



# Using Google Analytics to Examine Use Patterns for a Collection of Electronic Theses and Dissertations

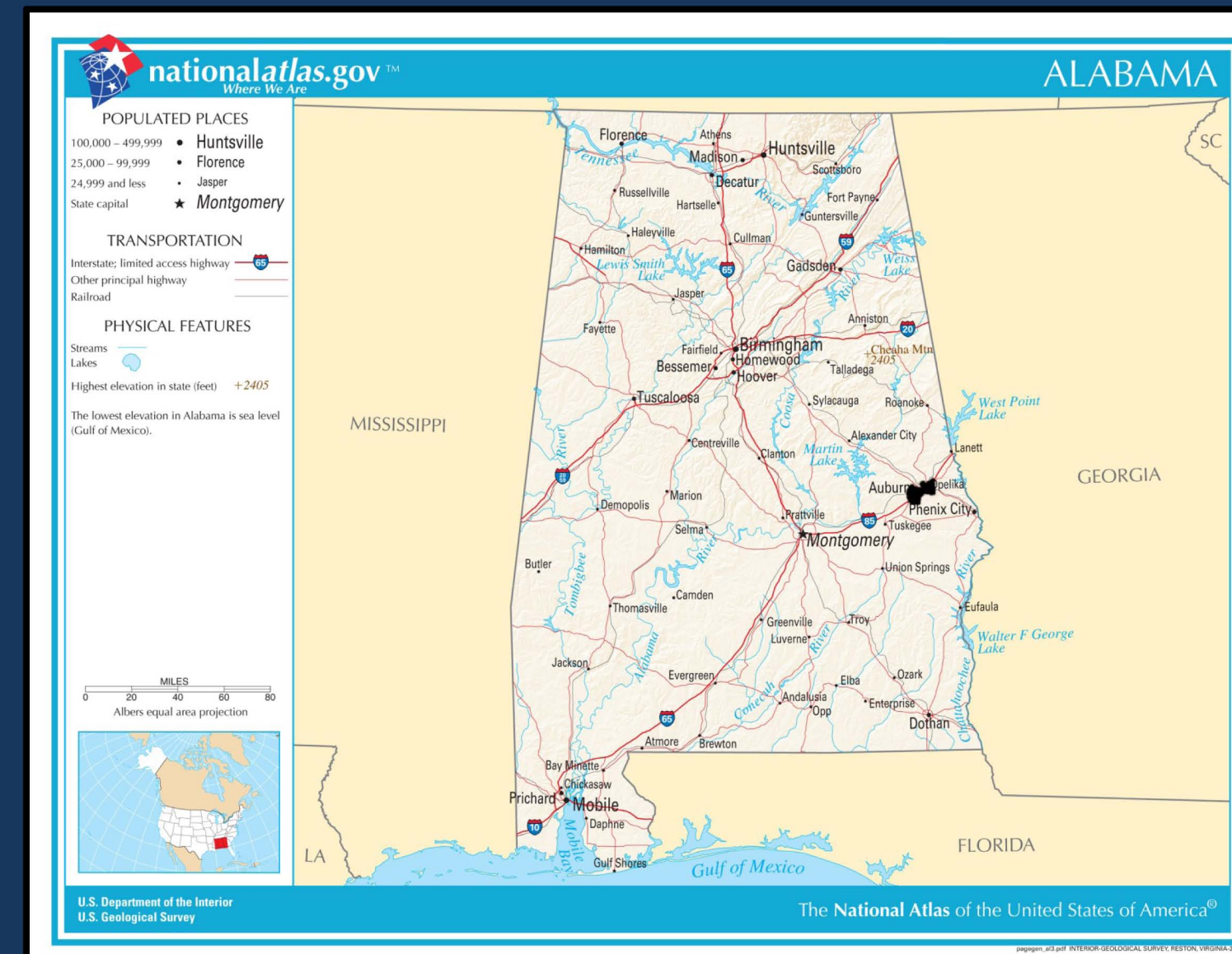


