Objective

Identify exposure best practices
- Learn from successful repositories
- Isolate causes of failure

Findings & Averages

- More items mean more visits
  - On average 2.4 visits per item
- Local impact
  - 65% national visits
- Traffic origins
  - 10% direct
  - 60% from search engines
  - 30% from reference sites

Method

Repository Comparison Experiment

15 DSpaces
- common structure
- leading open-source platform
- used worldwide

Equipped with Google Analytics
- wide spread web usage analysis standard
- easy to implement

Remaining Questions

- The full text effect?
  - Google Analytics is too general. Not all downloads are included
- Applicable to other repository platforms?

Future Research

- More specific data
  - Taking into account the different entities within a repository (items, collections, ...)
- Larger sample
  - Help out by sharing your usage data

Contributors

Poster originally presented on Open Repositories 2009 by Bram Luyten - bram(at)mire.com - +32 2 888 29 56 - Technologielaan 9, 3001 Heverlee, Belgium - 533 2nd Street, Encinitas, CA 92024, USA - http://www.mire.com