

## CARLI Digital Collections

### Google Analytics Summary: 2014-2015 Quarter 2

### October-December 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. 1971 western illinois university football team (12)
2. spalding guides soccer (10)
3. chicagoland ariel services (9)
4. sanborn maps (9)
5. illinois wesleyan university 1979 (8)
5. western illinois university yearbook (8)

**Analysis:** Two sports-related phrases topped this quarter's list of most frequent search phrases. The "1971 western illinois university football team" attracted the most interest with 12 searches. "Spaulding guides soccer" came in second with 10 searches. A phrase that has not appeared before, "chicagoland ariel services," tied for third place with perennial favorite "sanborn maps." Each had 9 searches. "illinois wesleyan university 1979" tied for fifth place with "western illinois university yearbook(s)" with 8 searches each.

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

1. Illinois (91)
2. Chicago (71)
3. Il (41)
4. History (28)
5. University (25)
6. Century (18)
7. Fair (15)
7. Railroad (15)
7. College (15)
10. Progress (14)
10. Park (14)

**Analysis:** There are no real surprises in this quarter's list of words that most frequently appear in search phrases. Illinois appeared in 91 phrases and Chicago in 71. The abbreviation "Il" was a distant third with 41 appearances, followed by History with 28 and University with 25 appearances. The Century of Progress World's Fair continues to attract much interest and accounted for at least three of the top ten words. Those include Century which appeared 18 times, Fair which appeared 15 times, and Progress which appeared 14 times. Tying with Fair for seventh place on this quarter's list were Railroad and College, each with 15 uses. Tying with Progress for tenth place was the word Park with 14 appearances, several of which related to the Al Fresco Park in Peoria.

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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 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, and the [Chicago Genealogical Society](#).
  - [IDOT Chicago Traffic Photographs](#) (University of Illinois at Chicago)  
This was popular on [Reddit](#), as well as blogs tracking Chicago history, including [Planet Barberella](#) and [Uptown History](#).
  - [Frisk Collection of Alaska Mission Journals](#) (North Park University)  
This was a featured CONTENTdm collection on the [OCLC site](#) and [ContentDM.org](#) in October.
  - [Swedish-American Historical Quarterly](#) (North Park University)  
Linked to from the [Swedish American Historical Society](#) and [a study in the European History Online database](#).
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), [Florence Nightingale Letters Collection](#) (University of Illinois at Chicago), [Hull-House Yearbook](#) (University of Illinois at Chicago), [Louis H. Sullivan Ornaments](#) (Southern Illinois University Edwardsville), and [EBR African American Cultural Life](#) (Southern Illinois University Edwardsville).
3. Other interesting connections and patterns:
  - Reddit linked to at least seven images from the [IDOT Chicago Traffic Photographs](#) (University of Illinois at Chicago).
  - A [blog about the genealogy of a specific family](#) linked to the [Caresse Crosby Photograph Collection in the SCRC General](#) (Southern Illinois University Carbondale).
  - A blog about the history of Mesker facades linked to an image from [Manuscripts and Special Collections \(University of Illinois at Springfield\)](#).

#### Conclusions:

Wikipedia and Reddit drive traffic for a variety of reason, but primary sources continue to be important for specialized popular blogs and genealogy.