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Revision History

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1. Summary

This document analyses the main dimensions of web traffic and usage on the Europeana portal www.europeana.eu in the period of 1 May 2014 - 30 April 2015 ('reporting period'). This report provides a comparison with one year and two years before the reporting period, highlighting any significant changes in traffic patterns. This report concludes with an update on key social media metrics in the reporting period together with traffic statistics for both the Europeana 1914-1918 and Europeana 1989 websites.

For reference purposes, key metrics from other heritage institutions are included. In general, the document follows the structure used for the regular Annual Traffic and Social Media Reports, as provided to Europeana's Board Members at the end of each year.

Google indexing & traffic

Organic traffic (mainly from Google) is the biggest source of traffic to the Europeana portal, accounting for 56% of the overall visits in the reporting period. Any changes in Google's algorithm and ranking index significantly impact traffic patterns on the Europeana portal. These changes in turn affect the number of Europeana pages indexed by Google, which then directly impacts on the number of overall visits to the Europeana portal.

To illustrate this connection between number of pages indexed by Google and overall traffic figures, a line chart depicting the number of Europeana pages indexed by Google in the reporting period has been included under section two of this report.

In the first two months of the reporting period, the number of Europeana pages indexed by Google increased from 19.4 million to 21.7 million, while in the following four months the number of pages indexed decreased to 17.2 million. This negative trend was reversed for the next two months but then the number of indexed pages started to drop again.

SEO measures taken to restore indexing of pages by Google

There have been some issues with the number of pages Google has indexed in the reporting period. Slight fluctuations have always been expected due to Europeana providing a new sitemap each month when new content is deployed, but two major issues in the last year account for the larger fluctuations of the number of indexed pages.

In October 2014, a bug was found in the code generating the sitemaps. As a result of this bug, not all of the records in our corpus were added to the sitemap. A number of side-effects caused by the bug fix reduced the number of sitemaps available to Google, resulting in a slow decline in indexed pages. Once the full corpus became available again, Google slowly ramped up the indexing, returning to the original value several weeks later. These figures are likely to increase further due to more pages being available.

Unfortunately, the migration to a new hosting provider in February 2015 had an adverse effect on the availability of infrastructure for Google to index. Due to some mishaps in the days during and after the migration, Google reported a large number of pages as unavailable. This behaviour is castigated harshly by Google, hence a steep drop in the number of pages indexed. Once the infrastructure problems were resolved, the numbers levelled out. Extra web server capacity has been temporarily added to ensure Google can quickly ramp up the number of pages again.

API & referral traffic

In the reporting period, the second biggest traffic source for the Europeana portal was [Creative Commons Search](#), a site which includes a Europeana search function. This resulted in nearly 200,000 visits (4.6% of total traffic).

API traffic to the Europeana portal increased by 220% in the reporting period when compared with the year before (not all API traffic is recorded however, since some external developers decide not to implement the tracking code).

Traffic originating from social media continued to grow, increasing by nearly 10% compared with figures from the previous year, even though generating referral traffic is not a key objective for our social media activity.

On-site portal search

The number of visits during which people perform a search on the Europeana portal decreased by slightly more than 2% compared to the year before. This is interesting given the fact that overall traffic has increased. In other words: the number of people looking at objects on Europeana's portal increased, but visitors were less inclined to perform a search. This underlines the hypothesis that we see a shift in the nature of our visitors, from 'culture vultures' - who are actively searching for relevant content - to 'culture snackers', people who enter the portal via social media but don't actively search for more content.

Off-site reach on social media & Wikipedia

As part of the Europeana v3 project, the Distribution and Engagement team focused on increasing the off-site reach of the collections made available via the Europeana portal. As a result of various activities on social media and with the Wiki community, Europeana generated over 64 million impressions of partners' collections outside of the Europeana portal, on platforms such as Wikipedia, Facebook and Pinterest.

In other words: for every impression of content on the Europeana portal, Europeana generated at least four more on other platforms. Across Europeana's portal, social media and Wiki pages, there was a global reach of more than 80 million impressions/page views of partners' collections across the web.

