

Carnegie Library Digital Report

Quarter 2: April – June 2024

Website

The total number of views and users both increased compared to Q1 2024, while views per user and average engagement time both decreased. In relation to Q2 2023, users are up approximately 2%, while views, views per user, and engagement time are down. “Key Events”, including file downloads and scrolling, have increased nearly 17% since Q2 2023. The A.A. Paddock Collection and Real Estate Appraisal Collection continue to be popular with online guests.

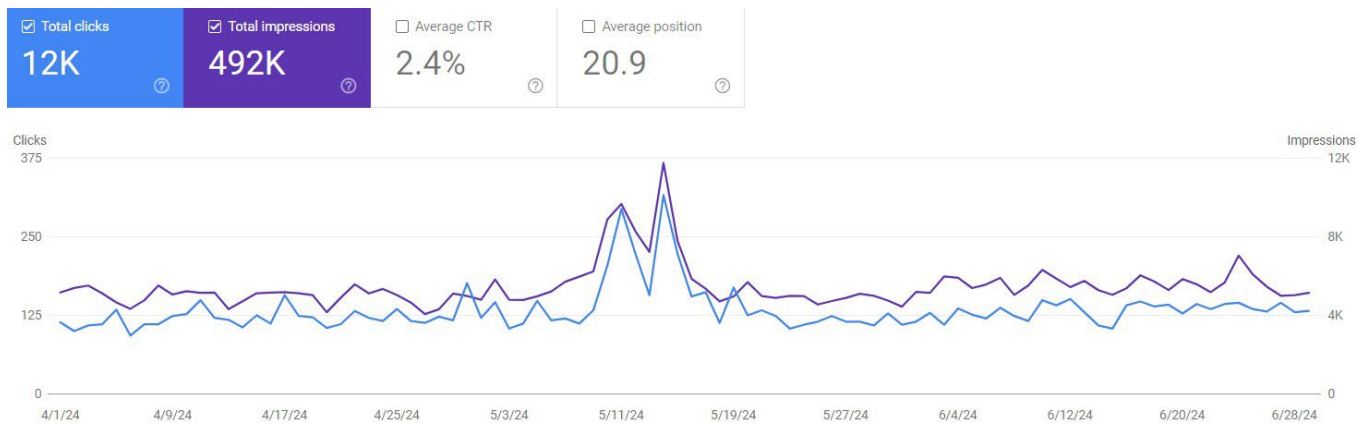
Q2 2024 Compared to Q1 2024

Q carnegie		Rows per page: 10 Go to: 1					
Page title and screen name	+	↓ Views	Users	Views per user	Average engagement time	Event count All events	Key events All events
SHOW PRIMARY DATE RANGE		84,958	13,957	6.09	2m 42s	246,053	35,482.00
		vs. 74,449	vs. 11,952	vs. 6.23	vs. 187.21	vs. 219,794	vs. 32,592.00
		↑ 14.12%	↑ 16.78%	↓ -2.28%	↓ -13.23%	↑ 11.95%	↑ 8.87%
1	Search results Carnegie Library for Local History	14,246	2,123	6.71	2m 40s	36,798	4,298.00
2	Carnegie Library for Local History	5,985	1,207	4.96	1m 24s	20,529	3,981.00
3	Advanced Search Carnegie Library for Local History	2,106	191	11.03	4m 27s	9,759	3,688.00
4	A. A. Paddock collection Carnegie Library for Local History	1,897	158	12.01	5m 02s	6,018	1,907.00
5	Child safety seats, 1974: Photo 1 Carnegie Library for Local History	1,264	1,066	1.19	17s	4,526	208.00
6	Search results Page 2 Carnegie Library for Local History	943	318	2.97	1m 45s	2,860	573.00
7	Carnegie Library for Local History - Boulder Public Library District	933	595	1.57	28s	3,109	348.00
8	Edit datastream Carnegie Library for Local History	769	9	85.44	1h 49m	2,959	1,153.00
9	Boulder County Real Estate Appraisal Collection: Boulder. Carnegie Library for Local History	758	24	31.58	4m 11s	2,402	789.00
10	Subject Carnegie Library for Local History	519	16	32.44	10m 23s	1,419	214.00

Q2 2024 Compared to Q2 2023

↓ Views	Users	Views per user	Average engagement time	Event count All events	Key events All events
84,958	13,957	6.09	2m 42s	246,053	35,482.00
vs. 94,298	vs. 13,696	vs. 6.89	vs. 183.33	vs. 268,300	vs. 30,349.00
↓ -9.9%	↑ 1.91%	↓ -11.59%	↓ -11.39%	↓ -8.29%	↑ 16.91%

