

## CARLI Digital Collections

### Google Analytics Summary: 2014-2015 Quarter 3

### January-March 2015

#### 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. carl werner and emily pettersson (13)
2. rush medical college class of 1916 (11)
3. idot (8)
4. illinois wesleyan david davis (7)
4. sanborn maps illinois (7)
4. swedish american genealogist (7)
4. western illinois university yearbook(s) (7)

**Analysis:** This quarter there were no phrases that were used extensively. The most used phrase (and variations) was “carl werner and emily pettersson,” which was used only 13 times. The “rush medical college class of 1916” came in second with 11 usages. Third place went to “idot” with 8 and there were 4 phrases that shared fourth place. Of these, three are seen very regularly. They are “sanborn maps illinois,” “swedish american genealogist,” and “western illinois university yearbook(s).” Tying these regulars this quarter is “illinois wesleyan david davis” which had 7 usages like the others.

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

1. Illinois (73)
2. Chicago (61)
3. IL (37)
4. University (28)
5. Fair (28)
6. Century (26)
7. Progress (26)
8. World (18)
9. Peoria (14)
10. Maps (13)
10. Western (13)
10. History (13)

**Analysis:** The list of the top ten individual keywords is also mostly made up of “regulars.” The generic terms Illinois, Chicago, IL, and University top the list this quarter. They are followed by the components of the Century of Progress World’s Fair. The city of Peoria continues to attract searchers, coming in ninth. The word “Maps” also made the Top 10 this quarter, tying with Western and History. Western usually relates to Western Illinois University, as seen above. “History” is used in several phrases from “Civil War history in southern Illinois” to “Gipps Beer history.”

## 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](#).
- [Struggle and Progress-African Americans in Knox County, Illinois](#) (Knox College)  
This was linked to from [The Ancestor Hunt](#), a personal genealogy site, and some of the data was used in [Viewshare](#), a digital collection visualization tool.
- [Historical Photograph Collection](#) (North Park University)  
This was a featured ContentDM collection on the [OCLC site](#) and [ContentDM.org](#).

### 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), [Design Collection](#) (University of Illinois at Chicago), and [EBR African American Cultural Life](#) (Southern Illinois University Edwardsville).

### 3. Other interesting connections and patterns:

- Connections and patterns have held steady since the last report.
- A blog called [Me & My Shadow](#) by Frances Archer focuses on North Side Chicago neighborhoods and featured a photo from [Chicago Aerial Photo Services \(CAPS\)](#) (University of Illinois at Chicago) featuring the Municipal Tuberculosis Sanitarium.

## Conclusions:

Genealogy was really the key driver this quarter.