

# Europeana Foundation Governing Board Meeting

19 June 2018  
16h30 – 18h00 CEST

## **Europeana web traffic report**

*Proposed Action: For Q&A*

**Circulation:** Europeana Foundation Governing Board Members, Observers and DCHE

**Classification:** Public

# Web Traffic & Social Media Report

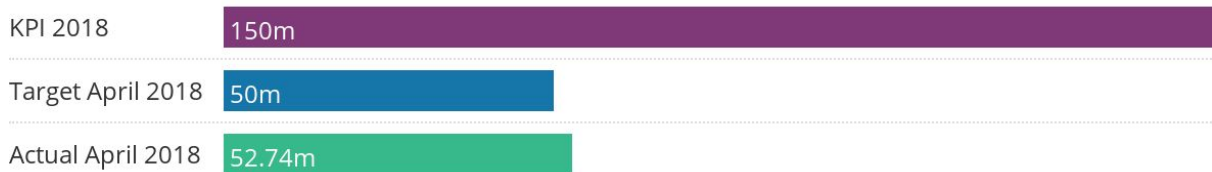
## 1. Highlights

Impressions on 3rd party platforms and social media and engagement on social media are well on track. Yet, due to issues with Facebook (algorithm change, data breach, GDPR), we expected drop in performance on this social network and are currently investigating ways to mitigate possible risks (channel diversification, more cooperation with partners, better use of mailing lists). Downloads and click-throughs are reaching their KPIs as well, especially the number of downloads is higher than expected. A lot of editorial and social media activity: a new thematic collection - Europeana Manuscripts, two new online exhibition. Very successful social media coverage of the events: Europeana Tech and the Vision 2025 meeting in Varna.

While traffic remains a challenge, the situations is improving. Yet, at the moment we're at over 75% of the target. With further efforts of the R&D team, new collection launches later this year and marketing activities planned for the coming months, we're getting closer and closer to reaching the KPI.

## 2. KPI overview

### Impressions on 3rd Party platforms



\*May data for 3rd Party platforms not yet available

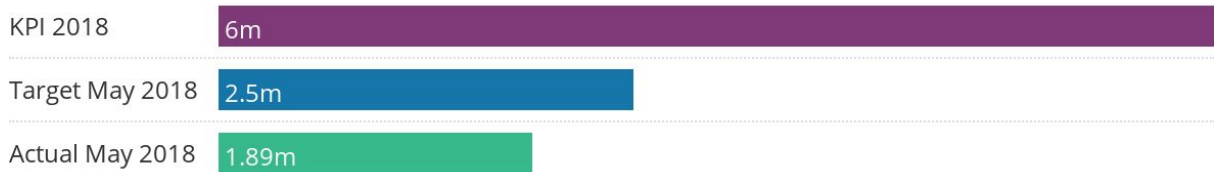
### Impressions on social media



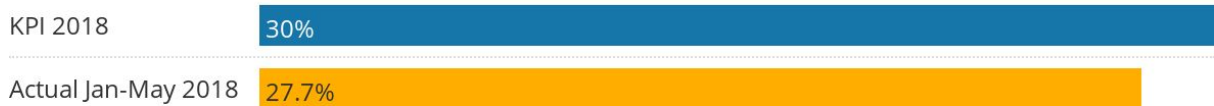
## Engagement on social media



## Traffic on End-user products



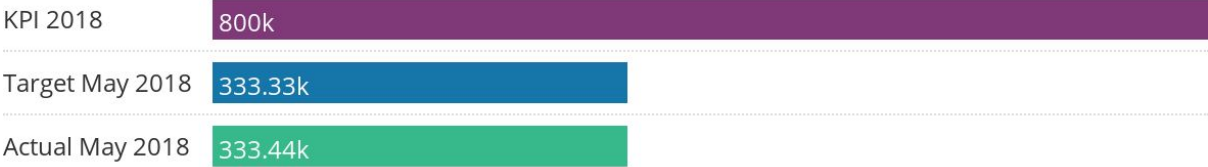
## Returning visitors - average on thematic collections