Google Search Performance



Top queries ↑	↓ Clicks	Impressions
car seat 1974	342	9,694
carseat 1974	119	4,121
carnegie library boulder	113	386
1974 car seat	62	2,004
big thompson flood 1976 victims list	53	196
boulder carnegie library	51	138
car seats 1974	47	735
baby car seat 1974	42	1,511
craggs hotel ruins	31	208
car seats in 1974	30	253




The graph above tracks total clicks and impressions for Q2 2024 (an impression is a site’s appearance on a search results page). As indicated, the average click through ratio is 2.4%, which is similar to Q1 2024. The average position on a Google search results page is 20.9, an improvement upon 24.3 the previous quarter. The year 2023 saw an average click through ratio of 1.5% and average position on a search results page of 24, so stats are trending upward.

Interestingly, top queries on Google which funneled users to Carnegie’s site in Q2 2024 (left) included “1974 car seat” and variations.

Social Media

Local history topics continue to perform well on social media. Carnegie’s posts took three of the top ten spots in terms of engagement on Facebook this quarter. Local history also fared well on Twitter, with six of Carnegie’s posts ranking in the top ten for engagement. Success on Twitter is notable as it can be difficult to fit descriptions and anecdotes within the 280-character limit. In general, posts featuring well-known local businesses and those which invite community participation are popular with online audiences.





Facebook

POST	COMMENTS	ENGAGEMENT ... ▼	LIKES AND REA...	LINK CLICKS	SHARES
 Take a close look at this mid-1930s photo of two children standing in front of a Platt-Rogers Inc. truck. Based on the vehicle's license plate, the location is...	11	12.05%	31	0	1
 Jones Drug opened on The Hill at 1360 College in 1959 and operated for a good 51 years before closing in 2010. Did you shop there?...	9	6.81%	57	0	28
 A passion for blending teas with handpicked wild herbs inspired Mo Siegel to found Celestial Seasonings in 1969. The Boulder-based company...	4	5.49%	67	0	38

Twitter

POST	ENGAGEMENT ... ▼	IMPRESSIONS	LIKES	REPLIES	RETWEETS
 Take a close look at this mid-1930s photo of two children standing in front of a Platt-Rogers Inc. truck. Based on the vehicle's license plate, the location is...	8.27%	266	4	2	0
 A passion for blending teas with handpicked wild herbs inspired Mo Siegel to found Celestial Seasonings in 1969. The Boulder-based company...	7.56%	172	2	2	1
 Buddy Boulder was the winning entry in a 1984 contest to design an unofficial mascot for the City of Boulder. Buddy, with his gold-dimpled grin, a hat...	6.48%	108	4	0	0
 Happy Brother's Day! Whether they're your best friend, partner in crime, or shoulder to lean on, take a moment today to celebrate the special bond you...	5.95%	84	3	0	0
 We look forward to celebrating all the incredible moms out there this weekend! In this photo, taken circa 1910, Nellie and Walter Blanchard take a break...	5.31%	113	4	0	0
 Fifty-eight years ago! View looking north on Broadway at Walnut from June 6, 1966. Did you know Beech Aircraft Corporation had an office on Broadway just...	4.94%	81	1	0	0

Instagram

POST	AUTHOR	COMMENTS	ENGAGEMENT ▼	ENGAGEMENT ...	LIKES
 "Buddy Boulder" was the winning entry in a 1984 contest to design an unofficial mascot for the City of Boulder. Buddy, with his gold-dimpled grin, a hat...	BPL-SocialMedia	5	169	17.88%	133
 Take a close look at this mid-1930s photo of two children standing in front of a Platt-Rogers Inc. truck. Based on the vehicle's license plate, the location is...	BPL-SocialMedia	3	100	7.62%	94
 Fifty-eight years ago! View looking north on Broadway at Walnut from June 6, 1966. Did you know Beech Aircraft Corporation had an office on Broadway just...	BPL-SocialMedia	2	91	12.41%	78
 Happy Pride Month! In this photo, taken for the Colorado Daily in 1992, Alley Catherine Wild speaks at an LGBTQ civil rights rally on Pearl Street Mall. 🏳️...	BPL-SocialMedia	2	87	16.96%	82

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.