Facebook algorithm update

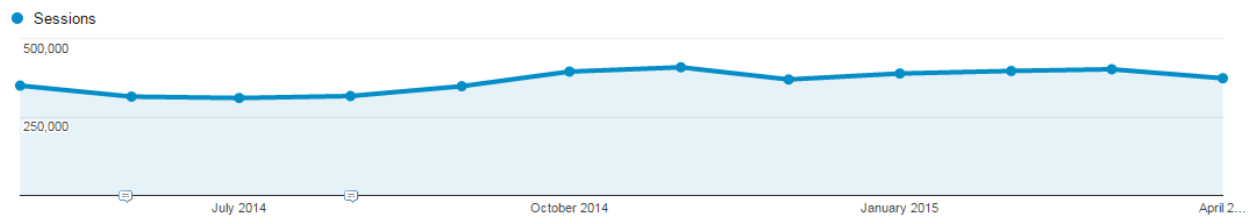
At the end of 2014, there was a sharp decline in the number of impressions, reach figures and engagement indicators on Facebook. This is the result of an algorithm update by Facebook, which negatively impacts the organic reach of Europeana's updates. This organic reach is unlikely to recover in the coming year. To counteract this, the Distribution and Engagement team are focusing on other platforms that yield better results in the long term, such as Pinterest and Google+.

2. Europeana portal metrics for the reporting period

4,372,177	visits	3.9%	Increase from the year before	-26.2%	Decrease from 2 years earlier
3,500,792	unique visitors	4.5%	Increase from the year before	-22.6%	Decrease from 2 years earlier
15,432,507	page views	4.6%	Increase from the year before	-33.3%	Decrease from 2 years earlier
2:14	average visit duration	-3.5%	Decrease from the year before	-4.8%	Decrease from 2 years earlier
53%	bounce rate	-2.3%	Decrease from the year before	4.1%	Increase from 2 years earlier

A glossary that explains the above metrics can be found at the end of this document.

