CARLI Digital Collections
Google Analytics Summary: 2011-2012 Quarter 4
April-June 2012

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. Chicago Past (http://chicagopast.com/) NEW
   - http://chicagopast.com/tagged/IDOT-Chicago-Traffic-Photographs
     [linking to University of Illinois at Chicago's IDOT Chicago Traffic Photographs]
   - http://chicagopast.com/post/21158023780/more-information
     [linking to University of Illinois at Chicago's Century of Progress World's Fair, 1933-1934]
   - and more
2. Illinois Wesleyan Alumni (titanpride.org) NEW
   - [linking to Illinois Wesleyan University's Wesleyana Yearbooks]
3. Cinema Treasures (cinematreasures.org)
   - See Quarter 1 report for examples of Cinema Treasures links
4. SkyscraperCity (skyscrapercity.com) NEW
   - [linking to University of Illinois at Chicago's IDOT Chicago Traffic Photographs]
5. The Swedish-American Historical Society (http://swedishamericanhist.org/)
   - See Quarter 2 report for links
6. Penn Libraries (gethelp.library.upenn.edu) NEW
   - [linking to Illinois Wesleyan University's Student and Alumni News Periodicals]
7. Hemmings Daily (http://blog.hemmings.com/)
   - See Quarter 3 report for links

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

Two new sites have driven a large number of traffic to the CARLI Digital Collections this quarter. The largest is the Chicago Past site, a tumblr which posts two images a day of historical Chicago. SkyscraperCity is a discussion forum which also seems to be interested in historical images of Chicago.

Keywords

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

1. Frank B. Mayer Sketchbook
2. Bowen County Country Club
3. Illinois Wesleyan Yearbook/Yearbooks/Year Books
4. Graphic Design Projects for Students
5. City 2000

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.

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. Illinois: 72
2. Chicago: 54
3. Pullman: 42
4. Swedish: 13
5. Car: 21
6. American: 18
7. Fair: 13
8. Century: 13
9. Swedish: 13
10. Western: 13
11. Historical: 13

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 visit
http://www.carli.illinois.edu/mem-prod/contentdm/cdm-ga.html