



Europeana Foundation Governing Board Meeting

23 November 2017
16h30 – 18h00 CET
[Teleconference](#)

Web Traffic Report

Action Proposed: For information and Q&A

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public



3. Content and social media highlights

- **GIF IT UP**
 - 151 contest submissions (94 using Europeana content)
 - Over 1100 unique accounts tweeting about the contest, almost 15 000 000 impressions
 - 4 blogs with GIF-making tutorials

- Reusable content from partner institutions featured on the contest page and social media
- Very successful cooperation with DPLA, Trove & DigitalINZ
- Support by GIPHY



- **Mauritshuis in Europeana**

- Hi-res content released in public domain
- 3,487 pageviews on Europeana since 21st of September
- Promoted on the blog, in the #GalleryOfTheWeek and Facebook cover image voting

o Content used by GIF IT UP participants



Karin Glasmann and 4 others liked

Europeana @Europeanaeu · Sep 25

In our #GalleryOfTheWeek: a selection of our favourite works from the @mauritshuis. Which ones do you like the most? bit.ly/2fmAH9E

A painting of a group of men in 17th-century attire gathered around a table. The scene is set in a dark room with a large window in the background. The men are dressed in dark clothing with white ruffs and collars. One man is lying on the table, and the others are looking at him with interest.

27 46

Europeana.eu added 4 new photos.

Published by Aleksandra Strzelichowska [?] · October 1 ·

October is here! This means we need a new cover image and your help with choosing one. We have four landscapes from [Mauritshuis](#), vote by liking your favourite.

7,938 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#)

[Kiára Pusztaí, Olga Terenetska and 86 others](#) [Top Comments](#)

3 Shares





The Mauritshuis arrives in Europeana

Today we welcome the wonderful collections of the Mauritshuis into Europeana, published in high-resolution and released freely into the public domain for the first time. Portrait of a Woman from Southern Germany, 1520-25. Formerly attributed to Hans Holbein the Younger. Mauritshuis. ...

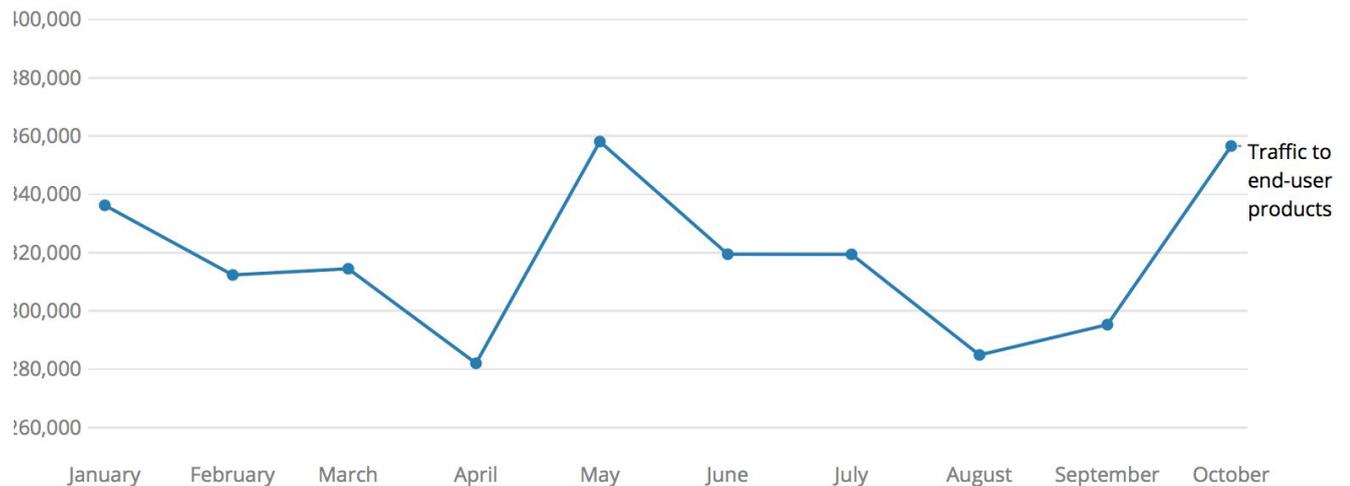
Like 250 Tweet Pin Share 26

written by Douglas McCarthy on September 21, 2017 in Europeana Art and News with no comments

