

Letting the World Know About Your Digital Collections

A Practical Approach to Promotion and Marketing

Ginger Frere – Newberry Library

Chris Day - School of the Art Institute of Chicago

features



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CARLI Digital Collections Users Group

Promotion Starts Day 1

“Field of Dreams” theory not good enough

Promotion must be

- Part of the project plan
- A line item in the budget
- Owned by project team member

Agenda

- Target audiences
- Suggestions from Kelly
- Promotion and marketing ideas
- Newberry examples
- What the literature says
- CARLI stats and Google Analytics
- Final Thoughts

Identify Target Audiences

Internal Audiences

- Undergrads
- Graduate students
- Fellows
- Faculty
- Staff/administration
- Librarians

Identify Target Audiences

External

- Independent researchers
- Educators
- General public
- Other institutions
- Special interest groups (historical societies, local photography clubs, genealogists, etc.)
- Public libraries

Consider geography

SUGGESTIONS FROM KELLY

Working with your PR professional

- Talk to your PR person
- Be able to articulate a clear, specific goal
(further knowledge of x; not “create awareness”)
- Explain the scope and significance of collection
- Be clear about the project process, funding considerations, and required acknowledgements
- Know the target audience

Working with your PR professional

- Give them an “angle”
- Provide examples of how/why the collection can be used
- Provide captivating images
- Share personal stories of how patrons have used this material
- Promote the funder

Working with your PR professional

- Enlist the help of a marketing class or intern
- Connect the collection to a significant event to provide historical context
- Relate the new collection to existing collections
- Schedule public programs
- Ask for space in broader organizational publications

Working with your PR professional

Build contact lists

- Universities
- Libraries
- Website owners
- Historical Societies
- Other organizations
- Researchers/writers
- Funders
- Use your “network” connections

PROMOTION AND MARKETING IDEAS

February 29, 2012

CARLI Digital Collections Featured Image: Swedish American Genealogist

Category: [CARLI Digital Collections](#), [CONTENTdm](#) — oday2



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CONTENTdm Collection of Collections

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results 1-20 of 754 item(s) page 1 of 38 : (<< 1 2 3 4 5 6 7 8 9 10 >>) :: previous :: next

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Image:	Collection Name:	Description:	Topics Included:
<input type="checkbox"/> 1. 	1916 Rose Bowl Game (Requires RealPlayer)	This seven minute, black and white silent film clip of the 1915 Washington State College football team includes informal portraits of the team in Pasadena and game scenes from the 1916 Rose Bowl. WSU (then WSC), in its first appearance at a Rose Bowl game, defeated Brown with a score of 14 to 0. Asa Clark, Captain of the 1915 team, filmed this clip of the 1916 Rose Bowl game and donated it to Washington State University.	Washington State College; Rose Bowl; 1916; Pasadena;
<input type="checkbox"/> 2. 	19th Century Actors and Theater Photographs	The 19th Century Actors and Theater Photographs database consists of over 600 photographs including cartes-de-visite and cabinet card studio portraits of entertainers, actors, and actresses who performed on the American stage in the mid- to late 1800s.	Actors; Actresses; Singers; Magicians; Stage props; Theater--United States--History--19th century
<input type="checkbox"/> 3. 	2006 Florida Artists' Book Prize Exhibition	Broward County Library's Bienes Museum of the Modern Book used CONTENTdm software to create a virtual exhibit catalog for the 2006 Florida Artists' Book Prize Exhibition. This enabled us to show brief movies of the books in motion.	Florida Artists' Book Prize exhibition; Artists' Books; Prizes; Florida;
<input type="checkbox"/> 4. 	A Digital Collection Celebrating the Founding of the Historically Black College and University	A Digital Collection Celebrating the Founding of the Historically Black College and University is a collection of primary resources from HBCU libraries and archives. It includes several thousand scanned pages and represents HBCU libraries' first collaborative effort to make an historical collection digitally available. Collections are contributed from member libraries of the Historically Black College and University Library Alliance. The collection includes photographs, university correspondence, manuscripts, images of campus buildings, alumni letters, memorabilia, and programs from campus events. These images present HBCUs as cultural, social, and political institutions from the early 1800's until today.	African American colleges and universities -- History.

CONTENTdm Featured Collections: March 2012

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Organizations worldwide are using CONTENTdm Digital Collection Management Software to create thousands of outstanding digital collections and to provide easy access to their unique holdings.

This month, four collections from the CONTENTdm Collection of Collections are featured on the OCLC Web site. The featured collections for March are *Galveston 1915 Hurricane Photographs*, *The Baton Rouge Digital Archive from the East Baton Rouge Parish Library*, *World and Regional Maps Collection, 16th-19thc.* and *Oregon Shakespeare Festival*.



[Galveston 1915 Hurricane Photographs](#)

University of Houston, M.D. Anderson Library

While many people are familiar with the Great Storm that devastated Galveston in 1900, fewer are aware of the hurricane that made landfall on August 17, 1915. Although the 1915 storm caused \$50 million worth of property damage, it only resulted in 275 deaths because of the protective seawall that had been constructed following the 1900 hurricane. The black and white photographs in this collection were taken by Rex Dunbar Frazier, a representative of Stone & Webster Engineering who went to the region to collect data and document damage.



[The Baton Rouge Digital Archive from the East Baton Rouge Parish Library](#)

East Baton Rouge Parish Library

The Baton Rouge Digital Archive is a collection of items that represent significant historical actions of local governments, businesses, residents and institutions of the City of Baton Rouge and East Baton Rouge Parish. These items include but are not limited to photographs, manuscripts, documents, periodical publications, audio and video recordings and memorabilia held in the Baton Rouge Room at the River Center Library. The library has partnered with local collectors and historical societies to enhance this online collection.

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CONTENTdm Collection of Collections

All users are invited to add their digital collections to the CONTENTdm Collection of Collections, a collection of public CONTENTdm collections that OCLC maintains. Collections from the site are featured each month on the CONTENTdm Web site and on the OCLC Web site.

Before adding your collection, you will need to create a screenshot of your collection's home page or prepare an image of a representative item from the collection. Images should be in JPEG format and no larger than 800 x 600 pixels.

