

# OU Libraries Content Strategy



All Users

● May 1, 2016 - May 11, 2016

Sessions 100.00% (38,186 of 38,186)

+ Add Segment

Users vs. Select a metric

Hourly Day Week Month



Sessions 38,186

Users 20,294

Pageviews 106,615

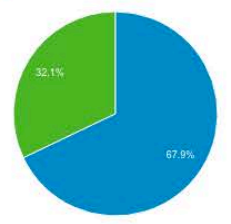
Pages / Session 2.79

Avg. Session Duration 00:02:48

Bounce Rate 47.24%

% New Sessions 32.07%

Returning Visitor New Visitor



Demographics

- Language
  - Country
  - City
- System**
- Browser
  - Operating System
  - Service Provider
- Mobile**
- Operating System
  - Service Provider
  - Screen Resolution

Language

Language	Sessions	% Sessions
1. en-us	36,186	94.76%
2. zh-cn	402	1.05%
3. en-gb	247	0.65%
4. es	134	0.35%
5. ru	109	0.29%
6. pt-br	93	0.24%
7. fr	79	0.21%
8. de	59	0.15%
9. ru-ru	56	0.15%
10. tr	56	0.15%

view full report

Right now

# 41

active users on site

DESKTOP MOBILE

95%

5%

### Events

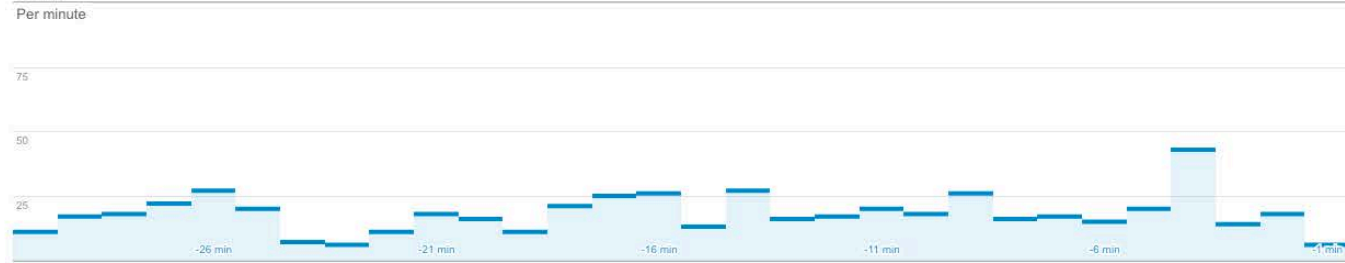
Per minute

75

50

25

0



Per second

1.5

1

0.5

0



Viewing: **Active Users** Events (Last 30 min)

Active Users with Events: **9 (22% of total)**

Event Category	Event Action	Active Users
1. <a href="#">Outbound links</a>	Click	5 12.20%
2. <a href="#">Authentication</a>	User Login	3 7.32%
3. <a href="#">bitstream</a>	download	1 2.44%



All Users  
100.00% Sessions



+ Add Segment

Explorer

Summary Site Usage Ecommerce

Sessions vs. Select a metric

Sessions



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows

Secondary dimension

Sort Type:

Default

Default Channel Grouping		Acquisition		
		Sessions ?	% New Sessions ?	New Users ?
		38,186 % of Total: 100.00% (38,186)	32.10% Avg for View: 32.07% (0.10%)	12,257 % of Total: 100.10% (12,245)
<input type="checkbox"/>	1. Referral	13,923 (36.46%)	13.01%	1,812 (14.78%)
<input type="checkbox"/>	2. Organic Search	12,595 (32.98%)	30.50%	3,841 (31.34%)
<input type="checkbox"/>	3. Direct	11,434 (29.94%)	57.05%	6,523 (53.22%)
<input type="checkbox"/>	4. Social	234 (0.61%)	34.62%	81 (0.66%)

