



Europeana Foundation Governing Board Meeting

28 September 2017
09h30 – 16h30 CEST

Vrije Universiteit

[De Boelelaan 1105, 1081](#)

[HV Amsterdam](#)

Web Traffic Report

Action proposed: For information and discussion

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public



Web Traffic & Social Media Report

1. Highlights

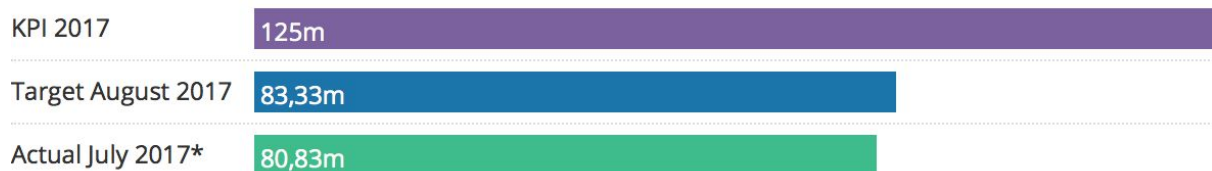
The social media engagement KPI for 2017 has already been reached and impressions on third-party platforms and impressions on social media well on track. There was a decrease in organic traffic caused by Google de-indexation, which we managed to stop temporarily in July thanks to extra user generated and marketing activities (Picture This! photo contest, promotion of galleries and other curated content). Due to lack of resources (possible extension of DSI2) we fell back in August again. This remains an issue. Engagement levels on thematic collections however continues to be 3-4 times higher than average. Downloads slightly behind target, click-throughs far behind target, which means we should consider revisiting them.

Proposed remedial actions:

- continue traffic source diversifications to decrease dependency on Google
- content re-use activities encouraging downloads

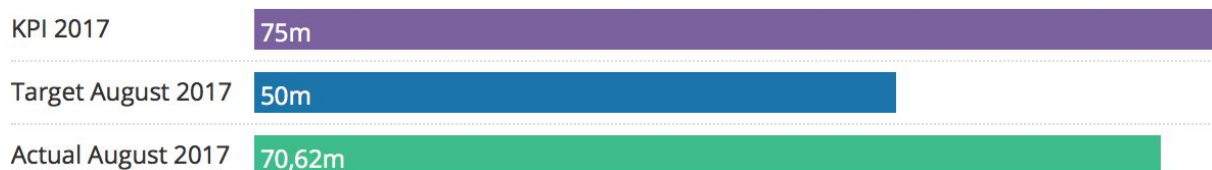
2. KPI overview

Impressions on 3rd Party platforms

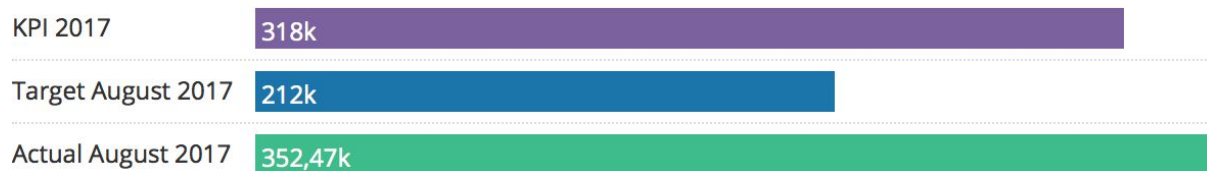


**Wikimedia data for August not yet available, but looking at the results from July and our average monthly impressions, we are on track*