Review the [Usage Guide for the Collection of Collection Fields \(PDF\)](#) for information on appropriate data to enter in each field. Required fields are designated in the document with an asterisk. Your record must include data for all required fields, including the Entered by field, before the record is added to the collection.




Many fields have controlled vocabularies; if you do not see the term you wish to use, you may enter it. The term will be flagged for review by the collection administrator before your collection is added. Use your best judgment to complete the metadata fields as appropriate.



The Haymarket Affair digital collection

Author: [Chicago Historical Society.](#)

Publisher: Chicago, Ill. : Chicago Historical Society, ©2000-

Edition/Format:  Website : Document : Updating website  Computer File  Continually Updated Resource : English

Summary: This digital collection contains copies of most of the original manuscripts, artifacts, broadsides, photographs, and prints owned by the Chicago Historical Society (CHS) that relate to the Haymarket Affair and were contemporary with it.

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[\[Exterior view of the north entrance to the Hall of Science.\]](#)

by Century of Progress International Exposition

Downloadable visual material : Picture

Language: English

Publisher: Special Collections and University Archives, University of Illinois at Chicago Library Date of image: 1932

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2.



[\[Workers constructing the Agricultural Building for A Century of Progress.\]](#)

by Century of Progress International Exposition

Downloadable visual material : Picture

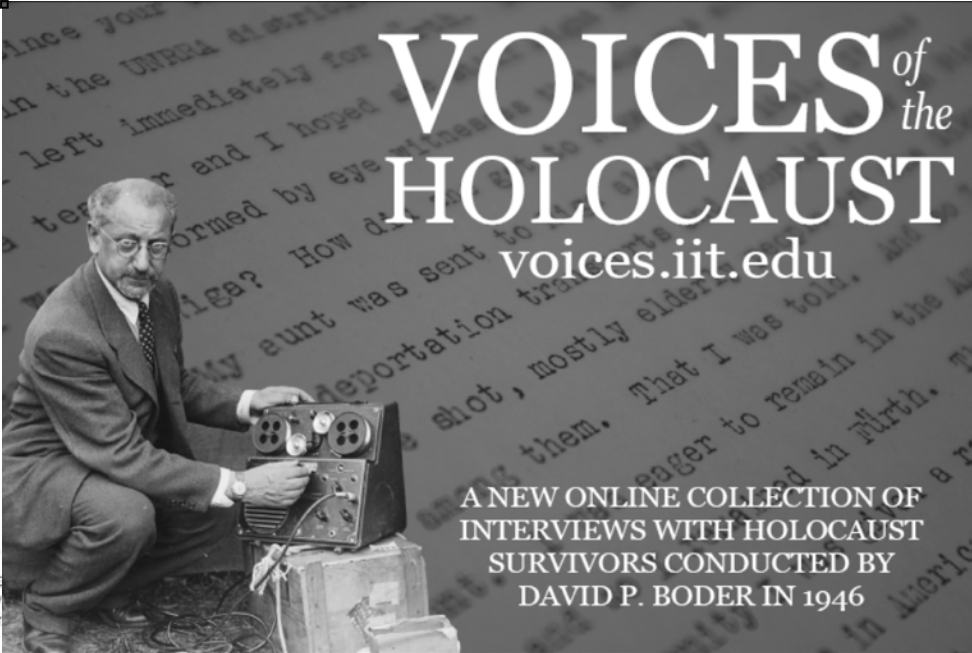
Language: English

Publisher: Special Collections and University Archives, University of Illinois at Chicago Library Date of image: ca. 1933-1934

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Catalog at item level

Voices of the Holocaust collection (<http://voices.iit.edu>).



VOICES of the HOLOCAUST

voices.iit.edu

A NEW ONLINE COLLECTION OF
INTERVIEWS WITH HOLOCAUST
SURVIVORS CONDUCTED BY
DAVID P. BODER IN 1946

ILLINOIS INSTITUTE
OF TECHNOLOGY
PAUL V. GALVIN LIBRARY
Voices of the Holocaust Project
35 W. 33rd Street
Chicago, IL 60616-3793
voices@iit.edu

VOICES OF THE HOLOCAUST

<http://voices.iit.edu>

An online collection of interviews with Holocaust survivors conducted by David P. Boder in 1946.

For the first time, the entire collection of David P. Boder's interviews with Holocaust survivors and other refugees is now available to the public. The Voices of the Holocaust project, curated by Paul V. Galvin Library at Illinois Institute of Technology, has restored and transcribed these historic recordings and published them online so that the stories of these survivors of Nazi terror will never be forgotten.

The enhanced features of the new website include:

- original-language transcriptions and English translations of all 119 interviews
- digitally remastered audio of the recordings, with synchronized transcripts
- full-text searching of interview content
- advanced searching and browsing capabilities based on biographical, historical, and geographical facets of the interviews and interviewees' testimony
- interactive maps featuring concentration camps, ghettos, survivor birthplaces, and other relevant locations
- critical content and commentary such as introductions, footnotes, glossaries, bibliographies, and a detailed biography of Boder and the Voices project

This interactive digital archive will be a vital primary resource for researchers, historians, scholars, and students of all ages. The interviews, considered to be the earliest-known oral histories of the Holocaust, provide firsthand accounts of the horrific brutality of the period, as well as fierce struggles for survival. The collection brings these forgotten voices to life in a way never before possible, providing a richer understanding of the Holocaust and those who experienced it.

Funding for this project was provided by the Illinois State Library (ISL), a Department of the Office of Secretary of State, using funds provided by the U.S. Institute of Museum and Library Services (IMLS), under the Federal Library Services and Technology Act (LSTA).

“I basically did web searches for ‘Holocaust Studies’ and found faculty/ departments in that area, then created a big mailing list. I think it had a pretty significant impact as far as making people aware of the collection and driving some traffic our way.”