All Users  
36.46% Sessions

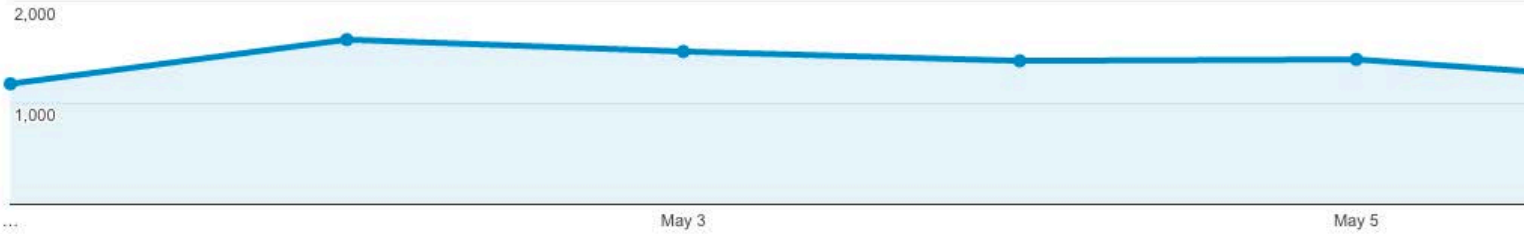
+ Add Segment

Explorer

Summary Site Usage Ecommerce

Sessions vs. Select a metric

Sessions

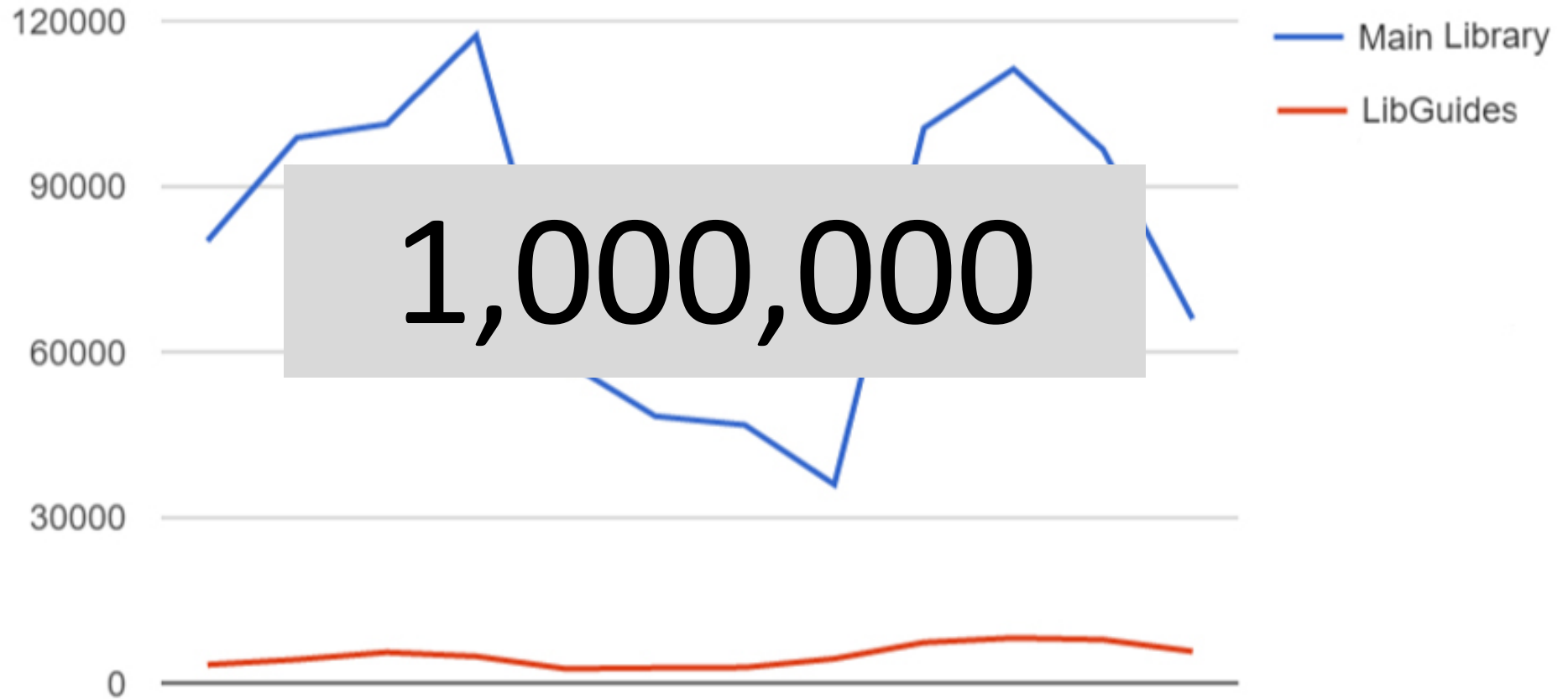


Primary Dimension: Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Source ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	13,923 <small>% of Total: 36.46% (38,186)</small>	13.01% <small>Avg for View: 32.07% (-59.41%)</small>	1,812 <small>% of Total: 14.80% (12,245)</small>
1. ou-primo.hosted.exlibrisgroup.com	3,808 (27.35%)	1.26%	48 (2.65%)
2. na02.alma.exlibrisgroup.com	2,960 (21.26%)	2.36%	70 (3.86%)
3. ou.edu	1,870 (13.43%)	23.90%	447 (24.67%)
4. guides.ou.edu	781 (5.61%)	1.79%	14 (0.77%)
5. scholar.google.com	348 (2.50%)	80.75%	281 (15.51%)
6. galileo.ou.edu	302 (2.17%)	5.96%	18 (0.99%)
7. ill.libraries.ou.edu	301 (2.16%)	0.00%	0 (0.00%)
8. learn.ou.edu	286 (2.05%)	9.44%	27 (1.49%)
9. jstor.org	249 (1.79%)	20.08%	50 (2.76%)
10. web.a.ebscohost.com.ezproxy.lib.ou.edu	198 (1.42%)	0.51%	1 (0.06%)

## LibGuides 2015 vs. Main Library 2015



Why do we need content maintainers and a content policy?



## BLOGS

**Purpose:** Provide in-depth information about a particular discipline, encourage engagement, and dialog within a professional community.

## LIBRARIES' WEBSITE

**Purpose:** the definitive source of information for the libraries, access point for essential online services. Represents the brand for OU Libraries: [libraries.ou.edu](http://libraries.ou.edu)

## LIBGUIDES

**Purpose:** to provide in-depth research assistance by subjects, as well as research support for courses and special topics.

# Content Platforms

## LIBCAL

**Purpose:** To provide a room booking platform, and calendars for maintaining research consultations and appointment requests with patrons.



## **BLOGS**

Articles

Discussion

Professional Topics

## **LIBRARIES' WEBSITE**

Location

Services

Policies

News

Events

Org Info

Help & Contact

Resources

## **LIBGUIDES**

Subjects

Course Guides

Special Topics

## **LIBCAL**

Event/Room Reservation

Research Consultation

# Libraries 2.0

- Open CMS: Services, Policies, Locations, Events, Announcements
- Room Information: enhanced information, photos, integration
- Event integration: integrated into location pages
- Room reservation: better document, policies, streamlines, integrated
- Floor Maps: interactive, clickable
- Video Gallery
- Site Speed
- New Location Index with new locations

# **CONTENT STRATEGY**

# Content Strategy Goals

- Ensure public content is accurate, relevant, and reflects the current state of the libraries.
- Create a definitive, accurate source of information to which other systems will link.
- Create a unified voice and visual brand across all content and service platforms.
- Create user-centered policies governing the creation of Web content.
- Ensure that content supports the mission of the libraries and the university.
- Ensure that content meets communication objectives.