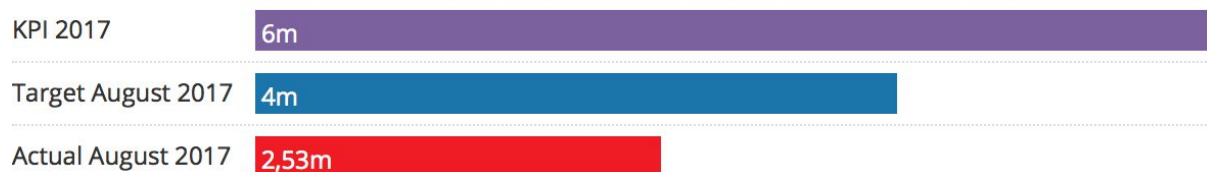
Impressions on social media



Engagement on social media



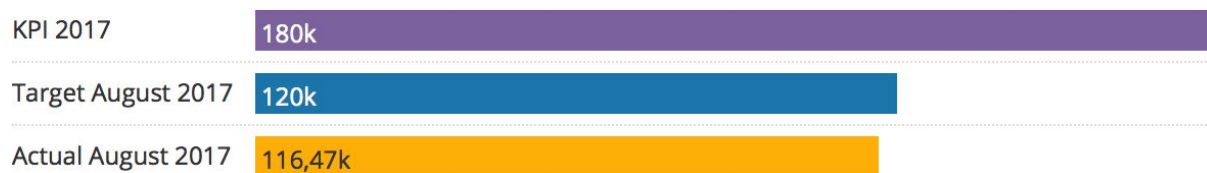
Traffic on End-user products



Returning visitors



Downloads



Click-throughs



3. Content and social media highlights

- **Picture This!**
 - Over 400 photo contest submissions
 - Very successful cooperation with the partner libraries
 - Featured on the website of the European Commission



European Commission > Strategy > Digital Single Market > News >

Digital Single Market

NEWS ARTICLE | 26/07/2017

Picture this! Europeana launches photo competition

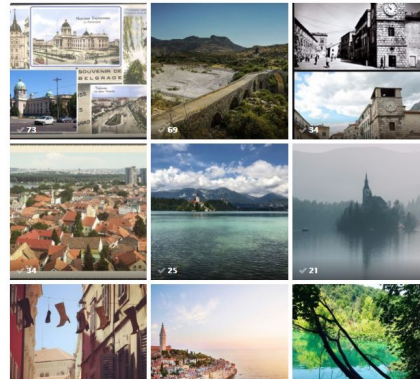
Europeana published a virtual exhibition of vintage postcards of south-eastern Europe this year. They invite people to share their pictures of the same places as they are today as part of the Picture This! competition. To participate, send in your pictures before 31 August 2017 with #PicThisEurope.



What you will win

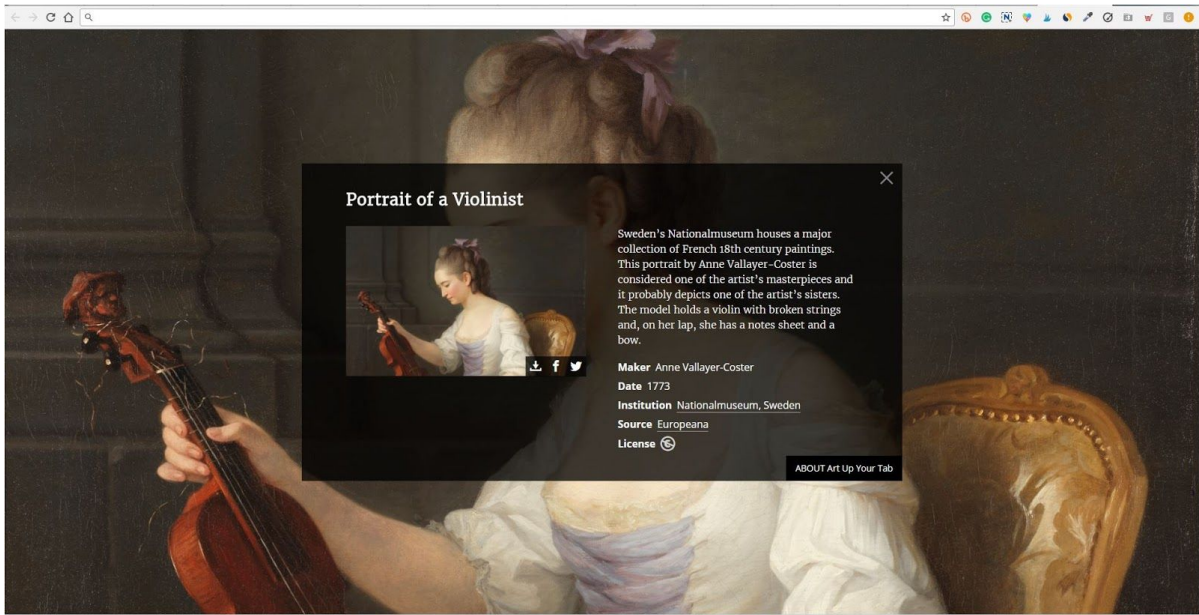
Winners will receive a hamper of smartphone camera accessories and have their images featured in the Picture This! exhibition. Runners-up will receive Europeana goody bags.

