



# 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







## **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*

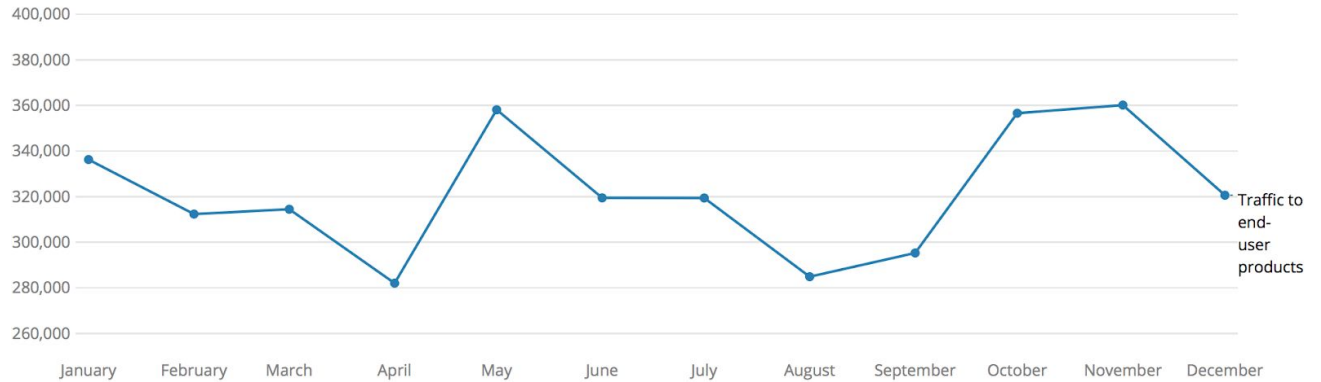
- **Europeana Advent Calendar**

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

## 4. Traffic & impressions - details

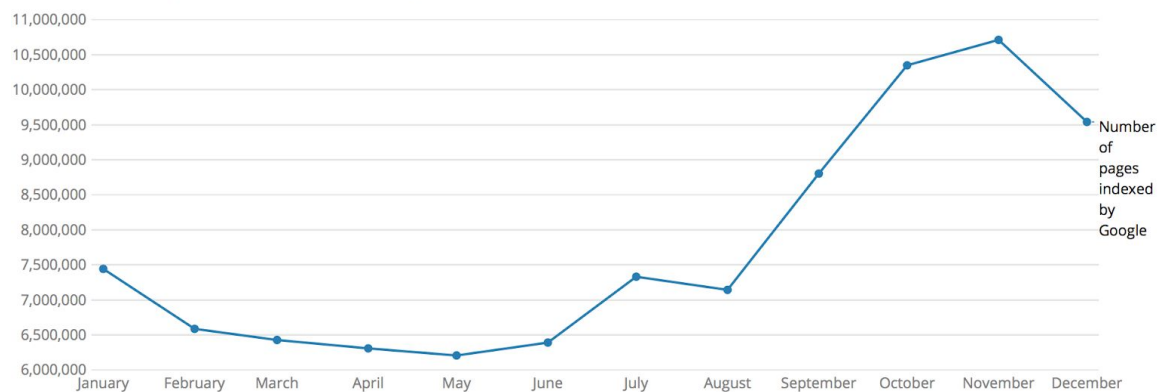
### Traffic on Europeana end-user products

