Getting Started with Google Analytics in CONTENTdm 6.4

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**Introduction**

Welcome to the CONTENTdm Google Analytics tutorial. This document will show you how to answer some common questions about how your CONTENTdm collections are being used. After completing this tutorial, you will find it much easier to use Google Analytics to answer further questions you may have about usage of your CONTENTdm collections.

This document assumes no prior familiarity with Google Analytics, or with web analytics in general. It does assume familiarity with CONTENTdm, however; if you are new to CONTENTdm, please refer to the Getting Started docs at [http://www.contentdm.org/USC/kbase/tutorials/index.php](http://www.contentdm.org/USC/kbase/tutorials/index.php).

**Setup**

In order to use Google Analytics, you first need a Google account, which you can use for any or all of Google's products, then a Google Analytics account under that Google account. We recommend creating a Google account and a Google Analytics account specifically for your work with CONTENTdm — not adding new products and sites to any accounts you may already have. Even if you are already using Google Analytics with CONTENTdm, we recommend that you set up a new Google Analytics account to get started with Google Analytics in CONTENTdm 6.4.

**Note.** If you are currently using CONTENTdm with Classic Analytics, a new Google Analytics account is not just recommended, but required — the new Google Analytics integration in CONTENTdm 6.4 works only with the newer version, called Universal Analytics. Whichever version (Classic or Universal) you are currently using, you do **not** need to remove it in order to take advantage of the new Google Analytics integration in CONTENTdm 6.4.
To set up a Google account:

1. Go to http://www.google.com/analytics/.
2. Click the orange **Create an account** button on the right side of the blue banner.
3. On the resulting **Analytics** page, click the red **SIGN UP** button in the top right corner.
4. Follow the instructions that appear.

To set up a Google Analytics account:

1. Go to http://www.google.com/analytics/ and click the **Sign in** link on the blue banner.
2. Sign in with your Google account credentials.
3. On the resulting Google Analytics welcome page, click the **Sign up** button. (If you already have a Google Analytics account, you will instead see the Google Analytics All Accounts page. At the right-hand end of the orange banner, click **Admin**. On the left-hand side of the resulting page, click the **+ New Account** button.)
4. Under **What would you like to track?**, make sure that **Web Site** is selected.
5. Under **Select a tracking method**, make sure that **Universal Analytics** is selected. (Don't be alarmed by the beta designation. Universal Analytics has been out since October 2012, and Google tends to leave things in beta for a long time.)
Note. Do not choose Classic Analytics. Classic Analytics will not work with the new CONTENTdm Google Analytics integration. If, prior to CONTENTdm 6.4, you have already configured CONTENTdm to use Classic Analytics (Website Configuration Tool > Global Settings > Custom Pages/Scripts > Custom Scripts; see http://www.contentdm.org/USC/kbase/faq/256.php for details), you do not need to change that configuration. The two flavors of Google Analytics will happily coexist.

6. Fill out the remaining items under **Setting up your web property** and **Setting up your account**, and click the blue **Get Tracking ID** button in the bottom left corner of the page.
7. The **GOOGLE ANALYTICS TERMS OF SERVICE** will appear. This document is worth reading. In particular, please note that the service ceases to be free above 10 million hits per month. Make sure the correct country or region is selected, and click the **I Accept** button.

8. After several seconds your new **Tracking ID** will be displayed (something like UA-98765432-1). Select and copy the Tracking ID; you can ignore the Javascript tracking code listed below the Tracking ID. It's also a good idea to write down the Tracking ID.

9. In the orange banner at the top of the page, click **All Accounts**, then click the **ACCOUNTS LIST** button that appears in the dropdown. On the right side of the resulting page, click the tiny **Refresh Table** link. You should see the Analytics account you just created, along with any older Analytics accounts on the Google account you are using.

   **Note.** Many new users are confused by the top level of the Google Analytics interface. What you see in this interface is entirely dependent on which option (**All Accounts, Admin**, etc.) is selected in the orange banner, and this selection is indicated only by a fairly inconspicuous highlighting of the selected section of the banner (it's dark orange instead of light orange). If you don't see what you expect, first make sure the correct option is selected, then try your browser's page refresh function.

