

Key Performance Indicator Handbook for The European Library

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Prepared by

Sebastian Mundt, Hochschule der Medien, Stuttgart

Henk Voorbij, Koninklijke Bibliotheek, Den Haag

Tiziana Fazio, The European Library, Den Haag

with

Beatriz Albelda Esteban, Biblioteca Nacional de España, Madrid

Nicole da Costa, Bibliothèque Nationale de France, Paris

Louise Edwards, The European Library, Den Haag

Aubéry Escande, The European Library, Den Haag

Britta Woldering, Deutsche Nationalbibliothek, Frankfurt am Main

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1. Structure

This handbook contains information required to collect and structure strategic management information on The European Library by means of key performance indicators (KPIs). The indicators are organized in the form and structure of a Balanced Scorecard (BSC), a strategic management tool that examines performance indicators from four perspectives:

- **Resources perspective (R):** what resources and infrastructure (i.e. input) the library has available to provide its core services to users,
- **Customer focus perspective (C):** the extent to which The European Library's services are used
- **Efficiency perspective (E):** the extent to which The European Library provides cost-effective services
- **Development perspective (D):** the potential of The European Library to innovate and further develop its services.

A review of normative resources showed that only few performance measures could be carried over from existing standards, and that the specific requirements of a library portal needed a range of new measures. As far as useful and possible, these were adapted from existing Web Analytics standards.

The performance indicators proposed for The European Library are described in section 2 of the handbook. A set of basic statistics, extracted from different sources, is needed to compile these KPIs. Section 3 contains definitions and data collection procedures for these statistics.

Following the specific request for a mix of strategic and operational measures, each KPI is designated as having either a strategic or an operational scope. Indicators with a long-term perspective and directly relating to one or more of The European Library's strategic aims are usually categorized as strategic whereas those of limited strategic importance or pointing at particular areas of The European Library's activity (e.g. online exhibitions) are typically categorized as operational.

Some of the underlying aims and objectives are strictly qualitative in nature or lack a consistent method to measure performance without ambiguity at this time. Thus, not all aims and objectives can be matched exactly in this scorecard. The user satisfaction survey proposed as indicator IC11 would be a suitable instrument to collect qualitative management information which cannot be otherwise obtained.

On the other hand, future changes in the technological, political or financial environment will likely require changes in the current set of The European Library's strategic plans. It will therefore be necessary to add or revise the indicators in this scorecard at regular intervals.

For external reporting purposes, including to the Management Committee of The European Library, a subset of KPIs featured in this document can be sufficient – especially in the "Customer Focus" perspective. It is recommended, however, that all Indicators be tested for one calendar year before coming to full effect. The reporting period for all KPIs should be a full calendar year unless otherwise stated.

Note

At the end of 2009, a first test was done by Henk Voorbij (KB) and Tiziana Fazio (The European Library) to determine whether it was possible to obtain the required web statistics. The test revealed some difficulties. In May 2010, Tiziana created a Half Year Report of Performance Indicators (period: 1 January – 31 May). For this report, a reduced and adjusted set of indicators was used, based on our earlier findings. This version of the *Handbook* sums up The European Library's experiences and suggestions.

2. Key Performance Indicators by Perspective

In order to distinguish KPIs from basic statistics, all KPIs have been assigned individual codes starting with “I” for Indicator, followed by a second letter designating their strategic perspective in the BSC (see section 1) and ending in a consecutive number. Example: ID2 would be the second KPI in the Development perspective.

Overview of KPIs

[Resource perspective]

IR1 Growth Rate of Central Index

IR2 Percentage of Available Digitized Collections Integrated in The European Library

[Customer focus perspective]

IC1 Page Views per Visit

IC2 Visits per Visitor

IC3 Increase in Unique Visitors

IC4 Repeat Visits as a Percentage of Total Visits (average)

IC5 Extended Visits as a Percentage of Total Visits

IC6 Visits per Exhibition

IC7 Average Duration of Exhibition Visits (from January 2011 onwards)

IC8 Page Views in Languages other than English as a Percentage of Total Page Views

IC9 Collections/catalogues Viewed per Visit

IC10 Additional Actions per Visit

IC11 User Satisfaction

[Efficiency perspective]

IE1 Percentage of Unsuccessful Hits

IE2 Availability of Service

IE3 Speed of Integrating Collections (from January 2011 onwards)