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



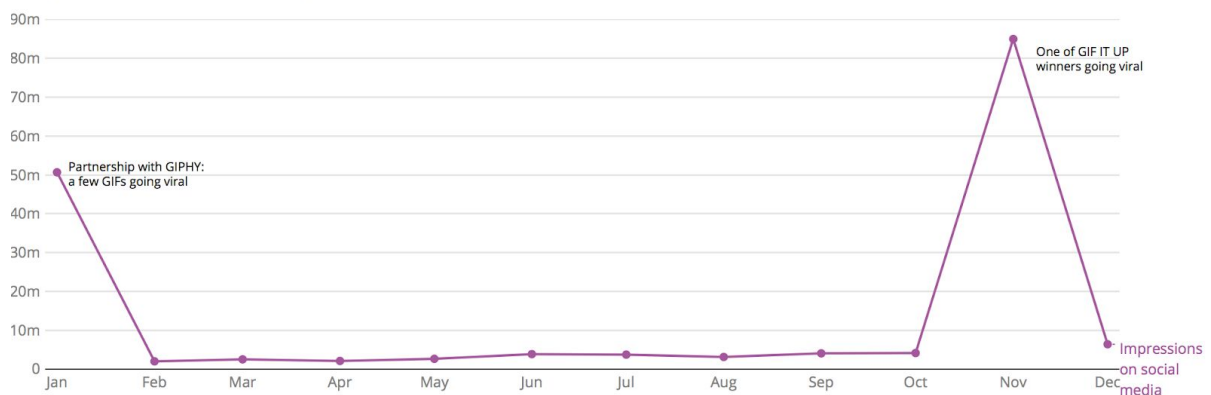
*The traffic on end user products grew between September and November (2nd best month after May in the amount of traffic). We've observed a usual drop in December.*

### Number of pages indexed by Google



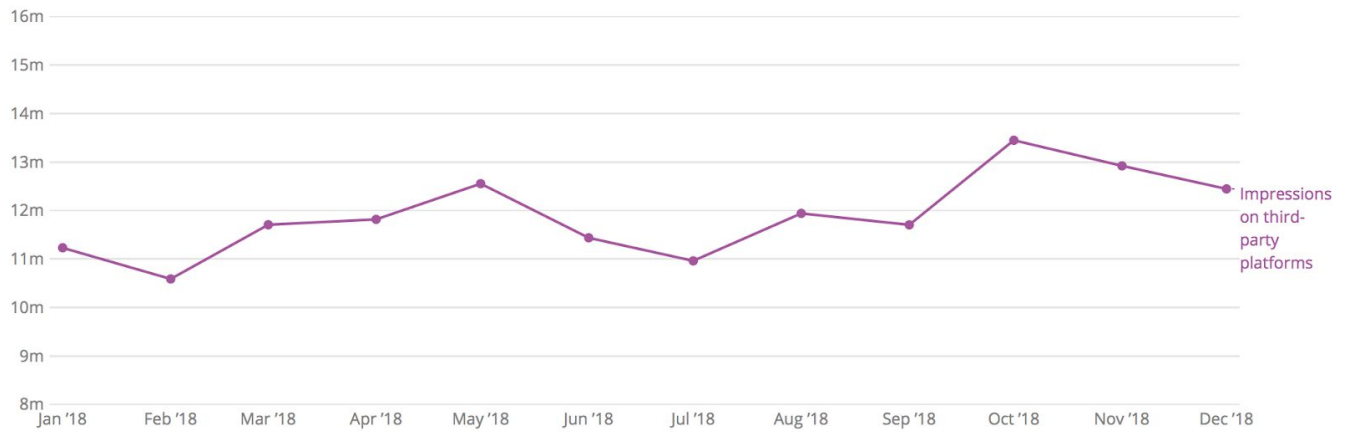
*The amount of indexed pages increased between September and November, possibly in connection with the introduction of entity pages.*