Europeana portal traffic pattern for the reporting period

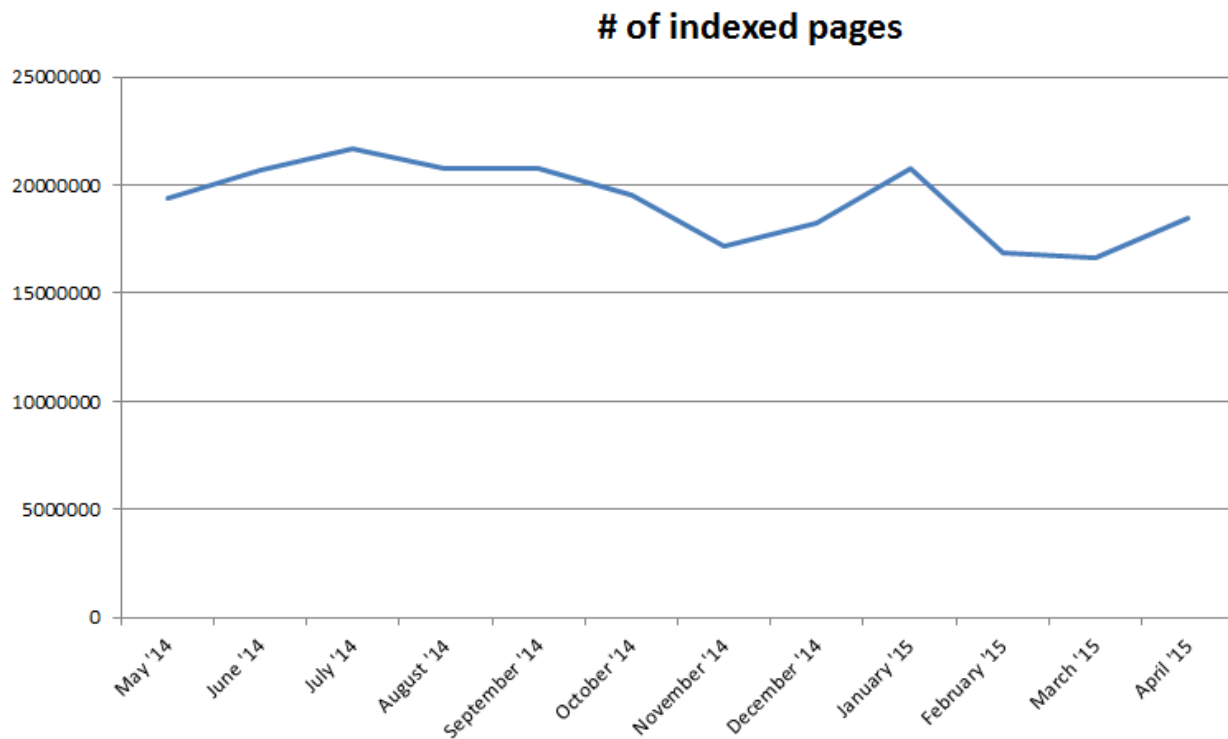


This graph clearly shows the seasonal effects in traffic, with less visitors during summer time. The slight decrease in traffic after November 2014 is a result of page indexing issues, resulting in less organic search traffic.

Quarterly traffic breakdown for the reporting period

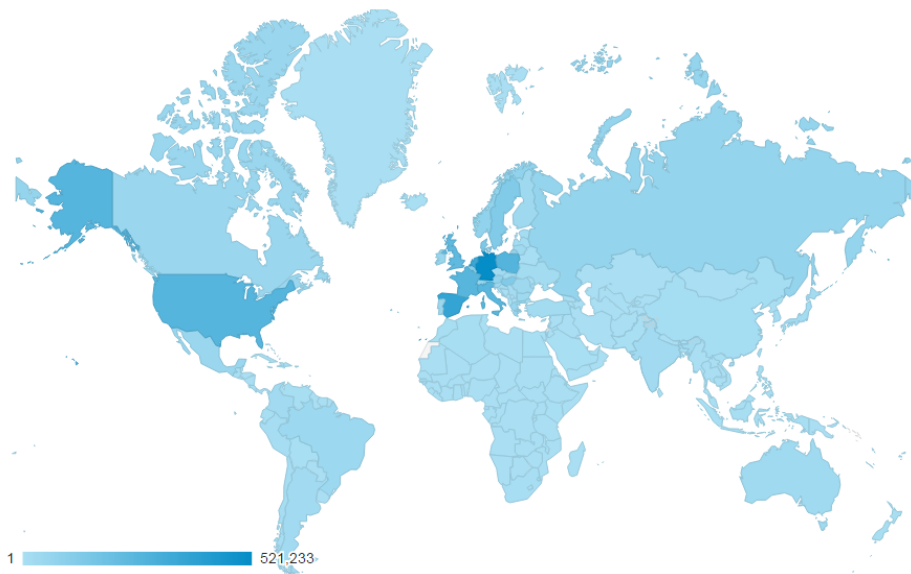
	Visits	Unique Visitors	Page Views	Time on site/visit (mm:ss)	Bounce Rate
Q1	975,041	801,279	3,491,173	00:02:20	52%
Q2	1,059,214	881,475	3,650,482	00:02:08	53%
Q3	1,166,046	969,255	4,140,903	00:02:15	53%
Q4	1,171,876	963,763	4,149,949	00:02:15	54%

Number of Europeana portal pages indexed by Google for the reporting period



The decline in number of indexed pages from January 2015 was caused by technical issues with the sitemap and the migration of the portal to a new hosting provider. After fixing these issues, the number of indexed pages started to increase again.

Geographic overview of portal users



Top 10 Countries	Visits	Change
1. Germany	521,233	-13.7%*
2. Spain	374,677	+22.3%*
3. Netherlands	348,668	+5.3%*
4. Poland	271,475	-11.1%*
5. United States	265,708	+7.6%*
6. France	259,090	+2.7%*
7. Italy	256,493	-6.0%*
8. United Kingdom	233,317	+34.7%*
9. Denmark	142,606	-14.6%*
10. Sweden	129,234	+32.0%*

* Percentage change in visits in the reporting period compared to the year before. The decline in traffic from Germany can be explained by the fact that we recorded a peak in traffic in Q1 2014 around the launch of *Europeana1914-1918.eu*.