## Downloads



# Click-throughs



### 3. Content and social media highlights

- New thematic collection - Europeana Manuscripts

The screenshot shows the Europeana Manuscripts website. At the top, there is a navigation bar with 'OUR SITES' and 'LANGUAGE' options. Below the navigation bar, there is a large header image of a manuscript illustration depicting a battle scene. The text above the illustration is in Arabic script. Below the header image, there is a search bar and a navigation menu. The main content area is divided into several sections: 'Apocalypse manuscripts', 'Beneventan script', 'Bestiaries', 'Book of Hours', 'Caroline miniscule', and 'Grotesques'. There are also links to 'GALLERY', 'EXHIBITION', 'BLOG', and 'FEATURED SITE'. At the bottom, there is a 'RECENT ADDITIONS' section with statistics and a 'NEWS' section with three articles: 'Here be dragons', 'Marco Polo - the man who', and 'Read Like Royalty: Precious'.

- New online exhibitions
  - Tricks of the Trade (Photography)



### TRICKS OF THE TRADE

Window-shopping with historical photographers



Interior of a potter's shop in Nabeul (Tunisia), circa 1900, Neurdein Frères/Roger-Viollet  
Partienna de Photographie  
© In Copyright

### Les Couturiers (Fashion)

### LES COUTURIERS

Paris Fashion Houses



Three women dressed in gowns by Paul Poiret in Gazette du Bon Ton, 1920 - No. 7, Paul Poiret (design), Jean-Louis Bousingault (artwork)  
Rijksmuseum  
© Public Domain

- **#EuropeanaTech**

- Trending on Twitter for 2 days
- 500 tweets & retweets from 215 contributors
- 2 800 964 impressions



**Mia R**

@mia\_out · May 17

↻ 35

❤️ 50



My [#EuropeanaTech](#) summary: know your audience; provide multiple ways in (but focus on common user needs first, whether collections interfaces or data access); unresolved tension between efficiency (machine learning) and engagement in crowdsourcing; re-use and recycle IDs, code



**Ingrid Mason** @1n9r1d · May 16

↻ 5

❤️ 15



Anyone would think [#Europeanatech](#) was a conference for data nerds that have a passion for cultural heritage 🤖



- **Varna Vision 2025 meeting**

- Great visibility of a closed event thanks to a cross team work and good planning
- Tweets by the account of the Commissioner Gabriel