### Impressions of Europeana content on social media



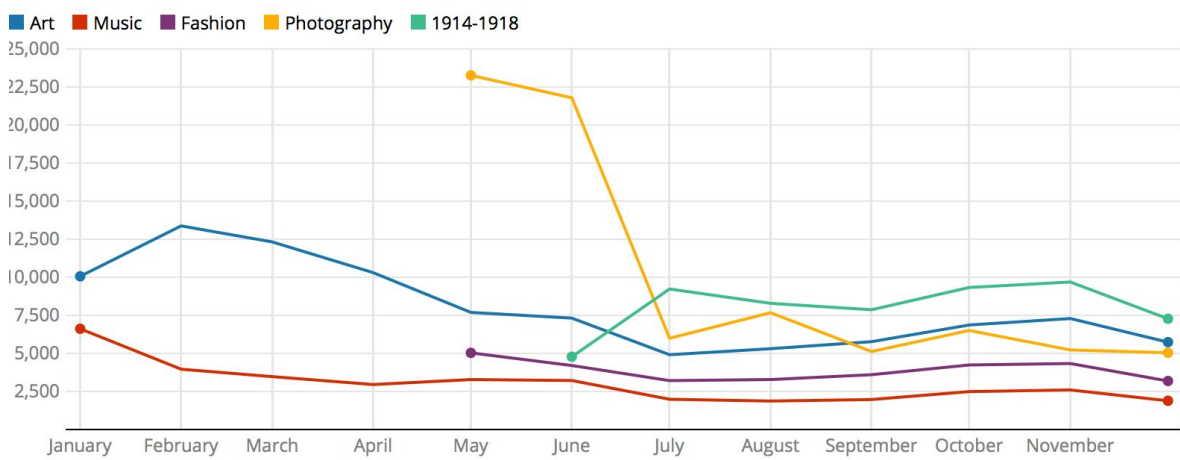
GIFs going viral in January in November caused enormous growth in impressions in these months