IE4 Operational Cost per Visit

[Development perspective]

ID1 Project Funding as a Percentage of The European Library’s Total Budget

ID2 Average Project Funding to National Libraries

ID3 Innovation Staff as a Percentage of Total Staff

ID4 Media Coverage

2.1 Resources

IR1	Growth Rate of Central Index
<u>Scope:</u>	Strategic
<u>Objective:</u>	To determine if the amount of information in the database is continuously Growing.
<u>Definition:</u>	$IR1 = (BC11 - BC10) * 100 / BC10$ where BC11 is the value for the current year and BC10 the value for the previous year.
<u>Interpretation:</u>	<p>A higher positive figure is generally regarded as better.</p> <p>Positive growth in catalogue records usually equals a higher quantity of information in the database. However, duplicates in National Libraries' collections will artificially inflate the number of relevant information units. Eliminating duplicates would thus result in a temporary decline of index size and result in negative growth.</p>
<u>Related KPI:</u>	none

IR2	Percentage of Available Digitized Collections Integrated in The European Library
<u>Scope:</u>	Strategic
<u>Objectives:</u>	<ol style="list-style-type: none"> 1. To assess the progress in integrating collections that have been made available by National Libraries for integration by The European Library 2. To assess the relevance of The European Library as an integrated information resource for National Libraries' collections
<u>Definition:</u>	$IR2 = BC4 / BC2 * 100$
<u>Interpretation:</u>	<p>A higher number is generally regarded as better.</p> <p>The aggregated count of collections does not account for modifications of their contents, i.e. the addition of digitized items after the collection has been designated as such and integrated by The European Library.</p>
<u>Related KPI's:</u>	IE3

2.2 Customer Focus

IC1	Page views per visits
<u>Scope:</u>	Operational
<u>Definition:</u>	IC1 = BU6/BU2
<u>Interpretation:</u>	It shows the use of the website as a whole, including pages about Libraries and Organization. For example in 2010, 2,029,551 pages were visited in 239,582 visits → 8.47 visits per page
<u>Related KPI:</u>	None

IC2	Visits per Visitor
<u>Scope:</u>	Operational
<u>Definition:</u>	IC2 = BU2/BU1
<u>Interpretation:</u>	A high number is a sign of loyalty, just as the percentage of repeat visits.
<u>Related KPI:</u>	None

IC3	Increase in Unique Visitors
<u>Scope:</u>	Strategic
<u>Objective:</u>	To determine to what extent The European Library succeeds in extending its “reach” or user base.
<u>Definition:</u>	$IC3 = (BU11 - BU10) * 100 / BU10$ <p>where BU11 is the average number of unique visitors per month during the current year and BU10 is the average number of unique visitors per month during the previous year.</p>
<u>Interpretation:</u>	<p>A higher positive figure is generally regarded as better.</p> <p>A market reach, defined as the percentage of potential users reached, cannot be calculated because the size of the population to be served by The European Library cannot be determined exactly. The Increase in Unique Visitors is calculated instead.</p>
<u>Related KPI:</u>	None

IC4	Repeat Visits as a Percentage of Total Visits
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<u>Scope:</u>	Strategic
<u>Objective:</u>	To determine to what extent users return to the service
<u>Definition:</u>	$IC4 = (BU2 - BU1) / BU2 * 100$
<u>Interpretation:</u>	<p>It is assumed that visitors return because they previously found The European Library to be a useful source of information. A higher figure would thus be regarded as better, indicating a higher customer loyalty.</p> <p>In the absence of appropriate visitor data, the indicator accounts for activity (visits) rather than actors (visitors). In practice, the repeat visits can be generated by a relatively small number of repeat visitors.</p> <p>Repeat usage is measured by calendar year; repeat usage over the course of the year is therefore not included. The number of repeat visits is calculated by the number of visits minus the number of unique visitors. We agreed to calculate the average rather than choosing a specific month.</p>
<u>Related KPI:</u>	None

IC5	Extended Visits as a Percentage of Total Visits
<u>Scope:</u>	Operational
<u>Objective:</u>	To determine to what extent users find information of interest after entering the site.
<u>Definition:</u>	$IC5 = BU3 / BU2 * 100$
<u>Interpretation:</u>	It is usually assumed that, the longer the average stay, the more useful information users have found. Long continuance in the site, however, can also be caused by a lack of user-friendliness and orientation.
<u>Related KPIs:</u>	IC9, IC10

