Carnegie Library Digital Report

Quarter 2: April – June 2023

Website

Both the number of sessions and the number of new users increased since Q2 2022. Notably, pages per session and average session duration both decreased in comparison with last year. This may indicate that current visitors have very specific research interests and/or are easily finding the information they seek. As noted in previous reports, over half of all users access the site via a mobile device or tablet. A majority of patrons continue to find materials via organic search, indicating Carnegie's digital collections remain easily accessible to search engines.

	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	20.97% ↑	0.58% ↓	20.26% ↑	6.07% ↑	21.73% ↓	13.77% ↓
1 Organic Search	25.87% ↑			8.40% ↑		
2 Direct	7.09% ↑			4.12% ↑		
3 Referral	22.86% ↑			39.53% ↑		
4 Social	8.01% ↓			126.48% ↑		
5 (Other)	8.11% ↓			100.00% ↓		
6 Email	100.00% ↑			0.00%		

Blue: Q2 2023; Orange: Q2 2022

Carnegie Local History Site

localhistory.boulderlibrary.org

Apr 1, 2023 - Jun 30, 2023

Users
13,754
21% from previous year

Avg. Session Duration
00:03:19
-7% from previous year

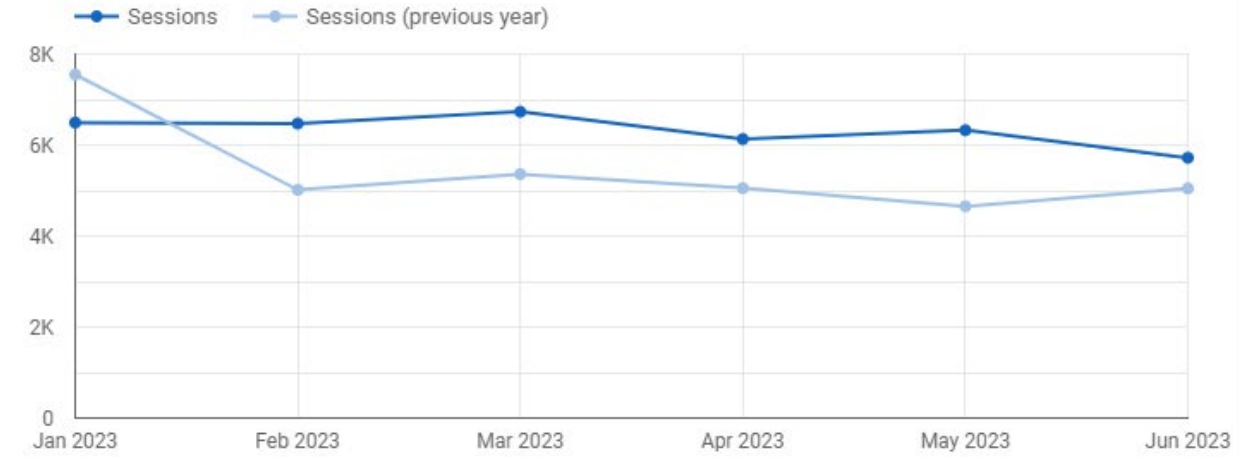
Sessions
18,203
22% from previous year

Sessions per User
1.32
1% from previous year

Pageviews
135,625
-1% from previous year

Pages per Session
7.45
-19% from previous year

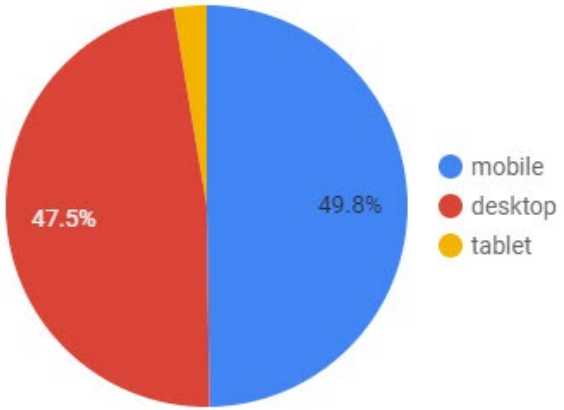
Web Sessions



User Page Visits

Page Title	Pageviews	% Δ	Avg. Time on Pa...	% Δ
Search results | Carnegie Library for Local History	25,348	-41.0%	00:00:22	40.8%
Carnegie Library for Local History |	10,026	-17.3%	00:00:17	-14.0%
Advanced Search | Carnegie Library for Local History	3,567	-3.3%	00:00:11	-22.1%
Search results | Page 2 | Carnegie Library for Local History	1,779	-46.9%	00:00:27	67.0%
Top-level Collection | Carnegie Library for Local History	881	-18.0%	00:00:09	-42.2%
Search results | Page 3 | Carnegie Library for Local History	826	-55.3%	00:00:26	77.6%
Call Number | Carnegie Library for Local History	606	-27.6%	00:00:06	6.5%
Subject | Carnegie Library for Local History	522	-16.1%	00:00:15	-16.6%
Photo Requests | Carnegie Library for Local History	513	-3.2%	00:00:54	11.5%
Search results | Page 4 | Carnegie Library for Local History	500	-54.8%	00:00:23	48.8%

