

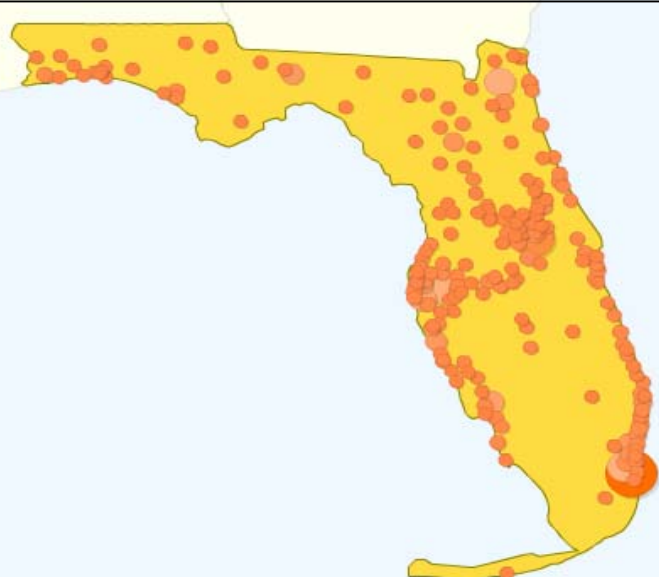
Usage Summary April 2008

Total Sessions = **3,979**
 Collaborative Desk Live Chat Sessions = **2,596**
 Academic Live Chat Sessions = **475**
 E-mail Sessions = **908**

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 = **133,153**
 Chat Sessions since July 2003 = **91,119**
 Chat & Email Sessions Year to Date = **27,309**
 Total Participating Libraries = **92**
 Total Staff Trained = **1,342**

Statistical Summary

We had another good month. We answered 3,979 questions for Florida residents last month including 2,596 live chat sessions and 908 email sessions. We saw a large decrease in email questions last month, causing a dip in our total number from the previous year. Except for Orange County, almost every library saw a decrease in email in April. The past months had seen email statistics remaining the same or having a slight decrease. It is an interesting trend that we are following closely; are users moving away from email as a communication tool? Was it an anomaly or for some other completely different reason? Great work every-one!

Top Entry Points

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

Top Counties by Zip Code

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