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January 2020

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WEB ANALYTICS FOR THE DOMAIN OF ANNA CENTENARY LIBRARY, TAMIL NADU. A STUDY OF USING UBERSUGGEST TOOL

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Abstract

Web analytics is the procedure of examining the behavior of site visitors to a Web site. Web analytics is a regularly occurring term which means the find out about of the have an impact on of a website on its users. Ecommerce companies and other website publishers often use Web analytics software to measure such concrete details as how many people visited their site, how many of those visitors were unique visitors, how many of these site visitors have been unique visitors, how they came to the website online (i.e., if they accompanied a link to get to the website online or came there directly), what keywords they searched with on the site's search engine, how lengthy they stayed on a given page or on the complete web site and what hyperlinks they clicked on and when they left the site. Ubersuggest is an awesome free tool to analyze the Anna Centenary Library domain and found Organic Keywords (171), Organic monthly traffics (775), Domain score (30) and back links (102). About Search engine Optimization SEO Title and URL shows Anna Centenary Library, அண்ணா நூற்றாண்டு நூலகம் annacentenarylibrary.org/ (830) is the top estimated visits with 27 back links and 273 Facebook connections.

Keywords: Web Analytics, domain, Anna Centenary Library, Web usage, Keyword

Introduction

Web analytics is the measurement, collection, analysis and reporting of net information for purposes of grasp and optimizing internet usage. However, Web analytics is no longer just a process for measuring web site visitors however can be used a tool for commercial enterprise and market research, and to verify and improve the effectiveness of a website. Web analytics purposes can additionally help corporations measure the consequences of normal print or broadcast advertising campaigns. It helps one to estimate how changes visitors to a website after the launch of a new advertising and marketing campaign. Web analytics gives information about the variety of visitors to a website and the number of page views. It helps gauge site visitors and recognition tendencies which is useful for market research.

About Web Analytics

Website analytics provide insights and fact data that can be used to create a better user friendly for website visitors. Understanding customer conduct is additionally key to optimizing a website for key conversion metrics. Web analytics is regularly used as section of client

relationship management analytics (CRM analytics). The Evaluation can include determining the possibility that a given patron will repurchase a product after having bought it in the past, personalizing the site to clients who visit it repeatedly, monitoring the dollar extent of purchases made by man or woman customers or by using particular agencies of customers, watching the geographic regions from which the most and the least customers go to the site and purchase unique products, and predicting merchandise client are most and least in all likelihood to buy in the future. The goal is to promote precise products to those customers most possibly to buy them, and to determine which merchandise a particular client is most in all likelihood to purchase. This can help to enhance the ratio of revenue to marketing costs.

The vital intention of web analytics is to acquire and analyze data related to internet visitors and utilization patterns. The fact ordinarily comes from four sources:

- ❖ Direct HTTP request data: directly comes from HTTP request messages (HTTP request headers).
- ❖ Network level and server generated statistics associated with HTTP requests: not part of an HTTP request, but it is required for successful request transmissions - for example, IP address of a requester.
- ❖ Application level records sent with HTTP requests: generated and processed via software degree applications (such as JavaScript, PHP, and ASP.Net), along with session and referrals. These are typically captured by means of internal logs alternatively than public web analytics services.
- ❖ External data: can be blended with on-site statistics to help increase the internet site behavior information's described above and interpret internet usage. For example, IP addresses are typically related associated with Geographic areas and internet service providers, Email open and click-through rates, direct mail marketing campaign data, sales and lead history, or different record types as needed.

