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, engagement on social media, number of impressions of Europeana content on Wikimedia projects
|       | #GIFitUP creating a lot of awareness about Europeana and re-use of the cultural heritage in a playful way
|       | 1914-1918 Transcribathon in the European Parliament well received on social media
|       | Good initial results of the new virtual exhibition “Colossus of Leonardo Da Vinci”

| Yellow | Big differences in the amount of downloads from one month to another, require further investigation

| Red   | Issues with Google indexing and drop of traffic from organic search persist.
|       | As a consequence, meeting KPIs for impressions of end user products, visits to end user products and click-throughs will be challenging
Due to submission deadline, the reporting period in October is between 1 and 26 and not the complete month. Because of this, some of the results might be lower given a few days left till the end of the month.

1. Click – throughs

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</thead>
<tbody>
<tr>
<td>152,039</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>71,733</td>
<td>65,900</td>
<td>996,312</td>
<td>2,000,000</td>
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</tbody>
</table>

Although, the amount of click-throughs keeps on decreasing, the situation is more stable than in the spring.

We’ve realized 49.8% of our yearly KPI between January and October.
2. Impressions

KPIs for 2016 achieved for impressions on social media and impressions of Europeana content on Wikimedia projects.

The amount of impressions of end user products remains stable, while the amount of impressions on social media slowly increases.
We’ve realized 54% of our yearly KPI for impressions of end user products between January and August.

3. Visits

<table>
<thead>
<tr>
<th>KPI</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Jan-Oct</th>
<th>KPI 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>#Visits to end user products</td>
<td>520,689</td>
<td>489,699</td>
<td>462,043</td>
<td>385,556</td>
<td>399,740</td>
<td>310,471</td>
<td>292,625</td>
<td>306,765</td>
<td>302,670</td>
<td>279,485</td>
<td>3,147,599</td>
<td>7,100,000</td>
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</table>

Although, the amount of visits keeps on decreasing, the situation is more stable than in the spring. Different methods of increasing the traffic are being investigated.

We’ve realized 45% of our yearly KPI for visits of end user products between January and August.
Visits: Thematic Collections

For both Thematic Collections, we observe a significant increase in traffic after the summer.

Visits: Europeana 1914-1918

The amount of visits on Europeana 1914-1918 is stable since the summer, but there’s a decrease in traffic comparing to the beginning of the year.
4. Downloads

The KPIs for downloads are reached, but the amount of downloads varies from one month to another. We are investigating possible reasons of this situation.

5. Social media reach and engagement

The 2016 KPIs for the reach and engagement are achieved.
Content and Social Media Highlights:

- The Colossus of Leonardo da Vinci


Europeana @Europeanaeu · Oct 25
Explore our new virtual exhibition to learn about #Colossus, #Leonardo’s monumental never-completed project bit.ly/2erczTR #DaVinci

Museo Galileo and Biblioteca Nacional

- Günther Oettinger tweeting about Europeana
- Europeana 1914-1918 Transcribathon at the European Parliament
So touched to read the diary of a nurse from WW1 and enjoy a poem she wrote about a fly, a wasp and a moth @Europeana1914 #GenerationCode