



Europeana Foundation Governing Board Meeting

Paper 6C
Public

5 March 2018
9h30 – 16h45 CET
[Koninklijke Bibliotheek Prins
Willem-Alexanderhof
5, 2595 BE The Hague](#)
Koopman Room I5.200

Web traffic report

Action proposed: For discussion

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public



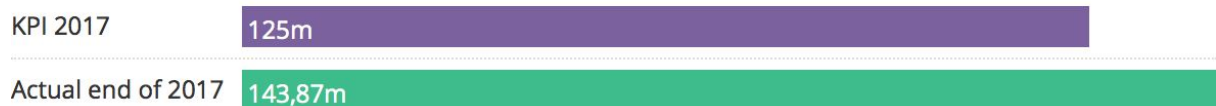
Web Traffic & Social Media Report

1. Highlights

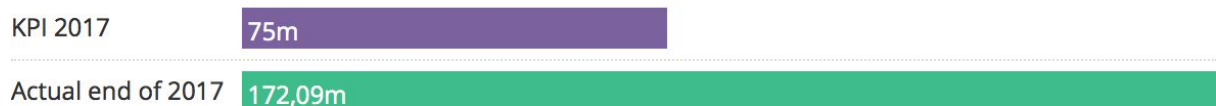
While engagement levels on thematic collections continue to provide the desired results (low bounce rates, long session durations, high levels of returning visitors) the overall traffic on Europeana Collections has been below expectations (3.6 million actual vs 6 million target). This can largely be attributed to the low level of indexing by Google, hovering between 6.5 million and 7.5 million pages from January until August. From September on, possibly connected to the introduction of entity pages, this increased to a peak of 11 million in November which was directly reflected in the traffic statistics. Increasing the number of indexed pages is our number one priority. Investigations are led by our R&D team with a plan of approach expected in Q1 of this year. Visibility on third party platforms and social media has again been surpassing our expectations, largely due to some smart and targeted campaigns by our marketing & Communications team.

2. KPI overview

Impressions on 3rd Party platforms



Impressions on social media



Engagement on social media



Traffic on End-user products



Returning visitors



Downloads



Click-throughs



3. Content and social media highlights

- **Europeana Migration**
 - Announcement Blog
 - #GalleryOfTheWeek featuring famous migrants, celebrating International Migrants Day

Announcing Europeana Migration, a collaborative project focused on the cultural heritage of migration

As the international community is observing International Migrants day, we tell you more about Europeana's next campaign led across borders and generations



Emigrants attendant d'être examinés, Agence Rol, National Library of France, Public Domain



In our #GalleryOfTheWeek: famous migrants - a selection of well-known people from across Europe, who worked in the arts and sciences and were migrants or refugees bit.ly/2ATi0mP #MigrantsDay #InternationalMigrantsDay



11:46 AM - 18 Dec 2017

55 Retweets 62 Likes



- **Europeana Advent Calendar**

- 24 festive cultural heritage images from institutions across Europe shared daily
- 8100 visits
- Featured by Digital Single Market and Creative Commons



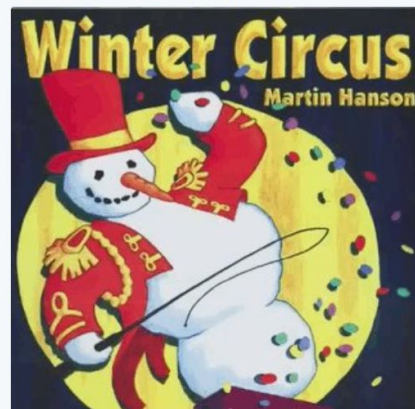
Europeana @Europeanaeu · 30 Nov 2017

December starts tomorrow and we have an #AdventCalendar for you! Visit it and discover a festive piece of cultural heritage content every day 🎄 bit.ly/EuropeanaAdven...