-Eben English



UIC Digital Collections' photostream pro

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Photographic collections

8 sets



Images from books

27 sets



The Plexus

12 sets



Images from archival materials

4 sets



Burlington Public Library

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Tracing Your Des Moines County Ancestors at the Burlington Public Library

PHOTOGRAPHS

[Daily Life Along the Chicago, Burlington and Quincy Railroad](#)

Online collection includes over 60 photographs from Burlington in the 1940s including local homes and workers at the shops.

<http://www.burlington.lib.ia.us/genealogy/DesMoinesCounty.htm>

Bughouse Square

WordPress.com



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When Corporate PR Meets Social History

Posted on September 22, 2009

File this under “while you were on summer vacation.” The Newberry Library released a fascinating photo collection under the deceptively plain title “[Daily Life Along the Chicago, Burlington and Quincy Railroad.](#)” It is a selection of some 3,000 black and white photographs taken by Russell Lee and Esther Bubley in 1948. Both Lee and Bubley are more well known for their role in the



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- [UCLA students in mock election campaign: Management \(1700s\) \(and\) again, holding the pen. Some deadline @wvnc: libry./100 /5mXmKia,daveapp](#)
- [My former coworkers from @vnc have a good article for union members in Labor & the United Responsibility \(10/22/09\) and @vnc: @vnc: @vnc](#)

<http://bughousesquare.wordpress.com/2009/09/22/corporate-pr-meets-social-history/>

passing loop

where real, model and virtual trains meet



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Random Views



Daily Life Along the Chicago Burlington and Quincy Railroad

February 17, 2010 | [Comments Off](#)

In 1955, the Chicago, Burlington and Quincy Railroad hired Newberry President and Librarian Stanley Pargellis and newspaperman and historian Lloyd Lewis to edit a book documenting the social and economic impact of the railroad. This resulting book named *Granger Country: A Pictorial Social History of the Burlington Railroad* contained historical materials and photographs taken by Esther Bublely and Russell Lee.



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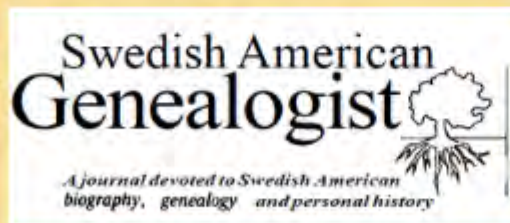
[« Historic Ebbw Vale, Wales Building Set To Re-Open as a Genealogy and Visitor Centre | Main | \(+\) Use Old MS-DOS Programs on Windows or Macintosh »](#)

MP3 Audio

Swedish American Genealogist Online

Listen

The Swedish American Genealogist is a quarterly journal devoted to Swedish American biography, genealogy, and personal history. The journal was founded in 1981 by Nils William Olsson and is currently edited by Elisabeth Thorsell. This online collection is now available free of charge to the public and contains issues published as recently as 2007.



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http://blog.eogn.com/eastmans_online_genealogy/2011/07/swedish-american-genealogist-online.html



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John Wesley Powell

From Wikipedia, the free encyclopedia

For other people named John Wesley, see [John Wesley \(disambiguation\)](#).


John Wesley Powell (March 24, 1834 – September 23, 1902) was a U.S. soldier, geologist, explorer of the *American West*, and director of major scientific and cultural institutions. He is famous for the 1869 *Powell Geographic Expedition*, a three-month river trip down the Green and Colorado rivers that included the first known passage through the Grand Canyon.

Powell served as second director of the US Geological Survey (1881–1894) and proposed policies for development of the arid West which were prescient for his accurate evaluation of conditions. He was director of the Bureau of Ethnology at the Smithsonian Institution, where he


External links

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- [Biographical sketch \(1903\)](#) [by Frederick S. Dellenbaugh](#)
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- ["John Wesley Powell"](#) [by James M. Aton in the Western Writers Series Digital Editions](#) [at Boise State University](#)
- ["A Canyon Voyage, The Narrative of the Second Powell Expedition down the Green-Colorado River from Wyoming, and the Explorations on Land, in the Years 1871 and 1872"](#) [\(1908\) by Frederick Samuel Dellenbaugh at Project Gutenberg.](#)



Wikisource has original works written by or about: *[John Wesley Powell](#)*



Wikimedia Commons has media related to: *[John Wesley Powell](#)*

http://en.wikipedia.org/wiki/John_Wesley_Powell



University of Wisconsin-Milwaukee Libraries Digital Collections

From Wikipedia, the free encyclopedia

The **University of Wisconsin-Milwaukee Libraries Digital Collections** was established in 2001 to provide remote (online) access to the library's unique resources. It serves the University of Wisconsin-Milwaukee academic community as well as the general public.

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Wall

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University of Miami Libraries Digital Collections



Education · Coral Gables, Florida



Wall



University of Miami Libraries Digital Collections

New! The Edward Spalding Digital Collection

If you're interested in trade, shipping, and agriculture in early nineteenth century Cuba, be sure to check out the Edward Spalding digital collection.

Spalding was a shipping agent who worked in Cuba in the early 1800s, and the collection contains correspondence and business records on a variety of topics, such as trade routes, cargo shipments, market conditions, and the production and shipment of coffee, sugar, cigars, and molasses.

Learn more at: <http://merrick.library.miami.edu/cubanHeritage/chc0184/>



The Ashes of Waco

A blog about the digitization and online presentation of archival materials in the Dick J. Reavis Papers that are related to his book, *The Ashes of Waco: An Investigation*, about the 1993 raid, siege and burning of the Mt. Carmel Center near Waco, Texas.

The Wittliff Collections, Albert B. Alkek Library, Texas State University-San Marcos



THE ASHES OF WACO

The Ashes of Waco digital collection

The CONTENTdm site containing the digitized materials and the metadata records from the Dick J. Reavis Papers.

The Ashes of Waco website

Portal page to the digital collection. Includes a transcribed interview with author Dick J. Reavis, and information about the author, the book, the papers, the grant, the digital collection and the Southwestern Writers Collection.

GRANT PROJECT FUNDED BY:

Texas State Library and Archives

March 19, 2010

Audio Files

All the audio files currently in the digital collection now play directly in the window, thanks to Todd Peters, who embedded the audio player, and Alan Schaefer, who moved the audio files and updated the metadata.