10. Click the **Sign out** link in the top right corner of the page.

11. Log in to the CONTENTdm **Website Configuration Tool**. On the Global Settings tab, click the **Tools** button (left-hand side, second from the bottom), then click **Analytics**.
12. Check the **Enable Google Analytics** box and paste your new Tracking ID into the **Google Analytics Tracker ID** box that appears.

13. Click **save changes**, click **publish**, and log out of the Website Configuration Tool.

### Testing

Go to [http://www.google.com/analytics/](http://www.google.com/analytics/) and click **Sign in** in the blue banner. On the resulting Analytics page, sign in with your Google account credentials. The resulting page will display all your Google Analytics accounts.

Click an account to see a list of its properties (web sites), then click a property to see a list of its profiles. (A profile is a view of the the data for a property, and is used to control who can see what Google Analytics data. Click [here](http://www.google.com/analytics/) for more on the relationship between accounts, properties, and profiles.) Clicking a Profile will take you to the Reporting tab for that Profile for that Property. For now you have one Property for your CONTENTdm website, and one Profile, called **All Web Site Data**. Click on the **All Web Site Data** link.
On the left-hand side of the resulting Reporting tab, you will see a gray navigation bar with two main sections, **MY STUFF** and **STANDARD REPORTS**. Under **STANDARD REPORTS**, click the **Real-Time** link, then the **Overview** link that appears under it. You will see a report prominently featuring the words "Right now N active visitors on site" in the top left corner.

In another browser tab, go to your CONTENTdm collection. Back on the Reporting tab, confirm that N has increased by 1.

The left-hand navigation bar includes many other canned Reports, Dashboards, and so forth. These are not updated in real time, so until a day or two has passed you will not see any traffic information in these reports (see [https://support.google.com/analytics/answer/1009219?hl=en](https://support.google.com/analytics/answer/1009219?hl=en)).
Using Standard Reports

Google Analytics Standard Reports give you many ways to look at your CONTENTdm usage data. In this section we explore a few examples of using Standard Reports to answer common CONTENTdm usage questions.

Before diving into these details, you may want to take a few minutes to glance at a few of the reports under each of the Standard Reports headings (Real-Time, Audience, Traffic Sources, Content, and Conversions) in order to get an idea of the range of possibilities that await.

1. Pageviews: How much traffic are my collections getting?

In the gray navigation bar on the left side of the page, under STANDARD REPORTS, click Content. Under Overview, click Site Content, then All Pages. You will see a graph of Pageviews on your site over the last month, and below that a table giving statistics for the pages on your CONTENTdm site.
By default the Pages report lists pages by their path, that is, the portion of the URL after the domain name. For example:

```
/cdm/compoundobject/collection/myfirst/id/158
```

This doesn't tell you much about what item you're looking at. Also, using paths breaks up the Pageviews for an item according to which of its URLs was used to retrieve it; sometimes this may be what you want (see the Appendix for details), but most of the time it probably isn't.
To see a more helpful display, look on the left side of the report right under the graph, to the right of **Primary Dimension**, and click on **Page Title**. This will display pages in the format "Item Name :: Collection Name", e.g. "1967 Cavalier Yearbook :: OCLC Sample Collection". You will see something like this:

![Pages report](image)

By default the data is displayed ten rows at a time. Go to the bottom right corner of the report to page through the data, or use the **Show rows** dropdown to increase the page size.

The key data column is the leftmost one, **Pageviews**. The Pageview is one of Google Analytics' two central concepts; Google defines it as "an instance of a page being loaded by a browser". Click [here](#) for more about Pageviews.

The other columns — **Unique Pageviews, Avg. Time on Page, Entrances, Bounce Rate, % Exit, and Page Value** — use Google Analytics' other core concept of a Visit. See the next section of this document for more about Visits.

You can use the Pages report to display the Pageviews per item for each of your CONTENTdm collections. In the light gray stripe at the top of the data table, toward
the right-hand side, you will see a Search box. Enter ":: Collection Name", where "Collection Name" is the name of one of your collections — for example, ":: OCLC Sample Collection". (Do not include the quotes, and do not include more than one space between the colons and the collection name). Then click the magnifying glass icon to see the Pageviews for that collection. The total is displayed at the top of the column.

