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Using Web Analytics – Archival Websites

ARST 5110 Archives and the Web

A term paper that analyzes web analytics and other related data for the Gjenwick-Gjønvik Archives, a website established online in January 2000.

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6 May 2012



Using Web Analytics and Other Tools to Improve Traffic to Archival Websites

A term paper that analyzes web analytics and other related data for the Gjenvick-Gjønvik Archives, a website established online in January 2000.



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Using Web Analytics – Archival Websites

ABSTRACT

While using Search Engine Optimization (SEO) best practices can improve targeted traffic and create a better user experience, the combined use of analytical and SEO tracking tools can quantify the results and provide insight into the usage patterns of website visitors. By properly interpreting web analytics, Google search engine results page (SERP) in addition to other tracking and user engagement measurement tools, archives, libraries and museums can significantly increase traffic and user satisfaction with their websites.

Favorite Quote

“Everything is Copy” by Nora Ephron could also be important with websites – the Copy or Content of a website is likely the most important part. Without content, the archival website has little to offer to the public. “In the absence of a marketing strategy to leverage it, great content will not necessarily drive great rankings, but if you are looking to create a major web property (for your market space) then great content is a requirement.”¹

¹Debating the Value (and Meaning) of “Great Content” for SEO, 17 May 2010, Quote from Eric Enge, President of Stone Temple Consulting, a 16 person SEO and PPC consulting firm with offices in Boston and Northern California. Eric is co-author of The Art of SEO from O'Reilly.. Retrieved 2012-03-29 from <http://www.seomoz.org/blog/debating-the-value-of-great-content>

Table of Contents

Contents

ABSTRACT.....	2
Favorite Quote	2
Table of Contents.....	3
List of Images	5
List of Tables	6
Introduction	7
Demographics of the Gjenvick-Gjønvik Archives.....	7
Results of Gjenvick-Gjønvik Archives website poll through 2 April 2012:.....	8
Demographics by Quantcast.....	9
Working Strategies.....	10
Literature Overview	11
The Christopher Prom Study: A Reaction to His Findings and Methodology	12
Methodology.....	13
Data Presentation	15
Data Analysis.....	19
Top Ten Referral Sources	22
Top Ten Keyword Search Terms	23
Top Ten Landing Pages.....	25
Measuring Visitor Engagement.....	27
iPerception 4Q Website Survey Results.....	30
General Recommendations to Improve Websites of Archives, Libraries and Museums	33
Page Content, Title and Description Metatags	33
Title Tags	34
Meta Description Tags	34
Meta Description	34
Site Content	34
Duplicate Content Issues	35
Headings.....	35

Using Web Analytics – Archival Websites

Image Alt and Title Information.....	36
Redirects	36
Custom 404 Error Page	36
URL Structure	36
XML Sitemaps.....	37
Site Rankings	37
Conclusion.....	37
References	38
Literature Review	39
Appendices.....	42
Online Web Tools.....	42
Measuring Visitor Activity.....	43
Web Analytics by Clicky	43
Screenshots.....	46

Using Web Analytics – Archival Websites

List of Images

Figure 1: Graph of Archives' Web Poll Summary Results.....	9
Figure 2: Top Ten Referral Sources for the First Quarter 2012 per Google Analytics	22
Figure 3: Top Ten Referral Sources for 2011 per Google Analytics	23
Figure 4: Top Ten Sources of Referrals for 2010 (Google Analytics)	23
Figure 5: Top Ten Keyword Search Terms for the First Quarter 2012.....	24
Figure 6: Top Ten Keyword Search Terms for 2011.....	24
Figure 7: Top Ten Keyword Search Terms for 2010.....	25
Figure 8: Top Ten Landing Pages for the First Quarter 2012 per Google Analytics	26
Figure 9: Top Ten Landing Pages for 2011 per Google Analytics.....	27
Figure 10: Top Ten Landing Pages for 2010 per Google Analytics.....	27
Figure 11: 4Q Survey Results Summary, 1st Quarter 2012.....	32
Figure 12: XML Sitemap Change Log (2012-04-04).....	44
Figure 13: XML Sitemap for Gjenvick.com (2012-04-04).....	45
Figure 14: XML Sitemap for Images (2012-04-04)	46
Figure 15: Mobile XML Sitemap for Gjenvick.com (2012-04-04).....	46
Figure 16: Partial View of Google Analytics Visitors Overview Page	46
Figure 17: Google Webmaster Tools: Sitemaps (2004-04-04).....	47
Figure 18: Graph of Sitemap Indexing by Google (2012-04-04)	47
Figure 19: Google Webmaster Tools Settings for Gjenvick.com	48
Figure 20: March 2012 Queries, Impressions and Clicks from Google Search Queries.....	48
Figure 21: SEOMoz Campaign Overview for Gjenvick-Gjønvik Archives (Partial View).....	49
Figure 22: Tynt 30-Day Content Engagement Report.....	50
Figure 23: Archives Mini Poll Results, Retrieved 2 April 2012	51
Figure 24: US Demographics from Quantcast.com.....	52
Figure 25: US Demographics of Gender Detail	52
Figure 26: Audience Demographics for Gjenvick.com from Alexa	55
Figure 27: SEMRush Overview Report for Gjenvick.com.....	57
Figure 28: HubSpot's Marketing Grader Summary.....	58
Figure 29: Top Ten Underperforming Keywords	58
Figure 30: Competitive Analysis of Authority Websites	59
Figure 31: High Impact Search Queries for gjenvick.com	61