Midge Coates, Digital Projects Librarian, Auburn University Libraries



**Local Users**  
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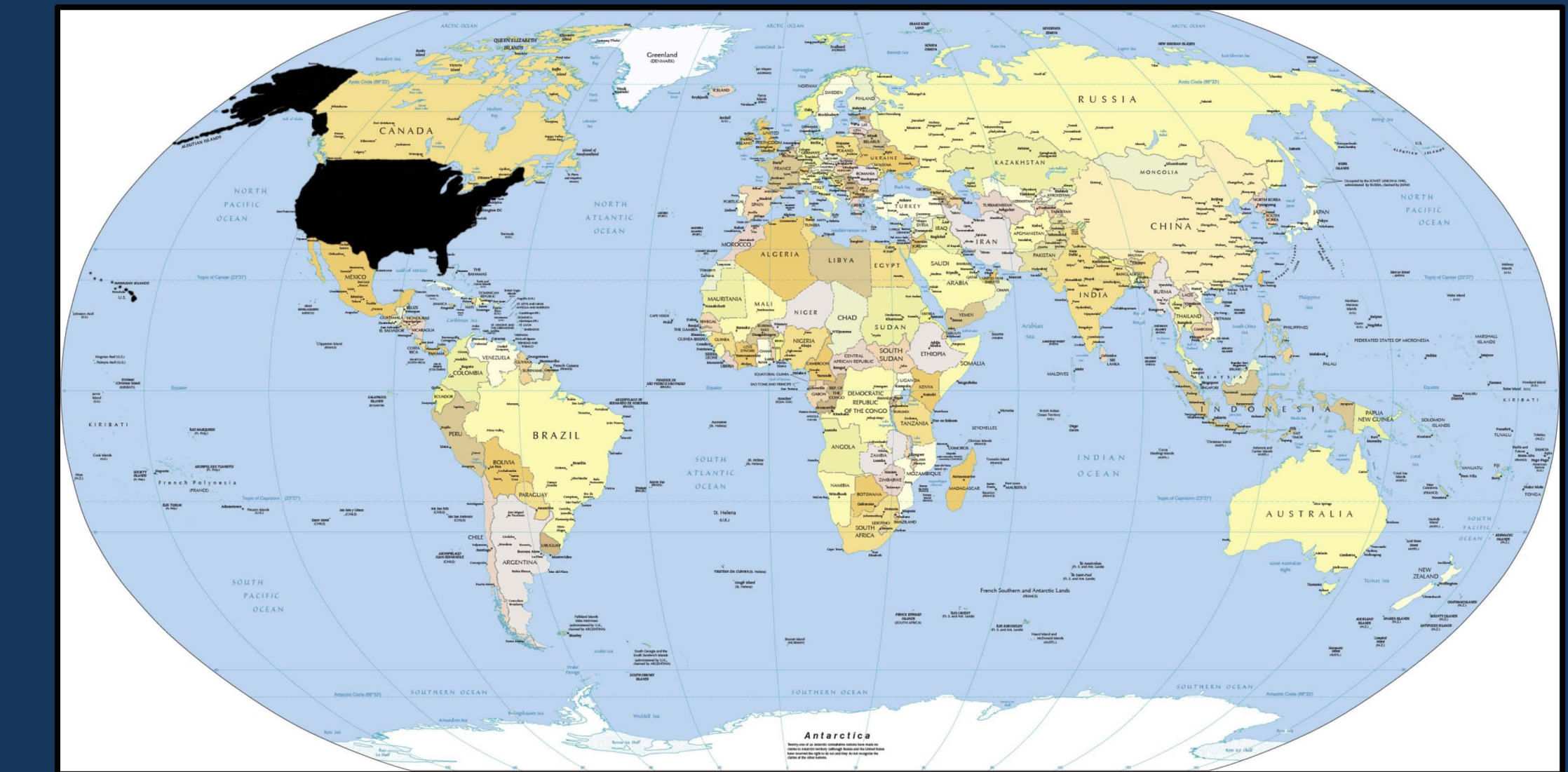
