



Paper 9B
Public

Europeana Foundation Governing Board Meeting

23 June 2016
16h30 – 18h00 CEST
Teleconference

Web Traffic & Social Media Report

Action proposed: For information and Q&A

Circulation:

Europeana Foundation Governing Board Members & Observers




Classification:

Public





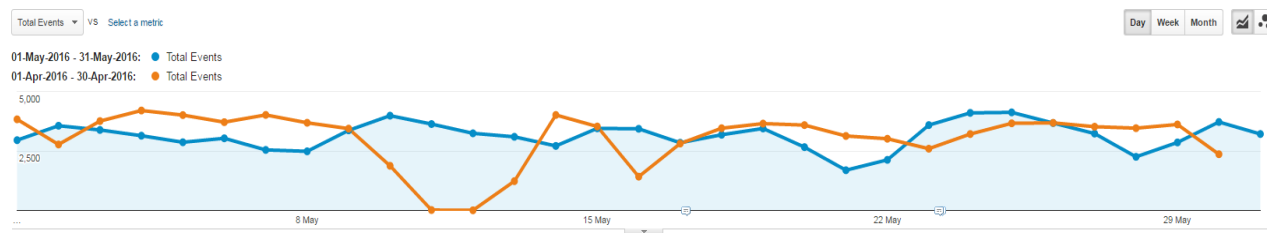
Summary

	<ul style="list-style-type: none">• Performance of social media beyond target thanks to successful activities around #Europeana280 content, exhibition and the #BigArtRide combined with an active community management• Number of impressions of Europeana content on Wikimedia well beyond targets• Steady growth of direct traffic and traffic coming from social media
	<ul style="list-style-type: none">• In April, due to a hardware problems, the website was down for 4 days. While now everything is repaired and functioning normally, the lack of traffic during the downtime had an impact on overall KPIs
	<ul style="list-style-type: none">• Issues with by Google indexing and drop of traffic coming from organic search. All the usual suspects are checked and excluded, the potential causes might be linked to de-indexing after the downtime and the change in Google's algorithm. The SEO and technical performance issues will be further investigated in the coming sprint. As Europeana is a one of a kind website, we consider talking to Google and trying to receive advice from them.



1. Click – throughs

Jan	Feb	Mar	Apr	May	KPI end 2016	On track
152,075	149,355	138,143	91,221	97,546	2,000,000	



The 'number of click-throughs started to drop in April, possibly in relation with the downtime and a drop of organic search traffic. The number of click-throughs slowly picks up since May, but remains low comparing to Q1.

2. Impressions

	Jan	Feb	Mar	Apr	May	KPI end 2016	On track
#Pageviews of end user products*	1,744,396	1,668,649	1,624,701	1,284,358	1,320,507	23,000,000	
#Impressions on social media	1,662,566	1,775,787	1,880,038	2,095,524	2,884,483	14,000,000	
#Number of impressions of Europeana content on Wikimedia projects	7,792,512	7,514,565	8,433,846	8,928,344	data not yet available	40,000,000	
TOTAL IMPRESSIONS	11,199,474	10,959,001	11,93,8585	12,308,226		77,000,000	

*Europeana Collections, Europeana 14-18, Europeana Blog, Europeana Exhibitions (Omeka & GCI)

The number of pageviews of end-user products is behind the target, while the number of impressions on social media and Wikimedia projects are well above their targets. Thanks to this the KPI for total impressions of Europeana content remains well on track.