Using Web Analytics – Archival Websites

List of Tables

Table 1: Summary of Website User Roles.....	8
Table 2: Clicky Web Analytics, January - April 2011 versus 2012 in visitors arriving by Search and Media Search.....	17
Table 3: Google Analytics Year over Year Comparison	18
Table 4: Google Web Analytics KPIs for the First Quarter 2012 v.2011	21
Table 5: Summary of Email from Archives Website Patrons	29
Table 6: Summary of iPerceptions Website Survey Responses	33

Using Web Analytics – Archival Websites

Introduction

As websites of archives, libraries and museums become increasingly important to attracting new patrons, how can web analytics, website optimization and search engine optimization best practices be used to maximize the visibility and usefulness of content to users? All too often, Archives, libraries and museums lack the expertise to design and implement website and search engine optimization best practices and interpret data from web analytics that would assist stakeholders in prioritizing actions and activities that would maximize access to collections through their websites.

Through the analysis of 24 months of website analytics (traffic) data for the base period and the first three months of 2012 compared to the same period in 2011 of the Gjenvick-Gjønvik Archives, this article will examine how patrons find and utilize archival materials. Further analysis includes subtle changes made to the website in implementing improvements based on search engine optimization best practices. We will review which changes resulted in expected improvements in website traffic. I will also examine website traffic analytics from the first quarter of 2012 as an early review of the success of the changes made to the website.

Other similar academic studies from Christopher J. Prom, Mark R. O'English, Jennifer Schaffner, and Wei Fang will be reviewed and conclusions compared with the results of this study. It should be noted that all of the previous academic studies have been conducted and researched by archivists with academic backgrounds. This study will be conducted by an SEO/Web Analytics specialist with over a decade of Fortune 100 experience who is currently a first-year graduate student in Archival Studies at Clayton State University.

Demographics of the Gjenvick-Gjønvik Archives

Understanding who the audience of a website is can greatly assist you in focusing your resources and allows the organization to structure website content to meet the perceived needs of this audience.

Using Web Analytics – Archival Websites

There are a number of ways to try and determine the demographics of the audience for your website.

The Gjenwick-Gjønvik Archives utilizes an onsite perpetual web poll that solicits the user to indicate their role when using the Archives' website for this visit.

Roles when Using the Archives' Website

1. Student K-12
2. College Student
3. Teacher / Professor
4. Librarian / Archivist
5. Family Historian (Genealogy)
6. Researcher
7. Production Company / Author
8. Collector
9. Historian
10. Other

Results of Gjenwick-Gjønvik Archives website poll through 2 April 2012:

Archives Web Poll	Votes	Percent
Students	532	11.8%
Teachers and Professors	146	3.2%
Archivists, Librarians, Researchers, Historians	649	14.4%
Genealogists (Family Historian)	2,626	58.1%
Production Company, Authors, Collectors and Other	565	12.5%
Total	4,518	100.0%

Table 1: Summary of Website User Roles²

² Perpetual Website Poll inserted on most pages of the Gjenwick-Gjønvik Archives since 2008. Count is as of 2 April 2012