🗨️ 42 🍷 61 📄

DigitalSingleMarket @DSMeu · 18 Dec 2017
Are you already in the #Christmas mood? Try @EuropeanaEU's online #AdventCalendar with cool photos, posters and paintings from all over Europe woobox.com/3dgtcd #digitalculture #vintage

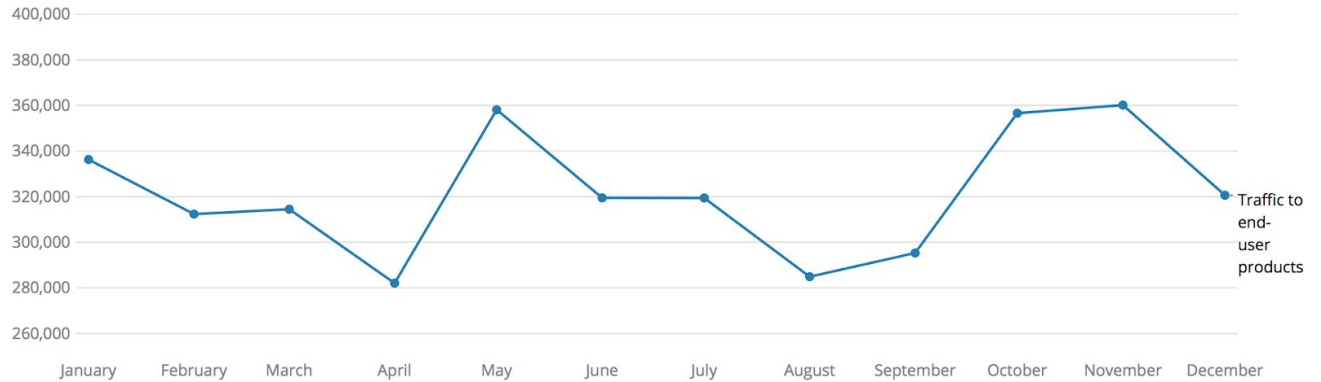


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4. Traffic & impressions - details

