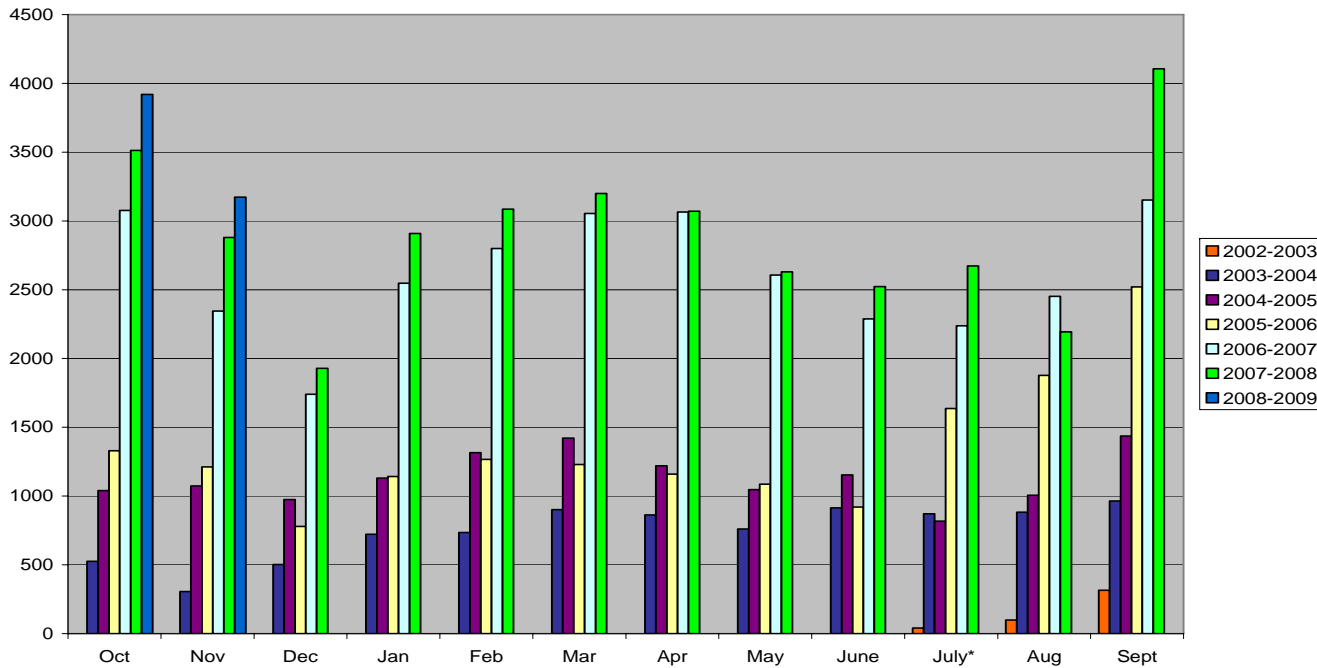


Chat Sessions



Usage Summary November 2008

Total Sessions = **4,197**
 Local Desks = **564**
 Collaborative Live Chat Sessions = **2,188**
 Academic Live Chat Sessions = **359**
 E-mail Sessions = **1,024**

Ask a Librarian By the Numbers

Total Live Chat & E-mail Sessions: **160,719**
 Live Chat Sessions Since July 2003: **111,881**
 Live Chat & Email Sessions Year to Date: **9,236**
 Total Participating Libraries: **98**

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.

Top Entry Points

1. Orange County Library System
2. University Of Central Florida
3. Tampa-Hillsborough County Public Library
4. Collier County Public Library
5. University Of Florida
6. Broward County Library
7. Volusia County Public Library
8. Sarasota County Library System
9. Manatee Community College
10. Pasco County Library System

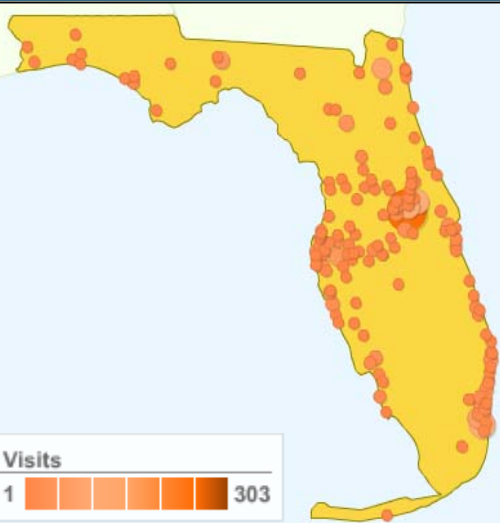
Statistical Summary

What a great month! Ask a Librarian continued to break usage records with 12% increase in live chat sessions from last year.

The new software continues to help make it easier for AAL to answer more questions effectively.

Great Work Everyone!!!!

Google Analytics Map of Entry Point by User IP Address



Visits
1 [color scale] 303