**Alabama Users**  
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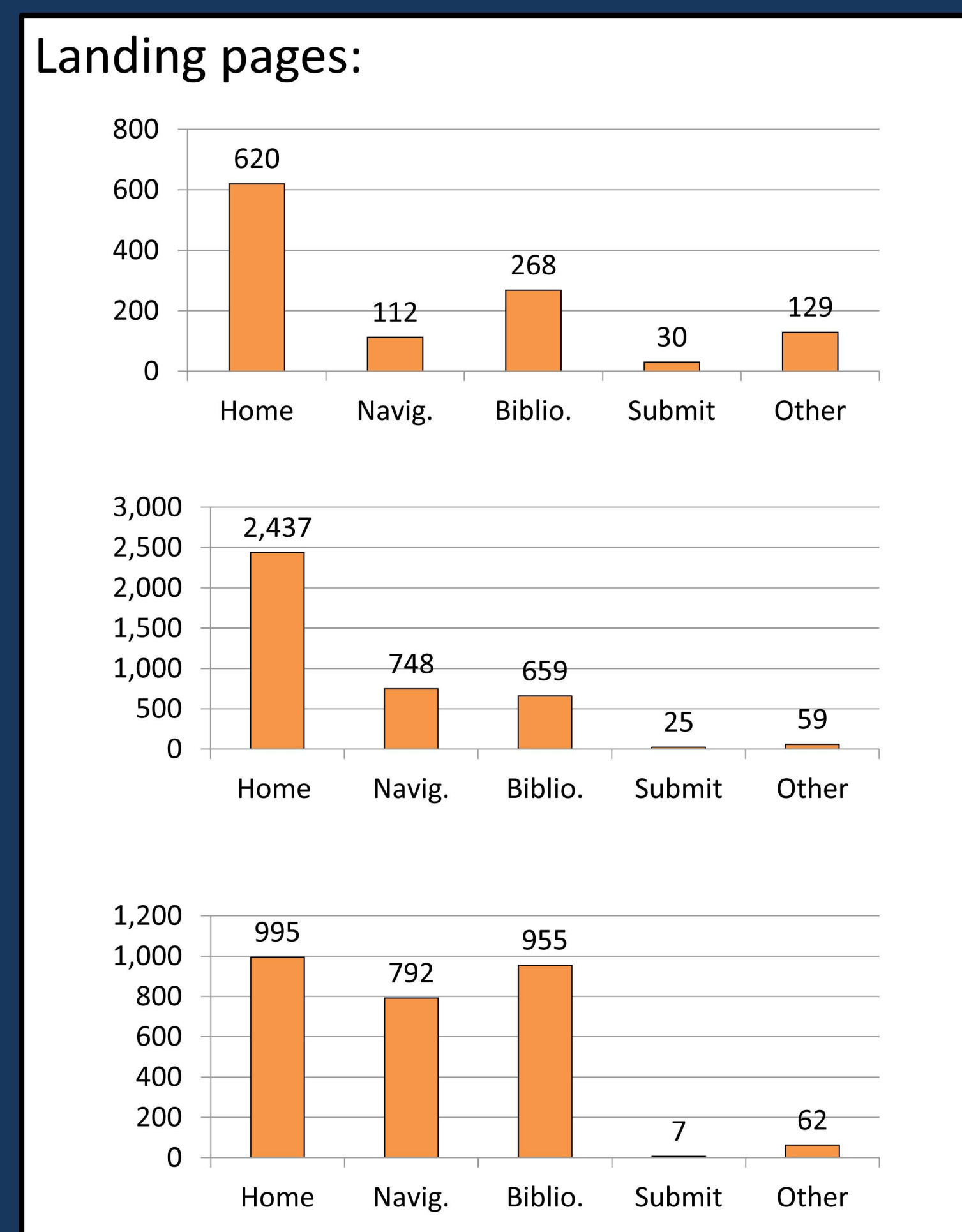
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