

# Carnegie Library Digital Report

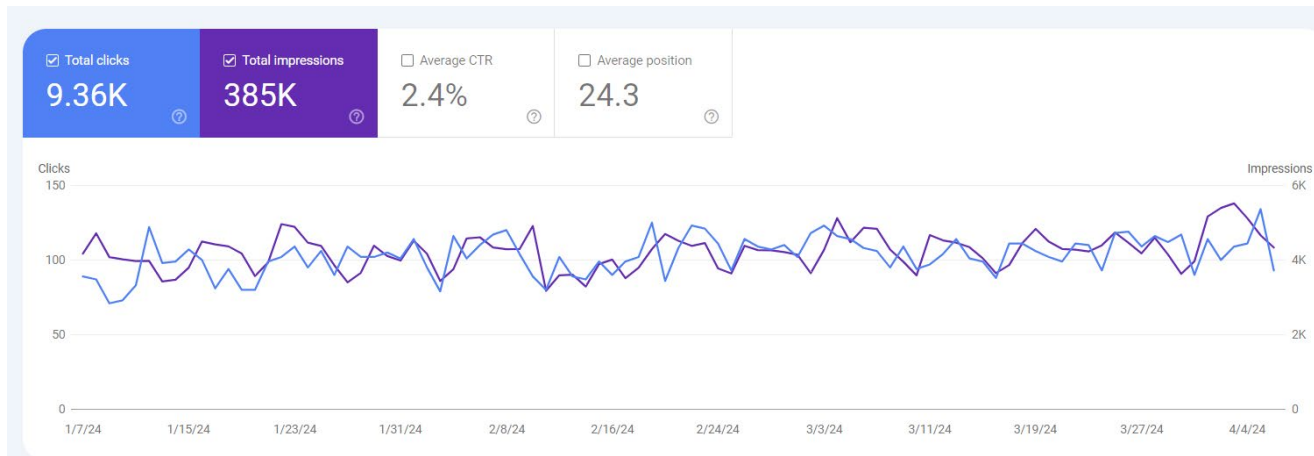
Quarter 1: January – March 2024

## Website

The total number of views and users both decreased compared to Q4 2023, while average engagement time and event count (clicks) both increased. Popular pages, shown below, include the Boulder County Real Estate Appraisal Collection and the A.A. Paddock Collection. Users accessed the site primarily via desktop computer, followed closely by mobile devices. An accessibility assessment is planned for 2024, which will help staff ensure content is easily accessible to patrons of all abilities and on all devices.

Q Carnegie		Rows per page: 10 Go to: 1 < 1-10					
Page title and screen class	+	↓ Views	Users	Views per user	Average engagement time	Event count click	Conversions All events
SHOW COMPARISON DATE RANGE							
		74,449 vs. 80,726 ↓ -7.78%	11,952 vs. 12,771 ↓ -6.41%	6.23 vs. 6.32 ↓ -1.46%	3m 07s vs. 179.19 ↑ 4.48%	822 vs. 765 ↑ 7.45%	32,592.00 vs. 37,868.00 ↓ -13.93%
1	Search results   Carnegie Library for Local History	11,826	1,994	5.93	2m 26s	68	3,807.00
2	Carnegie Library for Local History	5,139	1,353	3.80	1m 16s	128	3,876.00
3	Advanced Search   Carnegie Library for Local History	1,716	184	9.33	4m 28s	7	2,917.00
4	Boulder County Real Estate Appraisal Collection: Boulder.   Carnegie Library for Local History	1,907	15	127.13	17m 30s	3	2,144.00
5	A. A. Paddock collection   Carnegie Library for Local History	597	149	4.01	6m 28s	0	438.00
6	Search results   Page 2   Carnegie Library for Local History	889	309	2.88	1m 59s	4	524.00
7	Carnegie Library for Local History - Boulder Public Library District	68	49	1.39	20s	2	20.00
8	Edit datastream   Carnegie Library for Local History	736	9	81.78	1h 31m	0	1,174.00
9	Subject   Carnegie Library for Local History	474	19	24.95	9m 30s	2	287.00
10	Search results   Page 3   Carnegie Library for Local History	426	183	2.33	1m 27s	0	285.00

## Google Search Performance







Top queries	↓ Clicks	Impressions
carnegie library boulder	90	324
boulder carnegie library	55	123
carnegie library for local history	39	70
big thompson flood 1976 victims list	25	165
craggs hotel ruins	25	124
boulder historical society	21	119
boulder daily camera archives	14	101
valmont school	12	214
jj mccabe's boulder	11	20
where is tom horn buried	9	259

The graph above tracks total clicks and impressions for Q1 2024 (an impression is a site's appearance on a search results page). As indicated, the average click through ratio is 2.4% and the average position on a search results page is 24.3. This represents an increase from 2023, which saw an average click through ratio of only 1.5% and average position on a search results page of 24. Staff will continue to monitor these performance stats to ensure Carnegie's website remains easily accessible via Google.



## Social Media

Local history topics continue to perform well on social media. Carnegie's posts took four of the top ten spots in terms of engagement on Facebook this quarter. Local history also fared well on Twitter, with Carnegie's posts ranking as the top two in level of engagement. Posts featuring animals, well-known businesses, and those which invite community participation are popular with online audiences.


### Facebook

POST	COMMENTS	ENGAGEMENT	LINK CLICKS	REACTIONS	SHARES
 Happy International Women's Day! Today we celebrate the strength and resilience of women around the world and honor the...	0	8.67%	0	30	5
 Do you remember Mother's Cafe up on the Hill? This restaurant, located at 1333 Broadway, was a popular Boulder hangout...	7	7.73%	0	42	7
 For fourteen years after the Boulder-Denver turnpike opened in 1952, a stray dog named Shep greeted cars at the Broomfield tollgat...	5	7.38%	0	92	23
 Ready for lunch? Check out what was being served at the Hotel Boulderado in 1909. #CarnegieLibraryForLocalHistory...	4	7.11%	0	33	4

### Twitter

POST	ENGAGEMENT	IMPRESSIONS	LIKES	REPLIES	RETWEETS
 Searching for a unique card? Share these antique designs with your Valentine! ❤️ #CarnegieLibraryForLocalHistory <a href="https://t...">https://t...</a>	14.04%	114	2	1	0
 Ready for lunch? Check out what was being served at the Hotel Boulderado in 1909. #CarnegieLibraryForLocalHistory...	8.7%	138	4	0	0

### Instagram

POST	AUTHOR	COMMENTS	ENGAGEMENT	ENGAGEMENT	LIKES
 For fourteen years after the Boulder-Denver turnpike opened in 1952, a stray dog named Shep greeted cars at the Broomfield tollgat...	BPL-SocialMedia	2	109	11.71%	93

## **Digital Public Library of America (DPLA)**

The DPLA Analytics Dashboard has been malfunctioning since November 2023. A resolution is still forthcoming. Historical data will be available when the dashboard is restored.