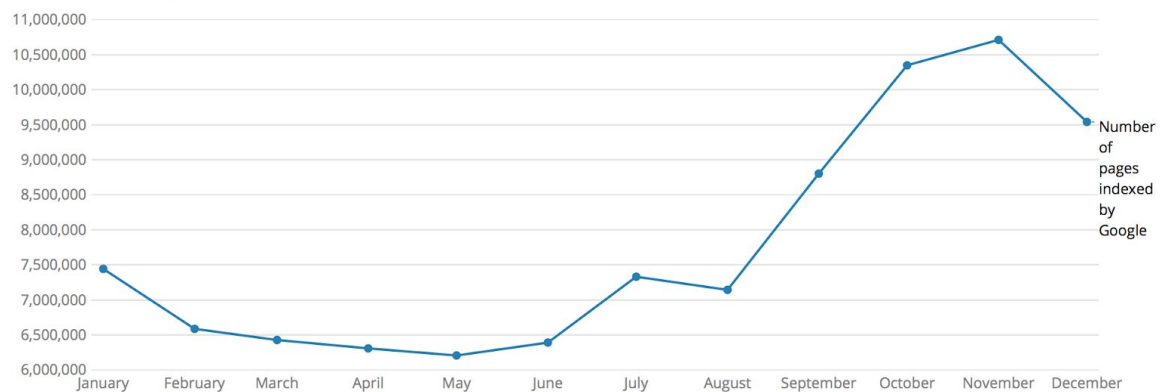
Traffic on Europeana end-user products

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



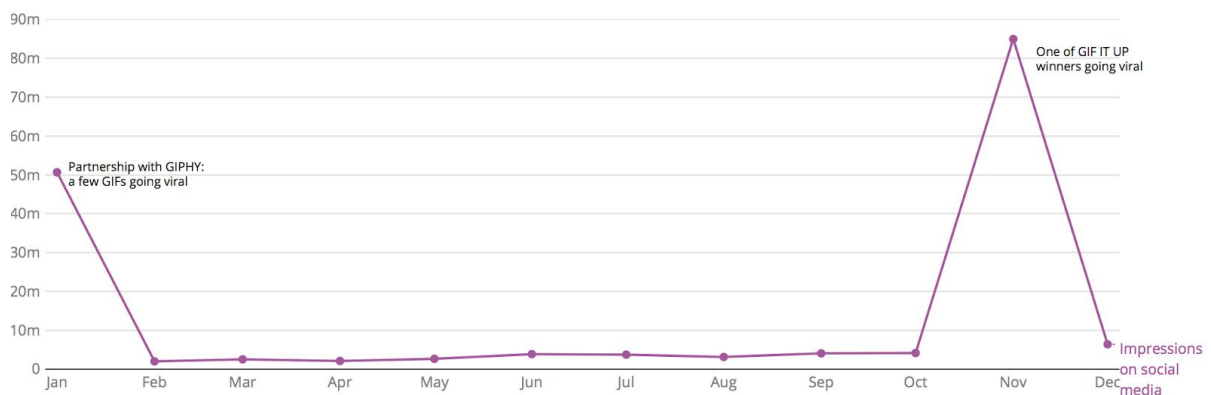
The traffic on end user products grew between September and November (2nd best month after May in the amount of traffic). We've observed a usual drop in December.

Number of pages indexed by Google



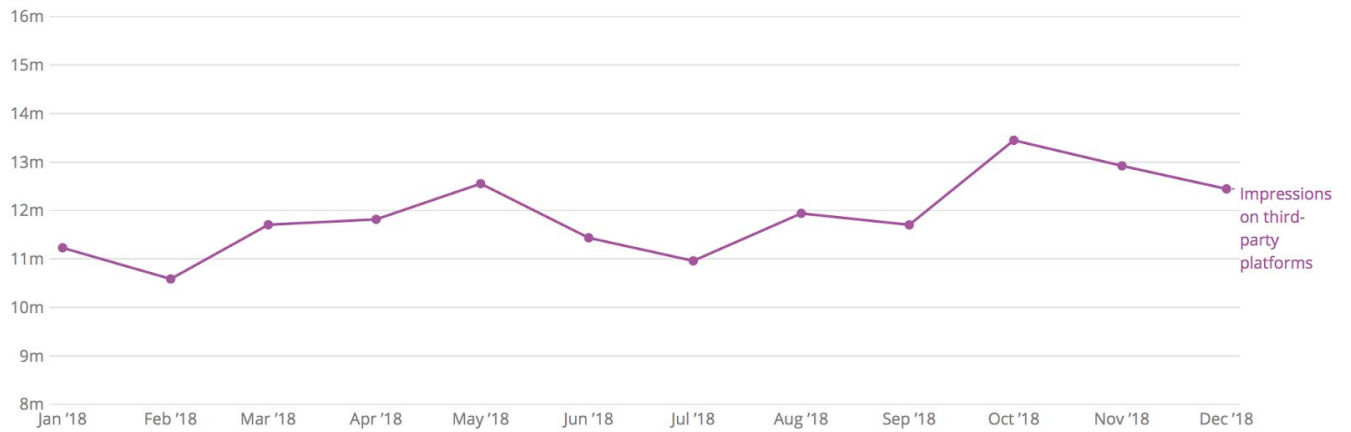
The amount of indexed pages increased between September and November, possibly in connection with the introduction of entity pages.

