

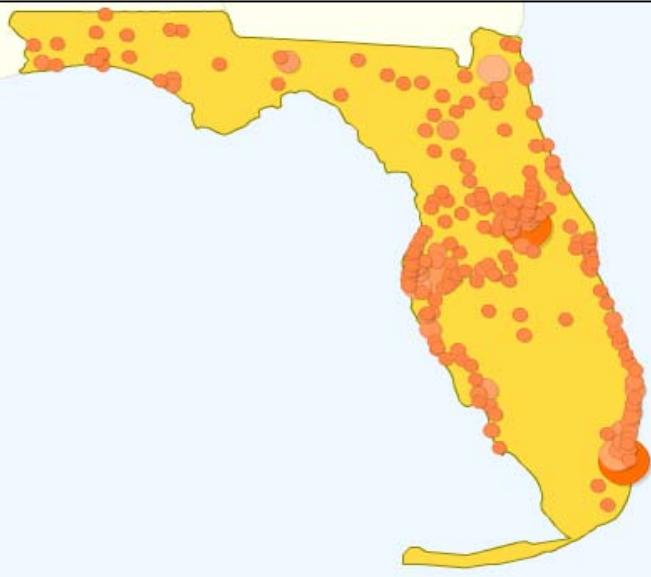
Usage Summary May 2008

Total Sessions = 3,885
 Collaborative Desk Live Chat Sessions = 2,630
 Academic Live Chat Sessions = 365
 E-mail Sessions = 890

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 = **137,038**
 Chat Sessions since July 2003 = **94,114**
 Chat & Email Sessions Year to Date = **31,194**
 Total Participating Libraries = **92**
 Total Staff Trained = **1,358**

Statistical Summary

As the school year comes to a close, we typically start to see quieter days at Ask a Librarian, and this May was no exception. We saw a slight drop of 2.4 percent in overall use from April. However, the drop was lower than our typical drop, and we had an increase of 7.9 percent in overall use from last May. Email use continued at about the same level.

The Academic Desk also saw a decrease as schools' semesters ended; however, the desk still answered 365 questions, or 12 percent of the total live chat questions. Thank you all for your hard work.

Top Entry Points

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

Top Counties by Zip Code

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