PIWIK AND CLICKHEAT

LITA ALTMETRICS AND DIGITAL ANALYTICS INTEREST GROUP WEBINAR
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OVERVIEW

• PIWIK
• CLICKHEAT
• WHY AND HOW WE USE THEM
Piwik

WHAT IS PI WIKI?
PIWIK

PIWIK IS AN OPEN-SOURCE ANALYTICS PLATFORM.
PIWIK

PIWIK IS AN OPEN-SOURCE ANALYTICS PLATFORM.
PIWIK

PIWIK IS COMPARABLE TO GOOGLE ANALYTICS.
PIWIK

UNLIKE GOOGLE ANALYTICS, IT IS HOSTED ON YOUR SERVER.
PIWIK

USER DATA IS UNDER YOUR CONTROL.
PIWIK

PIWIK GIVES ACCESS TO:

• VISITOR DATA
• VISITOR ACTIONS
• REFERRERS
• GOALS
PIWIK
WHO ARE YOUR VISITORS?
PIWIK

VISITOR DATA METRICS:
• APPROXIMATE LOCATION
• LENGTH OF VISIT
• PAGE VISITS
• DEVICE TYPES
PIWIK

WHAT ARE VISITORS DOING ON THE SITE?
PIWIK ACTION METRICS:

- ENTRY PAGES
- EXIT PAGES
- OUTLINKS
- SITE SEARCHES
- DOWNLOADS
PIWIK

HOW ARE VISITORS GETTING TO YOUR SITE?
PIWIK REFERRER METRICS SHOW WEBSITES THAT CONNECT USERS TO YOUR SITE.
PIWIK GOALS (CONVERSIONS) ARE USED TO TRACK DEFINED ACTIONS.
PIWIK LIBRARIES CAN USE PIWIK GOALS TO MEASURE SPECIFIC ACTIONS.
CLICKHEAT
CLICKHEAT IS AN OPEN-SOURCE OVERLAY THAT MEASURES MOST CLICKED REGIONS ON A WEB PAGE.
CLICKHEAT ANALYTICS CAN BE PULLED FOR SPECIFIC TIME PERIODS.
CLICKHEAT
CLICKHEAT DEMO
WHY USE THEM?
PIWIK AND CLICKHEAT ARE OPEN SOURCE.
BOTH PLATFORMS ARE EASY TO INSTALL.
CLICKHEAT AND PIWIK HAVE DRUPAL MODULES.
HOW DO WE USE THEM?
PIWIK IS USEFUL FOR WEEDING PAGES FROM THE LIBRARY WEBSITE.
PIWIK CAN PROVIDE INFORMATION ON WHAT PAGES ARE BEING USED.
PIWIK ALSO ALLOWS EMBEDDED REPORTS AND PROVIDES AN API.
THE EMBEDDED REPORTS AND API PROVIDE ONE SITE FOR LIBRARIANS TO USE.
CLICKHEAT IS USEFUL TO PROVIDE INSIGHT ON WHAT IS USEFUL ON A HOMEPAGE.
CLICKHEAT CAN PINPOINT SEARCH TERMS AND EVEN HACKING ATTEMPTS.
QUESTIONS?
THANKS!