

CARLI Digital Collections

Google Analytics Summary: 2012-2013 Quarter 4

April-June 2013

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. дѣтпгфпу вщѹы тще вшѹ ѹфѹшдн (227)
2. baron axel adelsward (118)
3. swedish america after 1860 (109)
4. history of emigration (73)
5. sanborn maps (66 total, includes variations)

Analysis: North Park University's *Swedish-American Historical Quarterly Collection* earned the top three places on this quarter's list of top keywords/phrases. Returning from last quarter's list, but with nearly twice the number of visits, is the Russian phrase, "дѣтпгфпу вщѹы тще вшѹ ѹфѹшдн" ("A Language Does Not Die Easily") which points to an item in that collection. Second on the list are searches for "Baron Axel Adelsward," whose travel letters attracted much interest to the collection. The phrase, "Swedish America after 1860", also had over 100 visits this quarter. "History of emigration" was fourth, followed by wide interest in Sanborn fire insurance maps of Illinois, Chicago, and even Murphysboro in southern Illinois. Combined, the "sanborn maps" phrase totaled 66 visits, 17 for that phrase and 49 variations.

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

1. ILLINOIS (73)
2. CHICAGO (53)
3. UNIVERSITY (39)
4. PULLMAN (28)
5. PEORIA (21)
5. IL (21)
7. COLLECTION (19)
8. SANBORN (19)
9. MAPS (18)
10. WESTERN (16)

Analysis: Place names and university names continue to appear at the top of this list, as one would expect, but the words "Pullman," Sanborn," and "Maps" show that specific collections can generate considerable interest. The recurrence of "Pullman" and "Maps" from previous quarters demonstrates continuing interest in those collections. Western Illinois University's yearbook collection secured a place in the top 10 keywords for the word "Western."

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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: [Chicago Genealogical Society](#), another [online guide](#) to resources, and [Eastman's Online Genealogy Newsletter](#).

➤ [CITY 2000](#) (University of Illinois at Chicago)

Traffic from three sources: [Chicago Curbed](#) (including their mobile site), a website for sports photographers [Sports Shooter](#), and [Gaper's Block](#). Two public libraries in [Burlington, IA](#) and [Galesburg, IL](#), and the website of Chicago design firm [Coudal Partners](#).

➤ [IDOT Chicago Traffic Photographs](#) University of Illinois at Chicago)

This received traffic from the blog of an antiques appraiser [PlanetBarbarella](#), [Uptown Chicago History](#), and [Chicago Past](#).

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

Linked to home pages of three different collections: [Design Collection](#) (University of Illinois at Chicago), [C. William Brubaker Collection](#) (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 [Metropolitan Planning Council, 1934-2000](#) (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 page for 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)
3. Other interesting connections and patterns:
- The art site [An Ambitious Project Collapsing](#) linked to images of art by Angelo Testa from the [Gallery 400 Collection](#) (University of Illinois at Chicago)
 - A Russian blog called Indians Belgorodchiny (does not appear to be working currently) linked to portrait photographs from [North American Indian Photographs](#) (Newberry Library)

Traffic sources conclusions:

People really enjoy old photos of the area in which they live, and they normally discover these through social media and blogs. Putting some of your collections on Flickr, Tumblr, and Pinterest are good ways for those collections to be discovered.

Fans of public transportation (both trains and busses) use digital collections heavily, so photos on those topics will be popular.

Genealogy continues to be high driver of traffic. 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. Ensure that your met