# Writing for the Web

- Identify your goal
- Identify the agency
- Identify the medium
- Craft the message

## **Libraries.ou.edu**

**Purpose:** to be the definitive source of information for the libraries & resource for online services.

## **LibGuides**

**Purpose:** to provide assistance with research help.

## **Blogs**

**Purpose:** Provide in-depth and qualitative information.

## **Social Media**

**Purpose:** fast, frequent and informal updates  
and a medium for  
*dialogue.*

# Crafting the Message

# Readability/ Simplify

- The average person only reads 20% of the content on a web page
- Active voice:
  - “At the heart of every good sentence is a strong, precise verb”
    - Someone online
- Pay attention to the reading level
- Inverted pyramid



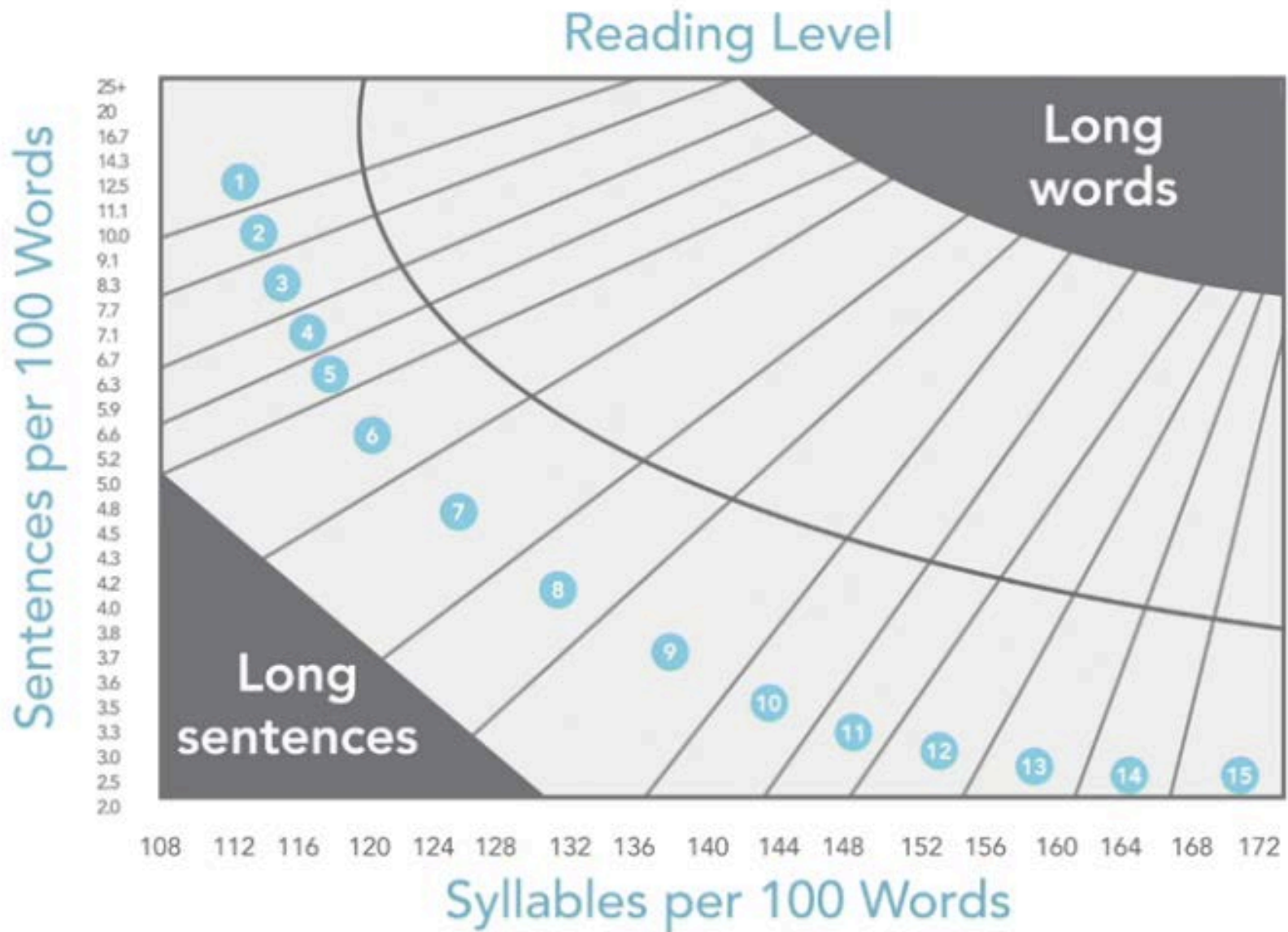
Homepage  
or Summary

Content

Supporting  
Information

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## OU WRITING CENTER



Visit the OU Writing Center at the Helmerich Collaborative Learning Center on LL1.

- Writing consultations
- Citation help
- Publishing Guidance

Sunday, Monday, Tuesday from 5 PM - 9 PM

[write.ou.edu](http://write.ou.edu)

### Readability Statistics

#### Counts

Words	27
Characters	152
Paragraphs	4
Sentences	1

#### Averages

Sentences per Paragraph	0
Words per Sentence	13
Characters per Word	5.3

#### Readability

Flesch Reading Ease	37.4
Flesch-Kincaid Grade Level	11.2

OK

Bizzell Memorial Library is located in the heart of the Norman campus, just east of the iconic clock tower. Students, faculty and staff can visit to find study areas, get research assistance, borrow materials, use computer workstations, or visit the Bookmark Cafe on Lower Level One. Some notable spaces within Bizzell include the newly renovated Helmerich Collaborative Learning Center, the iconic Great Reading Room, and the world renown History of Science Collections.

