

## CARLI Digital Collections

### Google Analytics Summary: 2013-2014 Quarter 3

#### January-March 2014

#### 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 (67)
2. western illinois university in the 1970's (including "class of 1975 western illinois university" and "1974 western illinois university") (35)
3. western illinois university (24)
4. illinois sanborn maps (19)
5. copelin commercial photographers (15)

**Analysis:** The phrase "darwin reid payne" led the list of top keyword phrases again this quarter. Western Illinois University was next with interest in the 1970s, specifically, responsible for 35 searches in second place; and in third place, the university in general accruing 24 searches. There continues to be a broad interest in topics related to WIU beyond these mentioned. The Sanborn maps of Illinois, in general, had 19 searches, while other specific map topics were responsible for many more. New to the top five phrases list was "copelin commercial photographers" with 15 searches.

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

1. Chicago (104)
2. Illinois (92)
3. Fair (37)
4. Century (32)
5. Progress (29)
6. IL (29)
7. University (24)
8. World's (21)
9. Sanborn (18)
10. Peoria (17)

**Analysis:** The list of individual keywords remains largely unchanged with only minor variations in number of searches for each keyword. All the words on this quarter's list of top keywords are the same as last quarter with the exception of "world's" replacing the word "maps." The 1933-34 Chicago Century of Progress World's Fair and the Sanborn Fire Insurance Maps are the stars of the CARLI Digital

Collections, as far as keyword searches go. The generic terms Illinois, IL, University, plus the cities of Chicago and Peoria round out the top 10, as usual.

## 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. 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](#).

➤ [Louis H. Sullivan Ornaments \(Southern Illinois University Edwardsville\)](#)

This collection continued to be popular as a featured ContentDM collection and also received a number of visits (18) from a Wikipedia citation.

➤ [CITY 2000 \(UIC\)](#)

This received traffic from a site about a new cultural audio project in Chicago called [aroundcenter](#), the [TED talks blog](#), and [Chicago Curbed](#).

### 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 [C. William Brubaker Collection](#) (University of Illinois at Chicago), [Chicago - Photographic Images of Change](#) (University of Illinois at Chicago), and [Chicago Aerial Photo Services \(CAPS\)](#) (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 Newspapers by State research guide at University of Pennsylvania](#)

This drove traffic to digitized student newspapers: [Decaturian \(1903-1951\)](#) (Milliken), [The Encounter \(1976- 2008\)](#) (University of St. Francis), [The Argus \(1894-2004\)](#) (Illinois Wesleyan University).

➤ Wikipedia

Most popular Wikipedia entries that drove traffic include Century of Progress entry drove traffic to [Century of Progress World's Fair, 1933-1934](#) (University of Illinois at Chicago) (71 visits); [Burlington Northern Railroad](#) drove traffic to [Railroads in the Midwest: Early Documents and Images](#) (Knox College) (23 visits); [Louis Sullivan](#) drove traffic to [Louis H. Sullivan Ornaments \(Southern Illinois University Edwardsville\)](#) (18 visits). 4 additional collections also received traffic.

3. Other interesting connections and patterns:

- The blog [Map of the Week](#) included the Newberry Library's [Great Lakes Digital Collection](#) "Map of Chicago's gangland from authentic sources", including an interesting story about the author's discovery of the map.

**Traffic sources conclusions:**

Maps and historical photos of cities continue to be very popular. Student newspapers have always received traffic, but this seems to have increased lately.