4. Traffic & impressions - details

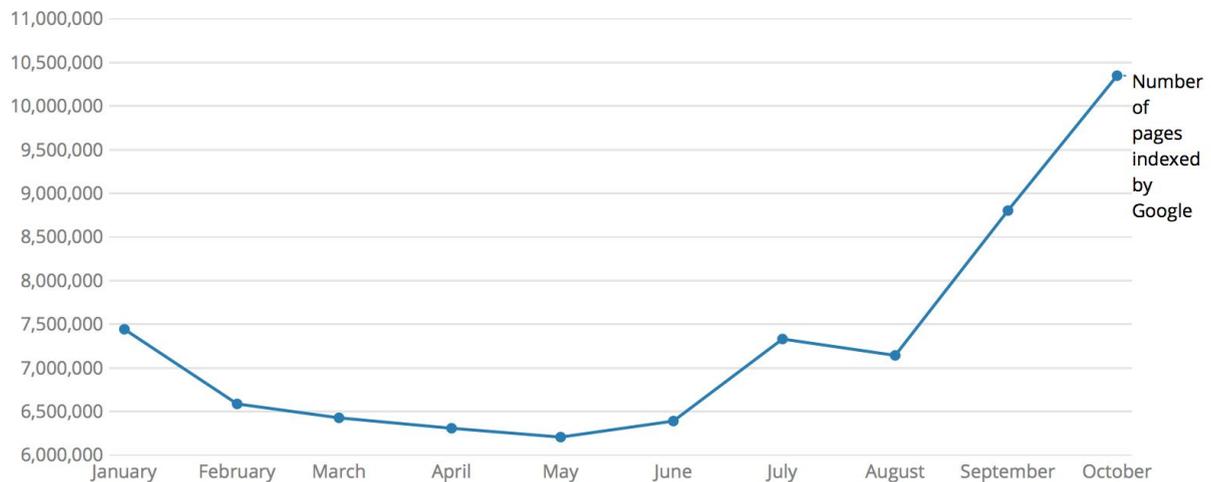
Traffic on Europeana end-user products

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



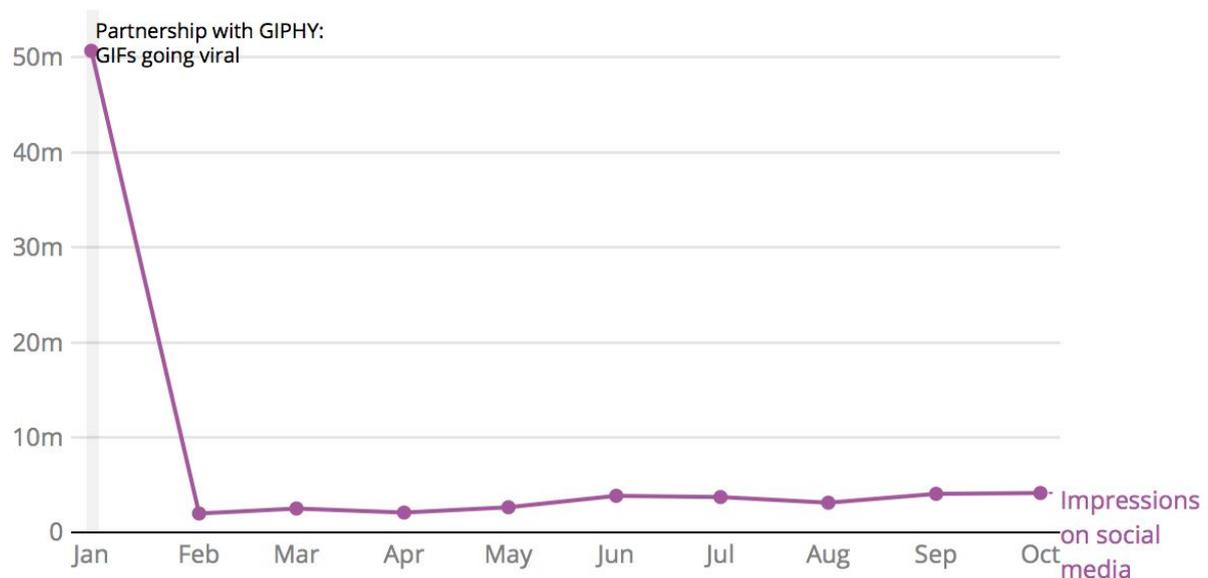
The traffic on end user products keeps on growing since September, with October becoming 2nd best month after May.

Number of pages indexed by Google



The amount of indexed pages keeps on growing since September, possibly in connection with the introduction of entity pages and data encryption on the Collections

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 October. We've achieved the 2017 KPI for impressions if Europeana content on social media.

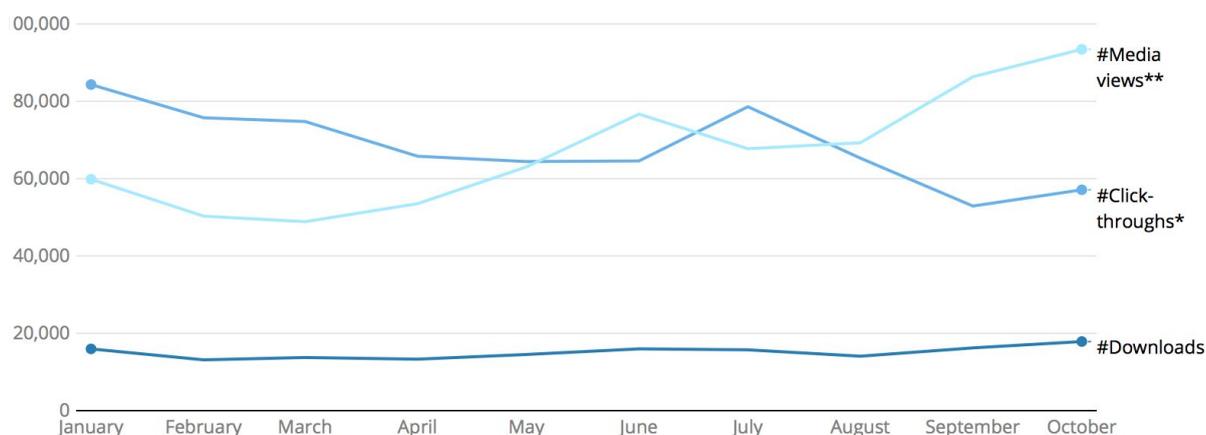
Impressions of Europeana content on third-party platforms



Despite a small drop in September, the impressions of Europeana content on third-party platforms are well on track.