Impressions of Europeana content on social media



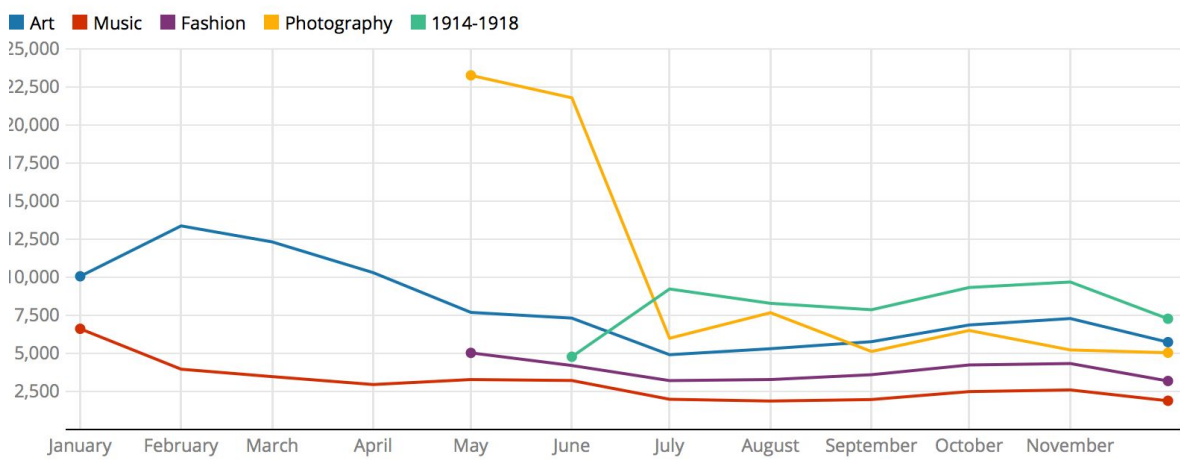
GIFs going viral in January in November caused enormous growth in impressions in these months

Impressions of Europeana content on third-party platforms



Despite a small drop in November and December, the KPI has been reached.

