EBSCO Help The Year in Review

It’s been one year since we launched EBSCO’s new customer support site, help.ebsco.com. To mark the anniversary, we examined which content was most popular among our visitors. Here’s a quick look at our usage data.

About Our Visitors

Nearly 1.27 million people visited EBSCO Help between the launch date – September 1, 2017 – and June 30, 2017.

Where do they live?

- 42.4% United States
- 11.5% Europe
- 11.4% India, China, & Southeast Asia
- 9.0% UK & Ireland
- 4.4% Canada
- 3.1% Africa
- 2.7% Mexico, South America, Latin America & the Caribbean
- 0.7% Other

Slightly more than 61% of visitors were from one of these five countries: United States (42.4%), United Kingdom (8.6%), Canada (4.4%), Mexico (3%) and Australia (2.7%).

What devices do they use?

- 91% Desktop
- 9% Mobile

Most Popular Content

Tutorials

Of the more than 200 video tutorials available on EBSCO Help, “Introduction to EBSCOhost” had the highest number of views with more than 41,000.

Top 3 Promotion Kits

1. NoveList
2. Academic Search
3. Flipster

Top 10 Search Terms

1. evaluation
2. login
3. full text finder
4. flipster
5. cinahl
6. ebooks
7. explora
8. google scholar
9. password
10. training

https://help.ebsco.com/interfaces/News_and_Alerts/Support_News/EBSCO_Help_Infographic

Last Downloaded: March 18, 2018