

# CARLI Digital Collections

## Google Analytics Summary: 2011-2012 Quarter 2

### October - December 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. 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](#)]
2. Swedish-American Historical Society (swedishamericanhist.org)
  - <http://swedishamericanhist.org/publications/index.html>  
[linking to North Park University's [Swedish-American Historical Quarterly](#)]
3. Cinema Treasures (cinematreasures.org)
  - See previous quarter's report for links
4. Peoria Historical Society (peoriahistoricalsociety.org) **NEW**
  - <http://www.peoriahistoricalsociety.org/archives.html>
5. McDonough Voice (mcdonoughvoice.com) **NEW**
  - <http://www.mcdonoughvoice.com/news/x1088002728/WIU-Archives-offers-unique-holiday-gift>  
[linking to Western Illinois University's [Digital Image Collection](#)]

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) Wikipedia; 2) Facebook; & 3) Flickr

Fewer specialty blogs appeared in this quarter's report. In fact, last quarter's top traffic source, Eastman's Online Genealogy Newsletter, dropped from driving 757 visitors to only driving 29 visitors this term, showing the often temporary nature of the traffic these blogs can generate, as articles become less timely. Genealogy blogs and discussion groups, as well as yearbook sites, continue to drive traffic but are much lower in the rankings this 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. Western Illinois University yearbooks
3. settlement houses
4. Saskia
5. graphic design projects for students

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

Words that appeared frequently in the search phrases were:

1. Illinois
2. University
3. Chicago
4. Yearbook
5. Western
6. Car
7. American
8. College
9. Fair
10. Railroad

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>