

Fast Fake Fabulous : Strategic Tutorials to Manage Your Digital Storefront, Encourage Engagement and Reach the Street

Guide Information

Last Updated: Apr 4, 2012
Guide URL: <http://libguides.scf.edu/fast>
Description: Strategic Tutorials to Manage Your Digital Storefront, Encourage Engagement and Reach the Street
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Getting Started...

Confusion to Connection



Presentation given at the 2011 Florida Library Conference in Orlando, Florida.

[5 Facts About Instant Invite :
Your Cloud Reference Desk
Awaits](#)

View more [presentations](#) from [SCF Library](#).

Ask A Librarian

[Chat Off](#)
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The Show

Fast Fake Fabulous

Strategic Tutorials to Manage Your
Digital Storefront, Encourage
Engagement and Reach the Street

- [Fast Fake Fabulous](#)
Strategic Tutorials to Manage Your Digital Storefront, Encourage Engagement and Reach the Street

FAQs

[Library Website Overview](#)

TOP QUESTION:

[What's My Log In?](#)

FIND

[Book](#)

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[Scholarly Journal Article](#)

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[PubMed Full Text Articles](#)

[Course Reserves/Textbooks](#)

[Vital Speeches of the Day](#)

[SCF Resources using GoogleScholar](#)

[PubMed Full Text](#)

EVALUATE...

[Internet Website](#)

[Scholarly versus Popular Article](#)

HELP with

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[Research Assignment using Subject Guides & Tutorials](#)

[MLA Citation](#)

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RENEW/REQUEST

[Request/Renew or Interbrary Loan a Book](#)

[Request an Article Not Available at SCF](#)

Search Subject Guides:

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Ask A Librarian -- Instant Invite

This page links to:

http://info.askalibrarian.org/instant_invite.php

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SCF Screencast Instant Invite Demo

"Live" Screencast of SCF's Instant Invite

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Stats & Transcripts Comparing October 2010-2011

Actual Stats from the Ask A Librarian Service

October 2010

From: 10-01-2010 To: 10-25-2010 PST

CustomerID	Optional Data8	Cust Remote IP	Inc
104209428	Widget	64.56.87.248	
104082342	Widget	187-90.97-97.tampabay.res.rr.com	
105349669	Standard	167-205.97-97.tampabay.res.rr.com	
105226923	Widget	204.193.118.11	
104130111	Widget	64.56.87.4	
104018585	Standard	pool-71-101-236-75.tampfl.dsl-w.verizon.net	
104052314	LINCC2	64.56.87.4	
104811005	Standard	cpe-173-170-225-86.tampabay.res.rr.com	
104644962	Standard	c-71-203-33-72.hsd1.fl.comcast.net	
104295773	InstantInvite	64.56.87.248	

October 2011

139230398	Standard	c-76-123-70-148.hsd1.fl.comcast.net
137810288	InstantInviteLINCC	pool-71-100-157-118.tampfl.dsl-w.verizon.net
138808243	InstantInviteLINCC	pool-96-254-91-60.tampfl.fios.verizon.net
138623923	InstantInviteLINCC	64.56.87.248
138615036	InstantInviteLINCC	cpe-173-170-80-226.tampabay.res.rr.com
138068250	InstantInviteLINCC	96.243.162.240
138044735	InstantInvite	64.56.87.252
137998210	Standard	pool-71-180-200-125.tampfl.dsl-w.verizon.net
136891146	InstantInviteLINCC	outgoing.scgov.net
137782716	InstantInviteLINCC	pool-108-9-11-52.tampfl.fios.verizon.net
138813410	InstantInvite	64.56.87.248
137979557	Standard	c-69-254-118-98.hsd1.fl.comcast.net
137190817	InstantInviteLINCC	pool-71-100-252-67.tampfl.dsl-w.verizon.net
138737641	Standard	pool-71-101-109-172.tampfl.dsl-w.verizon.net
136834250	Standard	pool-71-100-157-118.tampfl.dsl-w.verizon.net
136831343	Standard	pool-108-9-121-135.tampfl.fios.verizon.net
136823532	Standard	64.56.87.248
136813671	InstantInvite	64.56.87.248
136712163	InstantInviteLINCC	72.sub-75-203-56.myvzw.com
138863179	InstantInviteLINCC	64.56.87.253

October 2011 Transcripts- Titles

Question

Would you please help me find information on a Belarusian holiday Ivan Kupala?

I am finding some journal related to the influence of new technologies or internet on our social relationship i need to find basic roe v. wade information online on the SCF database. but all the articles i am finding are not i want to get the wise mans fear on eResources but dont know how

what database do you recommend for articles about higher education leadership?

trying to get info on controversial , pros and cons of mental health

I am writing a paper comparing two different governments. Where should I do most of my research?

how do i find an image using the scf libabry

My "G" number does not work when I try to use the LINCC website all the time. Sometimes when I log in to SCF

There is an article called, "Foursquare founder: Privacy fears are exaggerated" but when I try to click on it, it sa

Do you have the Short Stories for Student book?

I need help with my research paper on abortion.

I need help find proper articles involving young children and advertising.

I am writing an essay and I am not sure about my citation. Can you help, please?

I need assistance on using the right keywords for my Advertising Argument essay

hwo do i cite a video in mla format?

How do you find the online book catalog on the SCF library on the website?

Subject Guide & Tutorials FAQ Stats from May- October 2011

Page	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
How to find A Journal by Title	-	-	-	-	3	11	13	12	34	21	-	-	94
Overview of Library Website	-	-	-	-	7	17	28	42	39	27	-	-	160
Renew/Request or Interlibrary Loan a Book	-	-	-	-	4	12	20	19	14	20	-	-	89
Request an Article Not Available at SCF	-	-	-	-	2	4	2	2	2	-	-	-	12
Research Assignment using Subject Guides & Tutorials	-	-	-	-	7	8	28	35	25	29	-	-	132
Use Google Scholar to Search SCF Resources	-	-	-	-	3	8	11	9	18	11	-	-	60
Totals	-	-	-	-	96	386	652	1174	837	580	-	-	3725

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Website Analytics

Links to Website analytic services - free or low cost

[ClickTale](#)

Provides user heatmaps and video playback of how users actually move around on your site. I used the limited free plan. [Sign up here](#).

[UserFly](#)

Also provides real user's movements. Allows 10 captures a [month free](#).

[Google Analytics](#)

Has a variety of stats and heatmaps. Does not record user movements and behavior...yet.

Others:

[10 Promising Real Time Alternatives to Google Analytics](#) | SmashingHub - Free Resources for Photographers, Designers & Web Developers

[Top 5 Web Analytics Apps that are better than Googles Analytics](#) | Speckyboy - Web & Graphic Design Resource Magazine

[6 Ways to Dive In to Analytics & User Experience](#)

Jolina Pettice MIMA Summit, Online Marketing, Web Analytics, from a series of liveblogs from the 2010 MIMA Summit.

---How to look at the data :

How Landing Page is used

How Landing Page is navigated

How forms are completed or not completed

What content is used and how long

What language is used to find and navigate pages

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