Web traffic report
Action proposed: For discussion

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public
Web Traffic & Social Media Report

1. Highlights

While engagement levels on thematic collections continue to provide the desired results (low bounce rates, long session durations, high levels of returning visitors) the overall traffic on Europeana Collections has been below expectations (3.6 million actual vs 6 million target). This can largely be attributed to the low level of indexing by Google, hovering between 6.5 million and 7.5 million pages from January until August. From September on, possibly connected to the introduction of entity pages, this increased to a peak of 11 million in November which was directly reflected in the traffic statistics. Increasing the number of indexed pages is our number one priority. Investigations are led by our R&D team with a plan of approach expected in Q1 of this year. Visibility on third party platforms and social media has again been surpassing our expectations, largely due to some smart and targeted campaigns by our marketing & Communications team.

2. KPI overview

**Impressions on 3rd Party platforms**

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>125m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual end of 2017</td>
<td>143,87m</td>
</tr>
</tbody>
</table>

**Impressions on social media**

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>75m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual end of 2017</td>
<td>172,09m</td>
</tr>
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</table>

**Engagement on social media**

<table>
<thead>
<tr>
<th>KPI 2017</th>
<th>318k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual end of 2017</td>
<td>506,01k</td>
</tr>
</tbody>
</table>
3. Content and social media highlights

- Europeana Migration
  - Announcement Blog
  - #GalleryOfTheWeek featuring famous migrants, celebrating International Migrants Day
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**

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**

One of GIF IT UP winners going viral.
GIFs going viral in January in November caused enormous growth in impressions in these months.

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

*Visits including a homepage of a thematic collection*
5. Engagement on Europeana Collections

Downloads, media views & click-throughs

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

*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
Users of Thematic Collections stay on the website longer, visit more pages than all Europeana users. Moreover, more of them return to the website.