Closing date is **Thursday 31 August 2017**.



- **Art Up Your Tab**

- 12-weeks promotion featuring content on weekly themes
- 2766 installs, 1,7 million artwork impressions



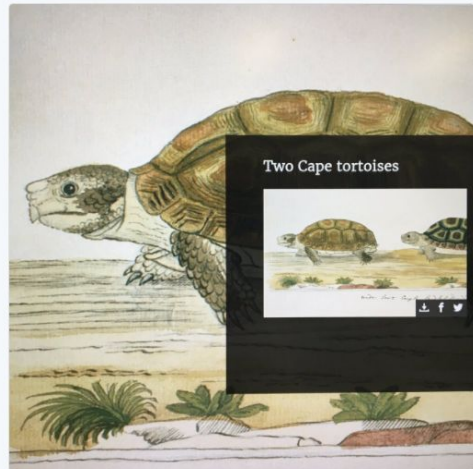
NienkevanSchaverbeke and 1 other Retweeted
Firefox @firefox · Aug 22
You should really try the #ArtUpYourTab add-on.

In each new tab you get: cats, skeptical sheep, bigger cats, feasts mzl.la/2v2B5Es



6 replies 32 retweets 72 likes

Aust Lib & Info Assn follows
Beth Pearson @beppobeth · Aug 24
Finally added #ArtUpYourTab to my browsers. A little colour for my office space. Thanks @Europeanaeu!
- Robert Jacob Gordon, 1777



1 reply 8 retweets 8 likes

- **#GalleryOfTheWeek**

- A way to promote new type of curated content - galleries
- Variety of topics covered and cultural institutions featured


 **Europeana** @Europeanaeu · Sep 4

In our #GalleryOfTheWeek - images of the #sea curated by @CherylTipp from the @britishlibrary bit.ly/2vEODXa



1 11 24

↳ Agata Krawczyk Retweeted

 **Muzeum Narodowe** @Muzeum_Narodowe · Jul 10

Our Podkowiński "Ulica Nowy Świat w Warszawie w dzień letni" selected for @Europeanaeu #GalleryOfTheWeek.



Europeana @Europeanaeu
Visit our #GalleryOfTheWeek - European landscapes and landmarks and enjoy the variety and beauty of this continent bit.ly/2qV2cL0

🌐 Translate from Polish

5 14

 **Europeana.eu**
July 24 · €

This time in our #GalleryOfTheWeek - artists' self-portraits from cultural institutions across Europe. Explore here: <http://bit.ly/2uphzQC>



Artists' self-portraits



Artists' self-portraits

Like Comment Share

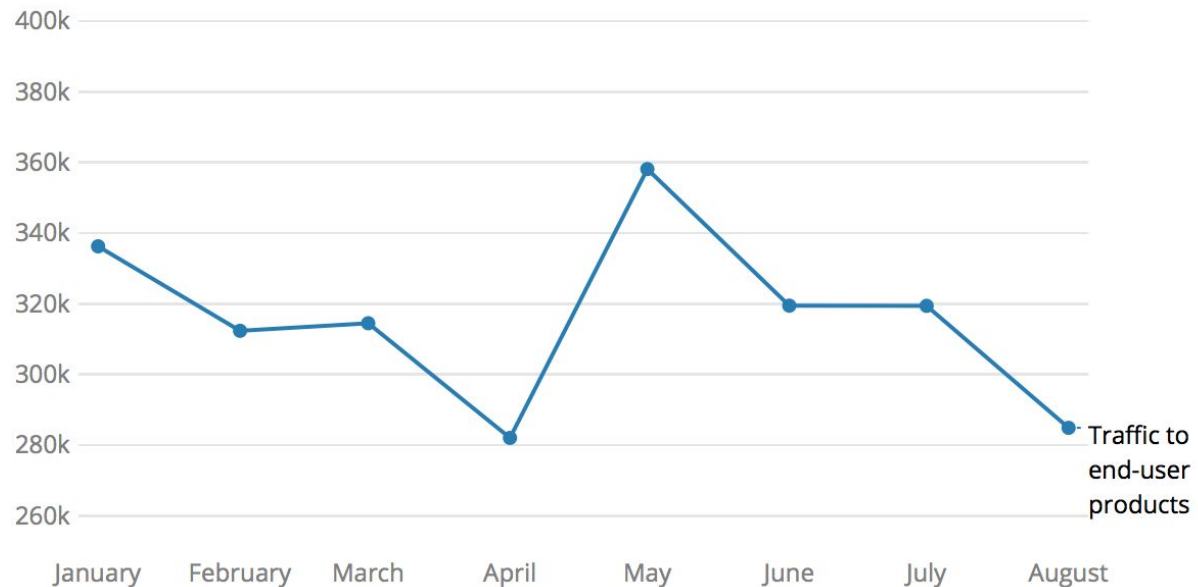
Aubéry Escande, Gina van der Linden and 423 others

