

# CARLI Digital Collections

## Google Analytics Summary: 2013-2014 Quarter 1

### July-September 2013

#### 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. goodfellow uic (206)
2. chicago world's fair puppeteer (92, includes variations)
3. idot university of chicago collection (91)
4. sanborn maps (88, includes variations)
5. caitlin eskridge nurse (33)

**Analysis:** The terms "goodfellow UIC," "Chicago 1933 World's Fair puppeteer," and the IDOT collection at UIC earned the top 3 spots on this quarter's keyword/phrase report. The search phrases that included the puppeteer varied greatly in word order, punctuation, and spelling/misspelling. Interest in Sanborn fire insurance maps of Illinois and various specific cities from Arlington Heights to Waukegan continues. Combined, the "sanborn maps" phrase totaled 88 visits, including the numerous variations. The term "caitlin eskridge nurse had 33 visits for fifth place this quarter.

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

1. Illinois (93)
2. Chicago (63)
3. 1933 (48)
4. Fair (38)
5. Peoria (37)
6. Maps (34)
7. University (32)
8. Sanborn (29)
9. Pullman (27)
10. History (20)

**Analysis:** As can be seen in the keyword/phrase report above, the 1933 World's Fair in Chicago accounted for three of the top five keywords, although the word "Chicago" was used in several search contexts. Place names, such as "Illinois," "Chicago" and "Peoria," and the word "university" continue to be mainstays of this list. There is no surprise there. The words "Maps," "Sanborn," and "Pullman" continued to generate considerable interest this quarter. The keyword, "history," rounds out the top 10 most frequently used keywords.

## 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 Wikipedia 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:

#### ➤ [IDOT Chicago Traffic Photographs \(University of Illinois at Chicago\)](#)

This continued to be a very popular collection with blogs tracking Chicago history, such as [Chicago Past](#), [Uptown Chicago History](#), and [Planet Barbarella](#). New traffic sources to this collection this quarter include [Forgotten Chicago](#), [Gaper's Block](#), and [WBEZ](#).

#### ➤ [Chicago Genealogist \(Newberry Library\)](#)

This continued to receive traffic from the [Chicago Genealogical Society](#), another [online guide to resources](#), and [Eastman's Online Genealogy](#). This quarter a new traffic source was [a research guide from the Chicago History Museum library](#).

#### ➤ [Daily Life Along the Chicago Burlington and Quincy Railroad](#) (Newberry Library)

Traffic from three sources: Two public libraries in [Burlington, IA](#) and [Galesburg, IL](#), and the forum for [O Gauge Railroad](#) magazine.

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

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

This continued to drive traffic to images of movie theaters from three different collections: [C. William Brubaker Collection](#) (University of Illinois at Chicago), [CITY 2000](#) (University of Illinois at Chicago), and [Peoria Historical Society Image Collection](#) (Bradley University)

#### ➤ [Chicago Past](#) (Tumblr-hosted site that collects photos of historic Chicago)

This blog continued to drive traffic to images from multiple collections including [Metropolitan Planning Council, 1934-2000](#) (University of Illinois at Chicago), [Daily Life Along the Chicago Burlington and Quincy Railroad](#) (Newberry Library), and [IDOT Chicago Traffic Photographs](#) (University of Illinois at Chicago). Also linked to the home page for IDOT Chicago Traffic Photographs.

#### ➤ [Forgotten Chicago](#)

Referred to images from the [IDOT Chicago Traffic Photographs](#) (University of Illinois at Chicago) collection and [Cook County Forest Preserve Photographs](#) (University of Illinois at Chicago).

### 3. Other interesting connections and patterns:

- WBEZ was a new traffic source this quarter, and drove far more traffic than last quarter's highest driver (Chicago Curbed). This was [part of a nice feature](#) in July highlighting the [IDOT Chicago Traffic Photographs](#) (University of Illinois at Chicago) collection.

- Other new sources were the the forum for [O Gauge Railroading](#) magazine, [Railroad Preservation News](#), and a a blog called [Welcome to Forgotonia](#), which linked to images from the [WIU Digital Image Collection](#) to illustrate a feature piece on Blandinsville, IL.

### **Traffic sources conclusions:**

The heaviest drivers of traffic continue to be old photos of cities and towns in Illinois and genealogical resources. Railroad enthusiasts also continue to drive a great deal of traffic.

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The top keywords/phrases used to access the CARLI collections via search engines were:

1. Peoria Historical Society (183)
2. idot (57)
3. forgottonia (42)
4. Sanborn maps Chicago (40)
5. Louis Sullivan siue (30)

**Analysis:** The general trend of popular keyword phrases for specific topics continues in quarter 2, although the top 5 list includes some surprising additions and omissions. “Peoria Historical Society” has consistently been part of these keyword phrase rankings, and variations on “idot” and “Sanborn maps Chicago,” but other keyword phrases that were common in past reports (e.g., “city 2000,” “Frank B. Meyer Sketchbook”) are further down in the rankings this quarter. “Forgottonia” remains high on the list, indicating continual interest in the recent passing of Neal Gamm (see last quarter’s report), and the search for Louis Sullivan and SIUE appears to reflect an upswing in interest in the Louis Sullivan collection at SIUE.

The highest ranking keyword phrases continue to identify that specific points of interest generate the most keyword searches of CARLI’s CONTENTdm collections. Unique, popular material remains important in drawing searchers to the CONTENTdm collections, and while it is largely impossible to predict what collections or items in a collection might happen to match future news/current events, the “forgottonia” search’s continued presence on this list shows that this sort of traffic can be sustained even after an event seems no longer quite so current.

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

1. Illinois (75)
2. Chicago (46)
3. Peoria (35)
4. Pullman (35)
5. University (34)
6. Historical (23)
7. Sanborn (20)
8. Car (18)
9. Maps (17)
10. Fair, American, Society (tied at 15)

**Analysis:** The individual word rankings continue to capture a broader trend in user search behavior, namely that searches including localities or institutions seem to be the source of the majority of the

frequently searched keywords. This speaks to the continued importance of including city, state, and institution names in digital collection titles when appropriate. Even if they seem unnecessary or redundant, they will be frequent generators of search-related traffic.