

Google Analytics offers wealth of data to LS2 PAC users

INWOOD, W.Va. (Nov. 11, 2009) – The Library Corporation (TLC) has optimized its LS2 PAC software to work with Google Analytics™, the popular service that tracks Web traffic and trends.

Have you ever wondered which of your library's titles are searched for most often? Are you curious to know how much time borrowers spend looking through your library's collection, or which subjects merit the most interest from card holders? Do special displays on your library floor equate to greater reader interest in the highlighted books and authors? Finding answers to these questions is easy for Google Analytics, which can show:

- The most frequently used search terms.
- The number of hits to each Web page.
- The types of Internet browsers used by visitors to your Web site.
- Patron trends from week to week, month to month, and year to year.

This just skims the surface of the deep pool of information available through Google Analytics. Weekly Web site reports, tables, charts, and graphs can be customized to provide as much or as little information as desired. Local system administrators can set up the analytics service and use that data to better frame and package their libraries to serve their communities.

Google Analytics integration is an invaluable resource offered at no charge to LS2 PAC customers. Once a library establishes a Google Analytics account, the TLC Support Department will complete the process of activating the service. (TLC cannot provide support for the application beyond the activation process.)

LS2 PAC is an exciting, flexible, multi-application platform that merges library automation with the user-friendly amenities of Web 2.0. LS2 PAC is beautiful software that boasts the Book River, an eye-catching representation of a library's titles, as well as RSS news feeds that highlight current events and related library books; maps that show where items are located within a library; federated searching of in-house and online content; integrated searching of subscription databases; and much more, including:

- List creation and sharing capabilities
- Patron ratings, reviews, and search tags
- Faceted, manageable search results ranked by relevancy
- Customized display of search results
- Genre browsing
- Smart promotion window
- Administrative access to custom-published lists for display case
- Patron recommendations based on ratings

To learn more about LS2 PAC, contact TLC at 800.325.7759 or visit www.TLCdelivers.com. For information about Google Analytics, visit www.google.com/analytics.