

## CARLI Digital Collections

### Google Analytics Summary: 2013-2014 Quarter 2

#### October-December 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. darwin reid payne (54)
2. city 2000 (43)
3. sanborn maps (31)
4. century of progress (30)
4. chicago world's fair (30) (Special parking 15)
4. western illinois university yearbooks (30)

Analysis: The top keyword phrase for this quarter was "darwin reid payne." Coming in second was the phrase "city 2000." The "sanborn maps" in several variations continues to attract a lot of interest and the phrase came in third this quarter. Also continuing to attract searchers are the phrases "century of progress" and "chicago world's fair." Of the 30 searches using the world's fair phrase, 15 of them were looking for "special parking." Tied for fourth place and rounding out the top 5 was "western illinois university yearbooks," also with several variations.

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

1. Chicago (92)
2. Illinois (82)
3. IL (39)
4. University (36)
5. Century (35)
6. Progress (34)
7. Fair (29)
8. Peoria (23)
9. Sanborn (21)
9. Maps (21)

**Analysis:** The top two keywords again for this quarter were "Chicago" and "Illinois" with the abbreviation "IL" coming in third. The word "university" continues to get a lot of use, rising to fourth on this quarter's list. The Chicago World', with "Century," "Progress," and "Fair" in spots 5 through 7. "Peoria" made the list again at number 8 and "Sanborn" and "maps" tied at number 9, showing continued interest in that collection.

## 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 Twitter are also excluded as these mainly contain internal promotional initiatives. **Unlike previous reports, this one does include Wikipedia in order to examine usage of collections through Wikipedia.** 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 \(Newberry Library\)](#)  
This continued to receive traffic from the [Chicago Genealogical Society](#), another [online guide to resources](#), and [Eastman's Online Genealogy](#), and [a research guide from the Chicago History Museum library](#).
  - [Louis H. Sullivan Ornaments \(Southern Illinois University Edwardsville\)](#)  
This collection was a featured CONTENTdm collection and also received a number of visits (20) from a Wikipedia citation.
  - [IDOT Chicago Traffic Photographs \(University of Illinois at Chicago\)](#)  
This continued to be a very popular collection with blogs tracking Chicago history, such as [Chicago Past](#), [Forgotten Chicago](#), and [Planet Barbarella](#).
  - [Swedish-American Historical Quarterly \(North Park University\)](#)  
This received traffic from the [European History Online digital library](#) and [the Swedish American Historical Society](#).
  
2. Traffic sources that lead to home pages or images from multiple CARLI Collections
  - [Chicago Past](#) (Tumblr-hosted site that collects photos of historic Chicago)  
This blog continued to drive traffic to images from multiple collections including [IDOT Chicago Traffic Photographs](#) (University of Illinois at Chicago), [Digital Image Collection](#) (Western Illinois University), and [Chicago - Photographic Images of Change](#) (University of Illinois at Chicago).
  - [Cinema Treasures](#) (movie theater guide)  
This continued to drive traffic 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)
  - The most popular links from Wikipedia were the following: Century of Progress entry drove traffic to [Century of Progress World's Fair, 1933-1934](#) (University of Illinois at Chicago) which between reference list and external links drove 59 visits; [Burlington Northern Railroad](#) drove traffic to [Railroads in the Midwest: Early Documents and Images](#) (Knox College) (27 visits); [Louis Sullivan](#) drove traffic to [Louis H. Sullivan Ornaments \(Southern Illinois University Edwardsville\)](#) (20 visits); [Florence Nightingale](#) drove traffic to [Florence Nightingale Letters Collection](#) (University of Illinois at Chicago)

3. Other interesting connections and patterns:

- Including Wikipedia in the results indicates that third parties are using CARLI Digital Collections as reference or links, which do drive traffic. This brings up collections that have not appeared on previous reports such as those covering African-American authors and soccer players.
- This [research notes blog](#) links to digital but non-image collection [SCRC Text](#) (Southern Illinois University Carbondale).

**Traffic sources conclusions:**

The heaviest drivers of traffic continue to be old photos of cities and towns in Illinois and genealogical resources. Railroad enthusiasts also continue to drive a great deal of traffic. Another type of material that seems to be more popular is historical soccer images or facts.