This works a little differently than the streaming video, which relies on whatever media player you have on your hard drive to play. But both the audio and video files work similarly now, and much more conveniently by not downloading to your hard drive before playing. You can play the file immediately, read the metadata as you watch/listen, and skip around the file at will.

So, we currently have the following audio files available online. Hold your mouse over the link for a brief description, and click on the link to go directly to the record.

RECENT POSTS

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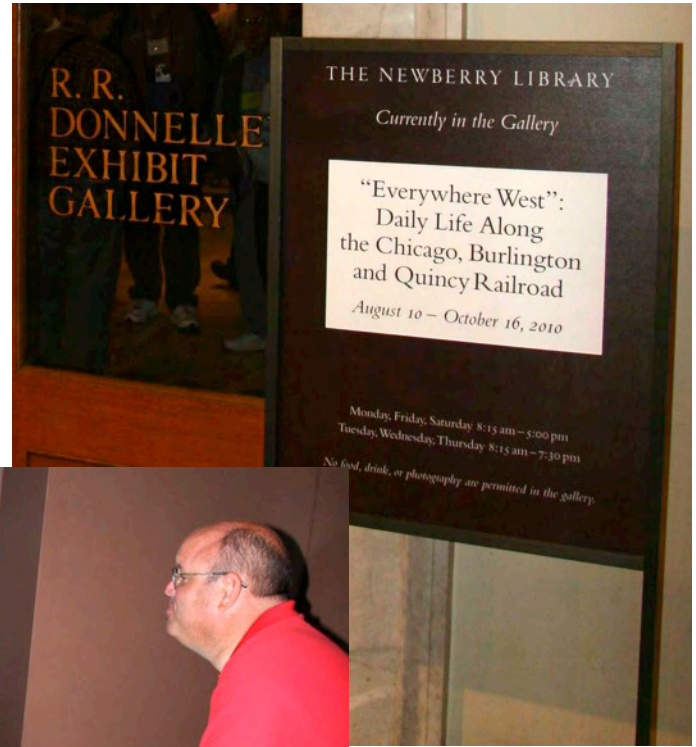
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CATEGORIES

<http://alkeklibrarynews.typepad.com/ashesofwaco/>

NEWBERRY EXAMPLES



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"Everywhere West":

Daily Life Along the Chicago, Burlington and Quincy Railroad

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Introduction

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The Chicago, Burlington and Quincy Railroad was one of the largest and most significant railroads in the United States, controlling transportation over much of the nation between the Rocky Mountains and the Mississippi River. Formed from the Aurora Branch Railroad in 1855, the company employed thousands, settled the country with immigrants from the United States and Europe, established towns, fostered agriculture, and spurred the growth of Chicago and other urban centers. The firm was also a pioneer in promoting tourism to scenic sites such as the Rocky Mountains, and in adopting new technologies, most notably the diesel-electric stainless steel Zephyr trains.

In 1947, the CB&Q hired Newberry Librarian Stanley Pargellis and newspaperman Lloyd Lewis to write a centennial volume celebrating the social and economic impact of the railroad. To provide illustrations for the book, nationally recognized photojournalists Esther Bublely and Russell Lee, traveling in a railroad car, took thousands pictures of the railroad and the people, industries, farms, and towns alongside its tracks. The result was *Granger Country: A Pictorial Social History of the Burlington Railroad* (1949).

Granger Country was not destined for immortality. It sold poorly and was soon out of print. The book's most enduring legacy was the impressive collection of Bublely and Lee images documenting everyday life in postwar America, now part of the Chicago, Burlington and Quincy Railroad archives at the Newberry Library.



Russell Lee, *Observation Car of Moving Zephyr*, May, 1948.



Russell Lee, *Chicago Cityline and the 14th Street Passenger Car*, May, 1948.

Collaborations

2011 Calendar
Celebrating Daily Life Along The Chicago, Burlington & Quincy Railroad in 1948

2820
C. B. & Q.

Burlington
Route

Photos courtesy of Chicago Burlington & Quincy Railroad Company Archives, The Newberry Library, Chicago.
Call Numbers: MS CB&Q GR566, Top Left - MS CB&Q GR201 and Top Right - MS CB&Q GR826.

BURLINGTON ROUTE HISTORICAL SOCIETY

Presentations

With Thanks to the BRHS

The Newberry Library



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Albany Park
Chicago Community Area 14

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Nearby, Timothy. "Albany Park" in [The Electronic Encyclopedia of Chicago](#).

Images of the people and places in this [neighborhood](#) from the CARLI digital collections.

Submitted by Anonymous on Thu, 04/05/2007 - 20:20.

Map Satellite Hybrid

Seamanash Cemetery Brynford Park W Bryn Mawr Ave North Park North Park N Kimball Ave

CARLI digital collections home collections about



CARLI Digital Collections

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Search results for **Albany Park (Chicago, Ill.)** search again

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<input type="checkbox"/> 1.		Seamless curtain portraits, image 041
<input type="checkbox"/> 2.		Seamless curtain portraits, image 116

WHAT THE LITERATURE SAYS

What the literature says

Madsen, C. M. (2009). “The importance of marketing digital collections: Including a case study from Harvard’s open collections program”. *ALISS Quarterly*, 5(1), 2-9.

<http://christinemadsen.com/wp-content/uploads/2009/09/ImportanceofMarketingDigitalCollections.pdf>

Case Study from Harvard

Open Collections Program (grant funded)

Goals:

- To increase availability and use of historical resources
- To offer a new model for digital collections that will benefit students and teachers around the world

Quality Principles:

- Selection standards
- Production standards
- *Access standards*

Case Study from Harvard

Outreach Campaign:

- Hired “outreach and evaluation coordinator”
- Emailed announcement targeting internal audiences
- Used inlink analysis and basic searching to identify and compile list of relevant courses, instructors and institutions
- Contacted owners of similar sites to request links
- Mailed printed brochures
- Emailed monthly updates
- Sent press releases to local media outlets
- Placed ads in conference publications and journals

Marketing budget was 2% of total project budget

Case Study from Harvard

Results:

- Visits to collection continued to grow
- Collections where no promotion was done had significantly lower usage

What the literature says

Wine, Erica. (2008). "Online Digital Special Collections in English Universities: Promoting Awareness". *FUMSI*, 1 Feb. 2008. Web. 14 Mar. 2012.