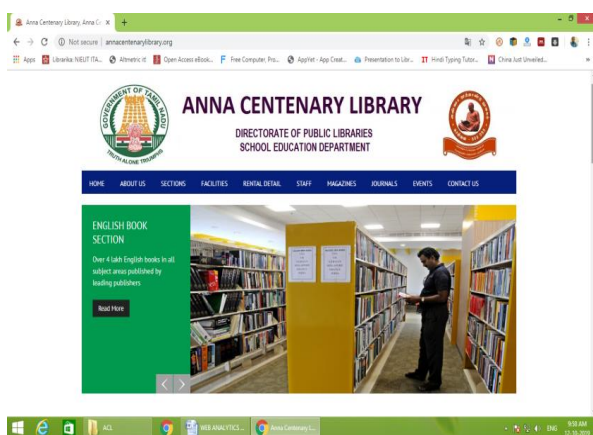
Raw Data in Web Analytics Reports

- ❖ **Web Traffic:** The range of incoming and outgoing Internet site visitors you get hold within a given time-period
- ❖ **Views:** The range of instances a web page has been viewed
- ❖ **Clicks:** The wide variety of instances a hyperlink has been clicked
- ❖ **Unique visitors:** First-time traffic to your website per day, per week or month
- ❖ **Bounce rate:** Seen regularly in Google Analytics, the share of site visitors that depart the website rapidly barring interacting contribute to the bounce rate
- ❖ **Conversion rate:** The charge of site visitors making purchases from your site, signing up for newsletters or subscribing to a service
- ❖ **Organic traffic:** Visitors that arrive at your website directly from a search engine and how not from social media or different blogs.
- ❖ **Direct traffic:** Visitors that come to your website via going to your address without delay directly and not from a search engine

Short Note About Anna Centenary Library

The Anna Centenary Library (ACL) is an established state library of the Government of Tamil Nadu, India. It is located at Kotturpuram, Chennai. It is built at a cost of ₹172 crores (₹1,720 million). The Anna Centenary Library (ACL), a state-of-the-art library named after a former chief minister of Tamil Nadu, C. N. Annadurai popularly called as 'ANNA' inaugurated by the Honorable Chief Minister Kalaingar Dr. M Karunanithi on September 15, 2010 By Anna's super hobby in the direction the books and the library, this library are named 'The Anna Centenary Library'. The foundation stone laid on August 16, 2008, carried out in a short span and declared open to the public from 20 September 2010.

This centralized air-conditioned library of the built up vicinity is 3.75 lakh sq. ft., encompasses ground and eight floors. At present, it hosts over 5 million books overlaying a large range of subjects, along with the public, educational and corporate community. ACL has a Braille section, Own Books Reading section, Children section, Periodicals and Newspapers section, Tamil books area and English Books section. In addition, the library has a conference corridor that can facilitate 150 members. Domain link is <http://www.annacentenarylibrary.org/>



Home Page of ACL website



ACL Library Front View

Methodology

Ubersuggest is a fantastic free tool which can discover 100s of new long tail key phrases in a few minutes. It aggregates statistics from Google Suggest which provides keyword thoughts comparable and associated to the area searches on Google. Ubersuggest helps to generate keyword thoughts for the content material advertising method and production. With Ubersuggest 2.0 free key-word tool, generate an limitless wide variety of suggestions for free and take your content advert to the subsequent degree whilst growing website's possibilities of ranking against the competition. Researcher the use of this tool to analyze Anna Centenary Library domain on 12th October of 2019 and gathered the picture document and tabulated introduced in this study. Data analyzed and suggested for ultimate one year from October 2018 to September 2019.

Objectives

- ✚ To find the domain overview of ACL using Ubersuggest online tool
- ✚ To identify monthly organic traffic for the ACL Domain
- ✚ To examine the Top keywords by country wise for the ACL Domain
- ✚ To know the top SEO title, and URL for the Anna Centenary Library website
- ✚ To analyze the keywords ranked in month wise from October 2018 to September 2019.
- ✚ To determine the top five keywords used to search in Google by visitors.

Data Analysis and Interpretation

Domain Overview

Organic Keywords (171) skill the range of keywords this domain ranks for in the organic search. Organic monthly traffics (775) refer to the whole estimated site visitors ACL domain gets considering the organic keywords. Domain score (30) is based on a variety of elements this is the usual strength of the Anna Centenary Library websites, the higher range the greater authoritative a web page is and the higher it ranks in Google. Back hyperlinks (102) referred to how many incoming hyperlinks from other web sites to the Anna Centenary library internet site domain. It consists of comply with and No observe links (26).

S.N	Domain Overview	Numbers
1	Organic Keywords	171
2	Organic Monthly Traffic	775
3	Domain Score	30
4	Backlinks (No Follow)	102 (26)

Table 1. Domain Overview

Organic Monthly Traffic

S.N	Months	Traffic	Rank
1	October - 2018	1177	10
2	November	1897	3
3	December	1893	4
4	January - 2019	1833	6
5	February	1641	7
6	March	1859	5
7	April	1905	1
8	May	1903	2
9	June	1489	8
10	July	1272	9
11	August	714	12
12	September	775	11
	Total traffic	18358	

Table 2. Organic Monthly Traffic

Organic monthly traffics refer to the whole estimated traffic ACL area gets considering the natural keywords. Below the table month smart (from October 2018 to September 2019) natural monthly (visitor) site visitors observed and rank sensible ordered for without difficulty captured the organic monthly traffic.