There are many other options available in this report. For example:

- Toward the top left of the report, in the gray bar, click the Export dropdown to see a selection of available export formats.
- Below the gray bar, click the Navigation Summary tab and choose a page to see how your users got to that page and where they went upon leaving it.
- At the top right of the report, click the date range to see a dropdown where you can choose a standard date range (e.g. last week or last month) or create a custom date range. Within the date range dropdown, you can also check the Compare to box and set a second date range to be displayed along with the first one.
- At the top right of the graph, you can change the data aggregation period from Day to Week or Month.
- At the top right of the table, choose one of the buttons to change the table display, for example, adding a pie graph or bar graph.

2. Visits: Which of my items are the most popular, and how much time do users spend on them?

The Visit is the second core concept in Google Analytics. Google defines a a Visit as "a group of interactions that take place on your website within a given time frame" — by default, until 30 minutes have passed without further visitor activity. Click here for more about Visits. (Note that, as with much of the Google Analytics documentation, while the details of this article only apply to Classic Analytics, the basic concepts also apply to Universal Analytics.)

The concept of a Visit allows us to make sense of more of the columns in the Pages report's data table. (Note that all of these Visit-dependent metrics are calculated on the basis of Visits to your CONTENTdm site, not to its individual collections. Later in this document we'll explore methods for getting collection-specific data.)
**Unique Pageviews.** A Unique Pageview is the first view of a page during a specific Visit. Since Unique Pageviews counts only the first time the page is viewed during each Visit, it is equal to the number of Visits during which the page is viewed at least once. Google defines a page's Unique Pageviews as "the number of sessions during which that page was viewed one or more times". Click [here](#) for more on Pageviews and Unique Pageviews.

**Avg. Time on Page.** Within a Visit, how long on average did users remain on the page? More time is better, but only up to a point; after some (context-dependent) amount of time, more time may become an indication of bafflement rather than an indication of engagement.

**Entrances.** How many times was this the first page in the Visit?

**Bounce Rate.** For what percentage of the Pageviews was this the only page in the Visit? That is, how often did users "bounce off" this page?

**% Exit.** For what percentage of the Pageviews was this the last page in the Visit?

**Note.** These last three metrics can be useful in understanding how users are finding your items. Entrances, Bounce Rate, and % Exit all tend to be high for items that users discover primarily by way of search engines.

3. **Visits and Unique Visitors: Where are my users located? How much time do they spend on my CONTENTdm site?**

The Visits metrics counts users once for each Visit they make. If a user visits your site once a day for 30 days, that will show up in your statistics as 30 Visits.

A Unique Visitor (sometime referred to simply as a Visitor), on the other hand, is counted only once regardless of the number of Visits made in a given timeframe. If you are looking at Visits over the course of 30 days, and a user visits once a day during that timeframe, they will show up in your statistics as only one Unique Visitor. Click [here](#) for more information on Unique Visitors.

You need to look at both Visits and Unique Visitors in order to understand the patterns of usage of your CONTENTdm collections. Do you have a small number of frequent users, a large number of infrequent users, or a mixture of both?
In the gray navigation bar on the left side of the page, under **STANDARD REPORTS**, click **Audience**, then **Overview**. You will see a graph of Visits on your site over the last month. Below the Visits graph you will see several miniature graphs; click the miniature Unique Visitors graph to see it at full size.

![Audience Overview](image)

**7 people visited this site**

<table>
<thead>
<tr>
<th>Visits</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>64</td>
<td>7</td>
</tr>
</tbody>
</table>

**Demographics**

<table>
<thead>
<tr>
<th>Language</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>64</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

**Operating System**

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Screen Resolution</th>
</tr>
</thead>
</table>
Note also the **Avg. Visit Duration** metric; you may want to experiment with this to see how it changes for different time periods. For example, here using the **Hourly** scale to calculate the averages, and focusing on just one workweek, shows us that average visit length during that workweek was longer around midday than in the afternoon.

