

Usage Summary January 2009

Total Sessions = 4,465
 Total Chat Sessions = 3,161
 Local Desks = 809
 Collaborative Live Chat Sessions = 2,093
 Academic Live Chat Sessions = 259

Ask a Librarian By the Numbers

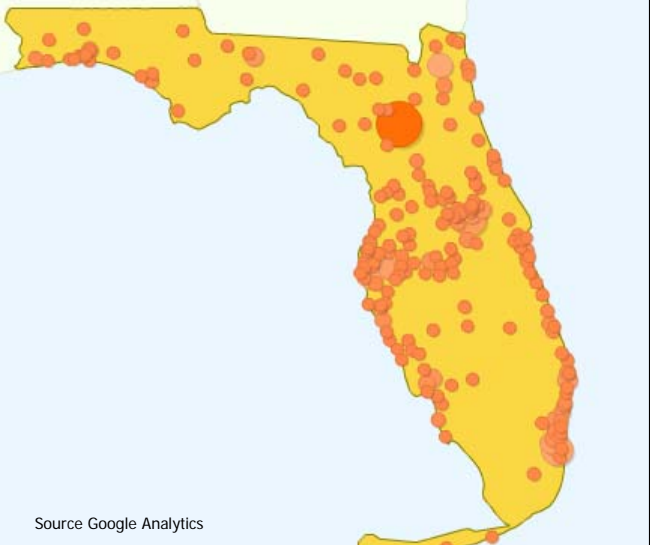
Total Live Chat & E-mail Sessions: 168,397
 Live Chat Sessions Since July 2003: 117,354
 Live Chat & Email Sessions Year to Date: 16,914
 Total Participating Libraries: 98

Links and Widgets 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.

Additionally, like University of Florida adding a local desk widget can dramatically increase use. Logos & free promo materials are at info.askalibrarian.org under promotion. Contact AAL staff for custom widgets.

Map of Entry Points by IP



Top Entry Points by Library

1. Orange County Library System
 2. University Of Florida
 3. University Of Central Florida
 4. Tampa-Hillsborough County Public Library System
 5. Broward County Library
 6. Volusia County Public Library
 7. Collier County Public Library
 8. Sarasota County Library System
 9. Miami Dade College
 10. Pasco County Library System
- *based on chat and email

Top Counties by User Entered Zip Code

1. Orange	6. Pinellas
2. Miami-Dade	7. Palm Beach
3. Broward	8. Hillsborough
4. Alachua	9. Seminole
5. Duval	10. Lee