In April 2019 perfect Organic Monthly Traffic (visitor visit) the web page accompanied via May 2019, November and December 2018. In final one year only 714 traffic are visited Anna centenary library websites lowest organic month-to-month (visitor) visitors of the month August 2019. Last twelve month 18358 site visitors are visited the Anna Centenary library domain.

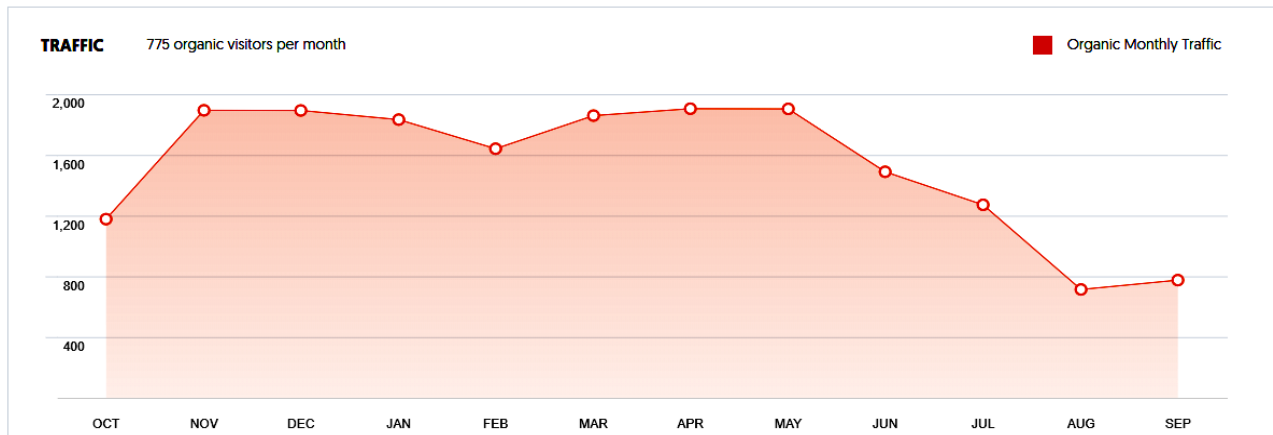


Figure 1. Organic Monthly Traffic

Top SEO Pages and SEO Keywords by county wise

SEO stands for “Search Engine Optimization.” it's the technique of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines. On-page SEO is that the follow of optimizing individual sites so as to rank higher and earn additional relevant traffic in search engines. On-page refers to each the content and markup language ASCII text file of a page which will be optimized, as against off-page SEO that refers to links and alternative external signals. SEO keywords square measure the keywords and phrases within the online page that build it doable for individuals to search out the location via search engines. A web site that's well optimized for search engines "speaks an equivalent language" as its potential traveler base with keywords for SEO that facilitate connect searchers to your site.

S.N	Country	Numbers	Rank
1	India	775	1
2	USA	88	2
3	Canada	5	3
4	Great Brittan	2	4
5	Other	0	5

Table 3. Country wise SEO Pages and SEO Keywords

In country wise SEO Pages and SEO Keywords, India is the top spot with 775 traffic of the month with first rank. Followed by USA 88, Canada 5, and Great Brittan 2. As per last month of September 2019 only four countries organic users are visit the Anna Centenary Library domain.