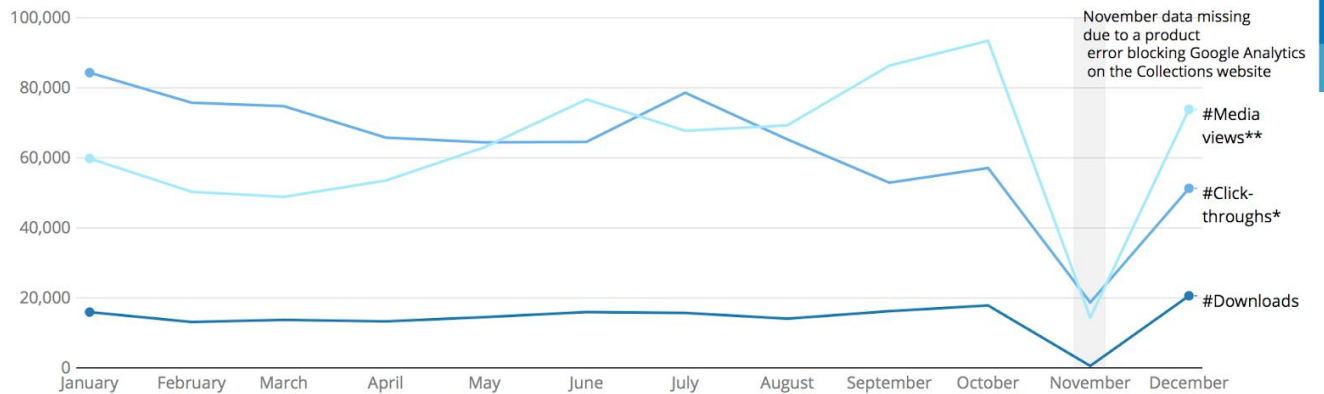
Traffic on thematic collections



*Visits including a homepage of a thematic collection

5. Engagement on Europeana Collections

Downloads, media views & click-throughs

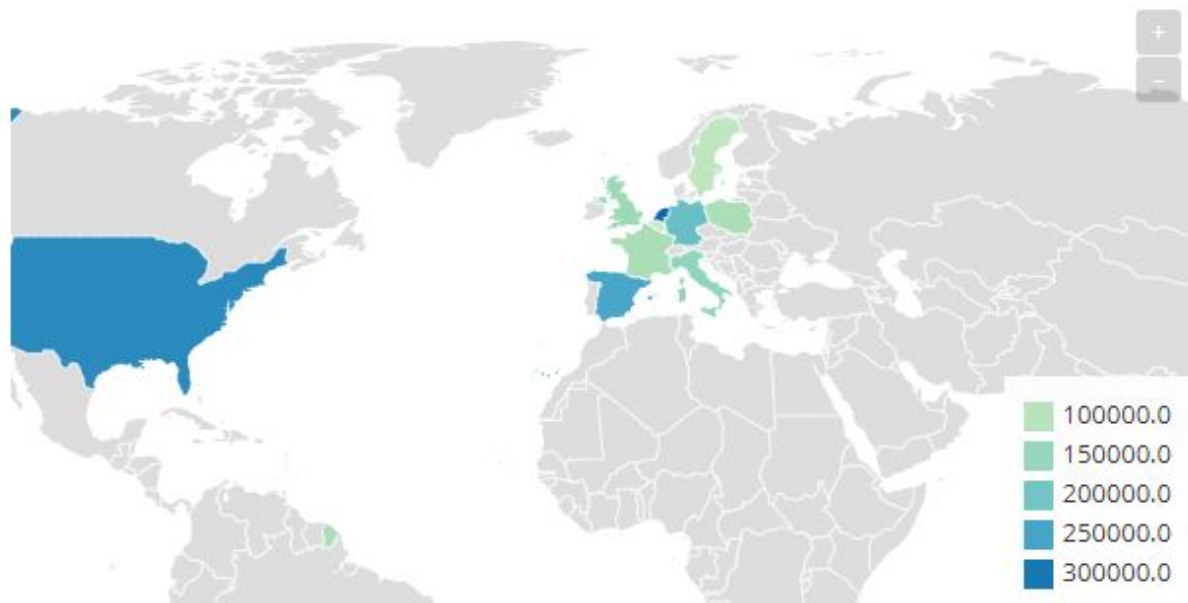


*Click-through - when a user is redirected to the institution's website after clicking on its name/logo/Tier 1 item **Media view - when a user views an image, plays a sound or video or reads a text inside Europeana Collections

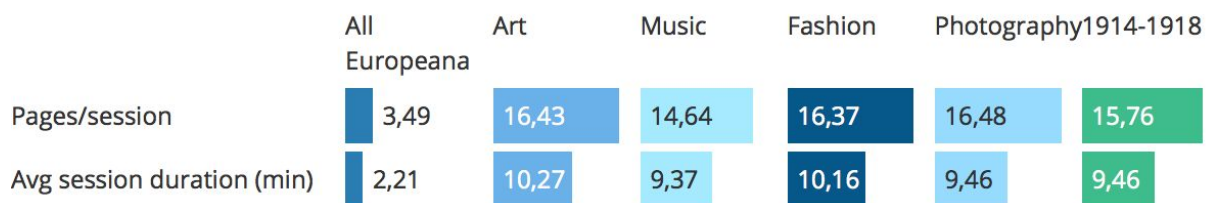
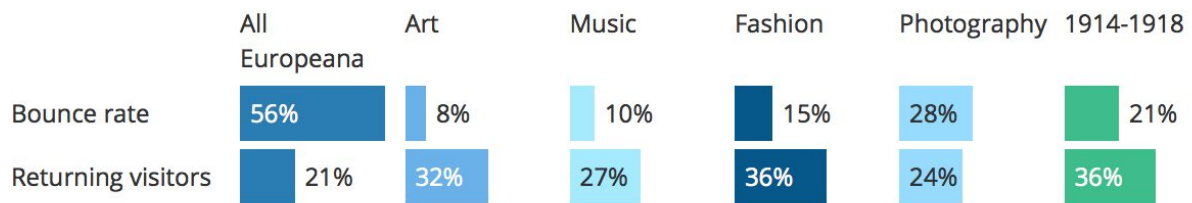
November data missing due to a product error blocking Google Analytics on the Collections Website.

TOP 10 countries

By number of generated visits in 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.