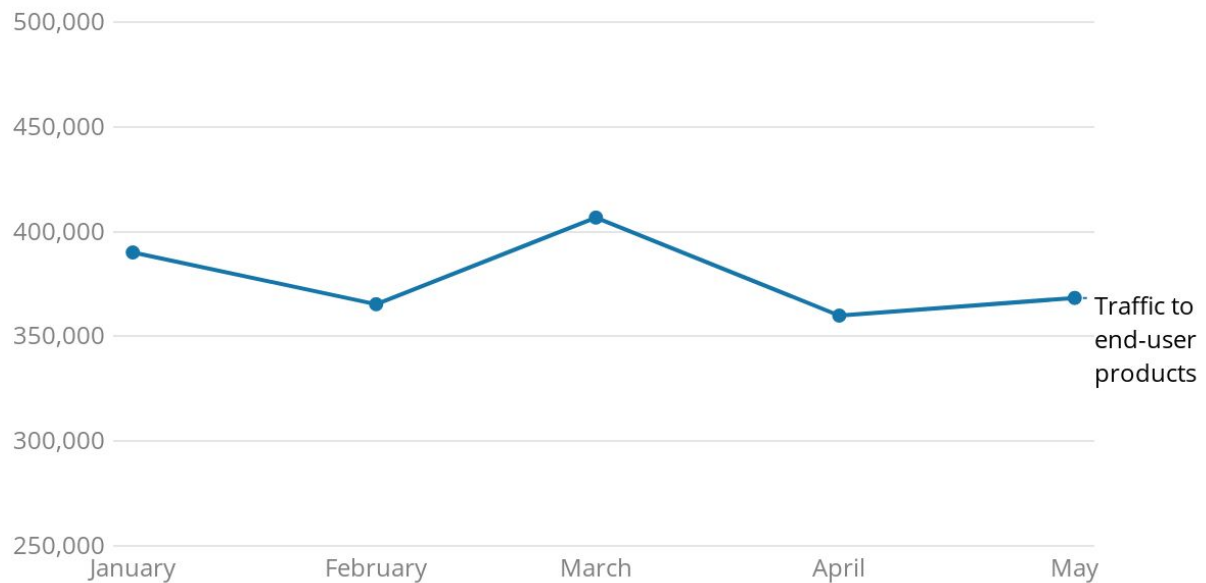




## 4. Traffic & impressions - details

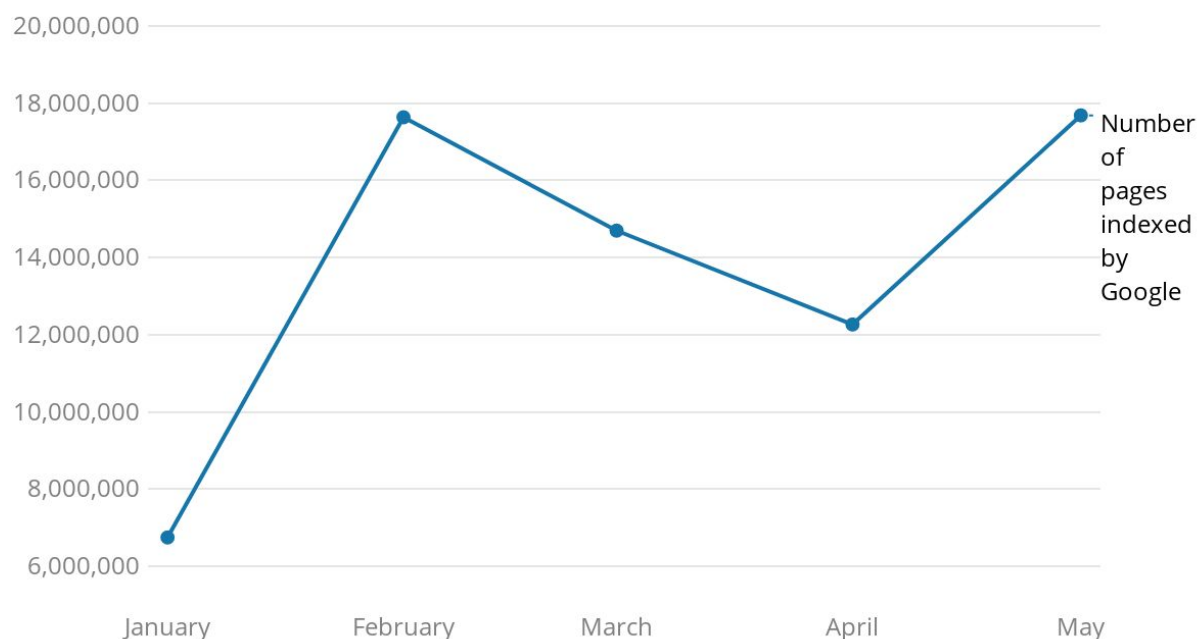
### Traffic on Europeana end-user products