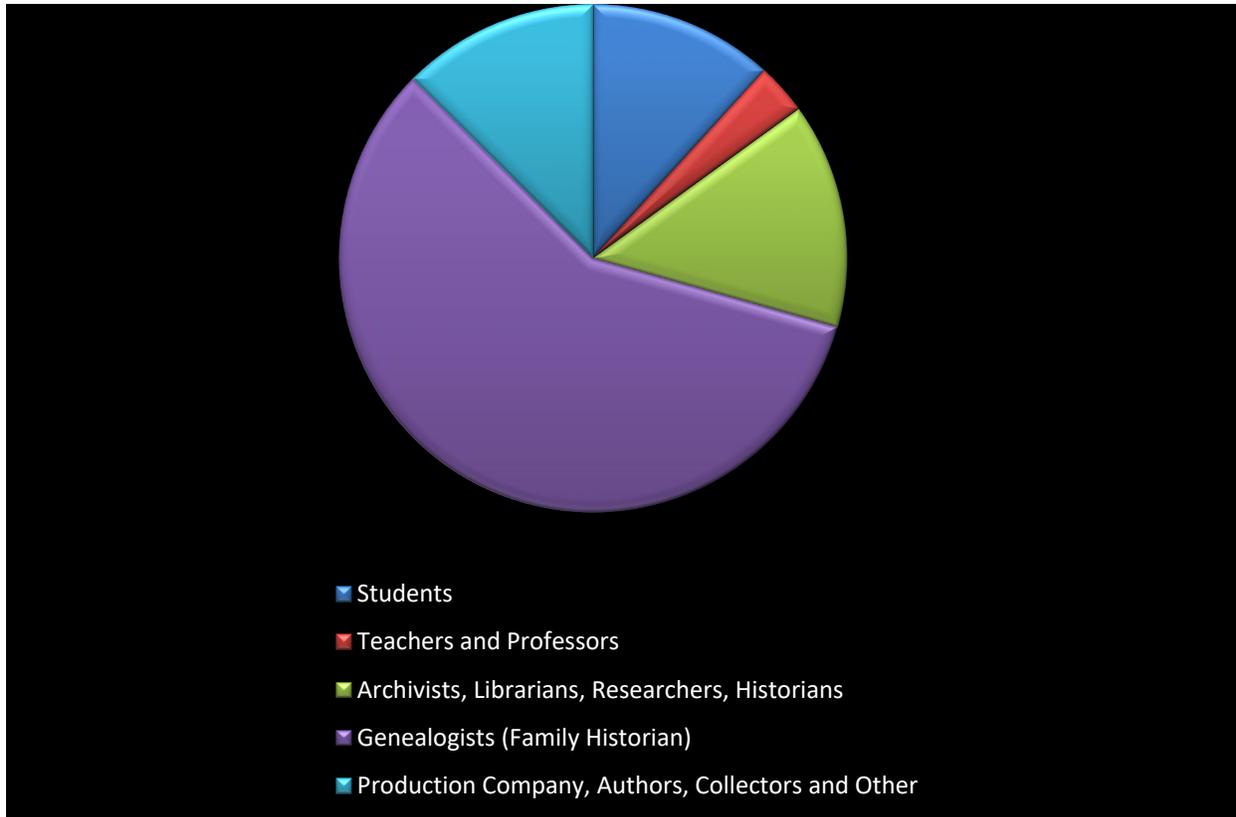


Figure 1: Graph of Archives' Web Poll Summary Results

Based on this poll, roughly six out of ten visitors to the websites are using the Archives for genealogical research.

Several web-based companies provide demographic information for the more highly trafficked websites including Quantcast, Compete, Alexa and ComScore. Quantcast and Alexa are freely available with quantified Quantcast website provided with more accurate information.

Demographics by Quantcast

The US Demographics of the Gjenvick-Gjønvik Archives website is a primarily well-educated Caucasian audience comprised of slightly more females than males, 45 to 65+ years in age, with no children in the household, having over \$100,000 in household income with at least an undergraduate degree.

Using Web Analytics – Archival Websites

Understanding our demographics helps us to target our audience and make sure our website will perform at its best to attract our demographics. Having an audience that self-identifies as genealogists makes it easier to allocate resources to increase content that will likely supplement the work and research of genealogists. For example, supplying examples of steamship passage contracts helps genealogists identify similar documents and providing an English translation when the contract is in a foreign language will enable the genealogist understand what the contract likely said. Using this and similar strategies in providing content for our audience, we focus on the quality of traffic, not on quantity of traffic.