### Impressions of Europeana content on third-party platforms



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

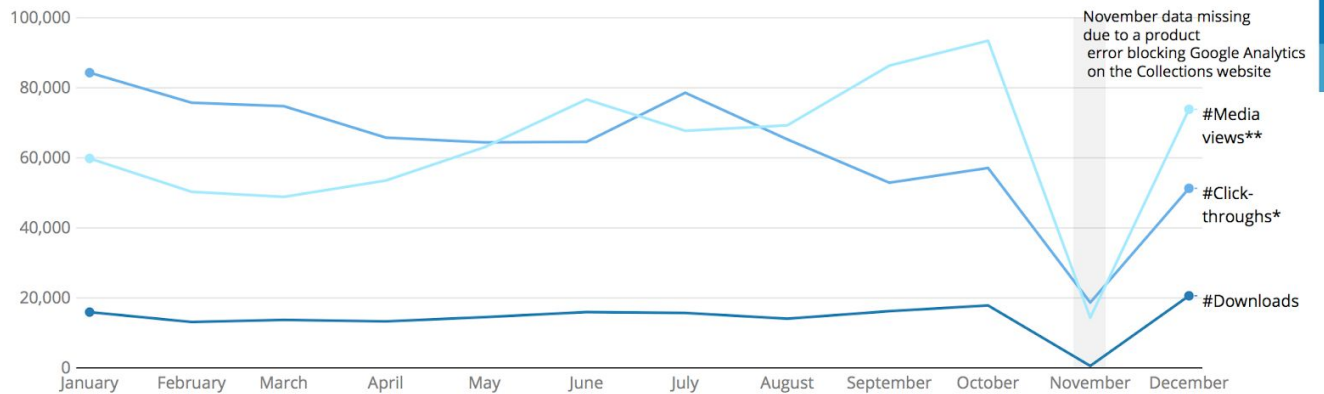
### Traffic on thematic collections



\*Visits including a homepage of a thematic collection

## 5. Engagement on Europeana Collections

### Downloads, media views & click-throughs

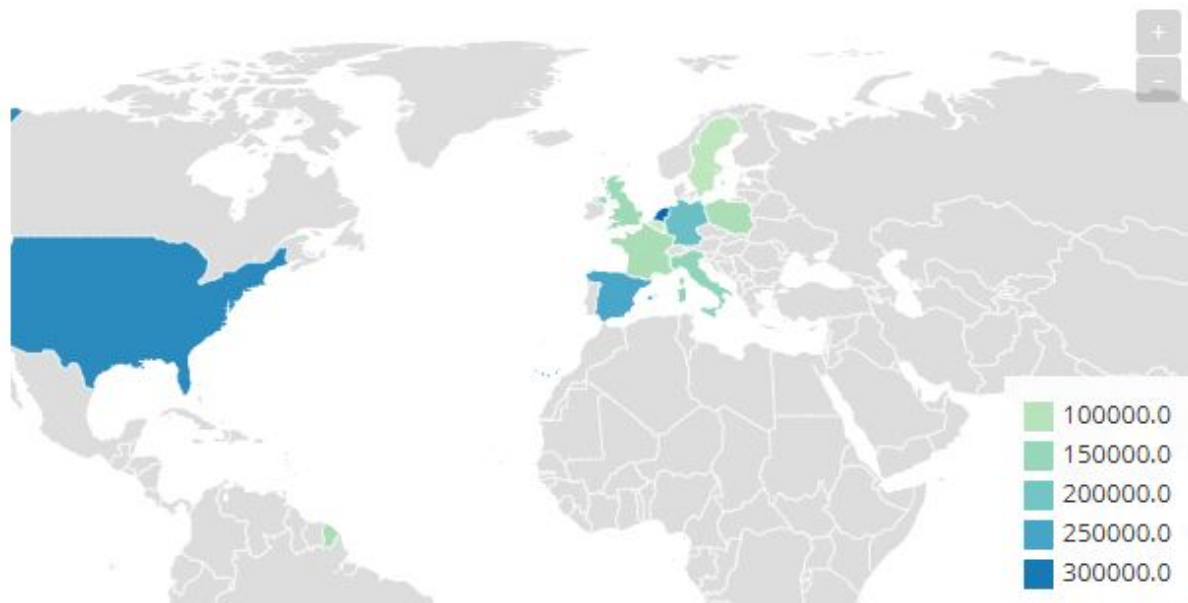


\*Click-through - when a user is redirected to the institution's website after clicking on its name/logo/Tier 1 item \*\*Media view - when a user views an image, plays a sound or video or reads a text inside Europeana Collections

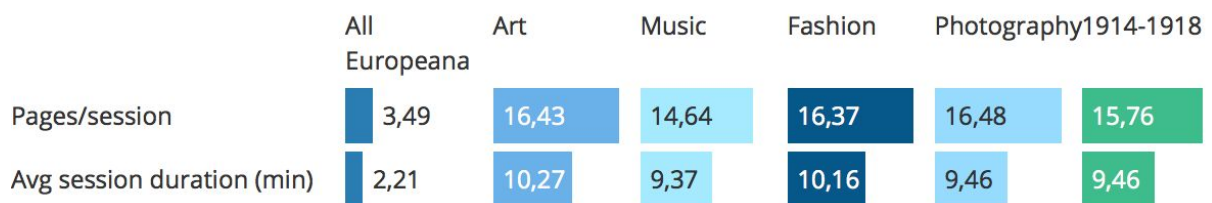
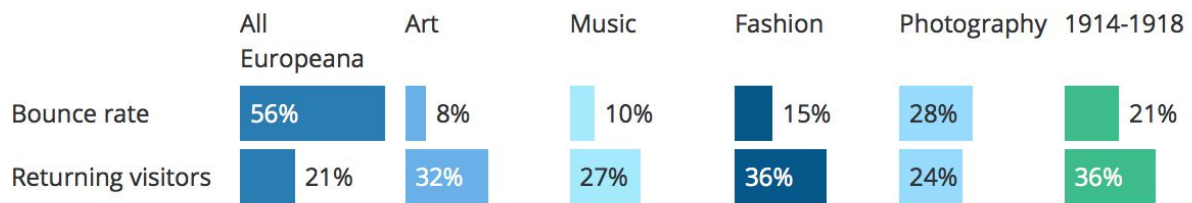
November data missing due to a product error blocking Google Analytics on the Collections Website.

### 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.*