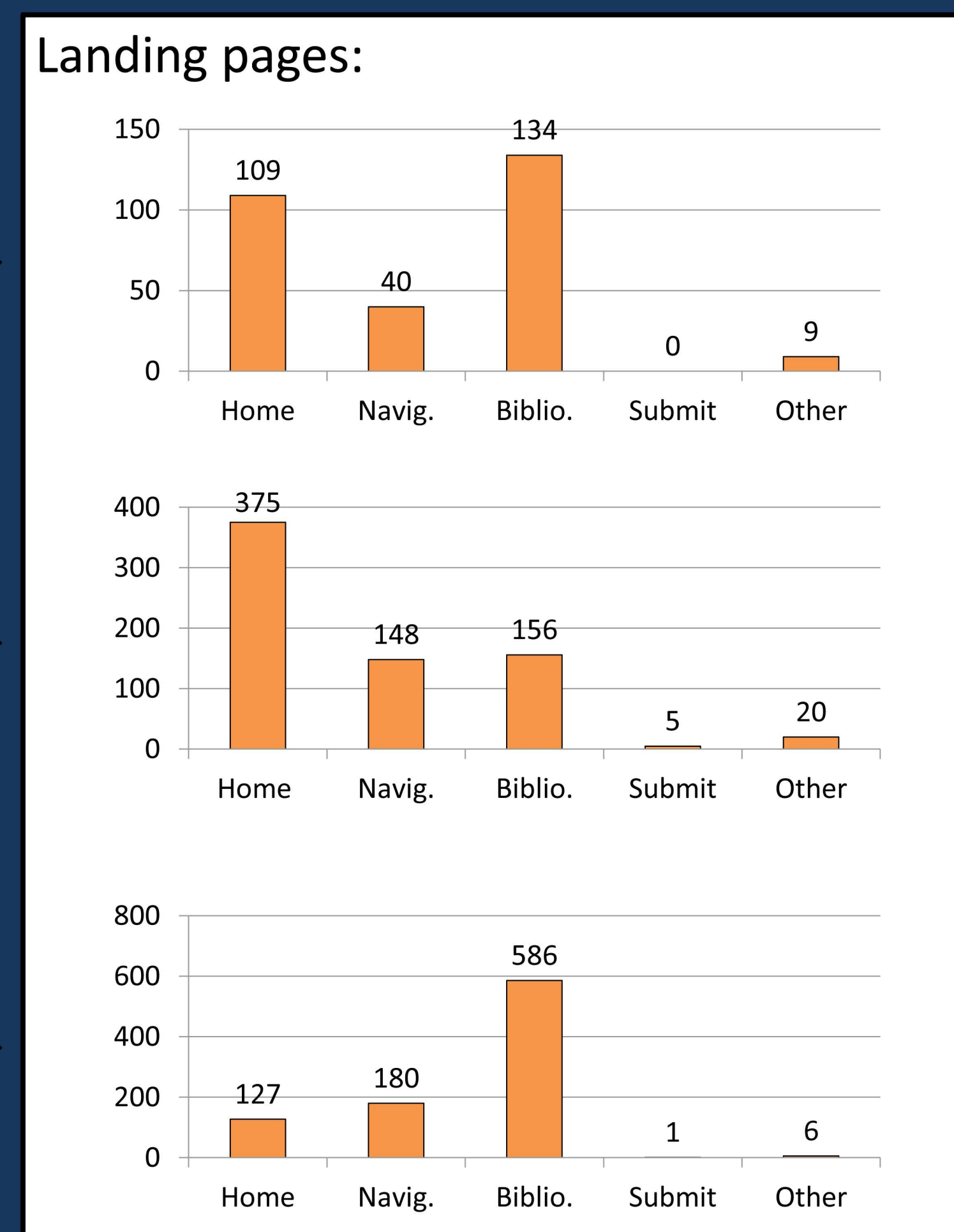
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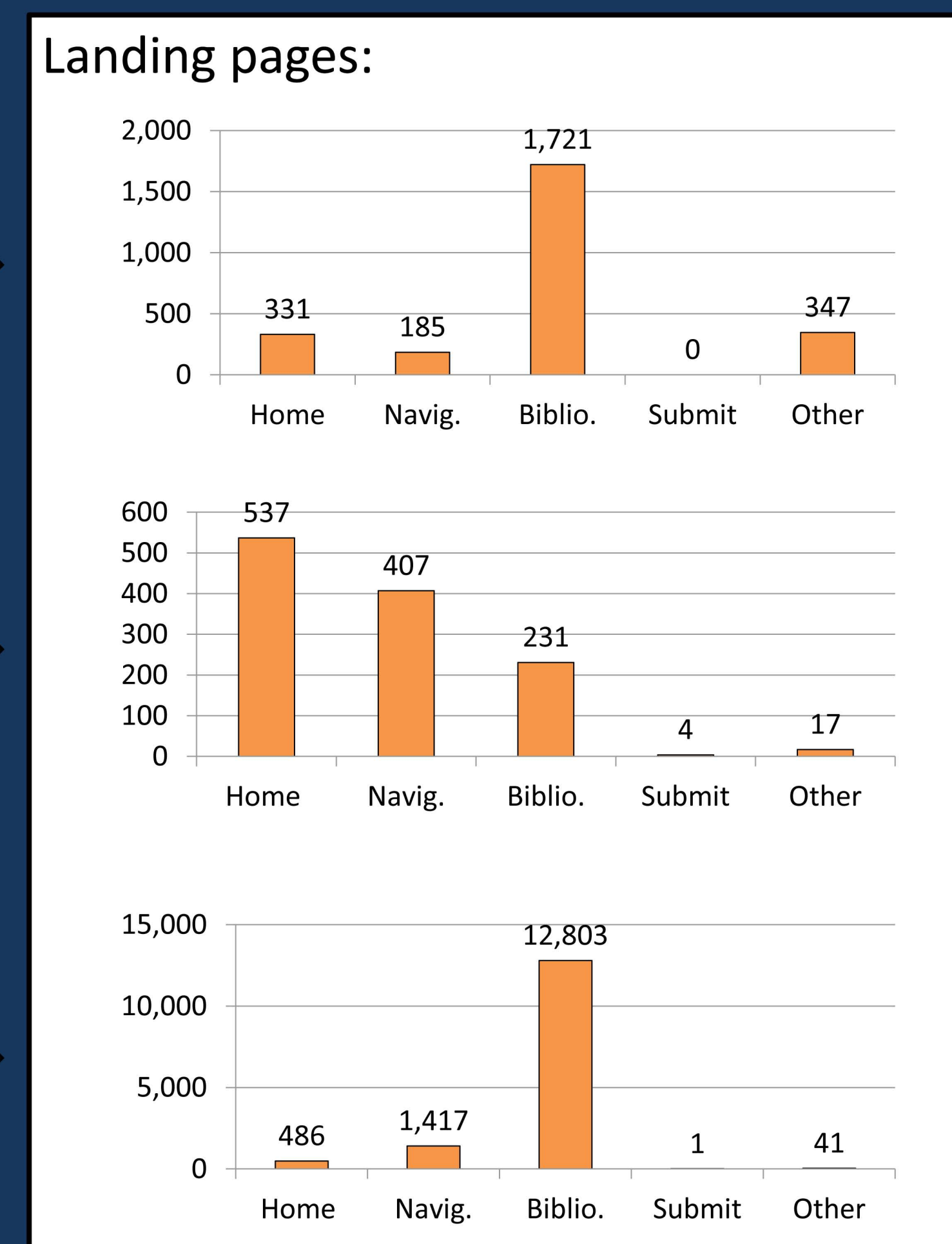
Source: Search engines



