



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

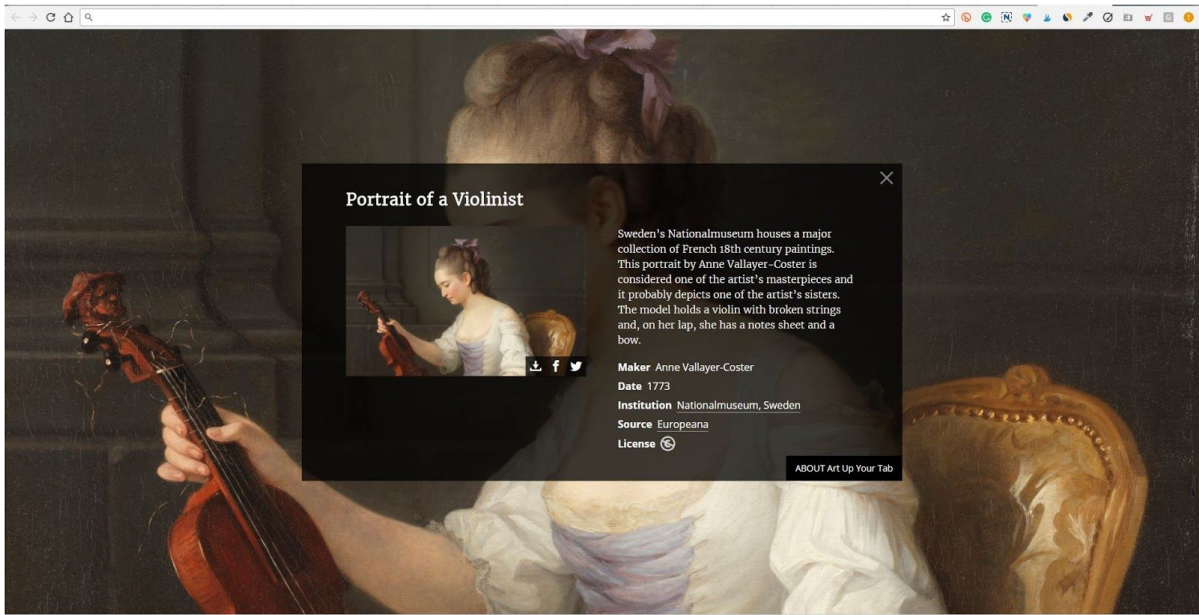


3. Content and social media highlights

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

- **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 32 72

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 8

- **#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 @CheryITipp 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