Top Comments

4. Traffic & impressions - details

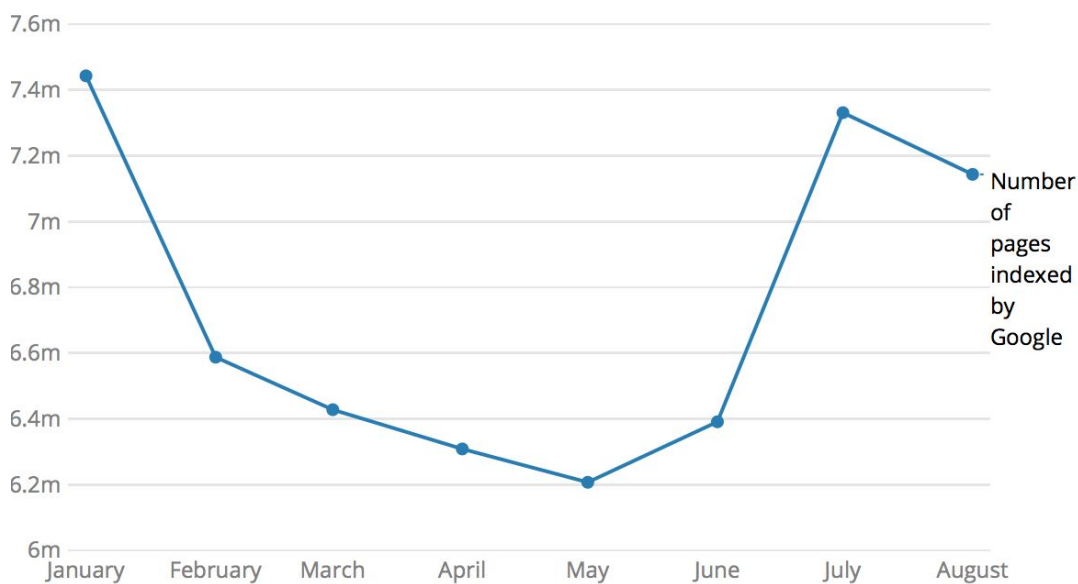
Traffic on Europeana end-user products

Europeana Collections, Europeana 1914-1918, Europeana end-user blog, Transcribathon