Source: Direct

Source: AU Web sites

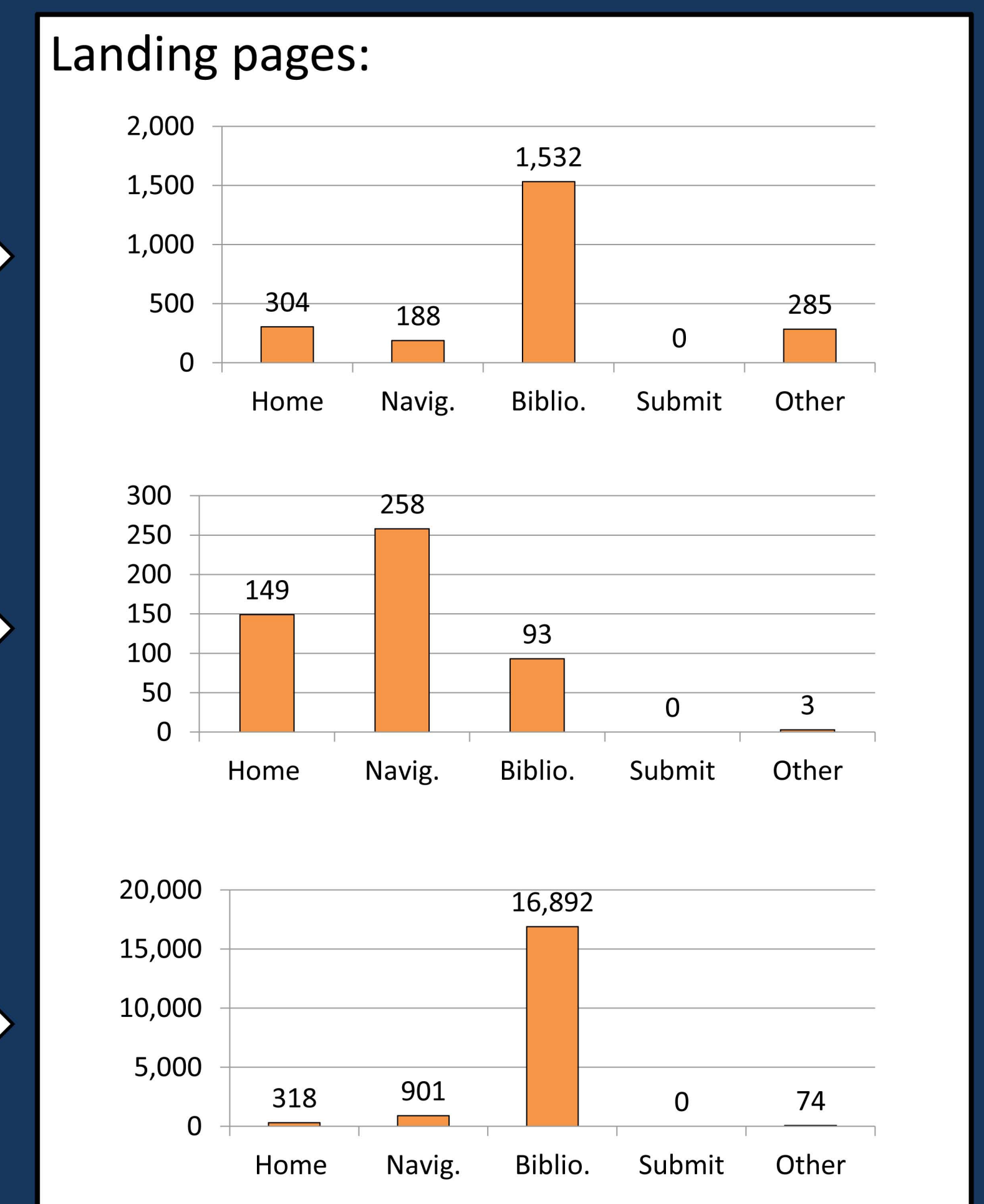
