Web Traffic & Social Media Report
Action proposed: For information and Q&A

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public
| Green | • KPIs for 2016 achieved for: downloads, impressions on social media, number of people reached on social media, number of impressions of Europeana content on Wikimedia projects  
• ‘Faces of Europe’ exhibition series performs very well and continues to receive positive feedback from the users |
| Yellow | • Calm summer months, drop in a few areas of our activity. |
| Red | • Issues with Google indexing and drop of traffic from organic search persist. This has been taken up with the Commission.  
• As a consequence, meeting KPIs for impressions of end user products, visits to end user products and click-throughs will be challenging |
1. Click – throughs

<table>
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<tr>
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<th>January '16</th>
<th>February '16</th>
<th>March '16</th>
<th>April '16</th>
<th>May '16</th>
<th>June '16</th>
<th>July '16</th>
<th>August '16</th>
<th>Jan-Aug 2016</th>
<th>KPI 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td># of click-throughs</td>
<td>152,639</td>
<td>146,759</td>
<td>138,143</td>
<td>91,221</td>
<td>97,546</td>
<td>78,995</td>
<td>77,778</td>
<td>75,598</td>
<td>858,679</td>
<td>2,000,000</td>
</tr>
</tbody>
</table>

The amount of click-throughs keeps on dropping, likely in connection with the de-indexing and organic search traffic decrease and / or an increase in downloads, but we need to further analyse.

We’ve realized 43% of our yearly KPI between January and August.
KPIs for 2016 achieved for impressions on social media and impressions of Europeana content on Wikimedia projects.

The number of impressions on social media and of end user products both dropped in June and July. In both cases, the amount of impressions started to recover in August.
We’ve realized 46% of our yearly KPI for impressions of end user products between January and August.

3. Visits

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</thead>
<tbody>
<tr>
<td>#Visits to end user products</td>
<td>520,689</td>
<td>489,699</td>
<td>462,043</td>
<td>365,566</td>
<td>399,740</td>
<td>310,471</td>
<td>292,626</td>
<td>306,765</td>
<td>3,147,599</td>
<td>7,100,000</td>
</tr>
</tbody>
</table>

The number of visits is starting to recover from a drop between May and July. Yet, due to decreased amount of organic search traffic, it’s significantly lower than at the beginning of the year.
We’ve realized 44% of our yearly KPI for impressions of end user products between January and August.

**Visits: Thematic Collections**

The traffic on both Thematic Collections dropped during summer months.
Europeana 1914-1918 experienced a drop in the number of visits during summer months.

4. Downloads

The 2016 KPI for downloads has been reached, but we are seeing lower amounts after an initial high in February. This will be further investigated.
5. Social media reach and engagement

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</thead>
<tbody>
<tr>
<td>#Number of people reached via social media</td>
<td>610,992</td>
<td>659,409</td>
<td>827,906</td>
<td>1,103,533</td>
<td>1,404,531</td>
<td>1,674,816</td>
<td>644,966</td>
<td>945,501</td>
<td>7,871,654</td>
<td>6,000,000</td>
</tr>
<tr>
<td>#Number of people engaged via social media</td>
<td>23,305</td>
<td>23,007</td>
<td>24,524</td>
<td>22,056</td>
<td>24,668</td>
<td>35,304</td>
<td>19,969</td>
<td>30,749</td>
<td>203,582</td>
<td>250,000</td>
</tr>
</tbody>
</table>

The KPI for number of people reached through social media is reached. The KPI for social media engagement is realized in 81% and is likely to be reached within next two months. Yet, the last Facebook algorithm change introduced this summer, had impact on our results.

Content and Social Media Highlights

- Faces of Europe – almost 3% of total traffic on Europeana between April and August
- Positive reviews from users collected via Hotjar, a feedback & analytics tool we use

Very interesting and beautiful paintings by painters I never heard of - thank you

The history connection, clarity, focus on individual contributions.

Very high quality images and interesting discussion.

The history connection, clarity, focus on individual contributions.

- New trilingual Europeana 1914-1918 newsletter, very high open rates of 52-64%
- High engagement around the monthly #Europeana280 Facebook cover voting contest

- “Maggy’s picks’ series on the blog presenting interesting new content in Europeana

Maggy’s picks: new content in Europeana

In Europeana, you will over 53 million of artworks, artefacts, books, videos and sounds from across Europe. And we add new datasets on an ongoing basis. In this new series, we’ll present highlights of the new datasets ingested in the …

written by Aleksandra Strzelcicka on July 25, 2016 in Content with 2 comments