

## CARLI Digital Collections

### Google Analytics Summary: 2012-2013 Quarter 2

#### October-December 2012

#### Traffic sources summary

This report primarily discusses website traffic from sources that are external in nature, excluding resource pages from CARLI member institutions. Web resources such as Facebook, FLICKR, and Wikipedia are also excluded as these mainly contain internal promotional initiatives. Statistics do not include visitors who access the collections directly or through search engines.

1. CARLI Collection home pages that received traffic from multiple sources:

- [Chicago Genealogist](#) (Newberry Library)

Traffic from three genealogical sites: [Cyndi's List](#), another [online guide](#) to resources, and [Eastman's Online Genealogy Newsletter](#).

- [Daily Life Along the Chicago Burlington and Quincy Railroad](#) (Newberry Library)

Traffic from three sources: Two public libraries in [Burlington, IA](#) and [Galesburg, IL](#), and the website of Chicago design firm [Coudal Partners](#).

- [Swedish American Genealogist](#) (Augustana College)

Two genealogical sites: [Elisabeth Thorsells hemisida](#) (a Swedish genealogy site) and [Eastman's Online Genealogy Newsletter](#).

2. Traffic sources that lead to home pages or images from multiple CARLI Collections:

- [Eastman's Online Genealogy Newsletter](#)

Linked to the home pages for two genealogy collections: [Swedish American Genealogist](#) (Augustana College) and [Chicago Genealogist](#) (Newberry Library); also linked to a particular issue of the latter.

- [CONTENTdm](#) & [OCLC](#) Featured Collections Sections

Referred to images from two different collections: [Carberry Collection of Caribbean Literature](#) (University of Illinois at Chicago) and [Florence Nightingale Letters Collection](#) (University of Illinois at Chicago).

- [Chicago Past](#) (Tumblr-hosted site that collects photos of historic Chicago)
 

Included images from multiple collections including [C. William Brubaker Collection](#) (University of Illinois at Chicago), [Chicago Aerial Photo Services \(CAPS\)](#) (University of Illinois at Chicago), [Chicago - Photographic Images of Change](#) (University of Illinois at Chicago), and [IDOT Chicago Traffic Photographs](#) (University of Illinois at Chicago). Also linked to the home pages for Chicago - Photographic Images of Change and IDOT Chicago Traffic Photographs.
- [Cinema Treasures](#) (movie theater guide)
 

Referred to images of movie theaters from three different collections: [C. William Brubaker Collection](#) (University of Illinois at Chicago), [CITY 2000](#) (University of Illinois at Chicago), and [Peoria Historical Society Image Collection](#) (Bradley University)
- [WUOT 91.9 fm](#) (University of Tennessee Knoxville)
 

Linked to the home pages for two different Civil War-related collections from Southern Illinois University Edwardsville: [American Civil War Collection](#) and [William R. Townsend Civil War Diary](#)

### 3. Other interesting connections and patterns:

- The site [James Boswell .info](#) has a page about the author's acquaintance with John Wilkes, author of *Essay on Woman*. It links to SIUC's digitized copy of Wilkes' work in the [SCRC Text](#) collection of historical documents and works.
- The [Washington State Department of Archaeology & Historic Preservation](#) has a page about cast iron storefront systems. It links to UIS's digitized copy of the 1903 Geo. L. Mesker & Co. Architectural iron Works catalog in the digital [Manuscripts and Special Collections](#).
- Two sites in addition to those mentioned in the previous sections link to images from Newberry Library's [Daily Life Along the Chicago Burlington and Quincy Railroad](#): A tumblr site that collects photos of historic Chicago and a personal tumblr site.
- Several sites in addition to those mentioned in the previous sections link to images of Chicago: A Chicago area fishing information site; a site about the Chicago's Uptown community; a tumblr site that collects photos of historic Chicago; a site promoting preservation of historic structures in Chicago.

## Traffic sources conclusions:

The internet contains a mind-boggling array of sites dedicated to collating genealogy resources. Make sure your genealogy-related digital collection is included in as many of these online guides and newsletters as possible.

Make sure your local public libraries and/or historical societies know about your collections that would be of interest to their patrons so they can link to them from their websites.

Genealogists and train enthusiasts are active consumers of digital collections. Collections on these themes will find audiences.

## Keyword summary

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. Peoria Historical Society (183)
2. idot (57)
3. forgottonia (42)
4. Sanborn maps Chicago (40)
5. Louis Sullivan siue (30)

**Analysis:** The general trend of popular keyword phrases for specific topics continues in quarter 2, although the top 5 list includes some surprising additions and omissions. “Peoria Historical Society” has consistently been part of these keyword phrase rankings, and variations on “idot” and “Sanborn maps Chicago,” but other keyword phrases that were common in past reports (e.g., “city 2000,” “Frank B. Meyer Sketchbook”) are further down in the rankings this quarter. “Forgottonia” remains high on the last, indicating continual interest in the recent passing of Neal Gamm (see last quarter’s report), and the search for Louis Sullivan and SIUE appears to reflect an upswing in interest in the Louis Sullivan collection at SIUE.

The highest ranking keyword phrases continue to identify that specific points of interest generate the most keyword searches of CARLI’s CONTENTdm collections. Unique, popular material remains important in drawing searchers to the CONTENTdm collections, and while it is largely impossible to predict what collections or items in a collection might happen to match future news/current events, the “forgottonia” search’s continued presence on this list shows that this sort of traffic can be sustained even after an event seems no longer quite so current.

The words that appeared most frequently in the search phrases were:

1. Illinois (75)
2. Chicago (46)
3. Peoria (35)
4. Pullman (35)
5. University (34)
6. Historical (23)
7. Sanborn (20)
8. Car (18)
9. Maps (17)
10. Fair, American, Society (tied at 15)

**Analysis:** The individual word rankings continue to capture a broader trend in user search behavior, namely that searches including localities or institutions seem to be the source of the majority of the frequently searched keywords. This speaks to the continued importance of including city, state, and institution names in digital collection titles when appropriate. Even if they seem unnecessary or redundant, they will be frequent generators of search-related traffic.