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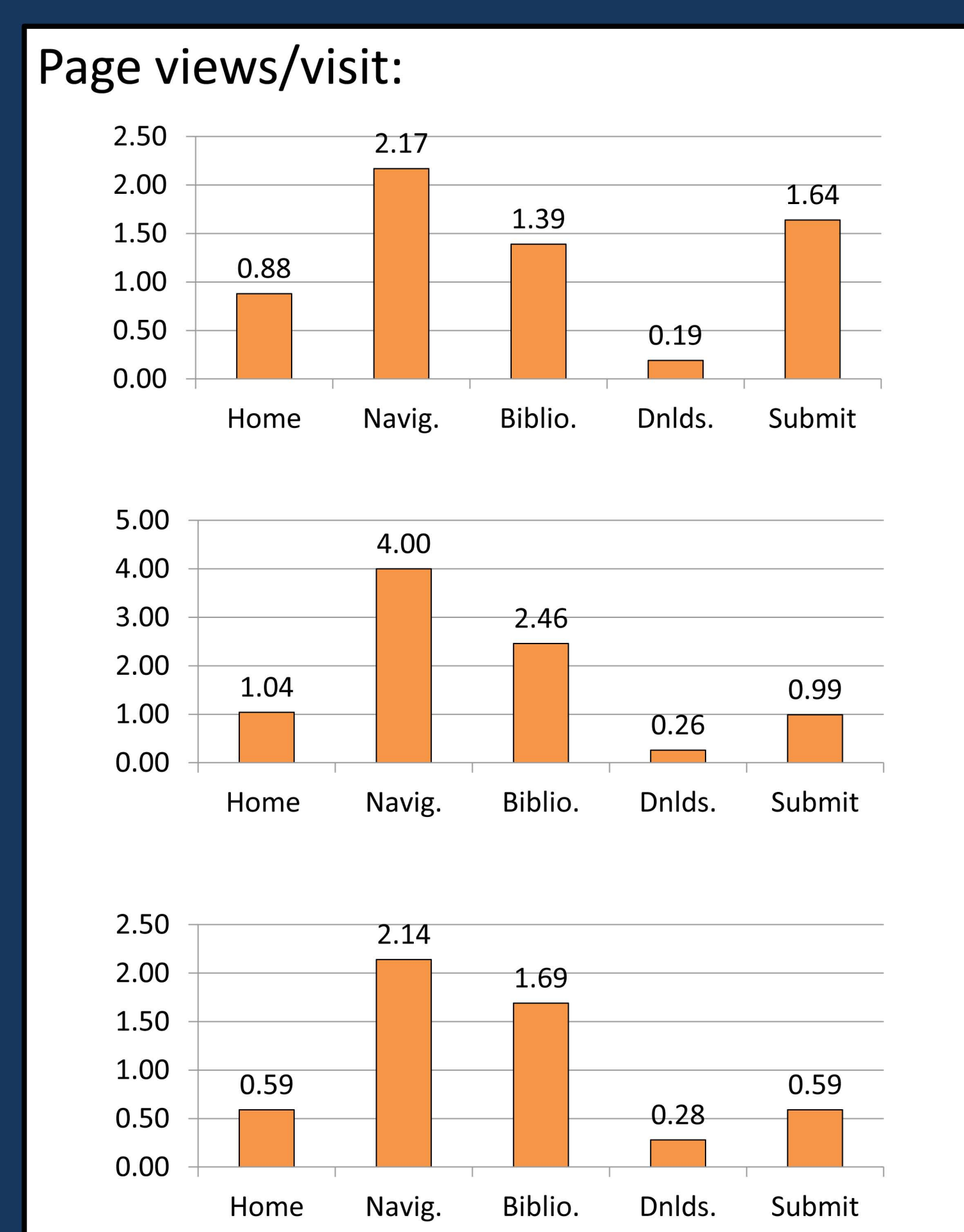
Source: Search engines



