Visible Success: What Your Library Can Do To Make the Most of BLUEcloud Visibility
Agenda

Eric Keith
• Overview of Resources
• Early Success Indicators

Justin Swain
• What Can You Do
• Amending Your URL
• Google Analytics Admin

Eric Keith
• Launch Kit

Q&A Session
<table>
<thead>
<tr>
<th>Linked Data Webinars</th>
<th>BLUEcloud Visibility Webinars</th>
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</thead>
<tbody>
<tr>
<td>Linked Data 101: Introduction to Linked Data</td>
<td>BLUEcloud Visibility: Increasing Your Catalog’s Relevance</td>
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<td>Linked Data 201: How It Works</td>
<td>BLUEcloud Visibility Overview</td>
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<td>Linked Data 301: A Breakdown of BIBFRAME</td>
<td>BLUEcloud Visibility: The Future of Library Data</td>
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<td>Linked Data 401: In Your Library</td>
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<td>Linked Data 499: Your Action Plan</td>
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<td>Linked Data for Directors</td>
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BLUEcloud Visibility

Makes your collection visible where patrons and students are looking—the internet.
BLUEcloud Visibility

• 30+ SD customers live
• Collections of over 20 Million catalog records
• Transformed to Over 140 Million BIBFRAME resources

• If all SD libraries were live on BC Visibility....
  Over 20 Trillion BIBFRAME resources!
Early Success Indicators

• 3 customers with Google Analytics data
• Approximately 300,000 patrons
• Connected 9,000 search engine users to the catalog
• 91% are new visitors to the catalog
What’s in a name?

Metropolis Public Library

www.metropolispl.gov


librariesinc.library.link – link.metropolispl.gov
Early Indicators

All about, The ultimate collection, (hoopla video)
All afloat on Noah’s boat!, Tony Mitton ; [illustrated by] Guy Parker-Rees
All alone in the world : the story of Rico & Wisell’s way, Johanna Spyri ; translated by M. E. Caithrop ; illustrated by Michael Ross
All along the river, by Allan Fowler
All around the seasons, Barney Saltzberg
All around the town, (DVD)
All around the town, Mary Higgins Clark
All around the world, Mindless Behavior, (hoopla music)
All bets are off : losers, liars, and recovery from gambling addiction, Arnie and Sheila Wexler, with Steve Jacobson
All broke down : a Rusk University novel, Cora Carmack
All but my life, by Gerda Weissmann Klein, (hoopla audiobook)
All by my selves : Walter, Peanut, Achmed, and me, Jeff Dunham
About 135,000 results (0.47 seconds)

Try Google Search Console
www.google.com/webmasters/
Do you own garlandcl.library.link? Get indexing and ranking data from Google.

Get Shorty - Garland County Library - GCL
garlandcl.library.link/portal/Get-Shorty-DVD/48a0mNjUdg8/ ▼
Loanshark Chili Palmer has done his time as a gangster, so when "business" takes him to Los Angeles to collect a debt from down and out filmmaker Harry Zimm ...

African footprint - Garland County Library - GCL
garlandcl.library.link/portal/African-footprint-DVD/1ufdCTuPC0/ ▼
A program of live production pieces featuring traditional and modern South African dance and music.

Bulgaria - Garland County Library - GCL
garlandcl.library.link/portal/Bulgaria-Julian-Popescu/DxqLYD1SwQ/ ▼
Surveys the history, topography, government, people, and culture of Bulgaria.
<table>
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<tr>
<th>Source / Medium</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
<th>Bounce Rate</th>
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</thead>
<tbody>
<tr>
<td>google / organic</td>
<td>19,371</td>
<td>77.53%</td>
<td>15,019</td>
<td>70.77%</td>
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<tr>
<td>library.link / referral</td>
<td>5,226</td>
<td>85.92%</td>
<td>4,490</td>
<td>76.29%</td>
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Setting a New Admin in Google Analytics
User Management
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<tr>
<th>Email</th>
<th>View Permissions</th>
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<tr>
<td>1</td>
<td>Manage Users, Edit, Collaborate, Read &amp; Analyze</td>
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<tr>
<td>2</td>
<td>Manage Users, Edit, Collaborate, Read &amp; Analyze</td>
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**Add permissions for:**
- Enter the email address of the user you want to add permissions to.
- Select the level of permission you want to grant: Edit, Collaborate, Read & Analyze.
- Optionally, check the box to notify this user by email.
- Click Add to save the permissions.
- Click Cancel if you do not want to add permissions at this time.
INTRODUCING:

BLUEcloud Visibility Launch Kit
BC Visibility
‘Now Showing’ Success Kit

• Poster
• Handout
• Direct Mail Piece
• Bookmark
• Press Release
• Newspaper Article
• Web Banners
• Social Media Campaign
• Google Admin Instructions (PDF)
BLUEcloud Visibility Launch Kit

DOWNLOAD:
www.sirsidynix.com/bcv-launch-kit

For questions contact:
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anna.christiansen@sirsidynix.com