Apps on Tap at one year:

- 9 writers
- 55 posts
- 30,415 pageviews
How are readers finding the blog?
How are readers finding the blog.

- mostly google
- homepages
- news stories
- guides.library
- blogs

- mostly UPHS intranet
- a bit from pennmidcareer.com (GSE)

- email
- google reader
- hootsuite
- paper.li
- scoop.it

referrers
What are they reading?

Top posts by pageview:

14% Noteshef: Handwriting on the iPad (Wow! 14% of our visitors looked at this!)

6% Visible Body: 3 apps for 3D anatomy

6% PubMed Plus for Handhelds

5% The 19 best new features of the iPhone 5 and iOS 6 (& how to use them)
What are they reading?

500-1000 page views

- Flashcard apps: Evernote Peek vs. Mental Case
- “Kik” your texting bills goodbye!
- My Five: Top digital humanities tools from Mitch Fraas**
- Mapmaking apps for Android
- VisualDx: Diagnosis using images
- Review of styluses for iPad and Android tablets
- JoVE: Journal of Visualized Experiments
- Primal Pictures Interactive Anatomy

**This article brought the most attention to the blog in a single day. Our page view count that day was 312. The article was featured in 19 tweets, yielding 47 referring hits to the blog in a 7 day span.
What are they reading?

250-499 page views

Exam Master web app: USMLE and medical, nursing and dental board review prep

Let your Android read those PDFs to you. Seriously.

Fulcrum: Data collection for iOS

Coming soon: Wrangling GPS / GIS apps

No time to read? Listen later with SoundGecko
What are they reading?

100-249 page views

QuickCite, a citation app: How does it stack up?

Listen to free streaming music with Naxos, anywhere, anytime

Apps for the home stretch

4 useful uses for Dropbox

Dropbox full? Try Penn+Box

Scanning into the cloud: Android apps

Topping the charts: The best apps of 2011

Study Break – Gesundheit!

My Five: Dick Griscom, Head, Otto E. Albrecht Music Library

Welcome, new students! Penn Libraries essentials

Accessing EBSCO on the go

FirstConsult app: Authoritative, evidence-based, point-of-care clinical content

Facebook privacy on mobile devices
What are they reading?

50-99 page views

Links we like: A Friday roundup
David is unhappy with his beloved Evernote. Very unhappy.

While you were out...
Hope Phones: Recycle your phone and potentially save a life
Take Penn Libraries with you
Dynamed: Worth the download?
Listen to PennSound Radio with TuneIn
Penn Libraries blogs
Using Penn+Box on your iOS or Android Device
Publishing your document as an e-Book
Demonstrating productivity apps to the Penn community
With what keywords are they finding these posts?

Keywords related to specific topics we've written about, of course.

**search terms**

- wordle url
- many eyes url
- apps on tap
What can the search phrases tell us?

People find the blog looking for specific solutions, use cases. David’s thorough exploration of Noteshelf sussed out many solutions iPad users are seeking.

Noteshelf queries (sample)

- best zoom function handwriting ipad app
- can noteshelf paste to evernote
- can't write on ipad with palm on screen
- cute formats to take notes on paper
- edit word document in noteshelf
- evernote vs noteshelf
- how to add / flip pages in noteshelf
- how to upload pdf file from dropbox to noteshelf
- ipad split screen and handwriting
- noteshelf do you need pen
- noteshelf mark pdf document
- taking notes for college in sketch book
- teaching resource note making
What can the search phrases tell us?

We helped people find PDF apps that do more than show text.

PDF-related queries (sample)

- android app that reads pdf to you
- android pdf to speech
- ez pdf voice reader
- ezpdf dropbox
- ezpdf text to speech
- free pdf speech reader for android
- how to upload pdf file from dropbox to noteshelf
- noteshelf mark pdf document
- pdf to speech android
- pdf to voice android
- will soundgecko read a pdf
What can the search phrases tell us?

We helped cartographic data wranglers find various ways to port GPS data from smartphones to GIS applications.

GIS-GPS queries (sample)

• android app kml file and gps
• android shapefile gps
• best android gpx app
• create a map on android
• export spreadsheet from iphone google maps
• extract topography from google earth to csv
• fulcrum app review
• gis apps for android
• gis apps for iphone
• google earth android gpx
• gps apps for android phones capture waypoints and download data
• how to get the gpx kml files for android application
• kml import into google maps app android
What are readers doing?

Clicking screenshots. Again and again and again.
What do they do other than click screenshots?

Play with this visualization at many eyes.