Working Strategies

Search Engine Optimization and Website Optimization is about maximizing your website content to enable search engines to send appropriate visitors to your website. You only need to be better at implementing SEO than your competitors. Quality content with the proper usage of metatags, headers and content structure will maximize your chances to rank well for keyword phrases pertaining to that page.

The Gjenvick-Gjønvik Archives prefers to target what are commonly referred to as “long tail keywords.” Long tail keywords are actually keyword phrases that are very specific to the content of our website. For example, Passenger Lists is a high traffic keyword phrase but is very general and is likely used by people surfing for information or those just beginning to research. “Passenger Lists Cunard Line” would be more specific but still relatively broad in scope since the Cunard Line has been operation since the 1840s. “Passenger List Cunard Line July 1927” is even more targeted and more like a long tail keyword phrase than not. Finally, representing a potential patron who has previous research or narrowed down the search, a phrase like “Passenger List, R.M.S. Aquitania, July 1927, Cunard,” is an example of the long

Using Web Analytics – Archival Websites

tail keyword phrases that brings a substantial portion of the search engine referred patrons to our website.

Unfortunately, Google and likely other search engines and browsers are blocking the ability of websites to see what keyword phrases are being used³. Ultimately, this will deemphasize the tracking for keywords. The tracking of your segmented websites (presumably by topics) will provide the only information on how much traffic is being received from search engines. While you may not know the keywords driving the traffic, you can see if specific pages or segments are receiving more or less traffic.

Literature Overview

Mark R. O’English addresses online finding aids and how patrons find archival collections had changed with the dominance of search engines as the primary tool for research.⁴ This is similar to the findings of Jennifer Schaffner⁵ who also addresses the use of SEO principles to improve the searchability of website content. Christopher J. Prom in his 2011 article on using web analytics⁶ data suggested ways to make improvements to website to ultimately improve traffic to the archival website. That article was an

³ “Bringing More Secure Search Around The Globe.” Google Inside Search: The Official Google Search Blog, 5 March 2012 <http://insidesearch.blogspot.com/2012/03/bringing-more-secure-search-around.html> Accessed 10 April 2012. “Several months ago we made a change to our default search experience on google.com — when you’re signed into Google, we [add SSL encryption](#) to increase the privacy and security of your web searches. The change [encrypts your search queries](#) and our search results page, which is particularly important when you’re using an open, unsecured Internet connection.”

⁴ O’English, Mark R. “Applying Web Analytics to Online Finding Aids: Page Views, Pathways, and Learning about Users.” *Journal of Western Archives* Volume 2, no. Issue 1 (October 2011): Not paginated.

⁵ Schaffner, Jennifer. “The Metadata is the Interface: Better Description for Better Discovery of Archives and Special Collections, Synthesized from User Studies.” OCLC Research. 2009. <http://www.oclc.org/programs/publications/reports/2009-06.pdf> (accessed January 12, 2012).

⁶ Prom, Christopher J. “Using Web Analytics to Improve Online Access to Archival Resources.” *The American Archivist* Volume 74, no. Issue 1 (Spring/Summer 2011): 158-184.

Using Web Analytics – Archival Websites

update of Mr. Prom's initial article⁷ that introduced concepts of web analytics and how that data can assist in helping you improve your website.

In 2007, Mr. Prom suggested that measuring user engagement accurately was very difficult and that web analytics provided some insights in to user engagement with the website.⁸ The root of the difficulty appeared to be lack of direct interaction with the website user. Following a redesign of the Rutgers-Newark Law Library (RNLL), Wei Fang observed increases in website visitors (both new and returning) by examining results the month before and the month after the website redesign. The RNLL experienced significant increases (26.25%).⁹

The Christopher Prom Study: A Reaction to His Findings and Methodology

I agreed with much of what Christopher Prom had recommended and reported in terms of setting up Google Analytics and some of the useful information that could be gained from analyzing the data from web analytics.

It is in Mr. Prom's interpretation of the results is where I feel that the data presentation leads to a skewed or too limited a sampling time. In his study, it utilized July 2007 as his base month¹⁰, adjusted the website and subsequently compared the base month to traffic from July 2009 to report his findings. From my viewpoint as being a practitioner of SEO since 2003 and Web Analytics since 1998, it would be highly irregular to entertain a comparison two years apart and omitting any data from the in-between year. He also included data for July 2009 to June 2010 without showing a corresponding comparison

⁷ Prom, Chris. "Understanding On-Line Archival Use through Web Analytics." University of Dundee. 2007. http://www.dundee.ac.uk/archives/SUV2007/papers/prom_chris.htm (accessed January 16, 2012).