Sessions by Device



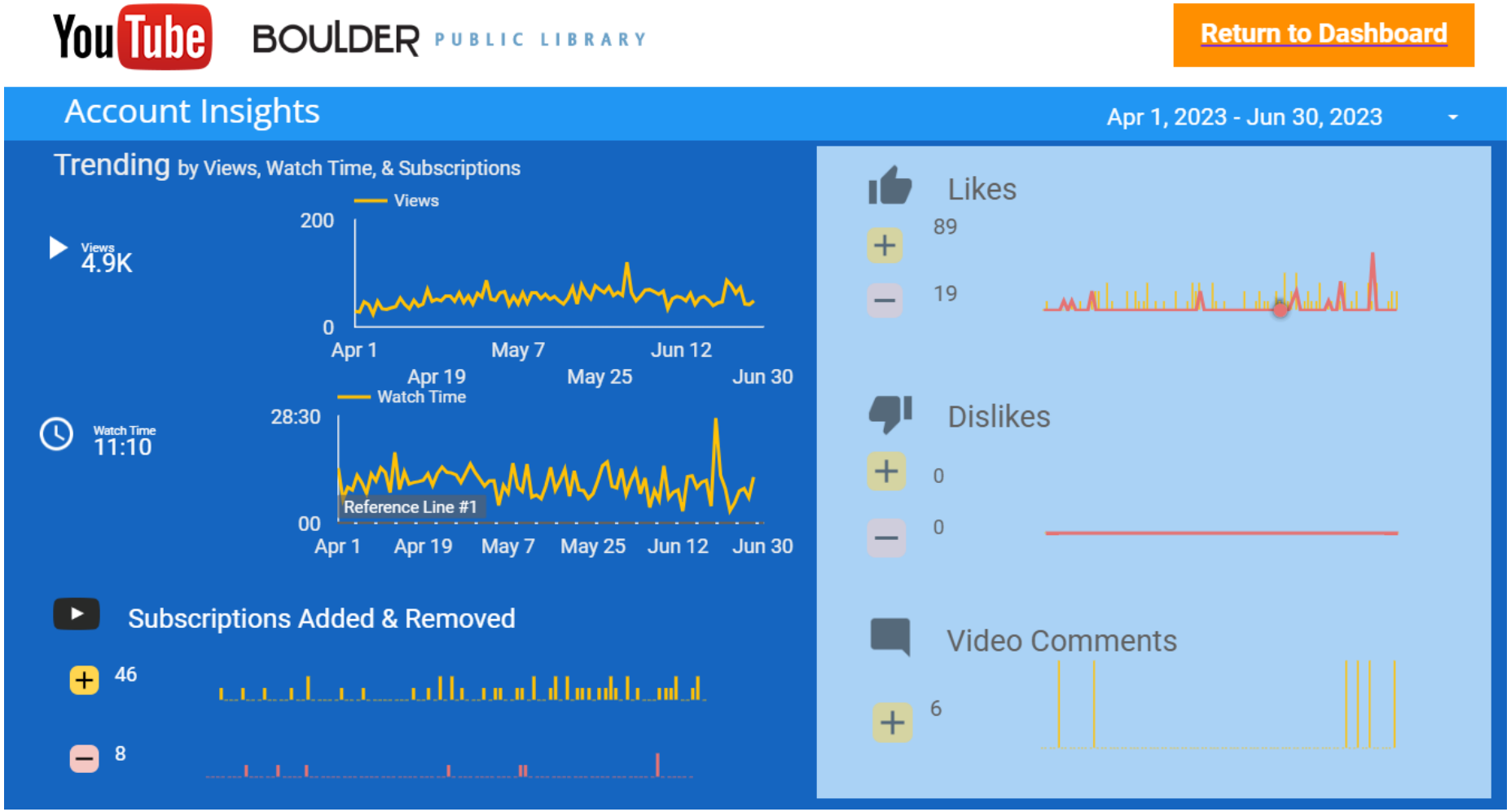
Social Media

Social Media remains an important component of outreach. On Facebook, local history themed posts ranked in the top five in terms of reach and engagement. Across all platforms (Facebook, Instagram, and Twitter), the most popular topics (and those which generated the most comments) included restaurants, businesses, and social gathering places from the 1960s – 1980s. Carnegie staff will keep this in mind for future digital outreach.