The pie chart to the right shows the percentage of Visits to your site that were made by Returning Visitors and by New Visitors. A New Visitor is a Unique Visitor making their first appearance on your site; a Returning Visitor is a Unique Visitor who’s been to the site before. Hover the mouse over the pie slices to compare the Returning Visitors and Unique Visitors numbers with the Visits and Unique Visitors numbers to the left.

Note that a Unique Visitor who has been to the site at any time in the past — inside or outside of the range of dates currently displayed in the Report — counts as a Returning Visitor, so it is possible to have 100% Returning Visitors. You are especially likely to see this for short reporting periods.
Below the miniature graphs you will see links you can use to get an assortment of details about your site's Visits; click the view full report link on the right-hand side to get more details on the chosen Demographic.

You can get more details about Visits to your CONTENTdm site in the New vs Returning, Frequency & Recency, and Engagement reports, available under Behavior on the left-hand navigation bar. You can get more details about Unique Visitors to your CONTENTdm collections by using a Custom Report (see the example in the Custom Reports and Dashboards section below).

4. Traffic Sources: How do users find my CONTENTdm site?

In the gray navigation bar on the left side of the page, under STANDARD REPORTS, click Traffic Sources, then Overview. You will see a graph of Visits to your site over the last month, and below that a pie chart giving the proportions of Search Traffic, Referral Traffic, Direct Traffic, and traffic due to Campaigns.

Further details on the traffic in each of these four categories are available in the reports in the Sources section (immediately below Overview). Note also the Webmaster Tools setup available in the Search Engine Optimization section.

5. Event Tracking: What do users do on my CONTENTdm pages?

There are three levels of categorization for Events. The top level, aptly named Event Category, represents the kind of thing the user is trying to do. In CONTENTdm, the following Event Categories are supported: print, download, search, advanced search, facets, reference url, share, tags, comments, ratings, navigation, and compound objects.

The second level, called Event Action, tells what the user did in the CONTENTdm user interface in order to accomplish the task specified in the Event Category: click, toggle, open, close, etc. The third level, called Event Label, provides additional details.

Here's an example. In the gray navigation bar on the left side of the page, under STANDARD REPORTS, click Content, then Events, then Top Events. You will see a graph of Total Events on your site over the last month, and below that a table listing the Events by Event Category.
Click an Event Category to see the Event Actions taken by users in that Event Category. Then, above the list of Event Actions, click Event Label to see the Event Labels for the Event Category. This is probably what you're most interested in, e.g. what items did my users download? what did they print? what did they search for?

When you chose an Event Category, you also caused a handy EVENT CATEGORY link to appear in the top left corner of the report, right under Top Events. You can use this dropdown to browse the Labels and Actions for the other Categories.
Custom Reports and Dashboards

You can also create **custom reports**, and create **dashboards** using standard reports, custom reports, and custom widgets.

Custom Reports

The following example shows how to view Unique Visitors by filtered Page Title, enabling you to see details on your Unique Visitors per Collection.

1. In the orange page banner, click **Customization** (just to the right of the **Reporting** button), then click **+ New Custom Report**.

2. In the **General Information** section, change the **Title** to "Unique Visitors by filtered Page Title".

3. In the **Report Content** section, accept the defaults for **Name** and **Type**. Under **Metric Groups**, click **+ add metric**, then **Visitors**, then **Unique Visitors**. Under **Dimension Drilldowns**, click **+ add dimension**, then **Content**, then **Page Title**.

4. In the **Filters** section, click **+ add filter**, then **Content**, then **Page Title**. In the dropdown that appears to the right, choose **Regex** (short for regular expression), and in the text box to the right of that, enter ":: [your collection name]". For example, if you want to see Unique Visitors for the OCLC Sample Collection only, enter ":: OCLC Sample Collection" (without the quotation marks).

   Be sure not to enter any extra characters — including spaces — as these will cause the regular expression not to match. (You may find yourself confronting Google's sometimes overly aggressive autocomplete feature. To avoid unwanted autocompletion, type the regular expression you want, then click outside the text box, without hitting Enter.)