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



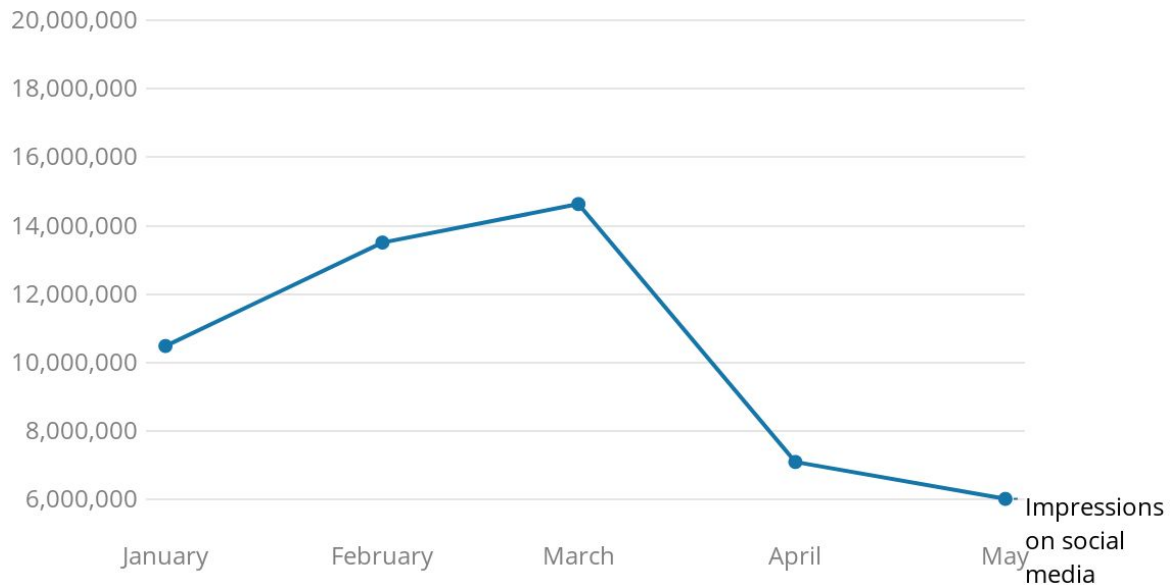
*The traffic on end user products reached the level from May 2016 - before the huge organic traffic drop.*

### Number of pages indexed by Google



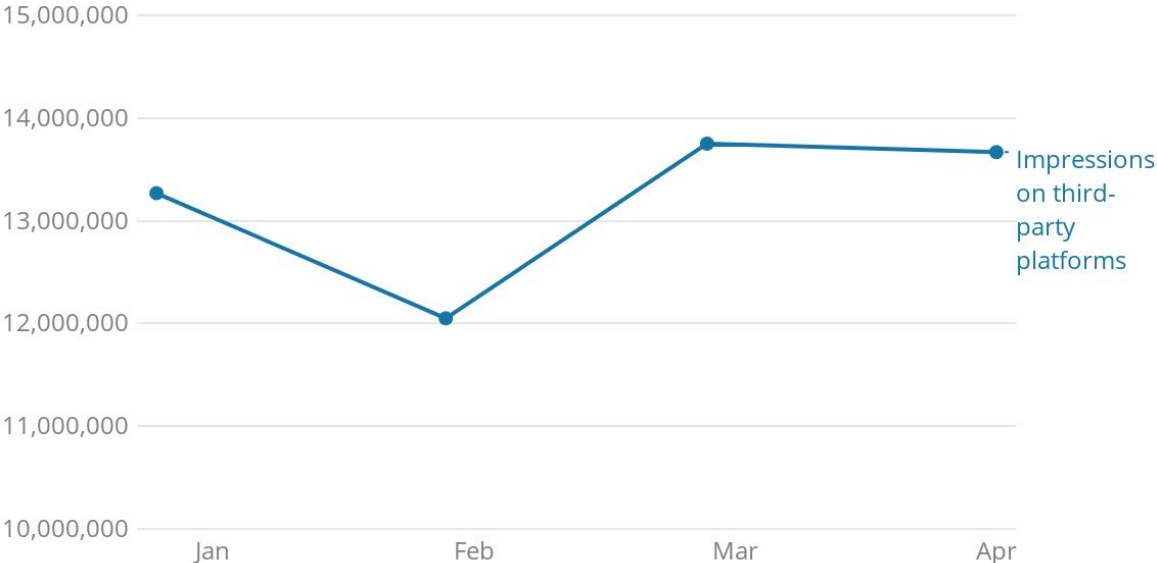
The amount of indexed pages increased between January and February, we experienced a drop between February and April, but in May the number of indexed pages reached the level from February.

## Impressions of Europeana content on social media



Impressions on social media are well on track. Yet, due to issues with Facebook and decreased activity on GIPHY comparing to very succesful cooperations on winter sport and Valentine's Day, we observed a drop between March and May.