#### **Counts**

Words	72
Characters	400
Paragraphs	1
Sentences	3

#### **Averages**

Sentences per Paragraph	3
Words per Sentence	24
Characters per Word	5.4

#### **Readability**

Flesch Reading Ease	28.5
Flesch-Kincaid Grade Level	12

Bizzell Memorial Library is located in the center of campus, east of the clock tower. Resources and services available to students, faculty and staff include:

- Research help
- Textbooks on Reserve
- Computer workstations
- Technology lending
- Quiet and group study spaces

#### Counts

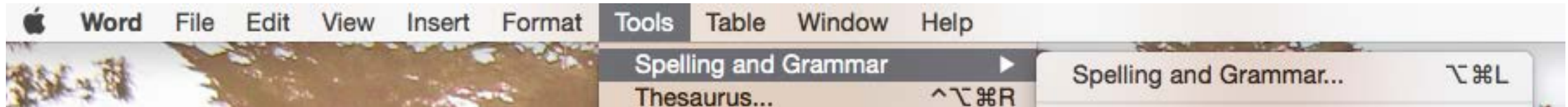
Words	39
Characters	225
Paragraphs	6
Sentences	1

#### Averages

Sentences per Paragraph	0
Words per Sentence	15
Characters per Word	4.6

#### Readability

Flesch Reading Ease	44.9
Flesch-Kincaid Grade Level	10.7



DISCOVER!

Discover Local (Catalog)  
Advanced Search

Search input fields with labels: ID/Number, Password, Log In



BIZZELL MEMORIAL

Apr 25 - May 1

Mon	07:30 am - 02:00 am
Tue	07:30 am - 02:00 am
Wed	07:30 am - 02:00 am
Thu	07:30 am - 02:00 am
Fri	07:30 am - 10:00 pm
Sat	07:30 am - 10:00 pm
Sun	12:00 pm - 00:00 am

Hours for other libraries

QUICK LINKS

- E-Reserves
- Call Number
- Databases & E-Reference
- Resources by Subject
- Research Guides
- Interlibrary Loan/Sooner Xpress
- My Books
- My ILL

LOGIN

LOGIN form with fields: OUNetID, Password, Log In button

SEARCH THIS SITE

May 01

Bizzell Memorial Library is open 24 hours - 12:00 pm. Bizzell Memorial Library is staying up with you to help you get through Finals.

