

Websites Performance for Libraries, Archives and Museums

A Global Report for Summarization and Optimization Purposes

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Abstract

In this report, the authors present the results of their research regarding 504 libraries, archives and museums organizations in terms of the performance of their websites from all over the world. Both technical and behavioral data are retrieved, analyzed and interpreted, aiming to understand websites performance and how users behave within them. The study contributes to the knowledge expansion of stakeholders with the purpose to improve the discoverability, visibility and overall awareness of such organizations on the Web realm.

Keywords

Websites visibility, websites performance, libraries, archives, museums, web analytics, behavioral analytics

1 Related Background & Topic Justification

Now that the ICTs have matured, Information Organizations such as Libraries, Archives and Museums, also known as LAMs, proceed into the utilization of web technologies that are capable to expand the visibility and findability of their content. Within the current flourishing era of the semantic web, LAMs have voluminous amounts of web-based collections that are presented and digitally preserved through their websites. However, prior efforts indicate that LAMs suffer from fragmentation regarding the determination of well-informed strategies for improving the findability and visibility of their content on the Web [1, 2]. Several reasons related to this drawback. As such, administrators' lack of data analytics competency in extracting and utilizing technical and behavioral datasets for improving visibility and awareness from analytics platforms; the difficulties in understanding web metrics that are integrated into performance measurement systems; and hence the reduced capabilities in defining key performance indicators for greater usability, visibility, and awareness of LAMs.

2 Contribution

In this report, a detailed examination of 504 unique websites of Libraries, Archives and Museums from all over the world is taking place. The report aims to visualize the performance of the websites in terms of technical aspects such as their adequacy to metadata description of their content and collections, their loading speed, and security. This constitutes an important stepping-stone for optimization, as the higher the alignment with the technical compliances, the greater the users' behavior and usability within the examined websites; and thus, their findability and visibility level in search engines [3, 4]. One step further, the report, includes

behavioral analytics about users' engagement with the content of the examined websites. More specifically, web analytics metrics are included such as visit duration, pages per visit, and bounce rates for 121 domains. The Report also includes web analytics regarding the channels that these websites acquire their traffic, such as direct traffic, search engines, referral, social media, email, and display advertising. To this end, this study contributes to the knowledge expansion of all the interest parties and stakeholders related to the research topic of improving the awareness and consideration of such organizations on the Web. It constitutes a well-informed compass, that could be adopted by LAMs to implement potential strategies that combine both domain knowledge and data-driven culture in terms of optimizing cultural content discoverability.

3 The Research Team Behind the Report

The Report has been developed and optimized on a monthly basis by a big young team of 19 researchers. All of them are undergraduate students at the Department of Archival, Library and Information Studies of the University of West Attica. They are responsible for the overall process of publishing the Report which includes the initial organizations' identification, and subsequently, websites testing, data gathering, curation and pre-processing, analysis, validation, and visualization. This initiative enhances data analytics competency of students, expands their involvement into research starting even from the undergraduate level, and of course embraces gender-equal access to the computer-related scientific frontiers. Therefore, it will be a great pleasure and honour to give us the opportunity of presenting our research effort to the 3rd Summit of GEC2021.

References

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