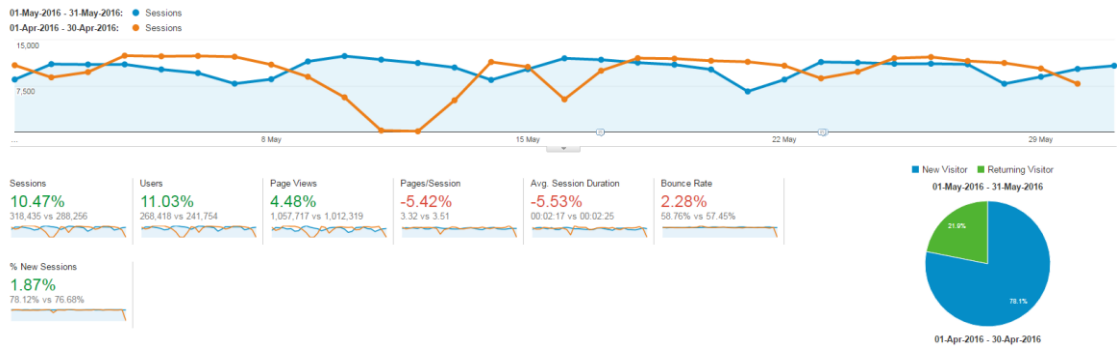


3. Visits

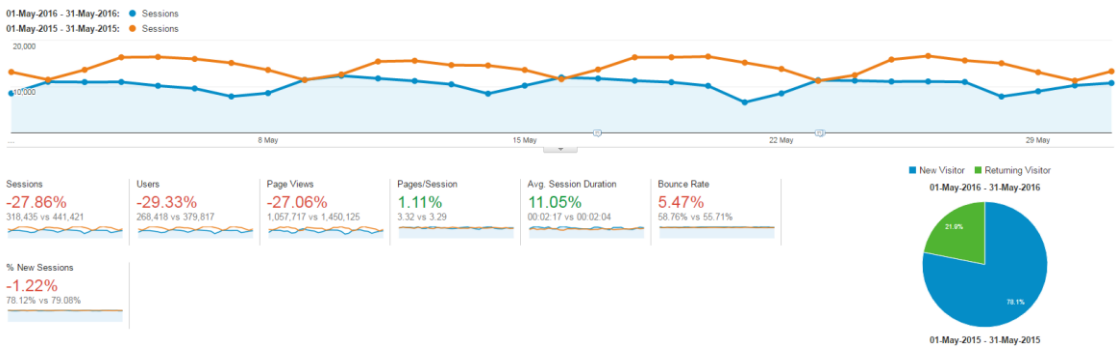
	Jan	Feb	Mar	Apr	May	KPI end 2016	On track
#Visits to end user products*	520,689	489,699	462,043	365,566	399,740	7,000,000	

*Europeana Collections, Europeana 14-18, Europeana Blog, Europeana Exhibitions (Omeka & GCI)

The number of visits of end-user products is behind the target.
 Yet, we observe growth of direct traffic (by 13% between April and May) and traffic social media (by 27% between April and May)



of visits to Europeana Collections is 10,47 %% higher in May as compared to April.

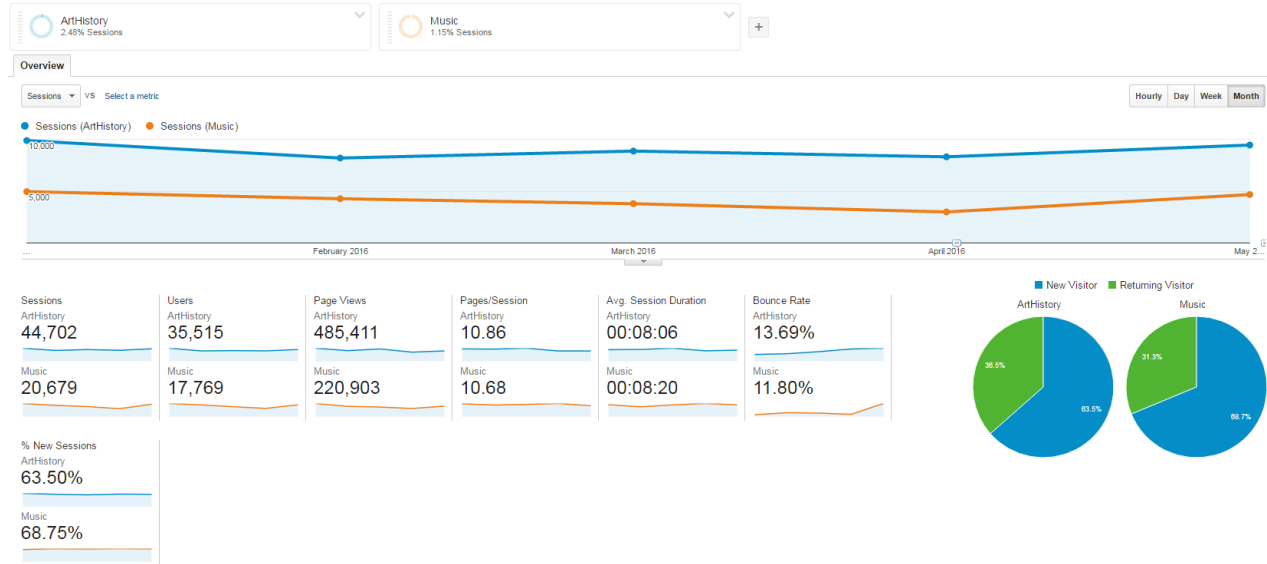


of visits to Europeana Collections is 27,36%% lower in May as compared to last year