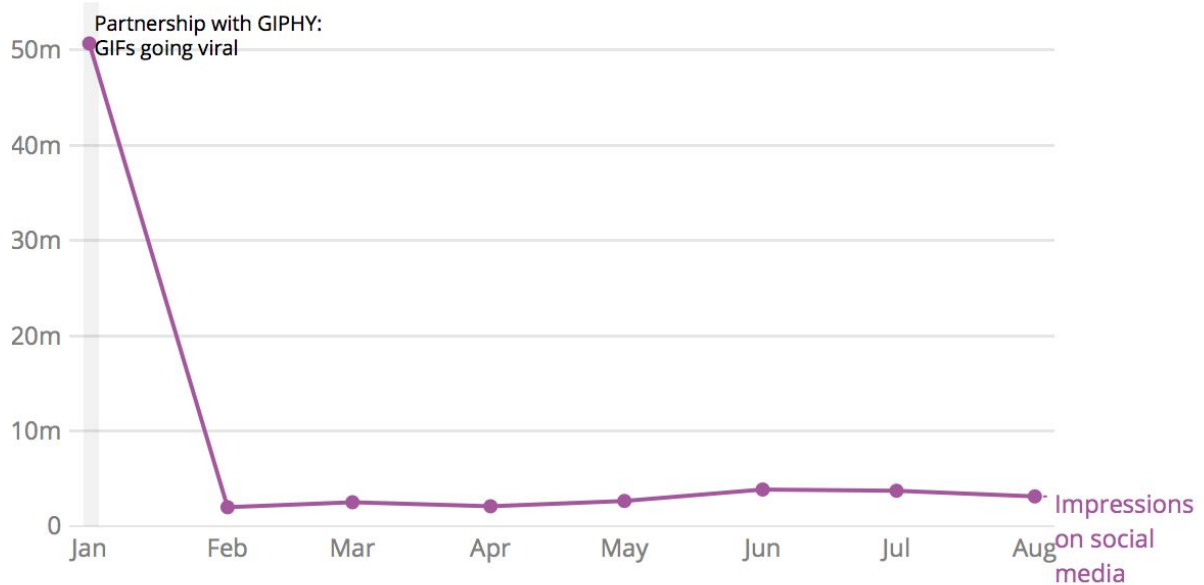
We have managed to stop the summer traffic drop in July thanks for traffic generation activities and the increase of the number of pages indexed by Google. As the number of indexed pages dropped in August (see below) and we had to pause the marketing spend in August, we observed a decrease in traffic.

Number of pages indexed by Google



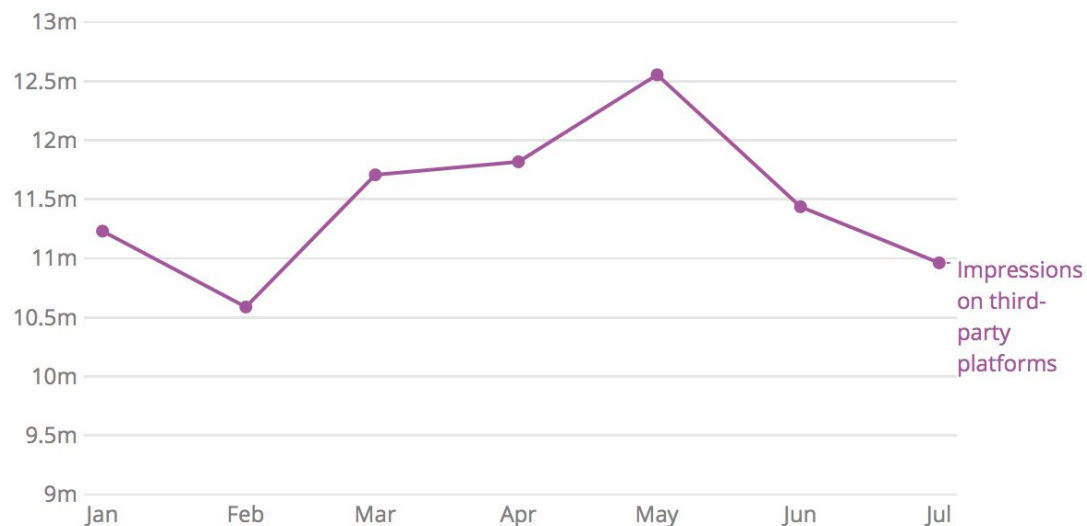
After a period of growth between May and July, the amount of indexed pages dropped again in August.

Impressions of Europeana content on social media



After the explosive growth in January following a few GIFs going viral on GIPHY in January, the amount of impressions on social media remained stable and well on track between February and August.

