Review

Web Analytics Strategies for Information Professionals: A LITA Guide

Tabatha Farney and Nina McHale. Chicago: ALA TechSource, 2013. 224 pp. ISBN: 978-1-55570-897-9. $70.00.

Reviewed by Beth Bradley
Emerging Technology Librarian
Niagara County Community College
Sanborn, NY

Librarians love statistics, and Web analytics present a treasure trove of data for those who know how to access and interpret it. *Web Analytics Strategies for Information Professionals* helps librarians understand what Web analytics are and the information that can be gained from making use of them. Farney and McHale evaluate free, readily available tools and describe how to create useful reports with these tools.

This little book is filled with solid advice. The authors suggest you don't just present lists of numbers and statistics, but use the data in action-oriented ways and turn measurement into action. Setting a Web analytics strategy, deciding what to measure, and desired outcomes for patrons' Web visits helps ensure readily actionable data. Various strategies are presented to help libraries do this.

Libraries may find the information on using Web analytics to redesign their websites quite helpful. Most libraries now have a presence on the Web, but many are concerned that their websites do not do all they could to help patrons make full use of the myriad of materials, guides, and help available to them. This book guides librarians in the use of

analytics data to identify a problem with the website, decide how to fix it, and then see if the fix worked as intended.

Case studies at the end of the book help bring data alive and into focus. For example, see how the University of Illinois used analytics to help build a new website for their Literature and Languages Library or how the University of Denver focused on their online library catalog and used Web analytics to better understand how users were searching for library materials. Farney and McHale have written a helpful and easy to understand book with valuable advice and insight for any librarian who would like to understand and improve his or her library's website usage.

Beth Bradley is the Emerging Technology Librarian at Niagara County Community College, Sanborn, NY