3. Portal search in the reporting period

1,077,551	Visits with search	-2.5%	Decrease from the year before	-12.6%	Decrease from two years before
2,192,063	Total unique searches	-3.4%	Decrease from the year before	-18.7%	Decrease from two years before

Total unique searches is the number of times a search is performed on Europeana (duplicate searches within a single visit are excluded).

4. Object views, social actions & click-throughs in the reporting period

6,893,063	Object Views <i>The number of times Europeana object pages have been viewed. Repeated views of a single page are counted</i>	n/a*	
6,979	Social Actions <i>The number of times a user has clicked on a social share icon within the portal</i>	46.9%	Increase from the year before
1,943,061	Click-throughs <i>The number of click-throughs relates to the number of clicks on an object via Europeana object pages</i>	8.4%	Increase from the year before

** Not all data can be compared as not all relevant Google Analytics data is available for the previous year*

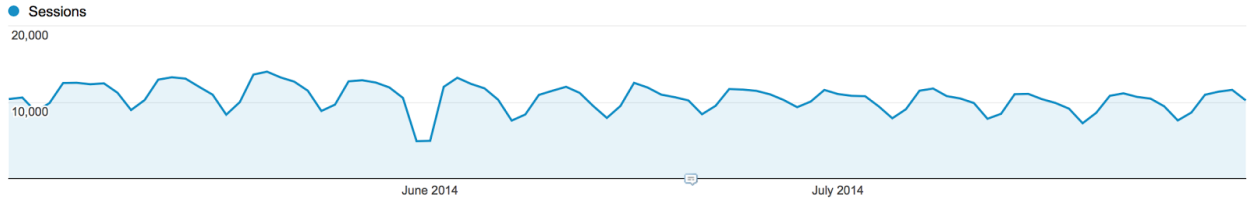
5. Traffic breakdown in the reporting period

489,432	Direct	12.1%	Increase from the year before	-20.3	Decrease from two years before
2,876,590	Search engine	-16.5%	Decrease from the year before	-30.3	Decrease from two years before
65,070	API	220.0%	Increase from the year before	n/a*	
70,513	Social media	6.2%	Increase from the year before	6.5%	Increase from two years before
79,224	Other referrals	n/a*		n/a*	

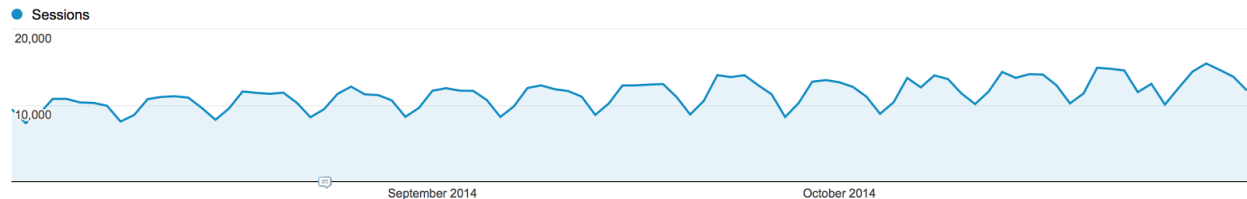
** Not all data can be compared as Google Analytics channel data is not available prior to 25 July 2013*