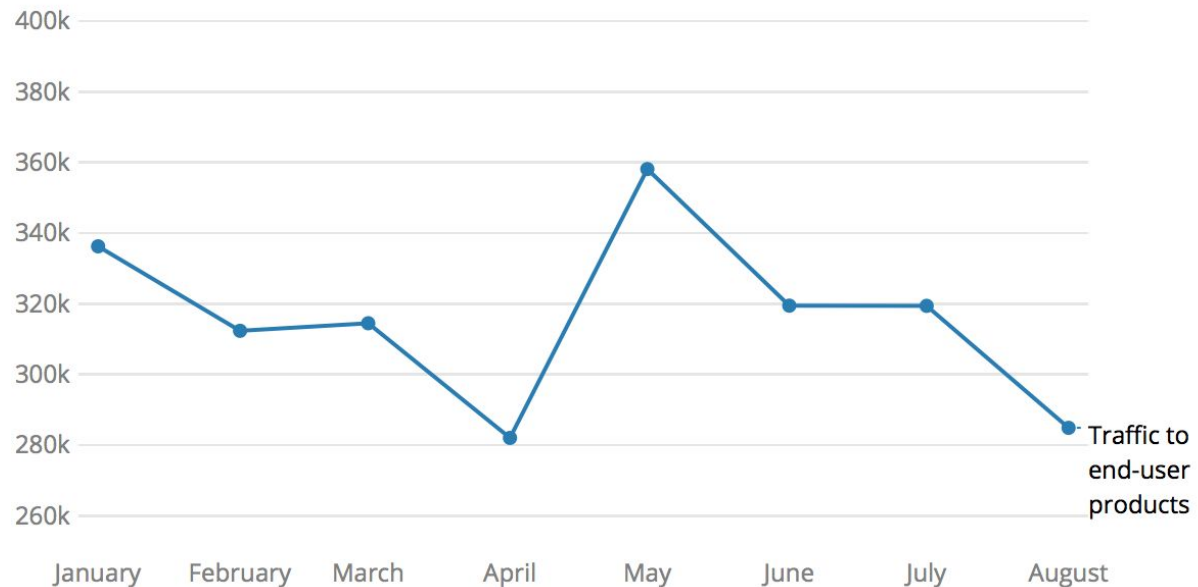
Like Comment Share

Aubéry Escande, Gina van der Linden and 423 others Top Comments

4. Traffic & impressions - details

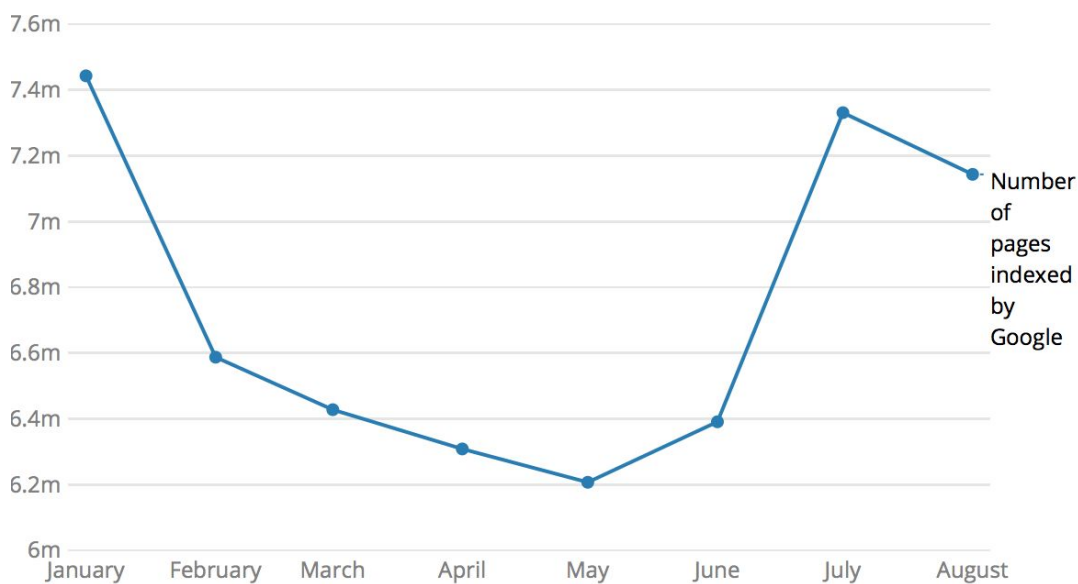
Traffic on Europeana end-user products

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



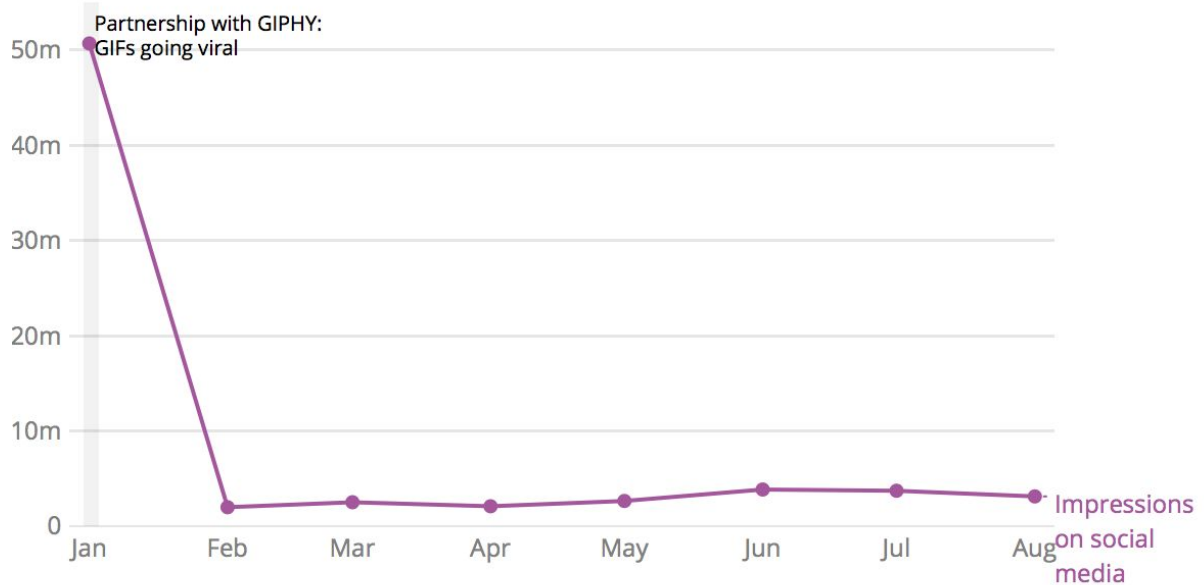
We have managed to stop the summer traffic drop in July thanks for traffic generation activities