

# RBMS Web Team

## Report for ALA Midwinter 2017

*The Web Team functions under the auspices of the Publications Committee of the Rare Books and Manuscripts Section (RBMS) of the Association of College and Research Libraries (ACRL). This report was written by Web Team members and compiled by Kelli Hansen, Web Editor (2016-2017)*

### **WEB TEAM MEMBERS**

#### **Editors (Ex-Officio to Publications):**

Kelli Hansen (2015-2018) – Web Editor (2016-17)  
Alison Clemens (2015-2017) – Senior Web Editor  
Patrick Olson (2016-2019) – Assistant Web Editor

#### **Liaisons:**

Randal Brandt (2009--) – Bibliographic Standards Committee Liaison  
Amy F. Brown (2015--) – CV Comments Blog Liaison  
Rachel D'Agostino (2015--) – Security Committee Liaison  
Alison Clemens (2013--) – Task Forces Liaison, Membership and Professional Development Liaison, RBMS  
Conference Website Liaison  
Laura French (2014--) – Diversity Committee Liaison  
Kelli Hansen (2016--) – Exhibition Awards Committee Liaison  
Kelli Hansen and Melissa Hubbard (2014--) – Standard Citation Form Liaisons  
Emi Hastings (2015--) – Executive Committee Liaison  
Audrey Pearson (2017--) – News Editor  
Patrick Olson (2016--) – RBMS Conference Website Liaison  
Ryan Hildebrand (2012--) – Controlled Vocabularies Liaison  
Kate Hutchens (2014--) – Publications Committee Liaison and Preconference media coordination  
Audrey Pearson (2015--) – Security Committee—Theft Reports Updates Liaison  
Jen Talley and Lewis Day (2016--) – Social Media Liaisons

#### **Web Editors Emeriti:**

James P. Ascher  
Christian Yves Dupont  
Melanie Griffin  
Elspeth Healey  
Melissa Hubbard  
Jason Kovari  
John Pull  
Christopher Thomas Smith  
Shannon K. Supple

# REPORT

## **I. Overall Website Statistics**

From 18 May 2016 to 15 December 2016, [rbms.info](http://rbms.info) had approximately 73,169 visits and 170,816 page views, with an average of 2.33 pages per visit. The main rbms.info landing page received the most hits (~21,600 page views or 12.67% of traffic), followed by “Your Old Books” (~9,700 page views or 5.70% of traffic), Controlled Vocabularies (~9,300 views, 5.45%), and the jobs thread of the News Blog [<http://rbms.info/blog/category/news-events/jobs-positions/>] (~7,800 views, 4.61%). New visitors accounted for 51.8% of sessions, while returning visitors accounted for 48.2% of sessions.

52.9% of traffic to the site comes from search engines (with Google as the dominant search engine). Additional sources of traffic include direct traffic (23.4% of visits), referrals (16.9% of visits, with prattlibrary.org as the top source of outside referrals), and other and social sources (6.7% of visits), such as dlvr.it, Twitter, and Facebook.

IP addresses in the United States accounted for 74.51% of visits, followed next by the UK (5.38%) and Canada (3.57%). English is by far the dominant language of users’ browser settings at 89.36% of visits (combining US, UK, Canadian, and unspecified English). Russian is the second most common browser language setting at 615 visits (1.65%). The most commonly used browsers to access the site are Chrome (47.08% of visits), Firefox (25.21%), Safari (14.45%), and Internet Explorer (7.85%). Windows remained the dominant operating system at 64.4%, followed by Mac (15.67%), and the mobile platforms iOS (11.68%) and Android (6.55%). The use of mobile devices and tablets increased slightly since the last report, with desktop/laptop computers accounting for 81.21% of traffic, mobile devices for 14.33%, and tablets for 4.46%.

## **II. Website Editorial Team**

Following ALA Annual, Kelli Hansen assumed the position of Web Editor and will serve for the 2016-17 term. Patrick Olson joined the web editorial team as Assistant Web Editor. Alison Clemens became Senior Web Editor, and Elspeth Healey graduated to esteemed Web Editor Emerita status.

## **III. Website Future Plans**

The Web Team anticipates that there will be need for additional server memory capacity for rbms.info, as some parts of the site have met or exceeded memory limits this year. More information on this issue is in sections E and F, below.