6. Traffic patterns in the reporting period

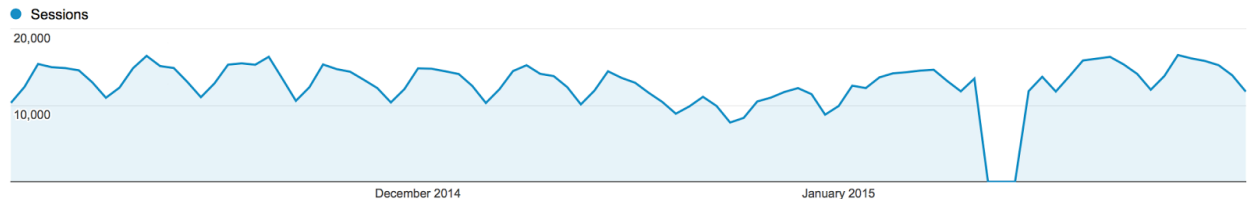
Q1



Q2

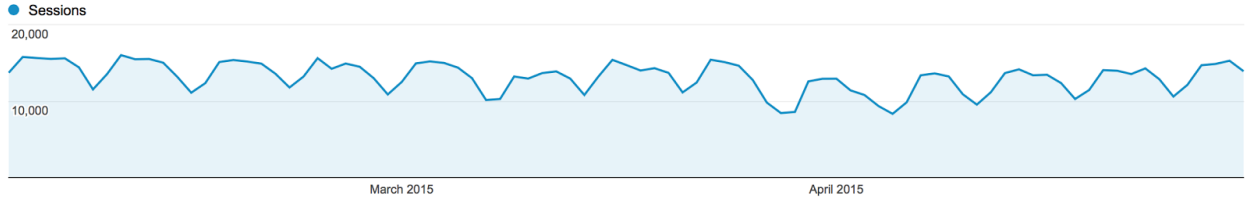


Q3



The dip in site traffic in January was caused by a glitch in the implementation of the Analytics tracking property.

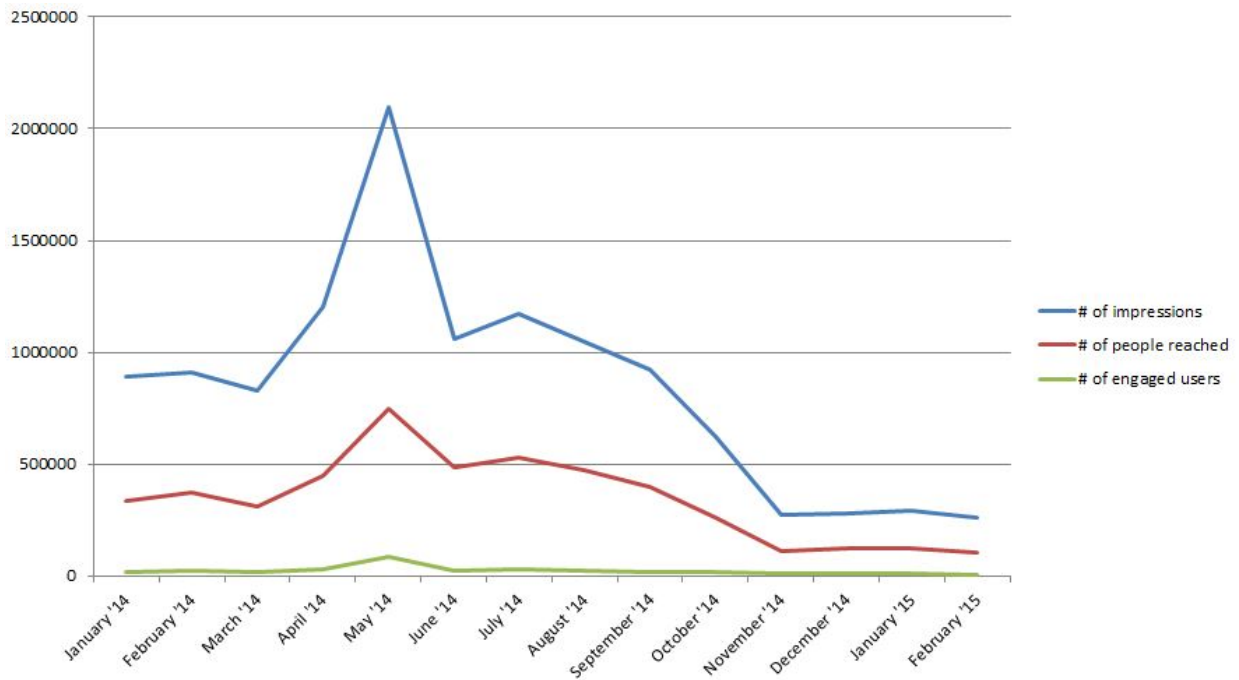
Q4



7. Social media and Wiki update

Facebook (Europeana)

- 76,913 followers (grew by 11,337 during the reporting period)
- 12.6 million impressions of Europeana content (compared to 9.3 million in the year before)
- 339,000 unique users on Facebook engaged with content from Europeana (compared to 111,500 in the year before)



The graph shows the dramatic decline in reach and engagement on Facebook as a result of algorithm changes.