5. At the bottom of the page click **Save**. The custom report will display. If you need to edit it, click the **Edit** button in the gray stripe right under the **Unique Visitors by filtered Page Title** heading.
The small pie graph in the top left corner shows Unique Visitors to the collection as a percentage of Unique Visitors to the site as a whole; hover the mouse over the pie graph to see the underlying numbers. The **Unique Visitors** column gives per-item Unique Visitor counts. Note that the Unique Visitors metric is not cumulative in the same way as (for example) Pageviews; click [here](#) for more on Unique Visitors.

You can use this custom report as a basis for similar custom reports for your other collections. In the left-hand navigation bar under **Custom Reports**, click **Overview** to get a list of all the custom reports you have created so far. In the entry for the report you just created, click the **Actions** dropdown at far right, then click **Copy**. Modify the **Title** and **Regex** for your new collection, then click **Save**. Repeat as needed for all the collections for which you want to count the Unique Visitors.
Dashboards

You cannot have different filters on different tabs of the same Custom Report, so if (for example) you want to summarize Unique Visitors or Pageviews for several collections on a single page, you need to use a dashboard instead of a custom report. A dashboard can contain a maximum of 12 widgets, so you can display information for up to 12 collections on a single page. In the following example, we will use a dashboard to summarize Pageviews per collection.

1. In the orange banner, click **Reporting**.

2. In the left-hand navigation bar under **MY STUFF**, click **Dashboards**, then **+ New Dashboard**.

3. Select **Blank Canvas**, type "Pageviews for my Collections" in the text box, and click **Create Dashboard**.

4. In the **Add a Widget** box that appears, under **Widget title**, enter "Pageviews for [collection name]".

5. Under **Standard**, choose **Timeline**.

6. Under **Graph the following metric over time**, choose **Pageviews**. Leave the **Compare with (optional)** dropdown as is.

7. Under **Filter this data**, click **Add a filter**, then in the **Add a dimension** box that appears select **Page Title**. In the dropdown immediately to the right, choose **Regular Expression**, then in the text box to the right of that enter ":: [collection name]".

8. If you want the widget to include a link to a report with more detail on the collection, or to the collection itself, then enter a report name or a URL in the **Link to Report or URL** box.

9. Click **Save** to see the widget in place on the dashboard. You can hover over the dot for a given date to see the exact number of Pageviews. Note that the widget will display the time range currently configured in its underlying Report, which in this case is the Pages report (discussed in the Pageviews section above).
10. You will need to add a widget for each collection. (Sadly there is no way to base a new widget on an existing widget, though you can base multiple widgets on an existing report — see below.) In the gray header, click **+ Add Widget** to add another widget, then repeat the steps above for each collection.

You can also use the **Add to Dashboard** button in a Standard Report or Custom Report to create a widget based on the report and add it to the dashboard. Note that these widgets are not dynamically linked; with the exception of the time ranges noted above, subsequent changes to the report will not be reflected in the widgets.

To edit an existing widget, click on it to select it, then click the pencil icon that appears in its top right corner.

To change the way the widgets appear on the page — for example, if you want them to appear full width — click the **Customize Dashboard** button on the right-hand side of the gray header.
Next Steps

In this tutorial we have only scratched the surface of what is possible with Google Analytics and CONTENTdm. We encourage you to experiment and to share your experiences with the CONTENTdm community in the CONTENTdm Forums. You may also find the following Resources and Appendix helpful.
Resources

Here is some information you can use to dig deeper into Google Analytics and what it can do for your CONTENTdm collections.

To refine your use of Google Analytics metrics and dimensions

The difference between clicks, visits, visitors, entrances, pageviews, and unique pageviews

How Visits and Unique Visits are calculated:
(Note that, as with much of the Google Analytics documentation, while the details of these articles only apply to Classic Analytics, the basic concepts also apply to Universal Analytics.)
https://support.google.com/analytics/answer/2731565?hl=en&ref_topic=2524483
https://support.google.com/analytics/answer/2992042?hl=en&ref_topic=2524483

Metrics reference:
https://developers.google.com/analytics/devguides/reporting/core/dimsmets