and the increase of the number of pages indexed by Google. As the number of indexed pages dropped in August (see below) and we had to pause the marketing spend in August, we observed a decrease in traffic.

Number of pages indexed by Google



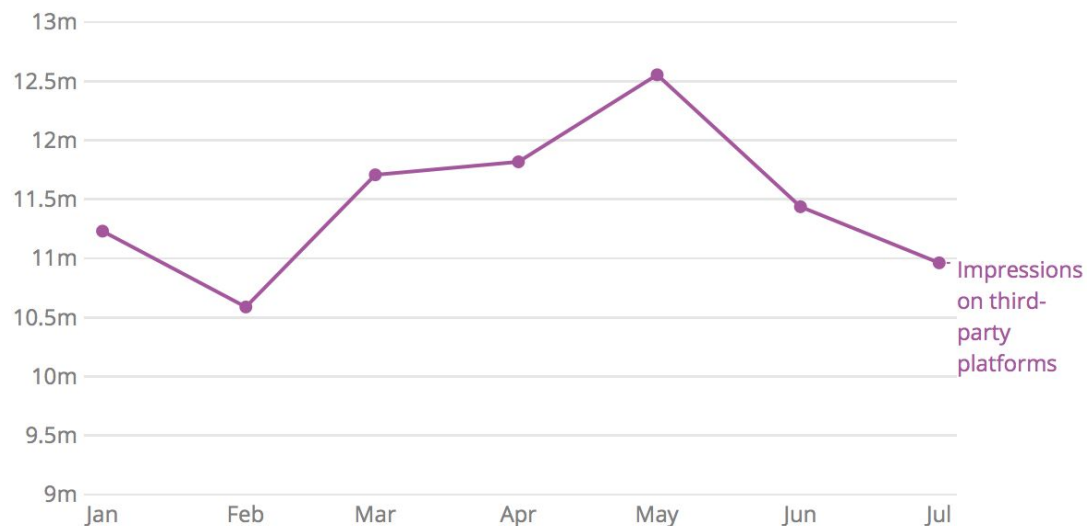
After a period of growth between May and July, the amount of indexed pages dropped again in August.

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.

