Typology of visitors to academic book publishing websites

Knowledge Seeker

The Knowledge Seeker is interested in a general subject or something more detailed than that (e.g. the Chicago heat wave of 1995). They want knowledge whether it’s in a book or not. They get to our site via a search engine query or via some link out there to a piece of content or to a book product page (e.g. from a Wikipedia article). In the best case scenario, they decide based on the page on our website that they want to read the book and they get it from us, from a bookseller, or at a library. In many more cases probably, they decide that the information (much less the book) we have is not exactly what they were looking for or they are simply not interested in a book. At this point this person is most likely to leave most publishing websites, because there is little on the book product page to compel them to look at anything else—there is nothing similar, there is just navigation.

Examples of Knowledge Seekers:

Anyone exploring an interest
Student researching a paper topic (or, special case, wanting to utilize Turabian/CMOS styling)
Academic carrying out scholarly research
Journalist (or other offline/online media person) researching a story

Knowledge Seekers are most likely to come to:

An excerpt, interview, special website, or other content feature we have
A book product page
A subject listing

Chance of entering on or visiting the homepage: Very low
Motivation to seek out further info via site search or navigation: Very low
Our interest in this user: Convert knowledge interest to book interest for sale or publicity.
There is nothing but upside for the Knowledge Seeker.

**Book Seeker**

The Book Seeker knows (or strongly suspects) that the subject of their interest is instantiated in a book. They may have the title of a book (they are a *Book Title Seeker*), which they use as a search engine query, or find in a link out on the web. However, a Book Seeker who already has a title in mind is more likely to go to Amazon or some other bookseller, to a library site, or to Google Book Search. If they do get to our site, they will enter on the book product page. They may have the name of an author, perhaps because they are interested in that author’s work as a whole (they are a *Book Author Seeker*). If they come to our site, they are likely to enter on a book product page or on an author page. They may have a specific subject in mind for which they wish to peruse a list of books (*Book Subject Seeker*). If they come to our site, they are likely to enter on a subject listing page. They may know about a named series of books that we publish (*Book Series Seeker*) and are seeking information about the series and the titles in it. If they come to our site they are likely to enter on a series index page.

Examples of Book Seekers:

- Reader, student, or academic with book title in mind
- Reader, student, or academic with author in mind
- Professor looking for a book to use in a course
- Book reviewer looking for specific book, author, or subject
- Librarian looking for detailed info on a book, books in a series, or books in a subject
- Librarian looking for vendor source to get a book or its e-book version
- Bookseller looking for detailed info on a specific book or author
- Foreign publisher looking for specific book, author, or subject for translation

Book Seekers are most likely to come to:
A book product page
An author page
A subject listing
A series listing

Chance of entering on or visiting the homepage: Low
Motivation to seek out further info via site search or navigation: Medium
Our interest in this user: Provide plentiful, high quality information. Reinforce their interest and encourage transaction.

**Service Seeker**

The Service Seeker has a task to complete. The Service Seeker wants to be associated with us and is seeking information about a service we can provide. The Service Seeker already knows we exist and likely knows something about us. They are coming to find out more, to add details to their current impressions, or to find out how to contact us to start the processing of associating themselves with us.

Examples of Service Seekers:

Prospective author
Prospective distributed publisher
Professor or departmental assistant looking for a desk copy of already adopted course book
Customer wanting to place order from a printed direct mail piece
Professor/instructor responding to printed text adoption piece wanting to exam a book for a course
Journalist looking for specific press kit material to supplement a review or story
Bookseller looking for a bibliographic data stream
Prospective foreign publisher looking for contact information
Non-press Author (or other agent) looking for reprint permissions
Disability officer looking for electronic file on behalf of a student using a UCP book in a class
Prospective donor or Friend of the Press

Service Seekers are most likely to come to:
- Homepage first, then search
- Homepage first, then navigate to information
- Information pages
- A book product page
- A series listing (for a prospective author being recruited by a series editor)

Chance of entering on or visiting the homepage: Good to very good.
Motivation to seek out further info via site search or navigation: Very high
Our interest in this user: Provide enough information for the prospect to judge if we are a good fit for them and how they can proceed in associating themselves with us. Provide specific service for specific needs.

**Service User**

The Service User is already associated with us. They come to our site looking for specific information useful to further carrying out some task relevant to our association, or they simply want to see how their association with us is represented on our website. They may have a specific task and be highly motivated to complete it or they may have less specific needs.

Examples of Service Users:
- Current author needing contact information, instructions for manuscript, index, or art preparation, checking their book page or other pages relevant to their book, wanting to order their own or other books, needing a vanity flyer, etc.
- Current distributed publisher checking on how we present their books
- Current series editor checking on how we present their series
- Currently associated foreign publisher looking for contact information
- U of Chicago administrator looking into what the Press is doing
Current donor or Friend of the Press

Service Users are most likely to come to:
   Homepage first, then search
   Homepage first, then navigate to information
   A book product page
   A series listing
   Information pages

Chance of entering on or visiting the homepage: Good
Motivation to seek out further info via site search or navigation: Fairly high
Our interest in this user: Do right by them.

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