IC6	Visits per Exhibition
<u>Scope:</u>	Operational
<u>Objective:</u>	To assess to what extent the online exhibitions curated by The European Library attract attention by users
<u>Definition:</u>	$IC6 = BU4 / BC5$
<u>Interpretation:</u>	A higher figure is generally regarded as better.
<u>Related KPI:</u>	IC7

IC7	Average Duration of Exhibition Visits
<u>Scope:</u>	Operational
<u>Objective:</u>	To assess if users found the information presented in exhibitions Interesting.
<u>Definition:</u>	IC7 = BU5
<u>Interpretation:</u>	<p>A longer duration means that visitors interact longer and/or more intensively with the contents presented.</p> <p>The exhibitions have not been proactively promoted to date; this is changing. In the short term, therefore, the duration of visits provides more insight into actual value to users than the total number of visitors.</p>
<u>Related KPI:</u>	IC6

IC8	Page Views in Languages other than English as a Percentage of Total Page Views
<u>Scope:</u>	Operational
<u>Objective:</u>	To determine to what extent visitors take advantage of alternative language settings.
<u>Definition:</u>	$IC8 = BU7 / BU6 * 100$
<u>Interpretation:</u>	<p>When entering the site, the standard language setting is English. The indicator measures to what extent users change the standard language setting.</p> <p>It does not give an exact number to what extent other language settings are required (menu not found).</p> <p>This indicator is only calculated for core sections of the website where a variety of language alternatives is already available. Any resulting figure is therefore currently not representative for other sections or the site in general. A high figure, however, proves that the pages are used to a high extent by non-English speaking users and that there is potential demand for additional language options in other pages.</p> <p>About how to measure this indicator please see Appendix 3</p>
<u>Related KPI:</u>	none

IC9	Collections/Catalogues Viewed per Visit
<u>Scope:</u>	Operational
<u>Objective:</u>	To determine if users have found information they regard as potentially

	useful and/or relevant.
<u>Definition:</u>	IC9 = BU8 / BU2
<u>Interpretation:</u>	A higher figure is generally regarded as better.
<u>Related KPIs:</u>	IC10, IC5

IC10	Additional actions per Visit
<u>Scope:</u>	Operational
<u>Objective:</u>	To determine if users have accessed digital objects they regard as potentially useful and/or relevant.
<u>Definition:</u>	IC10 = BU9 / BU2
<u>Interpretation:</u>	A higher figure is generally regarded as better.
<u>Related KPIs:</u>	IC9, IC5

IC11	User Satisfaction
<u>Scope:</u>	Operational (<i>not to be measured until The European Library site has been relaunched</i>)
<u>Objective:</u>	To assess the degree to which users are satisfied with relevant aspects of The European Library's service quality.
<u>Definition:</u>	IC11 = BU10
<u>Interpretation:</u>	Point-of-use web survey methodology largely relies on convenience samples which are likely to be biased in favour of existing users with a distinct opinion and attitude towards the service. Even survey invitations to subscribers of the TEL newsletter will not account for a balanced survey sample. Surveys should be repeated in two or three year intervals to allow sufficient time for improvement.
<u>Related KPI:</u>	none

2.3 Efficiency

IE1	Percentage of Unsuccessful Hits
<u>Scope:</u>	Operational
<u>Objective:</u>	To determine the consistency of the service and its ease of access and use.
<u>Definition:</u>	$IE1 = BP2 / BP1 * 100$, see appendix 4
<u>Interpretation:</u>	A lower figure is generally regarded as better.
<u>Related KPI:</u>	IE2

IE2	Availability of Service
<u>Scope:</u>	Strategic
<u>Objective:</u>	To determine the sustainability and durability of the service over a period of time.
<u>Definition:</u>	$IE2 = (24 * 365 - BP3) / (24 * 365) * 100$ [measured in hours]
<u>Interpretation:</u>	Scheduled and unscheduled downtimes are both deducted from the theoretical annual operating hours because both will equally affect the availability of the service from the users' point of view. In leap years, multiply 24 by 366.
<u>Related KPI:</u>	IE1

