

## CARLI Digital Collections

### Google Analytics Summary: 2014-2015 Quarter 4

April-June 2015

#### 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:

- [Chicago Genealogist](#) (Newberry Library)

Traffic from three genealogical sites: [Cyndi's List](#), another [online guide](#) to resources, and [Eastman's Online Genealogy Newsletter](#).

- [Pullman Digital Collection](#) (Newberry Library)

Traffic from three sources: [Atlas Model Railroad Forums](#), [Frisco.org](#) (St. Louis-San Francisco train fan site), and [Trainorders.com](#) (a railfan site).

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

Several sites, both general and specific: [Asset Garage](#) (free image aggregator), [Reddit](#), and an [Uptown history site](#).

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

- [Wikipedia](#)

Sent traffic to four collections: [Railroads in the Midwest: Early Documents and Images \(Knox College\)](#), [Louis H. Sullivan Ornaments](#) (Southern Illinois University Edwardsville), [Cook County Forest Preserve Photographs](#) (University of Illinois at Chicago), and [Century of Progress World's Fair, 1933-1934](#) (University of Illinois at Chicago).

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

Referred to multiple images of movie theaters from [Peoria Historical Society Image Collection](#).

**Traffic sources conclusions:**

Make sure your genealogy-related digital collection is included in as many of these online guides and newsletters as possible.

Make sure your local public libraries and/or historical societies know about your collections that would be of interest to their patrons so they can link to them from their websites.

Genealogists and train enthusiasts are active consumers of digital collections. Collections on these themes will find audiences.

## 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:

3. 1933 a century of progress chicago 15
4. illinois wesleyan argus 5
5. sanborn maps 4
6. bowen country club 3
7. c william brubaker archive 3
8. ccc projects lemont il 3
9. chicago 1933 century of progress admiral byrd exhibit 3
10. franklin street bridge peoria 3
11. history of lockport ill 3
12. illinois wesleyan university yearbook 3
13. pullman railroad cars 3
14. western illinois university 3

**Analysis:** The 1933 Century of Progress exhibition materials remain very popular, but many of the searches are focused on other aspects of Illinois history, such as the Pullman company and cities such as Peoria.

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

1. illinois 94
2. Chicago 55
3. il 51
4. history 27
5. peoria 25
6. university 25
7. century 17
8. progress 17
9. wesleyan 17
10. sanborn 16

**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.