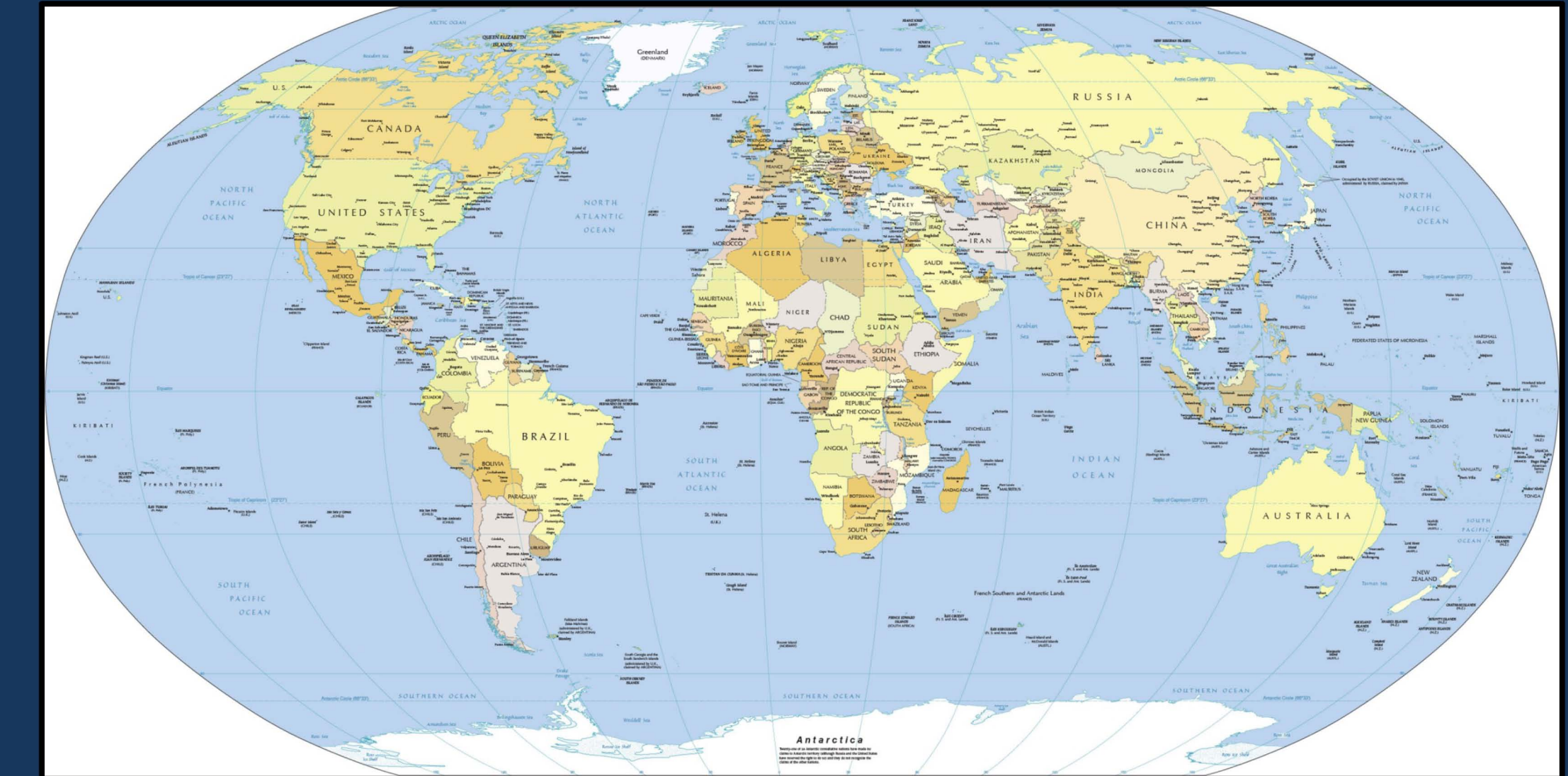
**Alabama Users
(minus Local Users)**

... made 3.6% of all 2012 visits
... viewed 5.57 pages/visit (avg.)



**USA Users
(minus Alabama Users)**

... made 38.9% of all 2012 visits
... viewed 2.18 pages/visit (avg.)



**World Users
(minus USA Users)**

... made 43.2% of all 2012 visits
... viewed 2.12 pages/visit (avg.)

