

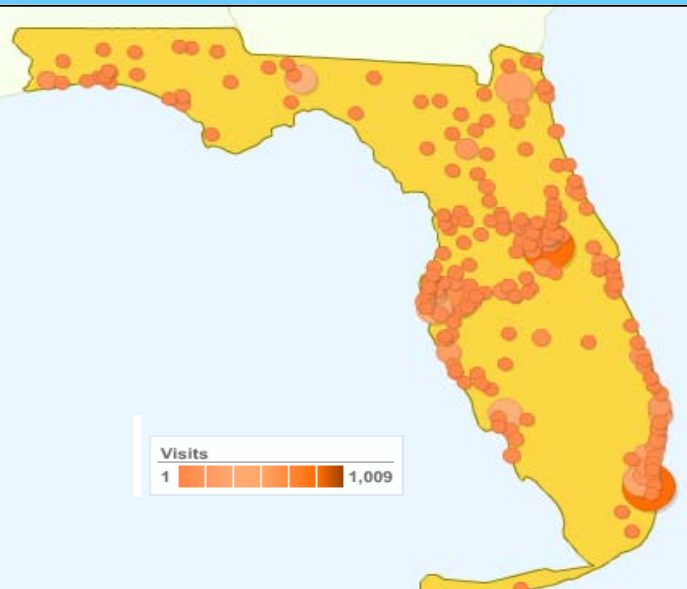
Usage Summary February 2008

Total Sessions = **4,610**
 Collaborative Live Chat Sessions = **3,085**
 Academic Live Chat Sessions = **535**
 E-mail Sessions = **990**

Link Placement Matters

Links in library catalogs, front pages and databases **WORK!** Statistically, we can see a library's numbers rise or drop dramatically when the Ask a Librarian Link is moved. Obvious links throughout your website on your front page (especially using the Ask a Librarian logo) directly correlate with higher use by your users in both live sessions and email use. Conversely, buried logos or placement on only one page, even if under 'reference', will decrease use significantly. Logos & free promo materials are at info.askalibrarian.org under promotion.

Google Analytics Map of Entry Point by User IP Address



Ask a Librarian By the Numbers

Chat & Email Sessions since July 2003 = **125,009**
 Chat Sessions since July 2003 = **84,849**
 Chat & Email Sessions Year to Date = **19,165**
 Total Participating Libraries = **91**
 Total Staff Trained = **1,055**

Statistical Summary

For a short month, Ask a Librarian had a busy month. Live chat sessions were 6% higher than January and 10.2% higher than last February. The Academic Desk continued to grow stronger answering 535 questions (8%) increase over January. Libraries answered 993 email questions through the software as well, which is roughly the same as last month.

Great Job to everyone! Your time and expertise makes Ask a Librarian the success it is.

Top Entry Points

1. Orange County Library System
2. Broward County Library
3. Tampa-Hillsborough County Public Library
4. State Library Of Florida, Div. Of Lib & Info.
5. Miami-Dade Public Library
6. Jacksonville Public Library
7. St Petersburg College
8. University Of Florida
9. Florida International University
10. Valencia Community College

Top Counties by Zip Code

- | | |
|-----------------|---------------|
| 1. Dade | 6. Palm Beach |
| 2. Orange | 7. Duval |
| 3. Broward | 8. Lee |
| 4. Hillsborough | 9. Volusia |
| 5. Pinellas | 10. Brevard |