Pinterest (Europeana)

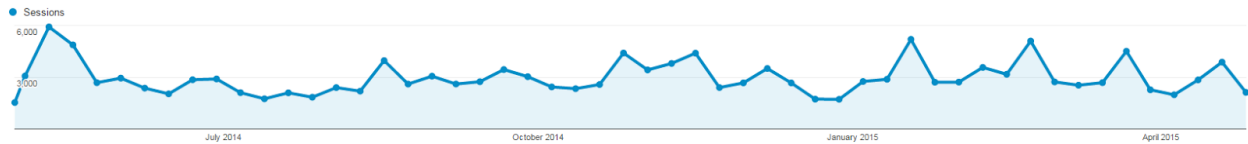
- 6,154 followers (grew by approximately 1,900 followers in the reporting period)
- 3.3 million impressions of Europeana content
- Content from Europeana reached 872,000 users on Pinterest

Twitter (@Europeana.eu)

- 21,046 followers (grew by approximately 5,000 followers in the reporting period)
- 55,453 people engaged
- At least 2.5 million impressions earned (no data available for May-July 2014)

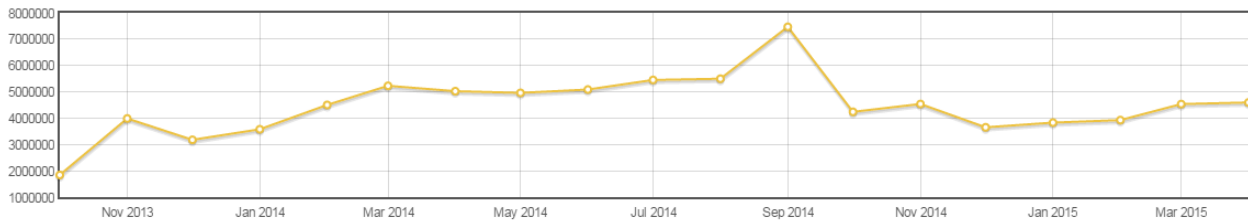
Europeana blog

- 70 posts published
- 156,709 visits
- 136,028 unique users
- 234,008 page views
- 1:06 average time on site
- 1.49 pages per session



Wikimedia Commons

- 48.2 million impressions of Europeana content on Wikipedia in the reporting period
- 24,568 files uploaded to Wikimedia Commons (compared to approximately 21,000 files the year before)
- 5,845 images used in Wikipedia articles (compared to 4,689 images the year before)

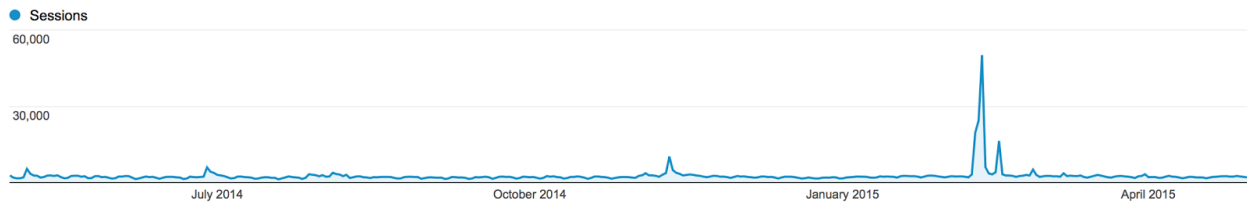


Source: *Baglama reporting tool, showing the number of impressions per month*

8. Europeana 1914-1918

Website traffic

- 953,964 visits (compared to 597,839 visits the year before)
- 752,734 unique visitors (compared to 440,371 visitors in the year before)
- 4.5 pages – average number of pages visited (compared to 6.9 in the year before)
- 3:11 minutes – average visit duration (compared to 5:10 in the year before)



