**Introduction**

Recently, Kent State University Libraries has been expanding digital collections, in particular highlighting content from the regional library collections. As the digital collections continue to grow, our team wanted to find a way to apply metrics to ascertain the use of digital resources through both qualitative and quantitative methods, in a more extensive and comprehensive method than Google Analytics. This poster will present the construction of metrics to analyze the use (and reuse) of the digital collections with a number of open-source tools.

**Defined Metrics**

**Sustainability**
- Web mention Analysis
- Blog Analysis
- Link Impact Report
- Audience Analysis

**Usage**
- Pageviews
- Unique Pageviews
- Average Time spent on page
- Bounce Rate
- Percentage Exit
- Link Analysis
- Citation Analysis
- Content Analysis
- Referrer Analysis
- Alt-Metrics
- User Behavior on webpage

**Access/Discoverability**
- Referring site(s)
- Log file analysis
- Social Media analysis
- Originating location of user
- Keyword Analysis

**Pilot year**

Select digital collections
Set schedule for reporting & statistic capture (bi-monthly)
Create yearly report & use information to help gauge use, value and impact

**What is the Toolkit for the Impact of Digitised Scholarly Resources?**

Initially designed in 2008 and frequently updated, the toolkit provides a starting place and resource for institutions to begin researching desired metrics and correlating appropriate tools.

The toolkit was designed at the Oxford Internet Institute and was funded by a JISC grant.

**Tools**

- Audience Analysis Toolkit
- Google Analytics
- Open Web Analytics
- Page InLink Analyzer
- Webometric Analyst

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