CARLI Digital Collections
Google Analytics Summary: 2011-2012 Quarter 3
January - March 2012

Traffic Sources:

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 traffic sources were:

1. Cinema Treasures (cinematreasures.org)

    • See Quarter 1 report for examples of Cinema Treasures links

2. James Boswell.info (jamesboswell.info)

    • http://www.jamesboswell.info/biography/john-wilkes-essay-women-wilkes-and-liberty
      [linking to Southern Illinois University Carbondale's SCRC Text]

3. OCLC [oclc.org] **NEW**

    • http://www.oclc.org/us/en/news/announcements/2012/announcement.htm
      [linking to Knox College's Railroads in the Midwest: Early Documents and Images]

4. Swedish-American Historical Society (swedishamericanhist.org)

    • http://swedishamericanhist.org/publications/index.html
      [linking to North Park University's Swedish-American Historical Quarterly]

5. Hemming's Blog: The World's Largest Collector-Car Marketplace (blog.hemmings.com) **NEW**

    • http://blog.hemmings.com/index.php/2012/05/03/peoria-illinois-1960s/
      [Linking to Bradley University's The Jack Bradley Photojournalism Collection]

    • http://blog.hemmings.com/index.php/2012/03/19/chicago-1968/
      [Linking to University of Illinois at Chicago's C. William Brubaker Collection]

    • http://blog.hemmings.com/index.php/2011/02/02/carspotting-chicago-in-sunnier-times/
      [Linking to University of Illinois at Chicago's IDOT Chicago Traffic Photographs]

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

Keywords

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. Graphic design projects for students
2. Saskia/ Saskia Images
3. Settlement Houses
4. Decaturian
5. Pullman Car Plans/Pullman Passenger Car Plans

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Most keyword phrases resulted in fewer than 10 new visits, indicating that searchers use a variety of keywords to locate the same collections.

Word that appeared frequently in the search phrases were:

1. Illinois (46x)
2. Chicago (36x)
3. Pullman (31x)
4. Digital (20x)
5. Sanborn (19x)

This summary was created by the CARLI Digital Collections Users' Group (DCUG) based on data derived from the Traffic Sources reports in Google Analytics.

For previous Quarter Summaries and full downloads of the "Keyword" report data, visit
http://www.carli.illinois.edu/mem-prod/contentdm/cdm-ga.html