"...digital special collections may constitute an important point of contact with wider cultural initiatives if appropriately exploited and promoted and may raise the profile of the home institution through the achievement of recognition in a regional, national or international context."

<http://web.fumsi.com/go/article/share/2692>

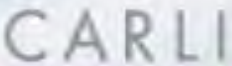

Online digital special collections

- Collection issues
- Promotional issues
- Institutional issues
- Staffing issues

It's up to the curators to enhance promotion and awareness

STATS AND ANALYTICS

CARLI stats

  Consortium of Academic and Research Libraries in Illinois

CARLI Digital Collections Statistics

Monthly Statistics Generator

Please choose an option and date and a "Display" link will appear below for your selection:

- Total Collection Home Page Views
- On-Campus vs. Off-Campus Collection Home Page Views
- Saskia Art Images Collection Usage On-Campus by Institution
- Items Viewed in a Single Collection

Choose a collection:

Choose a year: and month:

Statistics are generated on the first of every month for activity during the previous month.

CARLI stats (6/11 and 7/11)

aug_carl 52
aug_jjsp 0
aug_sag 222 ←
ben_jochman 6
bra_jack 35
bra_peoria 136
csu_digi 13
csu_maxwell 7
dom_hart 422
dom_snow 0
eiu_postc 35
eiu_theatre 17
erk_wwii 0
gsu_ethno 9
gsu_sculpt 6
ilc_alumni 5
ilc_forte 11
ilc_jfa 4
ims_art 80
isu_new 6
iwu_ames 178

aug_carl 60
aug_jjsp 0
aug_sag 1595 ←
ben_jochman 5
bra_jack 31
bra_peoria 217
csu_digi 33
csu_maxwell 21
dom_hart 45
dom_snow 0
eiu_postc 44
eiu_theatre 19
erk_wwii 0
gsu_ethno 17
gsu_sculpt 14
ilc_alumni 6
ilc_forte 8
ilc_jfa 8
ims_art 54
isu_new 9
iwu_ames 175

Visitors Overview

Jan 1, 2012 - Mar 26, 2012

Advanced Segments | Email **BETA** | Export | Add to Dashboard

100.00% of total visits

Overview

Visits vs. [Select a metric](#)

Hourly Day Week Month

Visits



10,466 people visited this site

- 15,052 Visits**
- 10,466 Unique Visitors**
- 120,627 Pageviews**
- 8.01 Pages/Visit**
- 00:04:49 Avg. Visit Duration**
- 44.99% Bounce Rate**
- 68.04% % New Visits**



- 68.14% New Visitor**
10,257 Visits
- 31.86% Returning Visitor**
4,795 Visits

Help

- [The Visitors Overview Report](#)
- [Comparing Metrics](#)
- [Using the Interactive Table](#)
- [Common Report Controls](#)
- [Video: Add Advanced Segments](#)
- [Find Your Old Reports in the New Interface](#)

Help center

Search help center

Go



Visits	% Visits
13,233	87.92%

SAIC digital libraries

Ryerson & Burnham
Digital Collections

home : browse : advanced search : preferences : my favorites : about : help

Keyword search

go

SAIC Digital Libraries

- [Advanced search](#)
- [Preferences](#)
- [Favorites](#)
- [About](#)
- [Copyright](#)

Featured Collection



The Chicago Architectural Sketch Club



"Tomato slicer," The Joan Flasch Artists' Book Collection

Collections

the John M. Flaxman Library

- [The Joan Flasch Artists' Book Collection](#)

the Ryerson & Burnham Libraries

- [Ryerson & Burnham Digital Collections](#)



Google Analytics Code

2. Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. 

