Web Traffic & Social Media Report

Action proposed: For information

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public
| Green | • Great reception of #ArtNouveauSeason and #WW1LoveLetters & #WW1Poetry Transcribathon runs  
• Significant increase of social media reach and engagement at the end of Q1 thanks to #ArtNouveauSeason, #AllezLiterature campaign and Transcribathons  
• Impressions on third party platforms on track  
• Engagement on Thematic Collections remains high |
| Red | • drop of traffic to Europeana Music, but still well on track towards the KPIs  
• a slight drop of traffic on Europeana 1914-18 |
| Red | • drop of the number of click-throughs and overall traffic on end-user products (due to depublication of low quality content)  
• drop in downloads, probably related to fluctuations in Google indexing |

The reporting period in March is between 1 and 27 and not the complete month. Because of this, some of the results might be slightly lower given a few days left till the end of the month.

**General remark about reporting in 2017:**
While in 2016, all the new Europeana products (Thematic Collections & exhibition platform) were launched at the beginning of the year, in 2017 the new products are planned for Q2 and Q3. This means that the traffic and engagement numbers won’t be equally spread during the year. We expect much increased activity from Q2 onwards, related to launch of new products. This was taken into consideration during the creation of the KPIs and should be visible in the statistics and reports.

Remedial action is being taken to find ways to improve the drops in traffic. The most promising of which are our entity pages that create the links between objects, which in turn might remove our “content farm” label, which seems to be influencing the Google indexing bot. Further measures will be addressed in the BP2017 update.
Culture lovers

1. Click-throughs, downloads & overall traffic on Europeana Collections

<table>
<thead>
<tr>
<th>X.1 ▼</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>KPI 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td># click-throughs</td>
<td>84.331</td>
<td>75.749</td>
<td>64.488</td>
<td>1.200.000</td>
</tr>
<tr>
<td># downloads</td>
<td>15.964</td>
<td>13.137</td>
<td>11.669</td>
<td>180.000</td>
</tr>
<tr>
<td># overall traffic on end-user products</td>
<td>341.650</td>
<td>269.869</td>
<td>263.151</td>
<td>6.000.000</td>
</tr>
</tbody>
</table>

Decrease of the amount of click-throughs and drop in overall traffic connected with the de-publication of low quality content. Drop in downloads probably related to fluctuations in the amount of pages indexed by Google (organic search traffic)

2. Traffic on Thematic Collections

<table>
<thead>
<tr>
<th>X.1 ▼</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>KPI 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art</td>
<td>10.065</td>
<td>13.377</td>
<td>10.598</td>
<td>115.000</td>
</tr>
<tr>
<td>Music</td>
<td>6.617</td>
<td>3.962</td>
<td>2.994</td>
<td>49.000</td>
</tr>
</tbody>
</table>
Traffic on both thematic Collections is well on track, but the drop in visits on Europeana Music requires action in the coming months. Art is performing well, especially after the launch of the #ArtNouveauSeason.

3. Traffic on Europeana 1914-18 & Transcribathon

Traffic on Europeana 1914-1918 is slightly behind the target, while Transcribathon reached significant number of visitors within a few months after its launch.
4. Engagement

The engagement on Thematic Collections is much higher than on Europeana in general, while the engagement on Europeana 1914-18 is slightly higher than on Europeana in general (Yet, the real comparison will be possible when 1914-18 becomes a Collection and receives the same browsing and curation opportunities as other Thematic Collections)

General public

Impressions on 3rd party platforms, impressions on social media, engagement on social media.

<table>
<thead>
<tr>
<th>X.1</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>KPI 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions on 3rd party platforms</td>
<td>11,230,545</td>
<td>10,588,311</td>
<td>not yet available</td>
<td>125,000,000</td>
</tr>
<tr>
<td>Impressions on social media</td>
<td>50,677,341</td>
<td>1,992,643</td>
<td>2,297,431</td>
<td>75,000,000</td>
</tr>
<tr>
<td>Engagement on social media</td>
<td>18,912</td>
<td>25,073</td>
<td>41,098</td>
<td>318,207</td>
</tr>
</tbody>
</table>

Impressions on 3rd party platforms are well on track. Impressions on social media well beyond expectations thanks to promotion on winter GIFs on GIPHY in January. The engagement on social media is well on track and growing thanks to #ArtNouveauSeason, #AllezLiterature and Transcribathons at the end of Q1.
Content & Social Media highlights

- Art Nouveau Season

**Graphic Inspiration: Nature and Folk Art in Hungarian Art Nouveau**

In this week’s Art Nouveau season guest post, Júlia Kádár, Head of the Collection at Eger’s Szász Erzsébet Art Gallery, highlights the importance of graphic arts within Art Nouveau and describes how Hungarian artists were inspired by nature and folk culture. The Schola...
- #WW1LoveLetters & #WW1Poetry Transcribathon runs

Do you speak French, German, Dutch or Slovene? We need help with transcription of #WW1LoveLetters in these languages

bit.ly/2Ilp7GV