IE3	Speed of Integrating Collections (available from January 2011)
<u>Scope:</u>	Strategic
<u>Objective:</u>	To assess how recent and up-to-date the information contained in The European Library is.
<u>Definition:</u>	$IE3 = BP4$
<u>Interpretation:</u>	A lower figure is generally regarded as better. The time taken to obtain information on new collections which are ready for integration by The European Library is not considered.
<u>Related KPI:</u>	IR3

IE4	Operational Cost per Visit
<u>Scope:</u>	Strategic
<u>Objective:</u> <u>Definition:</u>	To assess the operating cost of The European Library in relation to a single user activity. IE4 = BF1 / BU2
<u>Interpretation:</u>	A lower figure is generally regarded as better.
<u>Related KPI:</u>	none

2.4 Development

ID1	Project Funding as a Percentage of The European Library's Total Budget
<u>Scope:</u>	Strategic
<u>Objective:</u>	To determine The European Library's financial independence and viability as an IT-driven service provider.
<u>Definition:</u>	$ID1 = BF2 / (BF1 + BF2) * 100$ In perennial projects funding needs to be broken down to calendar years.
<u>Interpretation:</u>	A higher figure is generally regarded as better.
<u>Related KPI:</u>	ID3

ID2	Average Project Funding to National Libraries
<u>Scope:</u>	Strategic
<u>Objective:</u>	To assess the Return on Investment that partner libraries receive through projects related to The European Library.
<u>Definition:</u>	$ID2 = BF3 / BC3$
<u>Interpretation:</u>	A higher figure is generally regarded as better.
<u>Related KPI:</u>	None

ID3	Innovation Staff as a Percentage of Total Staff
<u>Scope:</u>	Strategic
<u>Objective:</u>	To assess to what extent The European Library is able to expedite service innovations by means of its own staff resources.
<u>Definition:</u>	$ID4 = BS2 / BS1 * 100$
<u>Interpretation:</u>	A higher figure is usually regarded as better. The structure of The European Library's organization and services will, however, require a significant percentage of staff to be reserved for operational and administrative functions.
<u>Related KPI:</u>	ID1

ID4	Media Coverage
<u>Scope:</u>	Operational
<u>Objective:</u>	To assess to what extent The European Library staff are raising awareness within the user community and sharing knowledge and project results with the library/IT communities.
<u>Definition:</u>	$ID4 = (BK1 + BK2) / BS1$
<u>Interpretation:</u>	A higher figure is generally regarded as better. The reference 'per project staff member' is used to balance varying numbers of project staff over time which will cause periods of higher and lower publication potential. Nevertheless, the indicator is primarily intended to measure dissemination and awareness-raising rather than staff productivity.
<u>Related KPI:</u>	none

3. Basic Statistics

3.1 Terminology

For practical reasons, the terms 'visit', 'visitor' and 'page viewed' used in the definitions below are assumed to follow the definitions of Web Analysis tools currently in use by The European Library (i.e. AWStats and Google Analytics, respectively).

The following terms and expressions apply specifically for this handbook:

Central Index

The central database in which collections are indexed to become searchable on the portal.

Collection

The set of catalogue records which are provided to The European Library by a national library for integration into the Central Index.

NOTE 1: Collections are defined by national libraries.

NOTE 2: Each collection can include one or more sub-collections. In the context of this handbook, the term 'collection' covers both collections and sub-collections.

NOTE 3: The size of collections can vary substantially.

Record

The structured description of a physical or digital document using metadata and comprising one or more properties and their associated values

NOTE: The majority of records in The European Library are bibliographic but, in the context of this Handbook, no distinction is made between bibliographic and other records.

3.2 Basic statistics by section

In order to distinguish basic statistics from KPIs, all statistics have been assigned individual codes starting with “B” for basic, followed by a second letter designating a topical subsection and ending in a consecutive one or two-digit number.

Example: BS2 would be the second statistic in the Staff section.

3.2.1 Use

BU1 Unique visitors

Total number of unique visitors of The European Library website to be collected per month.

NOTE: To be collected from AWStats [Summary]

BU2 Visits to the site

Total number of visits to the The European Library website per calendar year.

NOTE: To be collected from AWStats [Summary > Number of visits (‘viewed’ traffic only, i.e. no robots/spiders)].

BU3 Extended Visits to the Site

Total number of visits to the website exceeding two minutes per calendar year.

NOTE: To be collected from AWStats [Navigation > Visits duration].

BU4 Visits to The European Library Exhibition Space

Total number of visits to the Exhibition section of TEL website per calendar year.