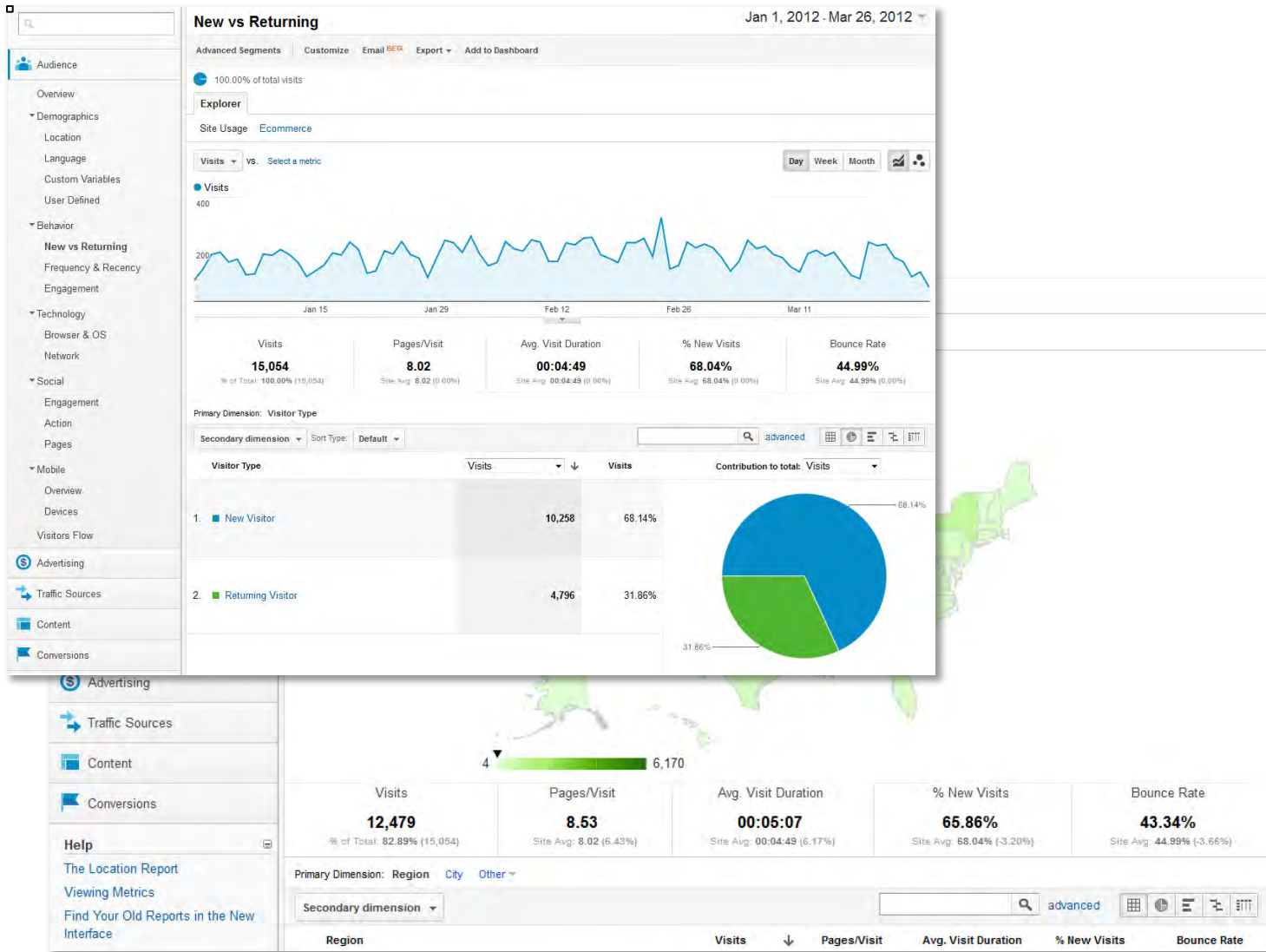
```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-2507695-1']);
_gaq.push(['_trackPageview']);

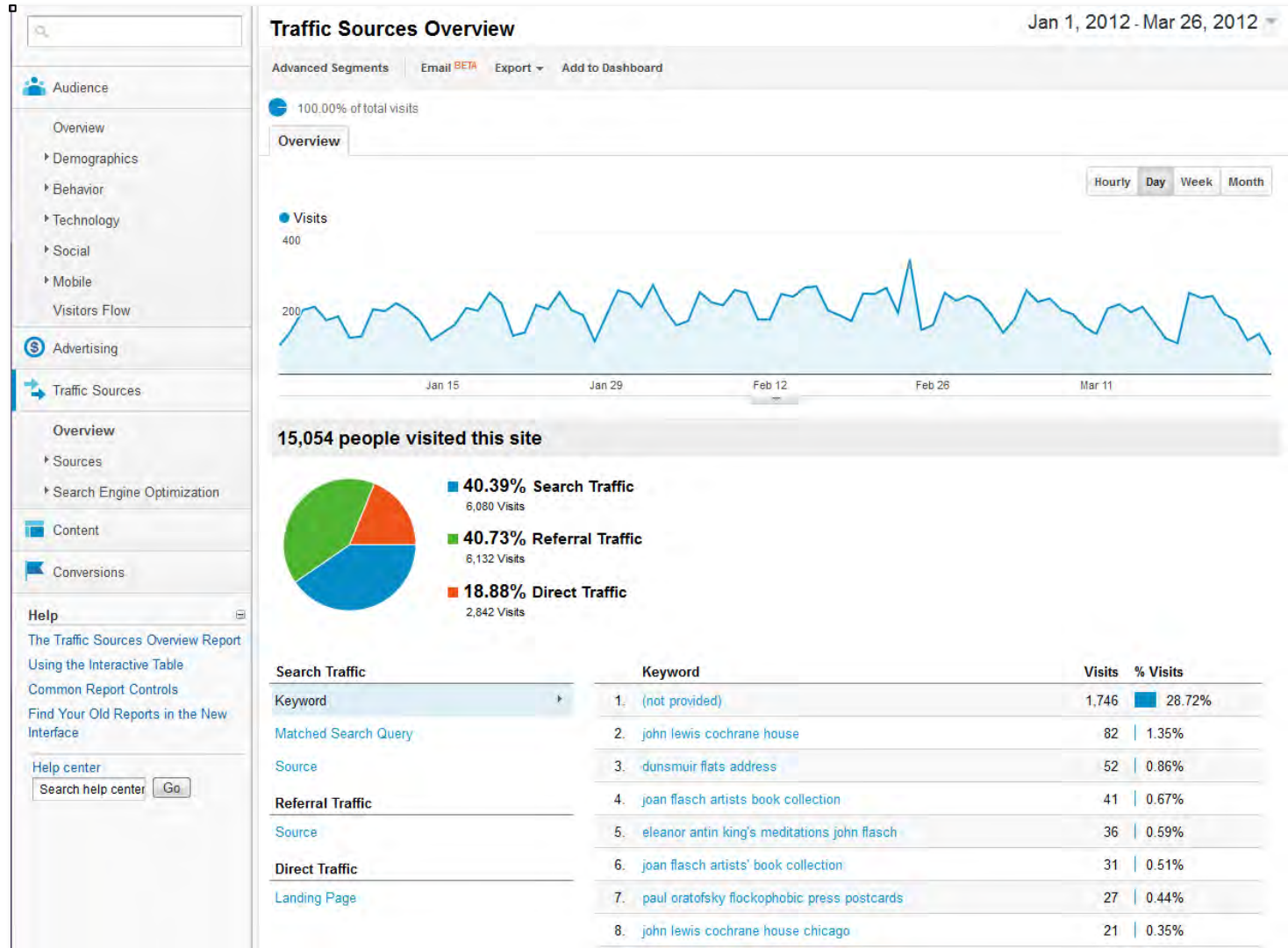
(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```

Demographics



Traffic Sources



Keywords

Primary Dimension: [Traffic Type](#) [Source](#) **Keyword** [Campaign](#) [Other](#)

Plot Rows Secondary dimension Sort Type: Default advanced

Keyword	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. (not provided)	1,746	9.76	00:07:15	64.43%	41.24%
2. john lewis cochrane house	82	3.71	00:01:41	98.78%	24.39%
3. dunsmuir flats address	52	1.02	00:00:11	1.92%	98.08%
4. joan flasch artists book collection	41	14.02	00:06:14	36.59%	24.39%
5. eleanor antin king's meditations john flasch	36	22.47	00:08:47	0.00%	22.22%
6. joan flasch artists' book collection	31	8.61	00:03:16	64.52%	12.90%
7. paul oratofsky flockophobic press postcards	27	2.19	00:01:54	7.41%	88.89%
8. john lewis cochrane house chicago	21	2.67	00:00:29	95.24%	38.10%
9. chicago architects oral history project	20	5.70	00:02:48	30.00%	35.00%
10. saic digital libraries	17	24.29	00:09:57	11.76%	11.76%

Show rows: 10 Go to: 1 1 - 10 of 3211

This report was generated on 3/26/12 at 10:41 AM - [Refresh Report](#)

Landing Page

Plot Rows		Secondary dimension: Landing Page	Sort Type: Default		advanced		
	Keyword	Landing Page	Visits	Pages/Visit	Avg. Visit Duration		
<input type="checkbox"/>	1. (not provided)	/cdm4/index_jfabc.php?CISOROOT=/jfabc	285	22.65	00:16:43		
<input type="checkbox"/>	2. john lewis cochrane house	/cdm4/results.php?CISOOP1=exact&CISOFIELD1=CISOSEARCHALL&CISOROOT=/mqc&CISOBOX1=Cochran,+John+Lewis,+Residence	82	3.71	00:01:41		
<input type="checkbox"/>	3. (not provided)	/cdm4/results.php?CISOOP1=exact&CISOFIELD1=CISOSEARCHALL&CISOROOT=/mqc&CISOBOX1=Cochran,+John+Lewis,+Residence	60	5.67	00:01:30		
<input type="checkbox"/>	4. dunsmuir flats address	/cdm4/item_viewer.php?CISOROOT=/halic&CISOPTR=5353&CISOBOX=1&REC=1	52	1.02	00:00:11		
<input type="checkbox"/>	5. (not provided)	/cdm4/index_caohp.php?CISOROOT=/caohp	48	4.83	00:02:28		
<input type="checkbox"/>	6. (not provided)	/cdm4/index_halic.php?CISOROOT=/halic	43	4.02	00:01:50		
<input type="checkbox"/>	7. (not provided)	/	35	5.23	00:01:45		
<input type="checkbox"/>	8. (not provided)	/cdm4/item_viewer.php?CISOROOT=/jfabc&CISOPTR=2961&CISOBOX=1&REC=1	32	1.00	00:00:00		
<input type="checkbox"/>	9. joan flasch artists book collection	/cdm4/index_jfabc.php?CISOROOT=/jfabc	27	18.96	00:06:43		







Landing Page

The screenshot shows a Mozilla Firefox browser window displaying the SAIC Digital Libraries Item Viewer. The page title is "THE ART INSTITUTE OF CHICAGO" and the main heading is "Historic Architecture and Landscape Image Collection". A search bar is located below the heading with the text "SEARCH ALL COLLECTIONS | search this collection | about this collection | browse this collection | view all". A breadcrumb trail reads: "You are here: Home > Libraries > Research > Special & Digital Collections > The Historic Architecture & Landscape Image Collection". Below the breadcrumb, there is a "Dunsmuir Flats" section featuring a large black and white photograph of a modernist building. A smaller thumbnail image is visible to the left of the main image. The browser's address bar shows the URL: "digital-libraries.saic.edu/cdm4/item_viewer.php?CISOROOT=/halic&CISOPTR=5353&CISOBX=I&REC=1".

On the right side of the browser window, a Google Analytics dashboard is visible, showing a "Bounce Rate" of 15.44% and a "Conversion Rate" of 24.39%. Other metrics include 28.33%, 98.08%, 54.17%, 51.16%, 57.14%, 100.00%, 7.41%, and 34.62%. A "Refresh Report" button is located at the bottom right of the dashboard.