Top five SEO Title and URL

S.N	Top SEO Title and URL	Est. Visits	Back links	Facebook
1	Anna Centenary Library, அண்ணா நூற்றாண்டு நூலகம் annacentenarylibrary.org/	830	27	273
2	Anna Centenary Library Working Hours annacentenarylibrary.org/2010/10/working-hours.html	129	0	0
3	Sections annacentenarylibrary.org/2011/02/sections.html	25	0	2
4	Anna Centenary Library Contact Address ~ Anna Centenary Library ... annacentenarylibrary.org/2011/02/contact-address.html	12	0	0
5	services ~ Anna Centenary Library, அண்ணா ... annacentenarylibrary.org/p/services.html	9	0	0

Table 4. Top five SEO Title and URL

SEO Title and URL shows up in a Google search for Anna Centenary Library URL. Estimated monthly visits refer to the estimated traffic this web page gets from Google for this particular term. It's noticed highly ACL domain of Anna Centenary Library, அண்ணா நூற்றாண்டு நூலகம் annacentenarylibrary.org/ (830) is the top est. visits with 27 back links and 273 Facebook connections. Followed by Anna Centenary Library Working Hours annacentenarylibrary.org/2010/10/working-hours.html 129 visits and no any back links and Facebook connection. Only 9 est. visits from the link services ~ Anna Centenary Library, அண்ணா ... annacentenarylibrary.org/p/services.html.

SEO Keywords ranking

S.N	Months	1-3 Rank	4-10 Rank	11-50 Rank	51-100 Rank	Total
1	October - 2018	20	28	127	129	304
2	November	28	29	133	129	319
3	December	27	26	144	140	337
4	January - 2019	25	22	131	135	313
5	February	18	12	90	97	217
6	March	24	17	98	102	241
7	April	27	14	84	95	220
8	May	27	13	85	91	216
9	June	24	15	87	87	213

10	July	11	13	51	73	148
11	August	10	17	61	83	171
12	September	12	16	62	81	171
	Total	253	222	1153	1242	2870

Table 5. SEO Keywords ranked in Month wise

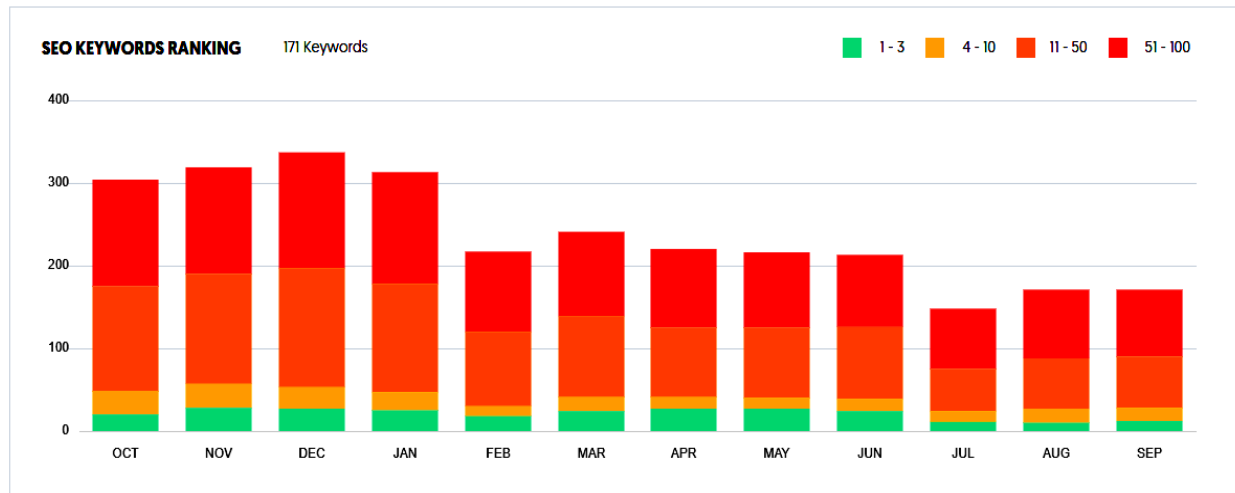


Figure 2. Top five SEO Title and URL

Here observed the best one with 28 SEO keywords are within three rank, and 29 keywords from 4 -10 rank in the month of November 2018. Lowest one from the month of August 2019 with only 10 SEO keywords 1-3 rank, 17 SEO keywords between 4-10 rank with totally 171 SEO keywords are used to search the domain of Anna centenary library. In overall 253 terms are comes under the 1-3 rank and 222 SEO keywords are lies between 4-10 rank. 2870 SEO keywords are used from October 2018 to September 2019.

Top five keywords used to search the domain

An organic keyword could be a keyword accustomed attracts free traffic through program improvement (SEO). Organic keywords distinction with pay-per-click (PPC) keywords, that square measure bid on through paid search selling campaigns.

