

# Getting Found SEO - Web Metrics & Analytics

We are gathering and consolidating information about the library's website homepages and accounts used to gather web metrics or communicate with users through social media outlets. This information is needed to improve our library's Website(s) search engine optimization (SEO) and web analytics. Please provide as much information as you can about the entire library's web presence.

**\*1. What is the Library's public homepage web address? (e.g. [www.lib.montana.edu](http://www.lib.montana.edu))**

**\*2. List ALL the public "home page(s)" for accessing your library's services, content, and information via the Internet. Please separate responses containing multiple URLs with commas. See link for "[homepage](#)" examples" or click on the section titles below.**

[Digital Collections](#)

[Institutional Repository \(IR\)](#)

[Library Services](#)

**3. Does your institution have any other domains or sub-domains not listed above? (e.g. [scholarworks.montana.edu](http://scholarworks.montana.edu) or [etd.live.montana.edu](http://etd.live.montana.edu)) If so, please list them below.**

**4. Please list ALL the web address(es) for your library's social media sites? (Please cut and paste the addresses and separate multiple URLs with commas).**

Facebook

Google+

Twitter

LinkedIn

YouTube

Pinterest

Instagram

Flickr

Tumblr

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## \*5. What social media management tools does your library use? (Check all that apply)

- Hootsuite
- TweetDeck
- Buffer
- SocialOomph
- SproutSocial
- None

Other (please specify)

## \*6. List all the web analytics tools used by your library? (Please check all that apply)

	Use Regularly	Available
Google Analytics	<input type="checkbox"/>	<input type="checkbox"/>
Web Trends - Web	<input type="checkbox"/>	<input type="checkbox"/>
Web Trends - Log Analyzer	<input type="checkbox"/>	<input type="checkbox"/>
Web Log Tools	<input type="checkbox"/>	<input type="checkbox"/>
Webalizer	<input type="checkbox"/>	<input type="checkbox"/>
Software Vendor Reporting Tools (e.g. CMS Reporting)	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

## 7. Please list all the Google Analytics account numbers your Library uses (separate multiple accounts with commas UA-12345678, UA-87654321).

## Contact Information

List the name, title, and email address for the person currently performing each of the roles below? See [roles description](#) for more information. Please provide the single most pertinent contact for each role.

### \*8. IT Manager Role

Name	<input type="text"/>
Title	<input type="text"/>
Email Address	<input type="text"/>

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## \*9. System Administrator Role

Name

Title

Email Address

## \*10. Applications Administrator Role

Name

Title

Email Address

## \*11. Google Analytics Administrator Role

Name

Title

Email Address

## \*12. Administration Contact Role (e.g. Dean of the Library)

Name

Title

Email Address

## \*13. What is the name of your organization?

## 14. What is your organization's OCLC Code?