Traffic Sources







Primary Dimension: Source/Medium [Source](#) [Medium](#) [Other](#) ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾ advanced      

Source/Medium	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/> 1. google / organic	5,868	6.07	00:03:55	72.49%	48.76%
<input type="checkbox"/> 2. artic.edu / referral	3,295	12.22	00:07:05	60.03%	26.01%
<input type="checkbox"/> 3. (direct) / (none)	2,843	8.06	00:04:43	65.00%	55.22%
<input type="checkbox"/> 4. cinematreasures.org / referral	397	2.61	00:01:31	73.55%	74.56%
<input type="checkbox"/> 5. libraryguides.saic.edu / referral	364	16.62	00:10:44	32.14%	21.43%
<input type="checkbox"/> 6. en.wikipedia.org / referral	358	4.26	00:02:50	89.66%	53.35%
<input type="checkbox"/> 7. facebook.com / referral	260	10.47	00:09:07	40.77%	40.38%

Referral Path

Primary Dimension: Referral Path Other

Plot Rows Secondary dimension: Landing Page Sort Type: Default      

Referral Path	Landing Page	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. /theaters/991	/cdm4/item_viewer.php?CISOROOT=/halic&CISOPTR=1780&CISOBOX=1&REC=19	47	1.26	00:02:15	72.34%	91.49%
2. /theaters/348	/cdm4/item_viewer.php?CISOROOT=/casc&CISOPTR=8179&CISOBOX=1&REC=8	38	1.11	00:00:29	76.32%	92.11%
3. /theaters/302	/cdm4/item_viewer.php?CISOROOT=/casc&CISOPTR=7730&CISOBOX=1&REC=18	22	1.64	00:00:34	45.45%	77.27%
4. /theaters/981	/cdm4/item_viewer.php?CISOROOT=/halic&CISOPTR=3920&CISOBOX=1&REC=6	17	1.29	00:00:53	64.71%	82.35%
5. /theaters/991/comments	/cdm4/item_viewer.php?CISOROOT=/halic&CISOPTR=1780&CISOBOX=1&REC=19	16	1.31	00:02:53	62.50%	87.50%
6. /theaters/302	/cdm4/item_viewer.php?CISOROOT=/halic&CISOPTR=10601&CISOBOX=1&REC=13	15	3.73	00:00:36	80.00%	86.67%
7. /theaters/1203	/cdm4/item_viewer.php?CISOROOT=/casc&CISOPTR=7323&CISOBOX=1&REC=12	14	1.21	00:00:30	71.43%	78.57%
8. /theaters/254	/cdm4/item_viewer.php?CISOROOT=/halic&CISOPTR=1464&CISOBOX=1&REC=20	14	1.71	00:01:11	71.43%	42.86%
9. /theaters/987	/cdm4/item_viewer.php?CISOROOT=/mqc&CISOPTR=12667&CISOBOX=1&REC=1	14	22.07	00:09:51	85.71%	28.57%

Referral Path

The screenshot displays the Google Analytics interface for 'Referral Traffic - Google Analytics - Mozilla Firefox'. The main report shows a line chart for 'Mar 11' and a 'Bounce Rate' of 74.56% (Site Avg: 44.99% (65.72%)). A table below lists traffic sources with columns for Avg. Visit Duration, % New Visits, and Bounce Rate.

	Avg. Visit Duration	% New Visits	Bounce Rate
6	00:02:15	72.34%	91.49%
1	00:00:29	76.32%	92.11%
4	00:00:34	45.45%	77.27%
9	00:00:53	64.71%	82.35%
1	00:02:53	62.50%	87.50%
3	00:00:36	80.00%	86.67%
7	00:00:30	71.43%	78.57%
8	00:01:11	71.43%	42.86%
9	00:09:51	85.71%	28.57%

An overlay browser window shows 'Comments about Marbro Theatre in Chicago, IL - Cinema Treasures - Mozilla Firefox'. The comments are as follows:

- amoswald** on January 30, 2012 at 11:52 pm: If any of you are on FB, there are photos and memories of the Marbro and other B&K theaters posted on the Austin neighborhood group and the St. Mel's group.
- Scott** on January 30, 2012 at 11:42 pm: I have added a photo of the Marbro, which is actually a postcard view of the theatre from 1929. It shows a little more of West Madison Street than most of the other early pictures I've seen.
- BobbyS** on August 6, 2011 at 11:13 pm: Great photo..Would love to see same photo in late 40's & 50's same view new signage. Thanks.
- Broan** on August 6, 2011 at 6:12 pm: [Here](#) is a nice early view