Facebook

		Post reach	Engagement
	Construction of the Pearl Street Pedestrian Mall was completed in April 1976. What is your earliest memory of this Boulder icon? #boulderhistory #carnegielibraryforlocalhistory Fri, Apr 28	12,333	2,383
	Located at 2053 Broadway, the Aristocrat Steak House was a popular Boulder diner known for its six-egg omelets, steak sandwiches, and traditional Greek fare. Who remembers eating... Fri, Jun 23	8,150	1,936
	What is now Rosetta Hall at 1109 Walnut St. used to be The Regency Theater. This photo was taken in 1988; do you remember watching movies here? #boulderhistory... Fri, Apr 14	7,218	1,589
	Boulder's IBM plant was dedicated in May 1967. More than 6,000 people witnessed the unveiling of the 752,000-square foot multi-building facility. Located five miles north of town, the plant's... Fri, May 26	5,817	1,114
	Fred Shelton ran Fred's Steakhouse, later Fred's Restaurant, in downtown Boulder for thirty-one years, from May 1954 until November 1985. He learned to play the guitar at age 49, gave hi... Fri, May 19	5,677	842

Videos produced by Carnegie remain popular on YouTube. Eight of the top twenty videos this quarter feature the Maria Rogers Oral History Program (MROHP).



Top Videos Watched

	Video Title	Views ▾	Watch Time	Video Shares
1.	Gardening with Colorado Native Plants	2,104	00:11:29	27
2.	One Book One Boulder Author Talk “The Book of Joy” with ...	253	00:11:41	13
3.	BeeChicas: Native Plants for Colorado Pollinators	209	00:14:45	0
4.	Boulder Public Library's Magic Book Sorting Machine (long...	129	00:01:02	2
5.	Faerie Magick and Lore: With Magician Erica Sodos	122	00:16:01	0
6.	All We Can Save: Truth, Courage, and Solutions for the Clim...	122	00:09:02	2
7.	Boulder Public Library District - Board of Trustees Meeting ...	66	00:00:40	0
8.	MROHP Shorts: Hippie Invasion, Boulder, CO	62	00:06:21	3
9.	Boulder Public Library's Magic Book Sorting Machine (shor...	58	00:00:49	0
10.	MROHP Interviews: Jacqueline "Jacque" Brever	55	00:12:10	0
11.	MROHP Interviews: Rodney "Rod" Hoffman	44	00:16:17	0
12.	Boulder Public Library District - Board of Trustees Meeting ...	37	00:00:49	0
13.	BoulderReads: the adult literacy & language program of the...	35	00:01:47	6
14.	MROHP Interviews: LaVerne (Vern) Dingman	35	00:14:55	0
15.	MROHP Interviews: James (Jim) Turner	32	00:12:50	0
16.	Boulder Public Library District Board of Trustees Meeting ...	29	00:00:41	0
17.	OH1545 Kenneth Hammond	28	00:02:23	0
18.	MROHP Interviews: Eugene (Gene) H. Ideker	28	00:20:36	0
19.	MROHP Interviews: David Rosdeitcher	27	00:04:13	2
20.	Bilingual Action Rhyme with Dillon	26	00:00:50	0

Digital Public Library of America (DPLA)

Item views, click throughs, users, and sessions are consistent with Q1 2023 and comparable with Q2 2022. Oral History interviews remain among the most viewed items. Carnegie staff will be adding collections to Google Arts & Culture at the end of the year; this platform has the potential to reach a wider audience and, perhaps, yield better results in terms of item visibility and use.

Q1 2023

DPLA Website (dp.la)

Item views	8
◦ Digital library catalog	8
◦ Exhibition	0
◦ Primary source set	0
Click throughs	7
Users	11
Sessions	15

Q2 2023

DPLA Website (dp.la)

Item views	6
◦ Digital library catalog	6
◦ Exhibition	0
◦ Primary source set	0
Click throughs	5
Users	9
Sessions	11

DPLA website click throughs

A user clicked on a link to view a full item on your website or your contributor's website. Click through links appear in the digital library catalog and curated content. Comparable to "referral" in Google Analytics.

Showing 1-5 of 5 items. Download all 5 items

Item	Contributor	Click throughs
Oral history interview with Pam Solo, 1996	Carnegie Library for Local History, Boulder Public Library	1
Great Depression, 1985	Carnegie Library for Local History, Boulder Public Library	1
Oral history interview with Don Marsh, 2015	Carnegie Library for Local History, Boulder Public Library	1
Oral history interview with June Dunham Hubbard, 1997	Carnegie Library for Local History, Boulder Public Library	1
Denver & Rio Grande Western Railroad	Carnegie Library for Local History, Boulder Public Library	1