

# PIWIK AND CLICKHEAT

LITA ALTMETRICS AND DIGITAL ANALYTICS INTEREST  
GROUP WEBINAR

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@JUNIORTIDAL

NEW YORK CITY COLLEGE OF TECHNOLOGY, CUNY

# OVERVIEW

- **PIWIK**
- **CLICKHEAT**
- **WHY AND HOW WE  
USE THEM**

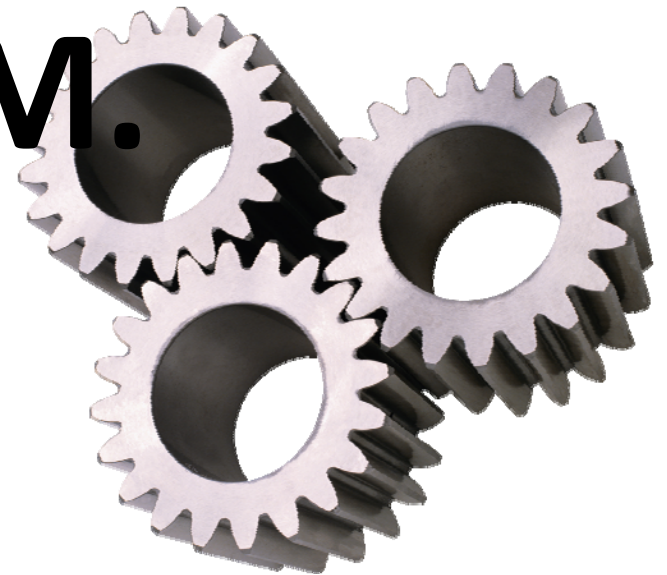
# Piwik

## WHAT IS PIWIK?



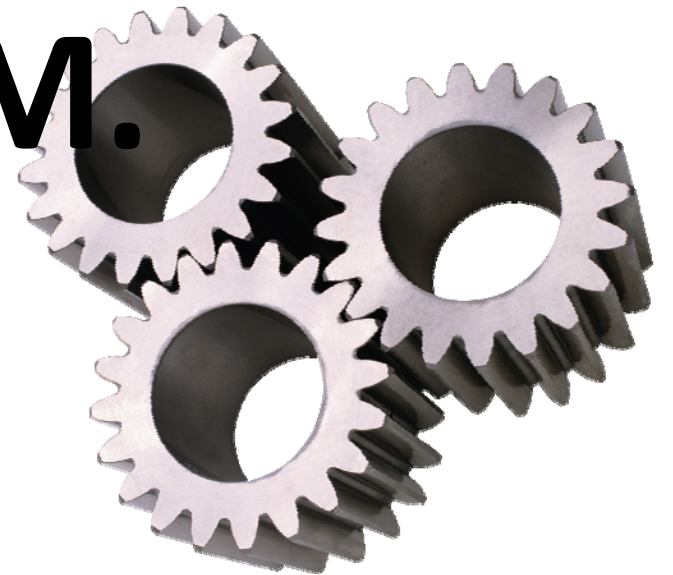
# PIWIK

**PIWIK IS AN OPEN-  
SOURCE ANALYTICS  
PLATFORM.**



# PIWIK

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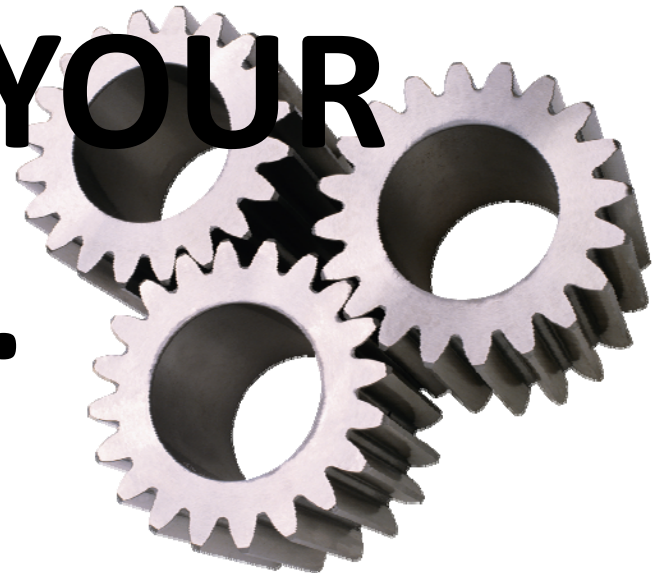
# **PIWIK**

**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.**



# PIWIK

## PIWIK DEMO



# 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!**