

CARLI Digital Collections

Google Analytics Summary: 2011-2012 Quarter 1

July-Sept 2011

Traffic Sources:

This ranking removes Institutional Websites, Search Engines, Facebook, and FLICKR. These four categories bring the largest number of visitors to the Digital Collections.

The top traffic sources were:

1. Eastman's Online Genealogy Newsletter (blog.eogn.com)
 - http://blog.eogn.com/eastmans_online_genealogy/2011/07/swedish-american-genealogist-online.html
[linking to Augustana College's Swedish American Genealogist]
2. James Boswell.info (jamesboswell.info)
 - <http://www.jamesboswell.info/biography/john-wilkes-essay-women-wilkes-and-liberty>
[linking to Southern Illinois University Carbondale's [SCRC Text](#)]
3. Cinema Treasures (cinematreasures.org)
 - <http://cinematreasures.org/theaters/982>
[linking to University of Illinois at Chicago's [C. William Brubaker Collection](#)]
 - <http://cinematreasures.org/theaters/254>
[linking to University of Illinois at Chicago's [C. William Brubaker Collection](#)]
 - <http://cinematreasures.org/theaters/348>
[linking to University of Illinois at Chicago's [C. William Brubaker Collection](#)]
 - <http://cinematreasures.org/theaters/71>
[linking to University of Illinois at Chicago's [C. William Brubaker Collection](#)]
 - <http://cinematreasures.org/theaters/12200>
[linking to University of Illinois at Chicago's [C. William Brubaker Collection](#)]
 - <http://cinematreasures.org/theaters/5977>
[linking to University of Illinois at Chicago's [C. William Brubaker Collection](#)]
 - And many more, mainly as links provided in the comments sections of entries
4. The Southern (thesouthern.com)
 - http://thesouthern.com/news/local/education/online-documents-highlight-southern-illinois-during-the-civil-war/article_f9e48fcc-ad58-11e0-8efb-001cc4c03286.html
[linking to Southern Illinois University Carbondale's [Southern Illinois Civil War](#)]
5. Swedish-American Historical Society (swedishamericanhist.org)
 - <http://swedishamericanhist.org/publications/index.html>
[linking to North Park University's [Swedish-American Historical Quarterly](#)]

Traffic Sources (cont.):

The top search engines directing traffic to the Collections are 1) Google; 2) Yahoo; & 3) Bing

The top non-search engines directing traffic are 1) Facebook; 2) Wikipedia; & 3) Flickr

Specialty blogs (such as cinematreasures.org [historical movie theaters], swedishamericanhist.org [Swedish-American History], blog.hemings.com [Classic Cars], and songbook1.wordpress.com [American Song Book] push traffic to the Collections, with visitors trailing off after initial posts. Genealogy blogs and discussion groups are also sources of traffic, mostly in late summer and less in early fall.

Keywords

This ranking removes keyword searches resulting in access to the CARLI Digital Collections homepage (such as CARLI, CARLI digital collections, CARLI collection of collections, etc.). The analysis took into account slight variations in wording and word placement.

The top keywords/phrases used to access the CARLI collections via search engines were:

1. pullman car floor plans
2. graphic design projects for students
3. peoria historical society
4. Illinois wesleyan university yearbooks
5. IDOT chicago traffic photographs

Most keyword phrases resulted in fewer than 10 new visits, indicating that searchers use a variety of keywords to locate the same collections.

Word that appeared frequently in the search phrases were:

1. Chicago
2. Pullman
3. Century of Progress
4. Yearbooks
5. Art
6. Sullivan
7. Railroads
8. Images
9. Civil War
10. Peoria

This summary was created by the CARLI Digital Collections Users' Group (DCUG) based on data derived from the Traffic Sources reports in Google Analytics.

For previous Quarter Summaries and full downloads of the "Keyword" report data, visit <http://www.carli.illinois.edu/mem-prod/contentdm/cdm-ga.html>