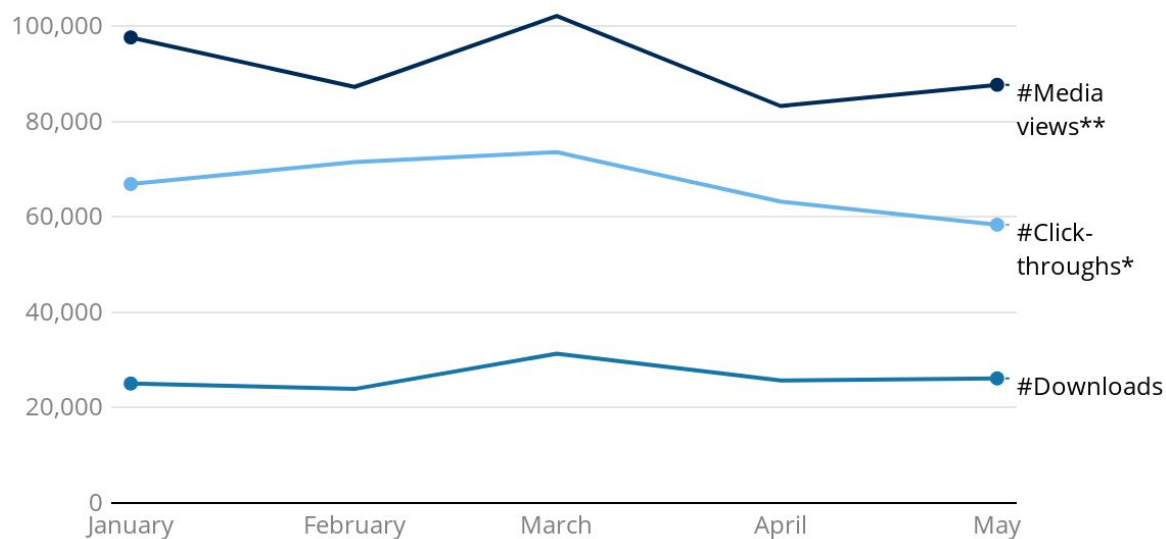
# Impressions of Europeana content on third-party platforms



*Impressions on third-party platforms are well on track.*

## 5. Engagement on Europeana Collections

## Downloads, media views & click-throughs

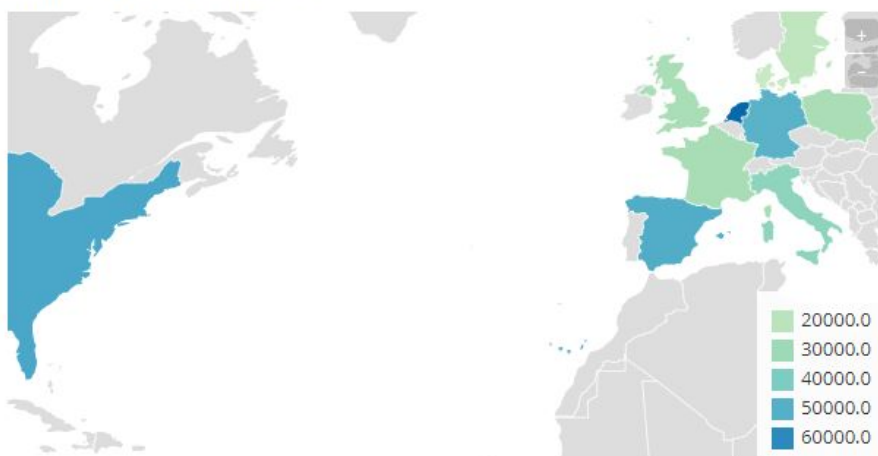


*\*Click-through - when a user is redirected to the institution's website after clicking on its name/logo/Tier 1 item \*\*Media view - when a user views an image, plays a sound or video or reads a text inside Europeana Collections*

*The amount of downloads surpassing the expectations, the amount of media views growing as well. A slight drop of the amount of click-throughs, but they're still meeting the KPI.*

### TOP 10 countries

By number of generated visits in 2018





## Engagement on Europeana & Europeana Thematic Collections