Source: Direct

Source: AU Web sites

Source: Search engines



Source: Direct

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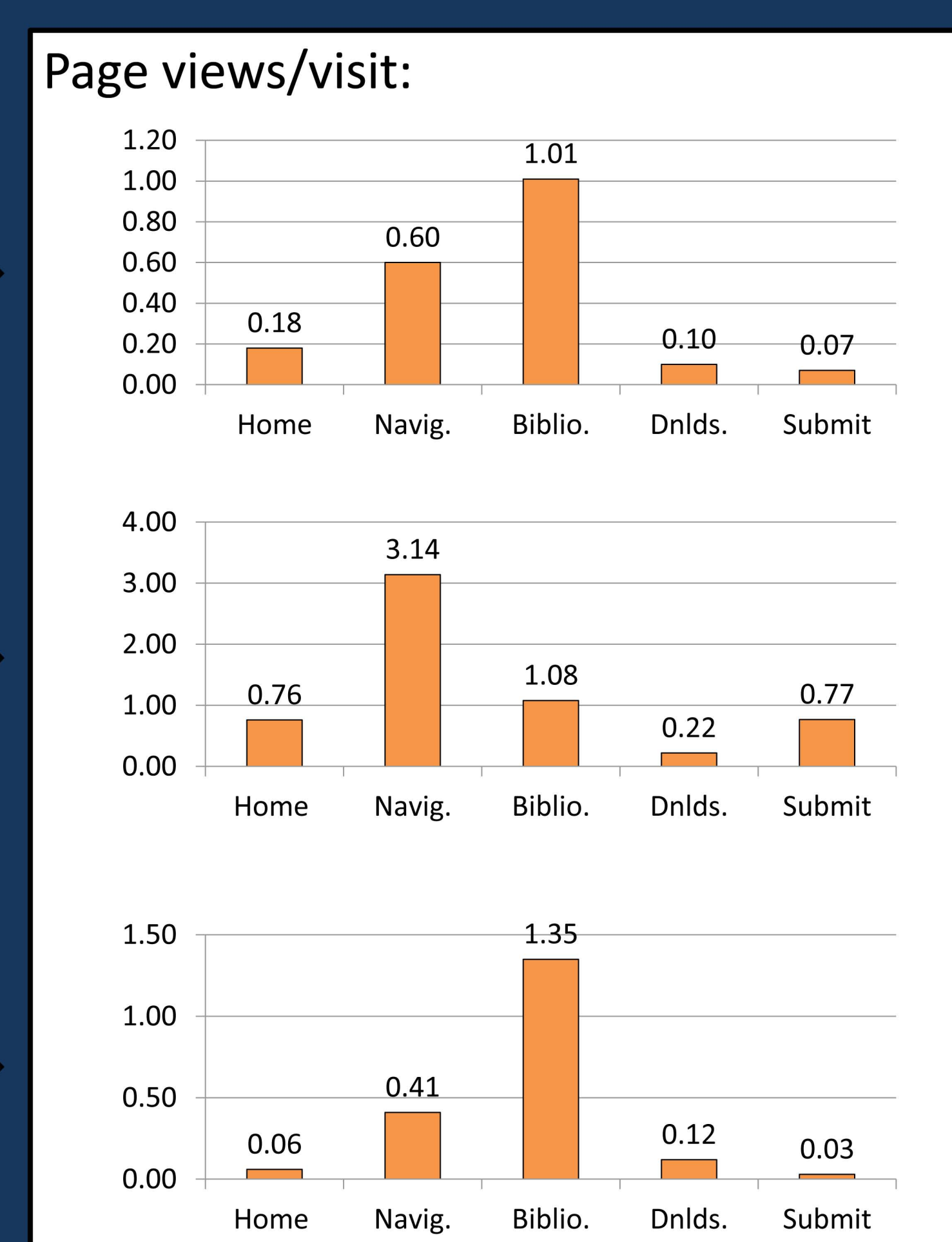
Source: Search engines