Advanced Segments:
https://support.google.com/analytics/answer/1033017?hl=en

Custom Variables:
https://support.google.com/analytics/answer/2481996?hl=en

To learn more about the capabilities of Google Analytics

Accounts, users, properties, and profiles:
https://support.google.com/analytics/answer/1009618?hl=en

Features:
https://www.google.com/analytics/features/index.html
especially
https://www.google.com/analytics/features/analysis-tools.html and
https://www.google.com/analytics/features/content.html

Articles by Google partners:
https://support.google.com/analytics/answer/1330482?ref_topic=1239236&rd=1

Articles by Google tech support:
https://support.google.com/analytics/answer/2637033?hl=en&ref_topic=2524483
See [https://developers.google.com/analytics/devguides/collection/analyticsjs/](https://developers.google.com/analytics/devguides/collection/analyticsjs/) for details on the new "Universal" analytics.js snippet and how it differs from the "Classic" ga.js snippet.

To learn about how others are using Google Analytics to measure library website performance

- [http://journal.code4lib.org/articles/6942](http://journal.code4lib.org/articles/6942)
- [http://acrl.ala.org/techconnect/?p=2664](http://acrl.ala.org/techconnect/?p=2664)

To find answers to other questions

Google Analytics Help Center: [https://support.google.com/analytics/](https://support.google.com/analytics/)

Google Analytics Features page: [https://www.google.com/analytics/features/index.html](https://www.google.com/analytics/features/index.html)

**Note.** The results you get from using the Search box on the Google Analytics site will vary greatly depending on which of these pages you start from. Searching the Help Center usually produces more short articles on specific topics; searching from the Features page usually produces more Google Analytics applications and tutorials.
Appendix: CONTENTdm URLs

Here we provide information you may want in order to create regular expressions to do more fine-grained sifting of the Pageviews reported for your items. This information can also be helpful when comparing Google Analytics results with the numbers provided by the CONTENTdm Item Pageviews and Usage Summary reports.

Note. Here are three things to bear in mind when comparing results from the CONTENTdm Item Pageviews and Usage Summary reports with results from Google Analytics.

1. The CONTENTdm reports include all the Pageviews for an item in a single number, regardless of how many different URLs are used to reach the item.
2. The CONTENTdm reports only count Pageviews for item pages, not search pages and landing pages.
3. There may be differences in results due to differences in how bot exclusion is handled.

Item URLs in general

To see only the paths for a given collection, Search for

^/cdm/(singleitem|compoundobject|fullbrowser|ref)/collection/[collection_name]

This regular expression will include item pages only; it will exclude search pages and landing pages.

Five kinds of item URL

All five item URL formats start with

/cdm/(singleitem|compoundobject|fullbrowser|ref)/collection/[collection_name]/id/

1. The Single Item format puts the item number right after /id/

/cdm/singleitem/collection/zeppelins/id/123
2. The **Compound Object when arriving from elsewhere** format puts the item number right after `/id/`, then sometimes `/show/` or `/rec/` followed by the component number

/cdm/compoundobject/collection/zeppelins/id/123/  
(when arriving from the collection home page)

/cdm/compoundobject/collection/zeppelins/id/123/show/456  
(when arriving from fullbrowser)

/cdm/compoundobject/collection/zeppelins/id/123/rec/456  
(when arriving from search results)

3. The **Reference URL** format puts the item number or component number right after `/id/`. (Note that even when a component number is used, the Reference URL also functions as an item URL. This is because component numbers are unique within collections — not just within items — so this URL takes you to a definite item and does not change as you further browse around that item AJAXically.)

/cdm/ref/collection/zeppelins/id/123

/cdm/ref/collection/zeppelins/id/456

4. The **Full Browser Single Item** format puts the item number right after `/id/`, then `/rv/singleitem`  
("rv" stands for "return view")

/cdm/fullbrowser/collection/zeppelins/id/123/rv/singleitem

5. The **Full Browser Compound Object** format puts the component number right after `/id/`, then `/rv/compoundobject/cpd/`, then the item number  
("cpd" is an abbreviation for "compound")

/cdm/fullbrowser/collection/zeppelins/id/456/rv/compoundobject/cpd/123