

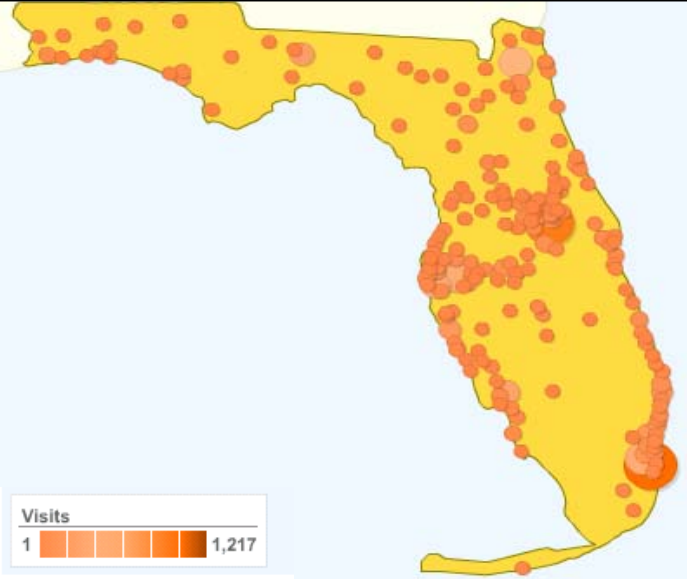
Usage Summary March 2008

Total Sessions = **4,165**
 Collaborative Live Chat Sessions = **3,199**
 Academic Live Chat Sessions = **518**
 E-mail Sessions = **966**

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 = **129,174**
 Chat Sessions since July 2003 = **88,048**
 Chat & Email Sessions Year to Date = **23,330**
 Total Participating Libraries = **92**
 Total Staff Trained = **77**

Statistical Summary

In March, we had a 4.7% increase in sessions from last March. We also had a 3.9% increase in live chat sessions from February 2008. Librarians answered a 966 questions through the AaL email module. The Academic Queue continued to thrive answering 518 questions (or 16.2% of total live chat questions).

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

Top Counties by Zip Code

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