5. Engagement on Europeana Collections

Downloads, media views & click-throughs

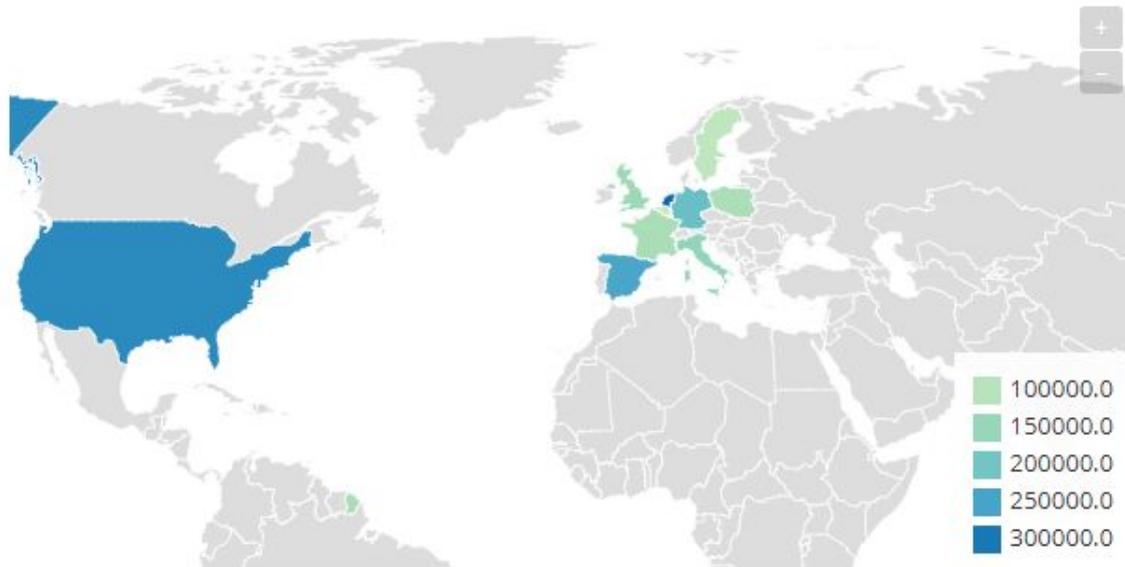


*Click-through - when a user is redirected to the institution's website after clicking on its name/logo/Tier 1 item **Media view - when a user views an image, plays a sound or video or reads a text inside Europeana Collections

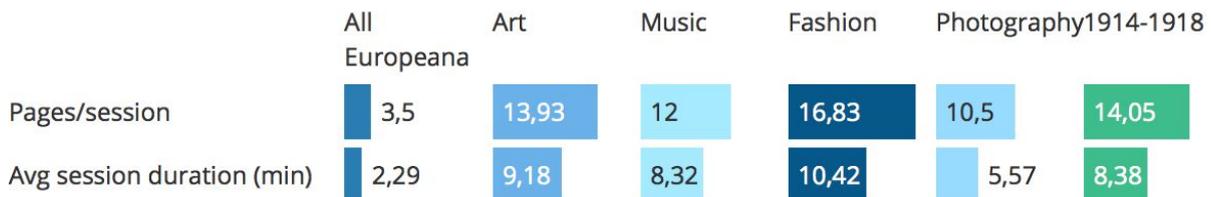
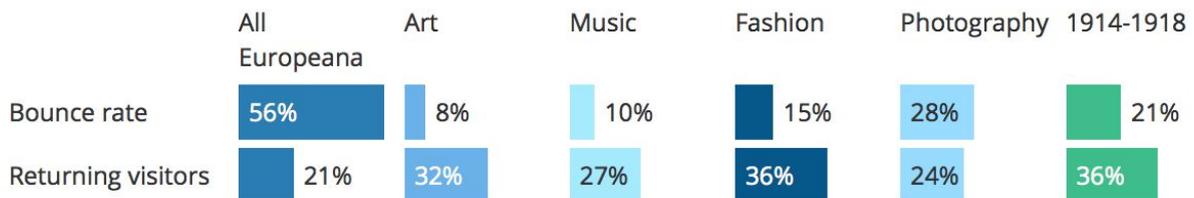
The amount of downloads is well on track. After a decrease during the summer, the amount of click-throughs increased in October. The number of media-views keeps on growing since July

TOP 10 countries

By number of generated visits between January and October 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.