The Web Editorial Team continues to contemplate ways to refine the new site to make it as user-friendly as possible for section members and other visitors. The Team has also worked to revise and expand its documentation of Team practice and will continue to do so.

## **IV. Website Content**

The Web Team has continued to provide WordPress committee accounts, enabling committees to edit their parts of the website. Committees with editing accounts include Bibliographic Standards, Conference Development, the Controlled Vocabularies Editorial Group, Diversity, Membership and Professional

Development, Security, and Seminars. Additional committee chairs who would like to receive a committee user account to edit their committee pages are encouraged to contact the Web Editorial Team at [editor@rbms.info](mailto:editor@rbms.info).

The Web Editors would like to remind RBMS committees that committees are responsible for updating the information on the webpages under their purview. Committees can update links by following these link-checking procedures: <http://rbms.info/committees/website/linkchecking/>. Since Web Team members lack the content expertise and time to complete research for this extensive task, we rely on our fellow RBMS members to keep the content current! Committee members and other users of the site can always send updates to [editor@rbms.info](mailto:editor@rbms.info), and the Web Team will respond as swiftly as possible.

## **V. Individual Project Reports**

### **A. Committee Editing Accounts for [rbms.info](http://rbms.info):**

For information on committee editing accounts for [rbms.info](http://rbms.info), please see Section IV above (Website Content).

### **B. Social Media Projects:**

The RBMSInfo twitter account has 3839 followers, and has been added to over 250 lists. We've tweeted 27,400 times since launch. We are regularly retweeted and "tweeted at" by various ALA groups as well as SAA groups and individuals, so we are considered a strong network of special collections professionals for sharing information.

The RBMS Facebook page has 2,543 "likes" (i.e. subscribers). Posts to the RBMS facebook page average between 350 and 800 "impressions" (i.e. views), with job ads getting the most views.

Two members of the Social Media Liaison Team, Lynne Thomas and Jason Dean, stepped down at the end of 2016. That leaves Jen Talley and Lewis Day active at the moment. The social media team would like to recruit at least one additional member.

### **C. RBMS News Blog: (<http://rbms.info/news-blog/>)**

Audrey Pearson will take on News Editor responsibilities in 2017. The [news@rbms.info](mailto:news@rbms.info) email address welcomes submissions.

### **D. Bibliographic Standards Committee:**

The remaining outstanding *Descriptive Cataloging of Rare Materials* manuals, Music and Manuscripts, have now been published and are available as full-text PDF on the DCRM page: <https://rbms.info/dcrm/>. All of the DCRMs are now published and online.

### **E. Site Hosting and Security:**

After ALA Annual 2016, the Web Editorial Team transitioned [RBMS.info](http://rbms.info) from HTTP to HTTPS, a secured version of the HTTP protocol. The HTTPS protocol encrypts data transmitted between a visitor's web browser and a website. This is accomplished by adding an SSL security certificate to the domain. The Web Editorial Team is grateful to the Budget and Development Committee, which approved the expenditure of a \$15 yearly fee for the HTTPS security certificate.

The Web Editorial Team continues to monitor use and capacity of the site, particularly with an eye toward upgrading to a virtual private server (VPS) plan in order to better handle site traffic. We anticipate that an upgrade will be necessary in the near future. The website has reached its memory

limits, and some features have begun to fail. An upgrade would increase the memory limit and allow the resources on the rbms.info site to continue to grow. Once initiated, this upgrade will involve a permanent (\$110) increase to the webhosting budget.

**F. RBMS Conference Websites:**

RBMS 2017 site developers continue to add content as it is available. Web editors are troubleshooting an excessive memory usage problem manifested by the failure of the RBMS 2017 email subscription feature. Patrick Olson is working to move hosting of the 2008 preconference website in WordPress; it was previously hosted by UCLA and the Internet Archive version of the site lacks most images. Audio files for the 2016 conference have been posted.

**G. Standard Citation Forms Project (<http://rbms.info/scf/>):**

Kelli Hansen and Melissa Hubbard continue to make improvements to the site and fix bugs as they are requested by the SCF team.

**H. Security Committee Theft Reports**

Audrey Pearson continues to make occasional posts when there is news.