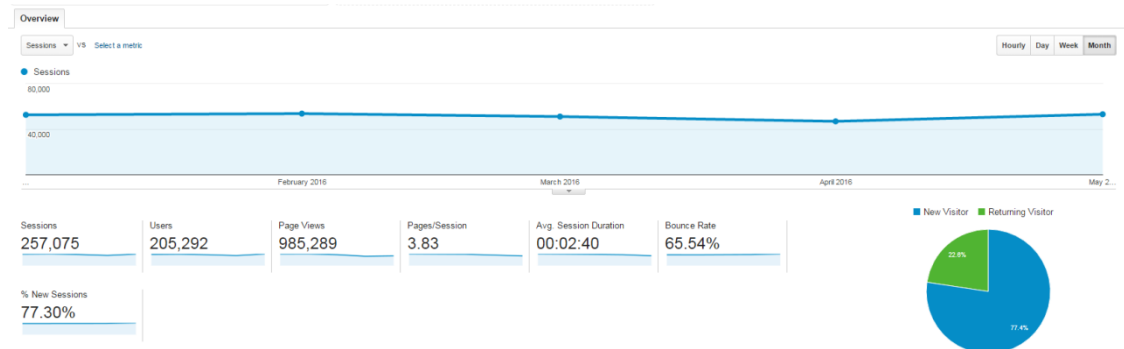
Visits: Thematic Collections

	Jan	Feb	Mar	Apr	May
#Visits: Art History	9,285	8,199	9,127	7,976	8,857
#Visits: Music	5,470	4,826	4,127	3,233	4,678



The number of visits of Europeana Art History Collections has almost twice higher traffic than Europeana Music Collections. Both Collections seem to be affected by April downtime, but the numbers are picking up in May. The number of returning visitors of Thematic Collections is around 10% higher than of Europeana Collections.

Visits: Europeana 1914-1918

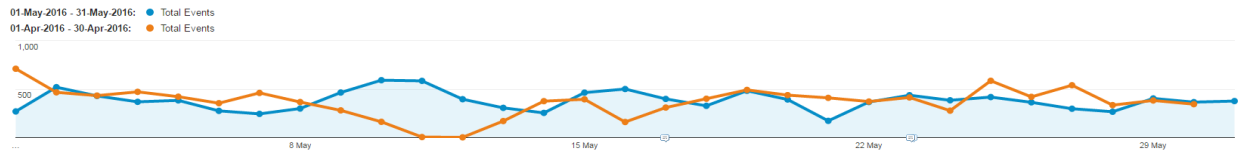


The number of visits of Europeana 1914-1918 remains stable



4. Downloads

Jan	Feb	Mar	Apr	May	KPI end 2016	On track
17,668	18,836	18,921	10,967	11,818	100,00	



of downloads is meeting the KPI. The number of downloads significantly dropped in April, likely in relation to traffic issues

5. Social media reach and engagement

	Jan	Feb	Mar	Apr	May	KPI end 2016	On track
#number of people reached via social media	610,992	659,409	827,906	1,103,533	1,404,531	6,000,000	
#Number of people engaged via social media	23,305	22,829	24,524	22,056	24,661	250,000	

#Social media traffic and engagement are high and growing steadily, except of a drop in April which was a consequence of the downtime.



Social Media Highlights

- Europeana280

Europeana @Europeanaeu

#Europeana280 launches today! Check out our new exhibition celebrating Europe's art heritage bit.ly/FacesofEurope



RETWEETS 72 LIKES 44

10:44 AM - 21 Apr 2016

Europeana @Europeanaeu

#Europeana280 Art History Challenge on @Wikipedia & @Wikidata starts Friday! Join: bit.ly/1ScygTw #glamwiki



RETWEETS 53 LIKES 28

5:23 PM - 14 Apr 2016

Europeana.eu with Muzeum Narodowe w Warszawie and Muzeum Narodowe w Krakowie

May 9 at 10:26am

#Europeana280 #CountryOfTheWeek is #Poland. Check out the spotlight and the cover image <http://bit.ly/1LSj4WH>



18,949 people reached

Boost Post

Montserrat Mb, Marina Vieira and 42 others 1 Comment 34 Shares

Europeana @Europeanaeu

#Baroque and #Enlightenment, chapter two of our virtual exhibition is live! bit.ly/1RncWXv #Europeana280



RETWEETS 19 LIKES 10

3:22 PM - 24 May 2016



- #BigArtRide

EU 2016 @EU2016NL Following

#DidYouKnow that Minister Bussemaker (@MinOCW) & CEO @RikVandenberghe (#ING) are now racing on NL bikes? #BigArtRide



"Virtual reality event touring whereby 2 participants in different virtual reality headsets put on virtual reality headsets together through a virtual city artworks from Europeana (a cultural heritage) along the way"

Kick-off #BigArtRide on 21 April 12:00 Belgium riding against NL Minister for

RETWEETS 15 LIKES 14

12:13 PM - 21 Apr 2016

Remco Timmermans @timmermansr Follow

A Dutch prince on a bike, wearing #VR goggles in front of a hashtag... Must be @CampusPartyNL! #CPEU4 #BigArtRide



RETWEETS 17 LIKES 15

Europeana @europeanafund Following

Yesterday, Europeana introduced the #BigArtRide to @Europarl_EN. @sabineverheyen gave the welcoming speech.



RETWEETS 9 LIKES 11

Andrus Ansip @Ansip_EU Following

European art like never before, via virtual-reality cycling. My #BigArtRide blog bit.ly/1ScTiTp #Ansipblogs



RETWEETS 37 LIKES 19