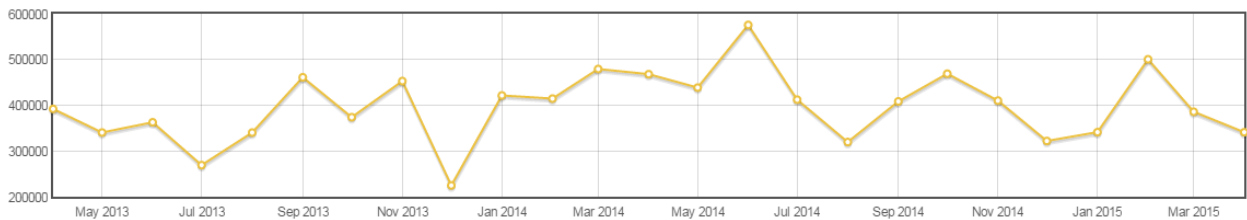
A major peak in traffic in February followed the discovery of 'unseen film footage' by an American researcher, which was covered by all major US newspapers and television stations.

Social media

- 4,445 followers on Twitter (2,074 new followers in the reporting period)
- 23,870 followers on Facebook (1,298 new fans in the reporting period)
- 1,404,389 impressions of Europeana 1914-1918 content on Facebook
- 60,927 users on Facebook engaged with content from Europeana 1914-1918

Wikimedia Commons

- 4.9M impressions of Europeana 1914-1918 content on Wikimedia Commons included in Wikipedia articles

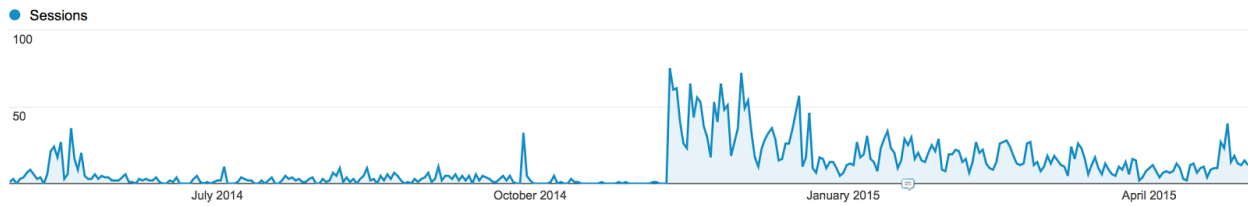


Source: Baglama reporting tool, showing the number of impressions per month. A peak in traffic occurred around the global commemoration of the beginning of the First World War, 28 June 2014.

9. Europeana 1989

Website traffic

- 4,152 visits
- 2,791 unique visitors
- 19.44 pages – average number of pages visited
- 2:52 minutes – average visit duration



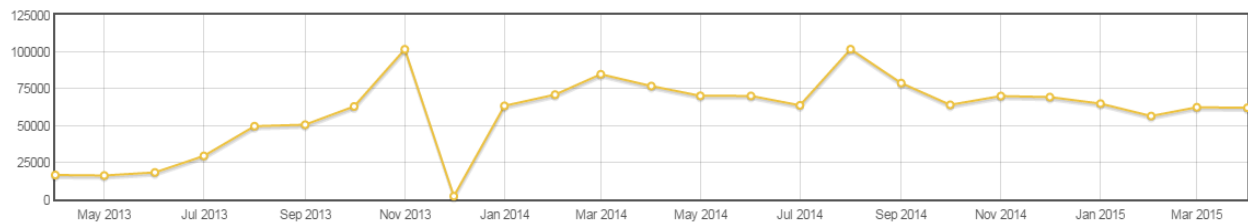
In October 2014, the Google Analytics property for Europeana 1989 was corrected by HistoryPin, therefore statistics prior to October are significantly lower than actual figures.