- BobbyS** on July 31, 2011 at 12:09 am: Ditto, I will also check it out. Always interested about stories of the majestic Marbro....
- amoswald** on July 30, 2011 at 10:04 pm: Thanks for this reference. I will check it out.

The URL at the bottom of the browser window is: <http://digital-libraries.saic.e...c&CISOPTR=1780&CISOBX=1&REC=19>

wiki.carli.illinois.edu



navigation

- Main Page
- Recent changes

search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

ChrisD my talk my preferences my watchlist my contributions log out

article discussion edit history move watch

Google Analytics Summary: Quarter 1 2011-12

Contents [hide]

- 1 Google Analytics Summary: Quarter 1 (July-September 2011)
 - 1.1 Traffic Sources:
 - 1.2 Key Words
 - 1.3 Original Reports
 - 1.4 Previous Reports

Google Analytics Summary: Quarter 1 (July-September 2011)

[edit]

Traffic Sources:

[edit]

The top traffic sources* for the First Quarter of 2011-12 (July-September 2011) were:

1. Eastman's Online Genealogy Newsletter (blog.eogn.com)
 1. [1] http://blog.eogn.com/eastmans_online_genealogy/2011/07/swedish-american-genealogist-online.html
2. James Boswell.info (jamesboswell.info)
 1. [2] <http://www.jamesboswell.info/biography/john-wilkes-essay-women-wilkes-and-liberty>
3. Cinematreatures (cinematreatures.org)
 1. [3] <http://cinematreatures.org/theaters/982>
 2. [4] <http://cinematreatures.org/theaters/254>
 3. [5] <http://cinematreatures.org/theaters/348>
 4. [6] <http://cinematreatures.org/theaters/711>
 5. [7] <http://cinematreatures.org/theaters/12200>
 6. [8] <http://cinematreatures.org/theaters/5977>
 7. [9] <http://cinematreatures.org/theaters/4863>
 8. And many more, mainly as links provided in the comments sections of entries
4. The Southern (thesouthern.com)
 1. [10] http://thesouthern.com/news/local/education/online-documents-highlight-southern-illinois-during-the-civil-war/article_f9e48fcc-ad58-11e0-8efb-001cc4c03286.html
5. Swedish-American Historical Society (swedishamericanhist.org)
 1. [11] <http://swedishamericanhist.org/publications/index.html>

This ranking removes Institutional Websites, Search Engines, Facebook, and FLICKR. These four categories bring the largest number of visitors to the Digital Collections.

The top search engines directing traffic to the Collections are 1) Google; 2) Yahoo; & 3) Bing

The top non-search engines directing traffic are 1) Facebook; 2) Wikipedia; & 3) Flickr

Specialty blogs (such as cinematreatures.org [historical movie theaters], swedishamericanhist.org [Swedish-American History], blog.hemings.com [Classic Cars], and songbook1.wordpress.com [American Song Book] push traffic to the Collections, with visitors trailing off after initial posts. Genealogy blogs and discussion groups are also sources of traffic, mostly in late summer and less in early fall.

Key Words

[edit]

The top keywords/phrases used to access the CARLI collections via search engines were for the first quarter of 2011-12 (July-September 2011) were:

Using Google Analytics

- Keywords
 - How are visitors looking for your collection?
 - What are they looking for and not finding?
 - How can you develop your collections further?
- Traffic Sources
 - How are visitors getting to your collections?
 - Are they staying and exploring?
 - New marketing resources, new partners
- Visitors Overview
 - Demographics
 - Tracking visitors over time

Final thoughts

- Promotion is our job
- Promotion should be an ongoing activity
- You don't have to spend a lot of money
- Communicate value of collection
- Promote a benefit not a “thing”
- Collections of Collections
- Be creative, enlist others