Source: Direct

Source: AU Web sites

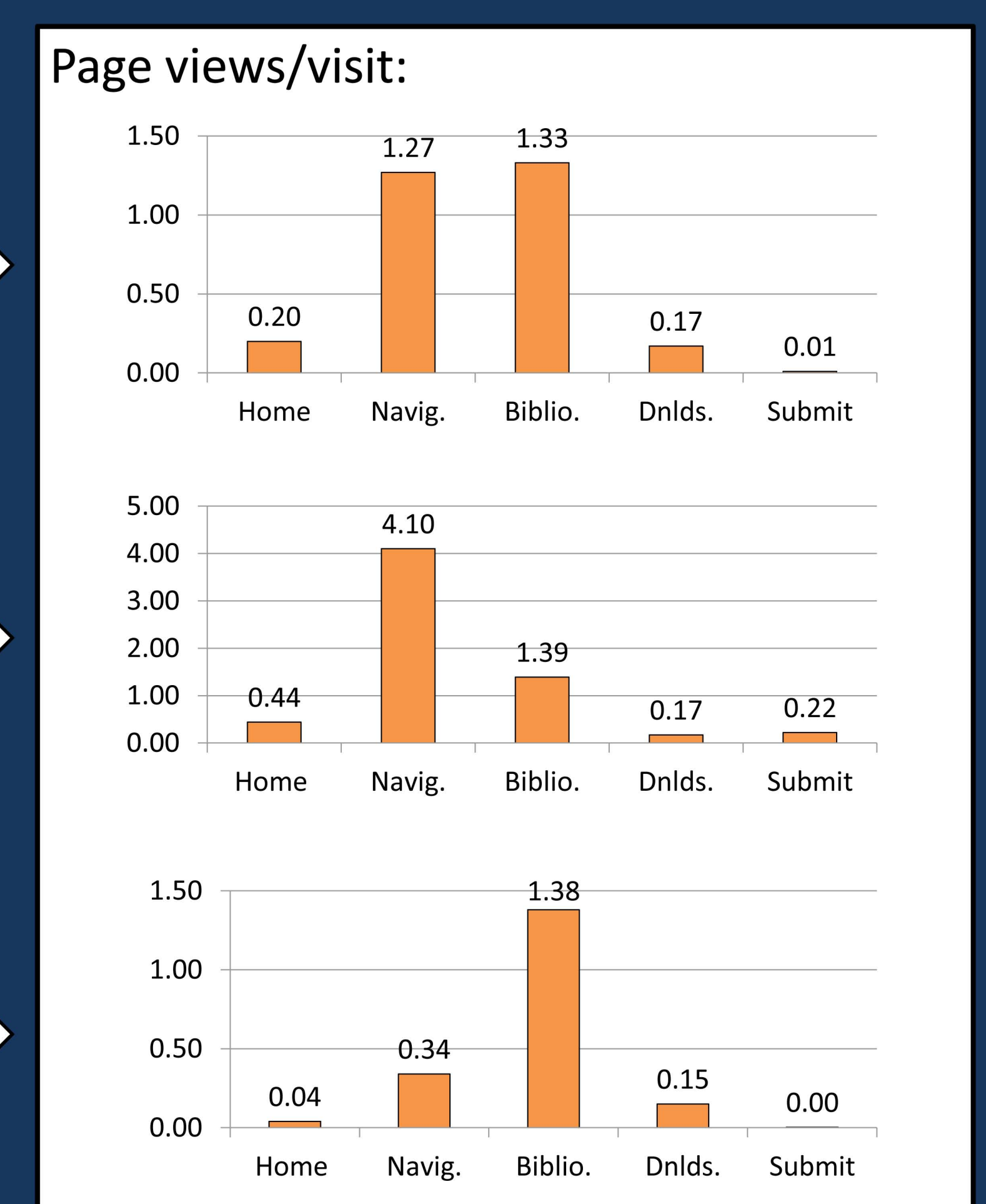
Source: Search engines



Source: Direct

Source: AU Web sites

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Source: Direct

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