Europeana web traffic and social media report

Action proposed: For discussion, critiquing and Q&A

1. Highlights

KPI 2018 for downloads and engagement on social media achieved. Impressions on social media, and impressions 3rd party platforms well on track. Traffic to Europeana end user products remains a challenge and the Google indexing still plays a big role despite the remedial actions taken thorough 2018. Similarly, click-throughs remain behind the target, likely in connection with low quality content being depublished.

Planned remedial actions include allocating more resources towards traffic generation, improving the editorial strategy and redesign the website to prolong the user journey and encourage returning to the website.
2. KPI overview

### Impressions on 3rd Party platforms

<table>
<thead>
<tr>
<th></th>
<th>KPI 2018</th>
<th>Target July 2018</th>
<th>Actual July 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>150m</td>
<td>87.5m</td>
<td>92.62m</td>
</tr>
</tbody>
</table>

*August data for 3rd Party platforms not yet available*

### Impressions on social media

<table>
<thead>
<tr>
<th></th>
<th>KPI 2018</th>
<th>Target August 2018</th>
<th>Actual August 2018</th>
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<tbody>
<tr>
<td></td>
<td>82m</td>
<td>54.67m</td>
<td>70.68m</td>
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</table>

### Engagement on social media

<table>
<thead>
<tr>
<th></th>
<th>KPI 2018</th>
<th>Target August 2018</th>
<th>Actual August 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>350k</td>
<td>233.33k</td>
<td>363.44k</td>
</tr>
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</table>
3. Content and social media highlights

- **Europeana Migration**
  - Editorial created both around the events and the collected stories
  - Adrian invited to talk about migration on the podcast *The Europeans*
A Europeana Migration Collection Day – how does it work?

Our collection day events are a great opportunity to share your migration story. Sharing your story, or the story of your family or community, means it is recorded for posterity and preserved along with the collections of museums, galleries, libraries …

-written by Europeana on August 15, 2018 in Behind the scenes and European Year Of
- **Rise of Literacy**
  - Weekly editorial outputs created within the project very well received by the audience

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**Book Censorship and Banned Books: the Index Librorum Prohibitorum**

Did you know that the earliest known list of recommended and banned books dates from about 400? It was issued by Pope Gelasius I. Printed lists of banned books existed since the beginning of the escalating religious conflicts of the...
● #MusMeme Day - 22 August
  ○ Creating memes using content available on Europeana

In case you think that what millennials are doing on @instagram is new... We have been faking our photos from the start 😂

#MusMeme #photographylovers

A scene from the studio, L. Szacinski
@OsloMuseum bit.ly/2MKlb8D

Today is #MusMeme Day! This one is by @KlaRSelecka, using a coloured engraving by J. Collier from @ExploreWelcome. Browse through their fascinating collection and create your own #memes: bit.ly/2P7x73h 😎
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 dropped between May and July and slightly increased between July and August

Number of pages indexed by Google
After an significant increase in the spring, the number of pages indexed by Google dropped between June and August, ending up on the same level as in April.

**Impressions of Europeana content on social media**

Impressions on social media are well on track and stable between April and August. We expect a peak in activity around GIF IT UP this autumn which means the KPIs will be overachieved.
Impressions 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 surpassing the expectations, the amount of media views growing as well. A slight drop of the amount of click-throughs.
We’ve observed a drop in engagement on social media over summer period, but the KPI for 2018 is already achieved in August.
TOP 10 countries

By number of generated visits in 2018
## Engagement on Europeana & Europeana Thematic Collections

<table>
<thead>
<tr>
<th>Metric</th>
<th>All Europeana</th>
<th>Thematic Collections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounce rate</td>
<td>59%</td>
<td>17%</td>
</tr>
<tr>
<td>Returning visitors</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>Pages/session</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>Avg session duration (min)</td>
<td>2%</td>
<td>7%</td>
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</table>

**Circulation:**
Europeana Foundation Governing Board Members, Observers and the DCHE Expert Group

**Classification:**
Public