NOTE: To be collected from Google Analytics.

BU5 Duration of Visits to The European Library Exhibition Space

Average duration of visits to The European Library Exhibition Space per calendar year.

NOTE: To be collected from Google Analytics ‘Time on site’. [available from January 2011 onwards].

BU6 Total Page Views

Total number of page views per calendar year.

NOTE: To be collected from AWStats [Summary > Number of page views (‘viewed’ traffic only, i.e. no robots/spiders)].

BU7 Page Views in Languages other than English

Total number of page views in all available non-English languages in the ‘/portal/’ and ‘/collections/’ subsections of The European Library website per calendar year.

NOTE: Refer to Appendix 3 about how to measure this specific data.

BU8 Collection/Catalogue views

Total number of clicks on collections / catalogs per calendar year.

NOTE: To be collected from action logs¹.

BU9 Additional Actions During Collection / Catalogue Views

Total number of clicks on the 'See Online', 'Available At', 'Link To Other Services', 'Save in Favorites' and 'Send by Emails' buttons in 'Search Results' per calendar year.

The main goal is to measure if users found something relevant to their search.

NOTE: To be collected from action logs².

BU10 User Satisfaction

Satisfaction of website visitors with The European Library's services per calendar year.

NOTE: To be collected by web survey. Participants should be invited at the point of use (pop-up window on The European Library website) and by e-mail invitation (subscribers to the The European Library newsletter).

3.2.2 Processes

BP1 Total number of hits

Total number of hits to The European Library website

NOTE: To be collected from AWStats [Summary]

BP2 Number of unsuccessful hits

Total number of unsuccessful and partially successful hits to The European Library website as defined by the following HTTP response status codes: 4xx (client error) and 5xx (server error) per calendar year.

NOTE: To be collected from AWStats ("HTTP error codes").

BP3 Downtime

Sum of all timespans (in hours) in the calendar year when any of The European Library's servers was not available (planned and unplanned) and the system not able to perform its primary function.

NOTE: To be collected from server logs.

BP4 Speed of integrating collections

Average number of days between the date of identifying of a new collection from National Libraries and its full integration into The European Library (i.e. that the collection is searchable and browse-enabled).

¹ See appendix 1 for further details.

² See appendix 2 for further details.

NOTE: To be collected from log sheet. The mean should be calculated from all collections whose integration was completed in the calendar year.

3.2.3 Content

BC1 Records in the Central Index

Total number of records in the central index at the end of the calendar year.

BC2 Collections in The European Library

Total number of collections in The European Library at the end of the calendar year.

BC3 Libraries in The European Library

Total number of libraries having contributed collections to The European Library (at the end of the calendar year).

BC4 Collections in National Libraries' Holdings Accessible for The European Library

Total number of digitized collections in National Libraries' holdings which are accessible for The European Library at the end of the calendar year.

NOTE: To be collected by means of surveys and through regular conversations with partner libraries.

BC5 Online Exhibitions

Total number of online exhibitions curated by The European Library and accessible on The European Library website at the end of the calendar year.

3.2.4 Finance

BF1 Operating Budget

Total regular funding by membership fees etc. (in Euro, excluding project funding) that has been assigned to The European Library for the calendar year in order to cover the operational costs of The European Library (e.g. for staff, building, telecommunications and IT support and maintenance).

BF2 Total project funding acquired by The European Library

Total funding (in Euro) for project and other innovative work directly connected to The European Library for the calendar year.

BF3 Total Funding to National Libraries for The European Library projects

Total project funding (in Euro) assigned to National Libraries for carrying out duties as partner in a project related to The European Library for the calendar year.

3.2.5 Staff

BS1 Total Staff

Total staff resources (in full time equivalents, FTE) employed or contracted by The European Library during the calendar year.

BS2 Staff for Innovative Projects

Total staff resources (in full time equivalents, FTE) employed or contracted by The European Library during the calendar year which were spent to carry out externally-funded innovative projects directly connected to The European Library.

3.2.6 Knowledge Sharing and Dissemination

BK1 Total Number of Research Publications

Total number of print or online full-text publications intended to share knowledge gained in The European Library projects with the library community. These publications will usually focus on results of projects and research findings rather than introduce The European Library as an institution and be authored by staff of The European Library and/or its project partners.

