CARLI Digital Collections
Google Analytics Summary: 2013-2014 Quarter 4
April-June 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. class of 1975 western illinois university (37)
2. western illinois university yearbooks (19)
3. 1951 western illinois football program (9)
4. 1907 spaldings soccer (8)
4. helene samuels ballet dancer (8)
4. west park history 1930 joliet (8)

Analysis: Interest in the Western Illinois University digital collections continues with the top three phrases directly related to WIU. The "Class of 1975" was first with 37 searches. WIU's yearbooks came in second with 19 searches. And the1951 WIU football program attracted 9 searches. The top phrases of this quarter showed a tie for fourth place between "1907 spauldings soccer," "helene samuels ballet dancer, and "west park history 1930 joliet" each having 8 searches. These latter three are all new to the top of the list.

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

1. Illinois (79)
2. Chicago (77)
3. IL (38)
4. University (27)
5. Century (25)
6. Fair (24)
6. Peoria (24)
6. Progress (24)
9. World (22)
10. Railroad (21)

Analysis: The list of individual keywords for this quarter is dominated at the top by the geographic terms "Illinois," "Chicago," and "IL." The 1933-34 Century of Progress World's Fair was responsible for 4 of the remaining 7 terms in the top 10, led by #5 "Century" with 25, #6 "Fair" and "Progress" each with 24, and #9 "World" with 22 uses. "University" was in fourth with 27 uses. "Peoria" tied for sixth with 24, and "Railroad" capped off the top ten with 21 instances. For the first time in over a year, the perennially high ranking term "Sanborn" (as in Sanborn Fire Maps) did not make the top ten list. Another favorite, "Pullman," did not make the list either, but is probably represented in part by the term "Railroad" at #10.

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 two genealogical sites: Another online guide to resources, and the Chicago Genealogical Society.

   ➢ Sanborn Maps of Illinois, 1867-1970 (CARLI)

   This received traffic from non-CARLI libraries—the Illinois State Library and the Library of Congress, who were promoting this collection and describing access to it.

   ➢ Louis H. Sullivan Ornaments (Southern Illinois University Edwardsville)

   This received traffic from a Prairie School architecture blog, and the Louis Sullivan Wikipedia article.

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)

   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.

   ➢ Wikipedia

   Wikipedia articles linked to the following CARLI collections: Century of Progress World's Fair, 1933-1934 (University of Illinois at Chicago), Railroads in the Midwest: Early Documents and Images (Knox College), Louis H. Sullivan Ornaments (Southern Illinois University Edwardsville), SCRC General (Southern Illinois University Carbondale), and EBR African American Cultural Life (Southern Illinois University Edwardsville).

- ➢ 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:

   - ➢ Calumet 412 featured an image from Daily Life Along the Chicago Burlington and Quincy Railroad (Newberry Library) with a Memorial Day parade theme on Memorial Day, which is an interesting use of a railroad collection in a non-railroad context. Note on the page linking the way the image is cited.

   - ➢ A popular collection this quarter was the Naval Flight School (Monmouth College), with over 1500 visits. This is due to an article on the Chicago CBS affiliate website in a series about the history of Chicago (this obviously focused on an area outside Chicago), which referenced many images from the collection and furthermore noted the hard work it took to put this up.

   - ➢ By far the most popular item with nearly 2000 visits was the A Map of Chicago's gangland from authentic sources from the Great Lakes Digital Collection (Newberry Library). This was featured on the Chicago Sun-Times website and Slate, and posted to Reddit as well.

Traffic sources conclusions:

While the same sources that we see frequently continue to appear on this report, there were some collections receiving more interest that haven't been as popular from different niche interests—Prairie School architecture in addition to old movie theaters, for instance.

Local media continues to use images for historical stories, and when these are picked up by aggregators such as Reddit they can reach very different audiences than would otherwise find them.