



# Canadiana

by CRKN | par RCDR

## Glossary

Term	Definition
<i>Acquisitions (Traffic)</i>	<p><i>Direct:</i> Traffic to site by entering URL directly into the address bar of browsers.</p> <p><i>Organic Search:</i> Traffic to site via a search engine such as Google or Bing.</p> <p><i>Referral:</i> Traffic to site via a backlink from another website.</p> <p><i>Social Media:</i> Traffic to site via an associated social media account (e.g. Facebook, Instagram, Twitter)</p>
<i>Avg. Pages per Session</i>	Average number of pages viewed during a Session. Repeated views of a single page are counted.
<i>Avg. Session Duration</i>	The average length of a Session.
<i>Avg. Sessions per User</i>	The average number of sessions per user.
<i>Items</i>	Usage data at the item level (by CIHM number – Canadian Institute for Historical Microreproductions) in Canadiana. Usage for individual pages within a document or serial is collated in a single row. Please note that the title of some items may not be indicated while we reconcile the MARC records.
<i>Location</i>	<p>Location data is identified by Google via IP addresses; “not set” results mean Google was unable to successfully identify the location.</p> <p><i>Country:</i> national-level grouping of usage data.</p> <p><i>Region:</i> regional-level grouping of usage data. In Canada, this is at the provincial or territorial levels.</p> <p><i>City :</i> city-level grouping of usage data.</p>
<i>MIKAN</i>	Usage data at the series level (Héritage). Usage for individual reels within a series is collated in a single row. The series are identified by the MIKAN number from Library and Archives Canada (LAC).
<i>New Users</i>	Number of first-time Users during the reporting period.
<i>Pageviews</i>	Total number of pages viewed. Repeated views of a single page are counted.
<i>Reels</i>	Usage data at the reel level (Héritage). Usage for individual images within a reel is collated in a single row. The relevant MIKAN number is indicated for reference.
<i>Sessions</i>	<p>Total number of Sessions within the reporting period. A User may have more than one Session.</p> <p>A Session is the period a user is actively engaged with the Canadiana website.</p>
<i>Unique Pageviews</i>	Number of Sessions during which a single page was viewed at least once. Repeated views of the page within a same Session are not counted.
<i>Users</i>	<p>Unique Users who have initiated at least one session during the reporting period.</p> <p>Users are identified by Google via IP address.</p>