

GOOGLE ANALYTICS
OSLO and WWW RESEARCH USES SUMMARIES
1 Jan 2013 – 1 Aug 2018

Olive Schreiner Letters Online

From 01/01/13 to 01/08/18, OSLO was visited by 23,237 unique users from 164 countries, with most visits from the UK, South Africa, the US, Australia, Canada, the Netherlands, Brazil, France, Germany and Italy. Over this period, it was visited 38,552 times with users viewing a cumulative total of 200,528 pages. In 1,505 sessions a core group of 90+ users spent 30+ minutes, with a cumulative 74,161 pages viewed.

Research-focused pages are consistently the most used.

- *Search letters* – 35,517 pageviews, including a notable 90+ group conducting 20-30 minute searches.
- *Letters pages* – 66,959 pageviews, with spent an average of nearly 2 minutes per page and a notable 300+ group which were 20-30 minutes long.
- *Dramatis Personae* (research content on key figures) – 39,583 pageviews with a notable 150+ group which were 20-30 minutes long.
- *Manuscripts* – in the short period since introduction, this has seen over 208 pageviews, an average of 2 minutes per page, and a subset 20+ minutes long.

Whites Writing Whiteness @ Edinburgh

From 01/01/13 to 01/08/18, WW@Edinburgh was visited by 14,726 unique users from 154 countries, with most visits from the UK, US, South Africa, Australia, Canada, Germany, France, Netherlands, France, India and Sweden. Over this period, it was visited 21,596 times. A core group of 70+ returning users spent 30+ minutes viewing content, visiting the website 449 times and viewing 14,217 pages cumulatively.

Again, research-focused pages are the most used.

- *Research blog* – a major 13,029 pageviews with an average of 1:30 minutes on the pages, with nearly 190 of these averaging 10 minutes duration.
- *Reading lists* – 4,618 pageviews, an average of 3 minutes per page, and with 2,904 of these averaging 7 minutes.
- *Traces* (documents) – 4,179 pageviews, an average of 2+ minutes per page, including a group 70+ which were 5+ minutes long and a subset 20 minutes long.

- *'How to...'* (do archival research) – new February 2016; already garnered 2,200 pageviews, with an average of 2+ minutes per page and 608 of these averaging nearly 6 minutes.
- *Curiosities* (researching borders of letters with other genres) – 3,449 pageviews, with an average of nearly 2 minutes per page and a notable 422 pageviews of 5+ minutes long.

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[analytics data TBA in due course]