Social media

- 367 followers on Twitter (227 new followers in 2014)
- 4,249 followers on Facebook (66 new followers in the reporting period)
- 420,105 impressions of Europeana 1989 content on Facebook
- 7,011 unique users on Facebook engaged with content from Europeana 1989

Wikimedia Commons

- 828,000 impressions of Europeana 1989 content on Wikipedia

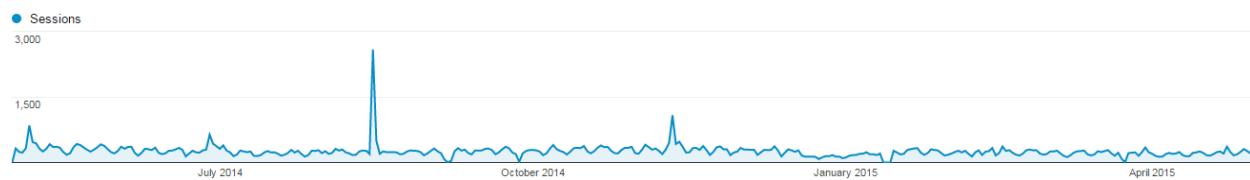


Source: Baglama reporting tool, showing the number of impressions per month

10. Europeana virtual exhibitions platform

Website traffic

- 93,843 visits
- 79,112 unique visitors
- 973,484 page views
- 10.37 pages – average number of pages visited
- 2:47 minutes – average visit duration



Europeana exhibitions on the Google Cultural Institute platform

- 48,108 exhibition views
- 961,235 item views

** Limited statistics are available from the Google CI platform*

11. Benchmark

In this section, an overview is given of key traffic indicators of three of Europeana's peers, the Digital Public Library of America (DPLA), Digital New Zealand (DigitalNZ) and The European Library (TEL) for the period 1 May 2014 – 30 April 2015.

	Europeana.eu	DP.LA	DigitalNZ.org	TEL
Number of items	42,869,662	9,991,377	28,894,381	26,106,400
Population of primary market	507m (2014, EU-28)	319m (2014, USA)	4.5m (2013, NZ)	507m (2014, EU-28)
Audience*				
# of visits	4,372,177	661,266	202,436	591,810
# of unique visitors	3,500,792	489,129	133,326	453,545
# of page views	15,432,507	2,256,401	1,162,921	3,049,483
# of pages/session	3.53	3.41	5.74	5.15
average visit duration	2:14	2:52	5:45	3:54
bounce rate	53.0%	41.2%	41.2%	52.8%
Behaviour				
% CTR to external content providers	44.4%	32.4%	n/a	n/a
Mobile				
% desktop	81.0%	74.4%	78.9%	88.7%
% mobile	10.1%	15.3%	9.8%	6.9%
% tablet	8.9%	10.3%	11.2%	4.4%
Acquisition				
% Organic Search	67.3%	50.4%	34.4%	57.8%
% Referral	18.0%	17.5%	39.9%	25.3%
% Direct	11.4%	24.6%	14.4%	15.1%
% (Other)	1.7%	0.0%	0.0%	0.0%
% Social	1.6%	7.3%	11.3%	1.7%
% Email	0.1%	0.2%	0.02%	0.0%

** In reality, it is very difficult to make a meaningful 1:1 audience comparison. The Europeana traffic numbers for example don't include visits to professional information pages, as they do in the example case of the DPLA. Furthermore the DPLA and DigitalNZ initiatives have other (smaller) target audiences and started in different years.*

Glossary

Visits

The number of times a website is visited. Multiple visits from a single user are counted separately.

Unique visitors

The number of individual users (not necessarily individuals) requesting pages from a website during a given period, regardless of how often they visit.

Page views

The number of times a specific web page is visited.

Average visit duration

The time (recorded in minutes and seconds) that a user spends on a website on average.

Bounce rate

The percentage of visitors who enter the website and then leave immediately.

People engaged

The number of users of social media platforms such as Facebook or Pinterest who actively engage with (share, like, pin) a piece of content that is served to them.

Clickthroughs

The number of times that a user clicks on a link to an external provider after visiting a web page.