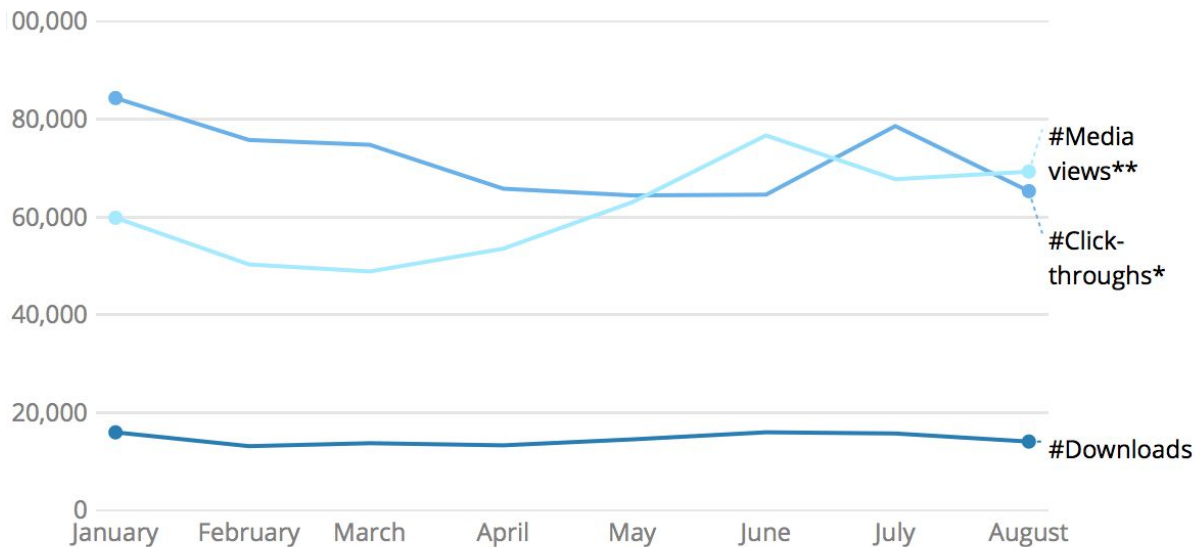
Impressions of Europeana content on third-party platforms



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*

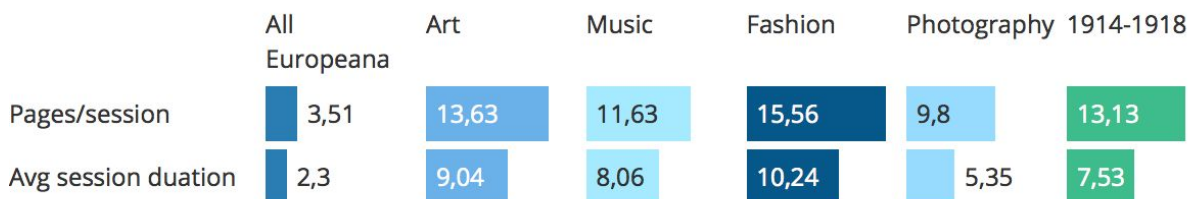
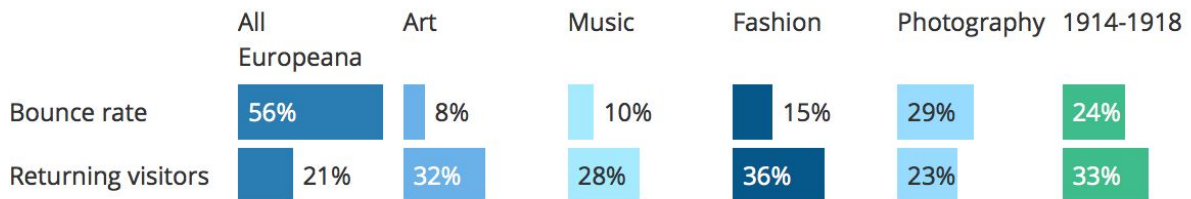
The amount of downloads is stable, but slightly behind the target. While the amount of click-throughs keeps on decreasing, the number of media-views increased between July and August.

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.