May 08

Finals Week Break Room - 4:00 pm. Take a break from Finals with therapy dogs, games, and more.

May 09

Finals Week Break Room - 8:00 am. Take a break from Finals with therapy dogs, games, and more.

May 10

Finals Week Break Room - 8:00 am. Take a break from Finals with therapy dogs, games, and more.

May 11

Finals Week Break Room - 8:00 am. Take a break from Finals with therapy dogs, games, and more.

View All Events



MAIN LIBRARY

Bizzell Memorial Library was built in 1929 and later named for William Bizzell Bizzell, the University's 10th president. It is located in the heart of the Norman campus.



BRANCH LIBRARIES

University of Oklahoma Libraries branches include Fine Arts, Engineering, Architecture, and the Youngblood Energy (Geology) Library.



SPECIAL COLLECTIONS

University of Oklahoma Libraries Special Collections include the History of Science Collection, Western History Collections, the John and Nancy Nichols Collection, and the Bizzell Bible Collection.



An Exhibition without Walls  
20 Exhibits • 7 Locations • 3 Campuses



In celebration of OU's 125th anniversary, *Galileo's World* is a series of exhibits, events, and programs at the Bizzell Memorial Library, the Sam Noble Museum, the National Weather Center, the Fred Jones Jr. Museum of Art, Headington Hall, the Robert M. Bird Health Sciences Library, and the OU-Tulsa Schusterman Library. Starting August 2015 through 2016, *Galileo's World* illustrates connections between science, art, literature, music, religion, philosophy, politics, and culture.

### Plan Your Visit



[Browse the Virtual Exhibit](#)



### Log in

Log in for access to **My Itinerary**

OU/NetID or Username \* Password \*

[Register](#) for an account if you do not have an OU/NetID.

