

November 08, 2010

## Marketing your repository with the power of Google Analytics

Hillary Corbett  
*Northeastern University*

---

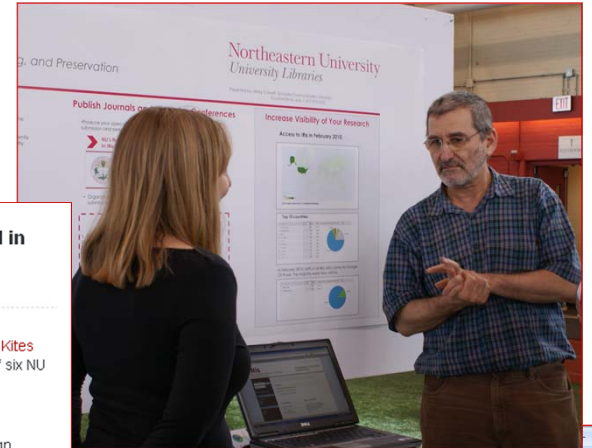
### Recommended Citation

Corbett, Hillary, "Marketing your repository with the power of Google Analytics" (2010). *Libraries' Staff Research and Publications*. Paper 7. <http://hdl.handle.net/2047/d20000327>

This work is available open access, hosted by Northeastern University.

# Marketing Your Repository with the Power of Google Analytics

1. Find metrics that
  - highlight something interesting (international use, sudden popularity of an item...)
  - boost egos
2. Review your metrics frequently
3. You don't have to share everything
4. Get creative with how you communicate the info
5. Don't get bogged down!



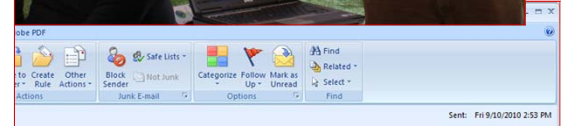
may 21 Mechanical Engineering students' capstone project cited in Wired.com article  
 Hillary Corbett

On March 9, 2010, the popular website Wired.com published an article titled "Mile-High Mega Kites Could Pull Giant, Floating Power Plants," by author Alexis Madrigal. Madrigal cited the work of six NU students, and included a link to their capstone project, which had been published in IRIS, Northeastern's digital archive of scholarship.

In the past 2 months, their capstone project, "Hydroelectric Power Generator: Technical Design Report," which the students created in the course MIME1501 in May 2002, has been viewed 350 times by readers of the Wired article. Congratulations to student authors Anthony Chesna, Tony DiBella, Tim Hutchins, Saralyn Kropf, Jeff Lesica, and Jim Mahoney!

Want to increase your citation rate? Submit your work to IRIS!

BOOKMARK



Northeastern University  
 University Libraries

**IRIS**

Digital Scholarship, Publishing, and Preservation  
 at Northeastern University

[iris.lib.neu.edu](http://iris.lib.neu.edu)

Hillary Corbett, Scholarly Communication Librarian  
[h.corbett@neu.edu](mailto:h.corbett@neu.edu) | 617.373.2352



... directly to thank me for the activities; a new teacher asked me for further instructions to help her use the activities in her classes. I'll be in touch with you soon about other projects. Warmly, Steve

From: Corbett, Hillary  
 Sent: Wednesday, September 08, 2010 4:41 PM  
 To: Sadow, Stephen  
 Cc: Wakeling, William  
 Subject: RE: Creative Activities for Language Teaching

Hi, Steve --

I just wanted to pass along a remarkable statistic; namely, that Creative Activities for Language Teaching has been viewed over 600 times in its first month in IRIS! Congratulations -- that really is an accomplishment! You can see that it's listed at the top of our "Top Downloads" list (<http://iris.lib.neu.edu/topdownloads.html>), which is system-generated.

In looking at the metrics, I noticed that a great number of these views took place on September 4th. I'm curious to know if they might have been as a result of some PR on your part; if so, well done! (The majority of the views were "direct", meaning that they probably came as a result of someone clicking on a link to the article that they might have gotten in their e-mail, rather than through a Google search or similar. So, that's why I ask.)

Regards,  
 Hillary

.....  
 Hillary Corbett  
 Scholarly Communication Librarian  
 Snell Library  
 Northeastern University  
 tel: 617.373.2352  
 fax: 617.373.8396