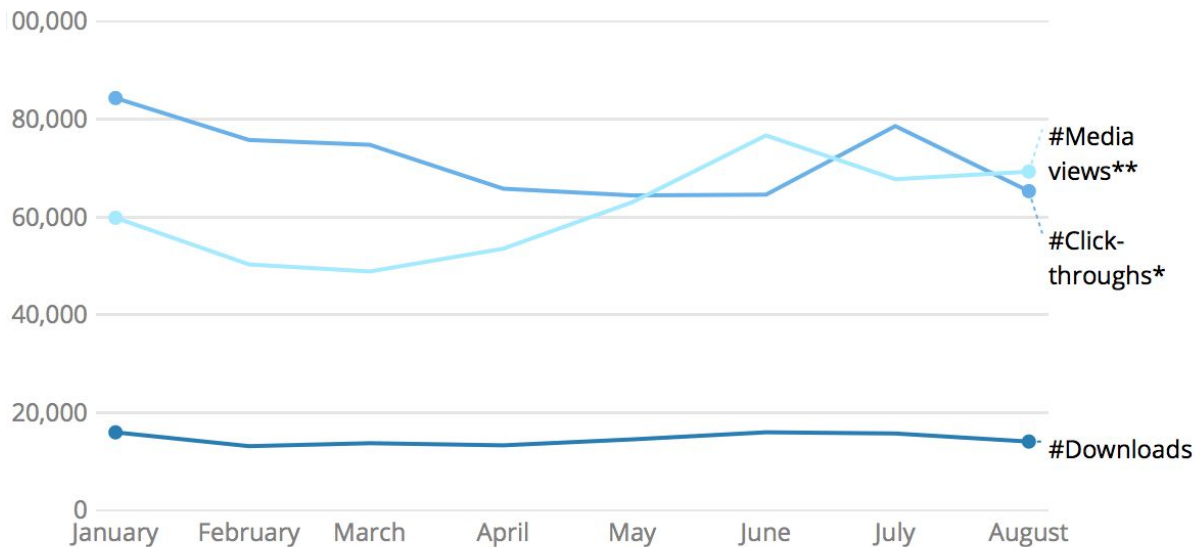
Impressions of Europeana content on third-party platforms



Despite a small drop during summer months, the impressions of Europeana content on third-party platforms are well on track.

5. Engagement on Europeana Collections

Downloads, media views & click-throughs



**Click-through - when a user is redirected to the institution's website after clicking on its name/logo/Tier 1 item **Media view - when a user views an image, plays a sound or video or reads a text inside Europeana Collections*

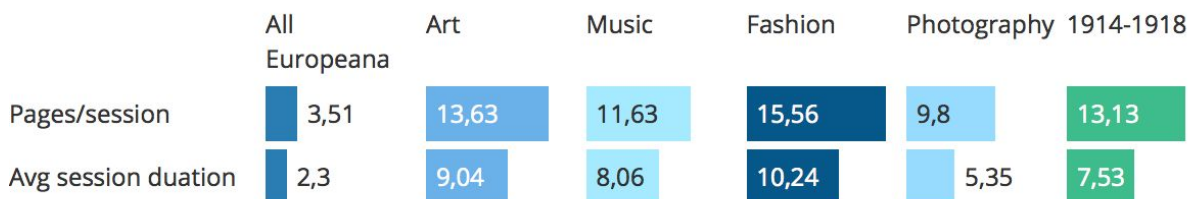
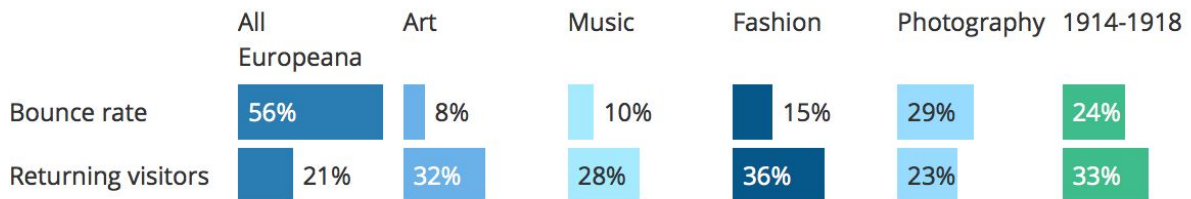
The amount of downloads is stable, but slightly behind the target. While the amount of click-throughs keeps on decreasing, the number of media-views increased between July and August.

TOP 10 Countries

By number of generated visits on Europeana Collections between January and August 2017



Engagement on Europeana & Europeana Thematic Collections



Users of Thematic Collections stay on the website longer, visit more pages than all Europeana users. Moreover, more of them return to the website.