BK2 Total Number of Non-Research Publications

Total number of print or online full-text publications and radio or TV broadcasts primarily intended to introduce The European Library and raise awareness of its role and services in the library community and the general public. These publications will usually be authored by staff of The European Library and/or its project partners.

Literature

International Organization for Standardization (2007): *ISO 2789:2007 – Information and documentation – International library statistics*

International Organization for Standardization (2008): *ISO 11620:2008 – Information and documentation – Library performance indicators*

International Organization for Standardization (2009): *ISO/TR 28118:2009 – Information and documentation – Performance indicators for national libraries*

Web Analytics Association (Ed.): *Web Analytics Definitions. Version 4.0* approved August 17, 2007, URL: <http://www.webanalyticsassociation.org/attachments/committees/5/WAA-Standards-Analytics-Definitions-Volume-I-20070816.pdf>

Appendices

Appendix 1

How to measure collections/catalogues of The European Library

Measurement

The number of collection views can be determined by sorting the last column in the action logs, and counting the number of lines from a000 (which is the first collection) until a397 (the last viewed collection). The screenshot gives an example.

39	guest	90.130.248.92	92C6DE1D3EC86672E09B93DD3D191en	("sweden")	see_online	a0000
32	guest	130.223.132.196	7372EEA9715285AC0E5490748A5BFen	("italian")	see_online	a0000
33	guest	90.130.248.92	92C6DE1D3EC86672E09B93DD3D191en	("leonardo ")	see_online	a0000
35	guest	90.130.248.92	92C6DE1D3EC86672E09B93DD3D191en	("sweden")	see_online	a0000
19	guest	212.22.60.151	33ADA73837E18CE8B9A27E2FBA33es	("internet")	see_online	a0000
21	guest	212.22.60.151	33ADA73837E18CE8B9A27E2FBA33es	("internet")	see_online	a0000
22	guest	212.22.60.151	33ADA73837E18CE8B9A27E2FBA33es	("internet")	see_online	a0000

There were 395,075 collection views in January – May 2010 and 239,582 visits (see page 1). That amounts to 1.65 collections viewed per visit.

Another way of counting collection views is by directly checking the database, Andreas Juffinger, the Technical Manager of The European Library, has access to these data and could provide them as a .txt file (see image below). This second way of measuring collection views is a more secure and fast option.

```

distinct collections per month.txt - WordPad
File Edit View Insert Format Help
[Icons]

197 | 2009/7
198 | 2009/8
286 | 2009/9
285 | 2010/1
281 | 2010/2
284 | 2010/3
263 | 2010/4
219 | 2010/5
174 | 2010/6

arbitrary action in month
sum | month
-----+-----
20 | 2009/1
94355 | 2009/10
88035 | 2009/11
88806 | 2009/12
33147 | 2009/2
93393 | 2009/3
76400 | 2009/4
72115 | 2009/5
63885 | 2009/6
66946 | 2009/7
45397 | 2009/8
77445 | 2009/9
87234 | 2010/1
75829 | 2010/2
96880 | 2010/3
73693 | 2010/4
61342 | 2010/5
28007 | 2010/6
(18 rows)

view(full/brief) action in month
sum | month
-----+-----
11 | 2009/1
51670 | 2009/10
48639 | 2009/11
50906 | 2009/12
17115 | 2009/2
52158 | 2009/3
41225 | 2009/4
38364 | 2009/5
35506 | 2009/6
36822 | 2009/7
26307 | 2009/8
43686 | 2009/9
47893 | 2010/1
41360 | 2010/2
53442 | 2010/3
38256 | 2010/4
30575 | 2010/5
15422 | 2010/6
    
```

Appendix 2

How to measure 'See Online' / 'Available_at' / 'Link To Other Services' / 'Save' / 'Send' buttons

Measurement

Some but not all records have a SEE ONLINE button. Clicking on that button leads the user to the catalogue of the library. This indicator - together with the 'Available_at', 'link to other services', 'Save', 'Send' buttons - is easy to count through the Action Logs. It is also directly extractable from TEL database.