### Search

### Aug 31

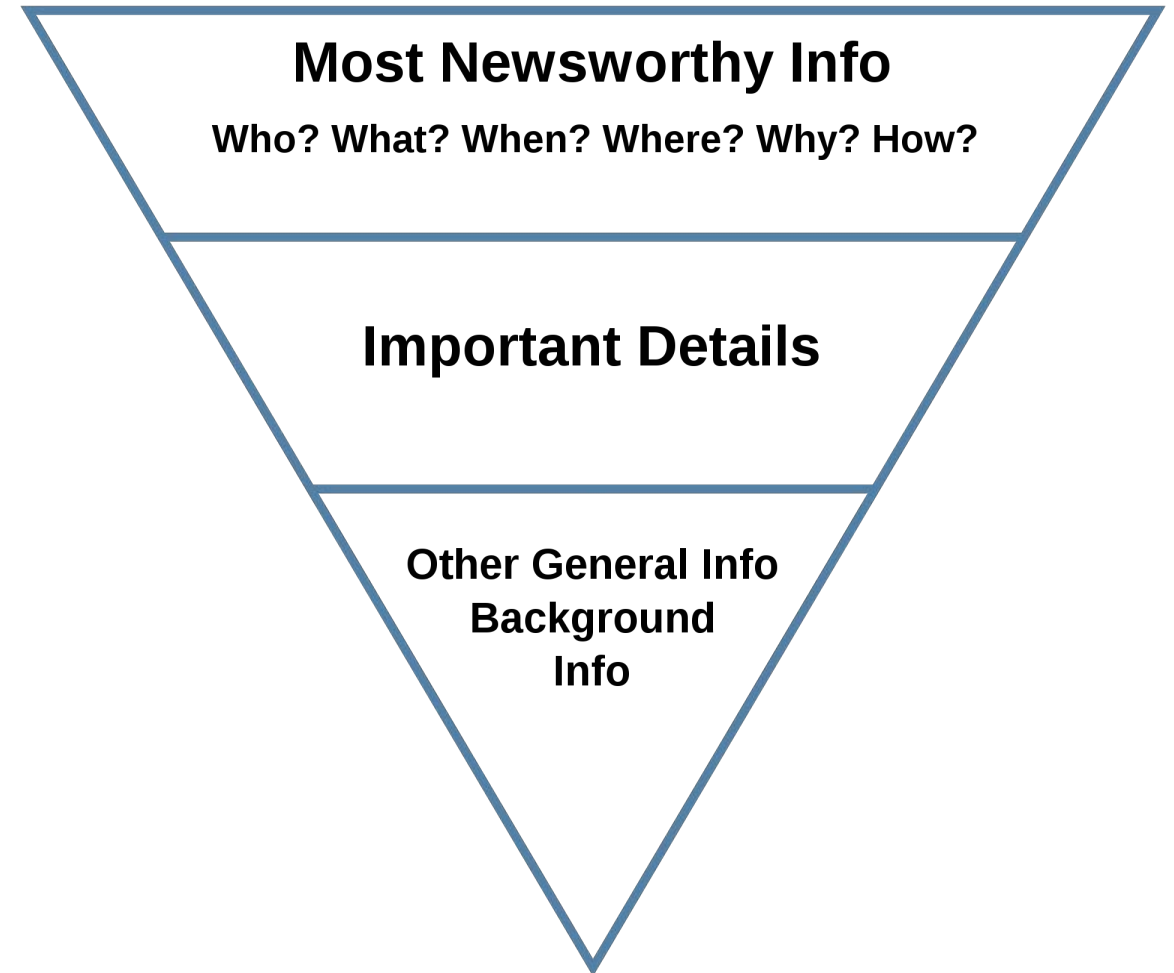
**Exhibition Closes**  
The exhibition closes in all satellite locations.

### Sep 05

"Galileo's World" returns to the Bizzell Memorial Library special collections  
Galileo's World reopens in the History of Science Collections for a

# Be your own journalist

- Identify the most important concept.
- What else should the reader know?
- Where can the reader find more information?







From the outset, uptake of emerging technologies by students and instructors has been hampered by the false perception that such tools required advanced training; or expensive equipment; or constant oversight (e.g. strict staffing models). ***The demystification of some particularly open-ended or empowering technologies, then, is the goal of the new OU Libraries EDGE space.*** With an ongoing workshop series, flexible hours, and the latest technology platforms, researchers and instructors can leverage the EDGE to engage with and deploy the latest technology for the benefit of the OU community. [Learn More](#)



**INNOVATION @ THE EDGE**  
THE UNIVERSITY OF OKLAHOMA LIBRARIES  
CONNECTING YOU TO THE INNOVATION HUB

Innovation @ the EDGE opened spring 2016 to provide a space for visitors to the space to explore emerging technologies and engage with their research in new and innovative ways.

*The EDGE is another step towards solidifying OU Libraries' role as the intellectual crossroads of the University.*

The EDGE is available for walk-in use to all OU students, faculty and staff, and offers structured workshops on three technologies:

- **3D Print Workshop**
- **Microcontroller Workshop**
- **Virtual Reality Workshop**

Visit the [EDGE web page](#) for more information about Innovation @ the EDGE.

# Web Content fundamentals

- Be concise: short words, short sentences, short paragraphs
- Active voice
- 1 concept per paragraph
- Check redundancy: Do you repeat words or concepts?
- Make lists
- Use quality media
- Be your own journalist (inverted pyramid)
- Hyperlink the concept, not “more information” or “click here”.
- READ IT OUT LOUD