⁸ Prom, Chris. "Understanding On-Line Archival Use through Web Analytics." University of Dundee. 2007. http://www.dundee.ac.uk/archives/SUV2007/papers/prom_chris.htm (accessed January 16, 2012).

⁹ Wei Fang. "Using Google Analytics for Improving Library Website Content and Design: A Case Study", Library Philosophy and Practice 2007 (June), LPP Special Issue on Libraries and Google, from <http://unllib.unl.edu/LPP/fang.pdf> (accessed January 16, 2012).

¹⁰"Initially, we analyzed data from our website use in July 2007 and discovered information that spoke to each of our four research hypotheses." P 169, Using Web Analytics to Improve Online Access to Archival Resources. The American Archivist, Spring/Summer 2011

Using Web Analytics – Archival Websites

such as July 2008 to June 2009.¹¹ Because of this omission alone, the reader will not be able to ascertain the relevance of the data and effect of the changes made to gauge the true impact of his changes.

I do not believe that you can draw any definitive conclusions from his study as presented. A more reasonable comparison of a year-over-year results with full twelve-month comparisons would be the minimum required in terms of data points. We might also need to know about any cyclical anomalies in traffic – such as summer months typically run 20-30 percent below the traffic levels during the school year.

If Mr. Prom's paper was an attempt at providing a roadmap for other archives to follow, the most important step in data presentation and comparative periods makes this particular paper particularly subjective. Had he published his findings in mainstream SEO or Web Analytics blogs, I suspect he would receive considerable criticism and may even brand him as an amateur by practitioners of Search Engine Optimization and Web Analytics professionals. Faulty data cannot overcome an otherwise well thought-out academic paper.

Methodology

The Archives can be divided into topical sections for the purposes of analysis and making changes to the website with the overall goal of improving traffic to the Archives website and secondarily improving user engagement.

Established in January 2000, the Gjenvick-Gjønvik Archives has utilized Google Analytics since 2006 and underwent a major structural redesign in 2008-2009. Because of certain limitations of Google Analytics prior to the current version released in late 2011, Clicky Web Analytics was added in May 2010. This

¹¹Table I. Key Performance Indicators, University of Illinois Archives Website, P. 179, "Using Web Analytics to Improve Online Access to Archival Websites," *The American Archivist*, Spring/Summer 2011.

Using Web Analytics – Archival Websites

provided additional tracking abilities to aid in viewing live activity on the website in addition to tracking (with little effort), downloads and external link activities.

While not going into the details of installing tracking code within the webpages of the Gjenvick-Gjønvik Archives, it should be noted that multiple tracking codes can be installed on any given page without affecting the accuracy of the tracking tools.

Currently, the following tracking tools and their corresponding JavaScript based codes have been installed on the Gjenvick-Gjønvik Archives' website:

1. Google Analytics (Web Analytics Package)
2. Quantcast (Traffic Certification and Enhanced Visitor Segmentation Reports)
3. Tynt Publisher Tools (Tracking of text and images extracted (copied from) website)
4. 4Q by iPerceptions (Website Visitor Survey)
5. Piwik Open Source Analytics (Web Analytics Package)

Other Advertising Code is added in order to monetize the website including:

1. Google AdSense (Image [Leaderboard and Wide Skyscrapers] and Textual Based Ads)
2. InfoLinks (Inline advertising based on dynamic keyword targeting {double underlining})

Based on keyword research using tools of SEOmoz and SEMRush, the first change was to revise the internal linking strategy by using higher traffic terms as link text. For example, some of the changes made included site-wide changes to link text including:

- Immigration Materials → Immigration Resources
- Ports and Harbors → Ports of Call
- Steamship – Ocean Liner Postcards → Vintage Postcards

Using Web Analytics – Archival Websites

- Steamship Articles → Passenger Information

Other SEO activities undertaken for this project included:

1. Ascertain that all pages had a unique Title

<title> Unique Statement on What This Page is About</title>

2. On a regular basis, create meta descriptions for pages with missing or placeholder type page descriptions

<meta name="description" content="Two or three short sentences on what this page is about">

3. Continue adding new content (goal is two pages per week) to the website.

Moreover, let our users know what we added with posts on Facebook, Twitter and a post on our RSS Feed.

4. Continue creating redirects for old URLs no longer used as exposed through Google Webmaster Tools on a priority basis.