S.N	Keywords	Vol	Position	Est. Visits	SD
1	anna library	2400	1	730	19
2	library in Chennai	2400	1	730	15
3	anna centenary library timings	390	1	119	6
4	anna library timings	320	2	52	14
5	libraries in chennai	2400	8	47	15

Table 6. Top five keywords used to search the domain

anna library (2400), library in Chennai (2400) with estimated month visits (730) top two keywords visitors familiarly using to search the Anna Centenary library domain.

Site Audit

Site speed is crucial to the search Engine Optimization health. Every addition 0.5s it takes to lead the ACL site drastically increases the percentage of visitors that will leave your site. Below mentioned the time it took for ACL website to load on desktop and mobile devices using a 3G connection speed. Anna centenary library SEO health speed is excellent loading Desktop. But in mobile loading time taking 30 seconds it indicates poor speed.

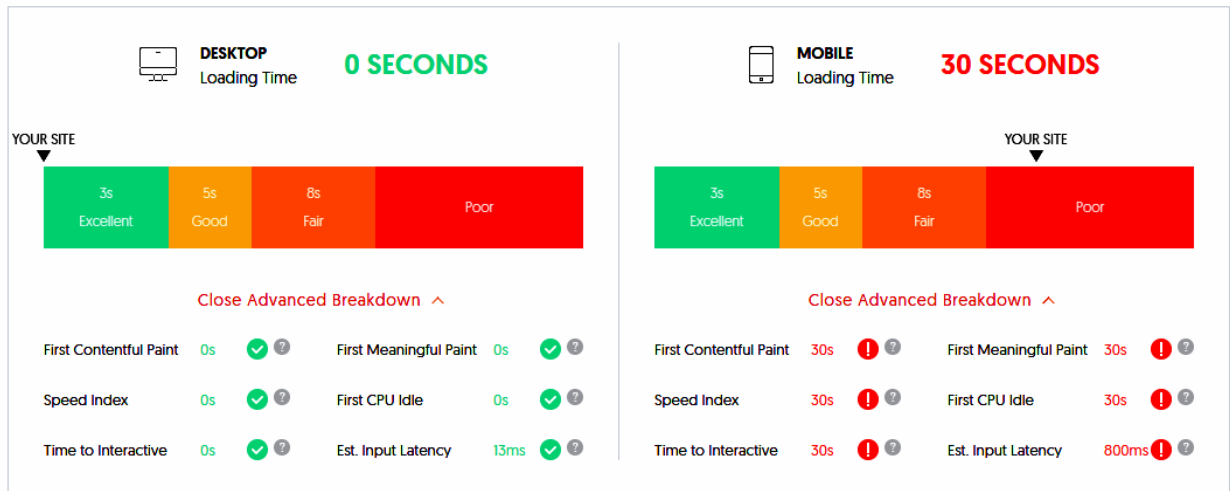


Figure 3. Site loading speed in desktop and Mobile

Findings and suggestion

- In April 2019 highest Organic Monthly Traffic (visitor visit) the site followed by May 2019, November and December 2018. In last one year only 714 visitors are visited Anna centenary library websites lowest organic monthly (visitor) traffic of the month August 2019. Last twelve month 18358 visitors are visited the Anna Centenary library domain.
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last month of September 2019 only four countries organic users are visit the Anna Centenary Library domain.

- ✚ SEO issues analyzed two critical error first one is with no sitemap.xml to optimize interaction with bots and second one is without a valid SSL certificate, Warning issues are returned 4XX status code. Web master need to fix those issues and also need to Check and evaluate the key factors of website success, considering conversion, visibility, and usability.

Conclusion

Web analytics could be a method of grouping and analyzing what's happening on your web site, covering everything from what your guests do, wherever they are available from, what content they like, and an entire heap additional. Plenty of individuals run their websites while not keeping a watch on their metrics. Which may work, however you have got such a big amount of nice analytics tools at your disposal, it's a waste if you don't use them. For instance, simply keeping a watch on your traffic alone will tell you if your content strategy is paying off (or if you wish to undertake one thing new). There square measure plenty of numbers you wish to concentrate to once it involves net analytics. However, here square measure five of the foremost vital metrics for you to stay a watch on: Overall traffic, Bounce rate, Traffic sources, Desktop vs. mobile visits and New and returning guests.

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