19 objects with ("balzac") have been found in 'Online catalog of the National Library of Estonia (ESTER)'

Print page | jump to page / 2 GO PREVIOUS PAGE NEXT PAGE



- 1 [Balzac](#)
Zweig, Stefan, 1881-1942.
Type: text , single work | Language: eng

- 2 [Balzac](#)
Troyat, Henri, pseud., 1911-2007.
Type: text , single work | Language: fre



- 3 [Balzac](#)
Faguet, Émile, 1847-1916
Type: text , single work | Language: fre

- 4 [Das Balzac-Buch : Erzählungen und Novellen](#)
Balzac, Honoré de, 1799-1850. SEE ONLINE
Type: text , single work | Language: ger

Services

-  [AVAILABILITY at library](#)
-  [LINK to other services](#)

Options

-  [Save in favourites](#)
-  [Send by E-mail](#)

Appendix 3

How to measure IC8

AWStats shows the full list of page views, and offers the option to filter the list. The easiest procedure would be to exclude English pages (see screenshot). Unfortunately, the list still contains many English pages (noise, false positives³).

Filter.: Exclude filter.:

Pages-URL	
Exclude Filter portal/en/: 32587 different pages-url	Viewed
/portal/siwa/services_prod.xml	150533
/portal/service/server/services.php	139513
/	131451
/portal/	75924
/images/partnerlogos/a0033_logo.pjpeg	46845
/portal/libraries/Libraries.php	33138
/portal/EN/libraryAddress.html	20705
*	20146
/portal/organisation/about_us/aboutus_en.html	10019
/portal/fr/404.html	7388
/portal/ru/telstat.html	7079

Therefore, we have to search the number of page views for each separate language. For example, filter by 'portal/es' to get a list of views of pages in Spanish. (Do not filter by just "es/": this also gives pages with terms such as libraries/ and services).

The list begins with

Filter.: Exclude filter.:

Pages-URL	
Filter portal/es: 1492 different pages-url	Viewed
/portal/es/404.html	3804
/portal/es/	3024
/portal/es/telstat.html	2853
/portal/es/collections_all.html	2398
/portal/es/search.html	1368

And ends with

³ There are also misses (false negatives), such as /exhibition/buildings/countries/armenia.html

portal/es/search/(%22maison-mus%C3%A9e%22).query	1
/portal/es/search/(%22didactiques%22).query	1
/portal/es/search/(%22actos+del+habla%22).query	1
/portal/es/search/(%22proyectos+bibliotecas+digitales%22).query	1
/portal/es/search/themes/maps/(\ "mapamundi\ ").query	1
/portal/es/search/%28%22title%22+all+%22bullarium%22%29+and+%28%...	1
Others	2012148

The number of views of pages in Spanish can be calculated as follows:

1. Go the summary to find the total number of page views: 2029551
2. Go to the bottom of the list to find the number of views of other pages than Spanish pages: 2012148
3. Subtract 2029551 – 2012148 → 17403 views of pages in Spanish

This procedure should be followed for each of the 35 languages. This can easily be done in half a day. It is a bit, but not too labor-intensive.

Appendix 4

Availability of the service

The screenshot below shows the number of unsuccessful hits, in this case per month.

HTTP Status codes		
HTTP Status codes*		Hits
404	Document Not Found	229855
301	Moved permanently (redirect)	83474
206	Partial Content	30830
401	Unauthorized	13870
503	Server busy	4461
300	Multiple documents available	3393
403	Forbidden	3309
405	Method not allowed	1715
416	Requested range not valid	1459
400	Bad Request	1083
501	Not implemented	812
500	Internal server Error	535
417	Failed	1
502	Received bad response from real server	1

* Codes shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.

We cannot relate the number of unsuccessful *hits* to BU6 (total number of *page views*). Instead, the total number of hits (as such a rather meaningless value) should be reported, and the indicator should be changed in the number of unsuccessful hits / total number of hits.

For example:

* Total number of (successful) hits = 19,960,173 (see summary, page 1)
 * Total number of unsuccessful hits = 374,798 (sum of errors above)
 → Total number of hits = 20,334,971
 → % of unsuccessful hits = 374,798 / 20,334,971 = 1.84%

Moreover it is needed to be said that:

- Not each error is under control of The European Library. The European Library is not to be blamed if a user clicks further before a page is fully loaded (206). The European Library is not to be blamed when a user tries to view a forbidden page (403). So The European Library won't be able to improve in these respects.
- Even if we decide to focus on these errors that are under control of The European Library (404, 5xx) there is another problem. A 404 code does not mean that the user does not receive the page; it just means that one element of that page (e.g. an image) is not loaded. That is the very reason why errors are reported in terms of hits rather than pages.

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