

# CARLI Digital Collections

## Google Analytics Summary: 2014-2015 Quarter 1

### July-September 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. western illinois university yearbook (14)
2. Chicago sanborn maps (14)
3. western illinois university (12)
4. pullman car plans (10)
5. sanborn maps (9)

**Analysis:** The top 5 search phrases this quarter are familiar ones. Interest continues in the Western Illinois University digital collections with two of the top three phrases directly related to WIU. WIU's yearbooks led with 14 searches, and general searches about WIU accounted for 12 searches. Chicago Sanborn maps shared top honors and accounted for 14 searches, of which 7 included the word "digital". There were 9 general searches for Sanborn maps, fifth place. In fourth place with 10 were searches for Pullman car plans. Just out of the top 5 were 6 searches for "Pullman diagrams," again emphasizing continued interest in this collection.

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

1. Chicago (62)
2. Illinois (60)
3. IL (34)
4. Peoria (28)
5. University (19)
6. Fair (19)
7. Century (18)
8. Progress (17)
9. Sanborn (17)
10. Maps (14)
11. World (14)

**Analysis:** The top 10 keywords used in search phrases was largely unchanged this quarter. Chicago moved up to the top spot with 62 uses, followed by Illinois (60) and the abbreviation IL (34). Peoria (28) came in fourth, with University and Fair each having been used 19 times. Continuing with interest in the Chicago World's Fair, the words Century (18), Progress (17), and World (14) were highly used. The word Sanborn, as in "Sanborn fire maps," also had 17 uses, and Maps (14).

## 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 several genealogical sites: The [Cook County page of the USGenWeb project](#), another [online guide](#) to resources, [Johnson County Genealogical Society and Library, Inc.](#), and the [Chicago Genealogical Society](#).

➤ [Century of Progress World's Fair, 1933-1934 \(University of Illinois at Chicago\)](#)

This received traffic from [Wikipedia](#) and a personal website called [City Clicker](#).

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

➤ [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), and [SCRC General](#) (Southern Illinois University Carbondale).

➤ [Cinema Treasures](#) (movie theater guide)

Referred to images of movie theaters from two different collections: [C. William Brubaker Collection](#) (University of Illinois at Chicago), and [Peoria Historical Society Image Collection](#) (Bradley University)

3. Other interesting connections and patterns:

➤ The most popular item this quarter was an image of Lake St. Bridge through Ogden Slip Bridge from [Chicago - Photographic Images of Change \(University of Illinois at Chicago\)](#), which was posted to Reddit.

➤ A website for buying and selling yearbooks called [This Old Yearbook](#) referred a visitor to the [Illinois Wesleyan Yearbook](#) collection, and linked to several others.

➤ [The Washington State Department of Archaeology and Historic Preservation](#) linked to an image of an [iron works logo from the University of Illinois-Springfield](#) in an article about discovering the origins of cast iron storefronts in Washington State.

Conclusions: Much remained the same this quarters as in previous quarters, but the continued use of items in social knowledge seeking spaces such as Wikipedia and Reddit, as well as in more traditional genealogical sites are good indicators that making these items openly available is good for outreach.