SEO is an ongoing process, not a project with defined starting and stopping points. The one thing to remember is that while Web Analytics provides the focus, SEO provides the methods for improving your website over time.

Data Presentation

The presentation of data from web analytics in practice is often stated in Year-Over-Year comparisons of monthly, quarterly or annualized data. In Christopher J. Prom's analysis, a comparison of KPIs for July

Using Web Analytics – Archival Websites

2007 versus July 2009 and an annualized July 2009 through June 2010 was performed.¹² Normal fluctuations in traffic from month to month play a role in the analysis of web analytics data. I believe a better presentation of similar data would be to ascertain that a comparative identical period in a year-over-year basis is used. Basing SEO decisions or deciding on the outcomes of an SEO campaign based on a one-month period is relying on too small a sampling size.¹³

Below are Key Performance Indicators for the Gjenvick-Gjønvik Archives covering a year-over-year comparison of 2011 v. 2010. The annualized comparison avoids monthly fluctuations in traffic patterns and allows a high level review of general trends in traffic.

Taken as a whole, the year-over-year KPI's showed healthy increases in traffic while improving the bounce rate by 6.2 percent. While the pages per visit declined, it would not be wise to make decisions to change the website based on high-level analysis.

Because Google changed how they handle searches for images, it has skewed the results for searches versus referrals. To get a different view of how visitors arrive at the Gjenvick-Gjønvik Archives, we utilize another Web Analytics program called Clicky. Since Clicky was not implemented on our website until May of 2010, a comparison of 2011 and 2010 data is not possible. What can be deduced from the data is that in the First Four months of 2012 compared to the same period in 2011 shows continuous increases in organic search and media search visitors with the largest percentage gains coming from visitors who are searching for images and other media.

Number of Visitors				Percentage			
Month	Searches	Media	Total	Month	Searches	Media	Total
		Searches				Searches	

¹² Prom, Christopher J. "Using Web Analytics to Improve Online Access to Archival Resources." *The American Archivist* Volume 74, no. Issue 1 (Spring/Summer 2011): Page 179, "Table 1. Key Performance Indicators, University of Illinois Archives Website."

¹³ Eric Enge et al, "Common analytics mistakes, Tracking Results and Measuring Success," *The Art of SEO: Mastering Search Engine Optimization*, Page 387.

Using Web Analytics – Archival Websites

2011 Visitors by Type of Search							
January	27,629	13,999	41,628	January	66.4%	33.6%	100.0%
February	24,934	14,136	39,070	February	63.8%	36.2%	100.0%
March	28,160	15,204	43,364	March	64.9%	35.1%	100.0%
April	26,612	13,683	40,295	April	66.0%	34.0%	100.0%
2012 Visitors by Type of Search							
January	30,392	14,913	45,305	January	67.1%	32.9%	100.0%
February	31,898	18,725	50,623	February	63.0%	37.0%	100.0%
March	31,238	20,258	51,496	March	60.7%	39.3%	100.0%
April	34,216	21,784	56,000	April	61.1%	38.9%	100.0%
Change from Previous Year							
January	2,763	914	3,677	January	0.7%	-0.7%	0.0%
February	6,964	4,589	11,553	February	-0.8%	0.8%	0.0%
March	3,078	5,054	8,132	March	-4.3%	4.3%	0.0%
April	7,604	8,101	15,705	April	-4.9%	4.9%	0.0%
Percent Change from Previous Year							
January	10.0%	6.5%	8.8%	January	1.1%	-2.1%	0.0%
February	27.9%	32.5%	29.6%	February	-1.3%	2.2%	0.0%
March	10.9%	33.2%	18.8%	March	-6.6%	12.2%	0.0%
April	28.6%	59.2%	39.0%	April	-7.5%	14.6%	0.0%

Table 2: Clicky Web Analytics, January - April 2011 versus 2012 in visitors arriving by Search and Media Search

Using Web Analytics – Archival Websites

Gjenvick-Gjønvik Archives				
Google Web Analytics Year over Year Comparison				
KPI's	2011	2010	Difference	Percent Change
Visits	532,710	414,200	118,510	28.6%
Visitors	439,721	345,941	93,780	27.1%
Page Views	1,744,516	1,606,406	138,110	8.6%
Pages per Visit	3.27	3.88	(0.61)	-15.7%
Bounce Rate	57.95%	54.55%	3.4%	6.2%
Avg Time on Site	0:02:22	0:02:59	(0:00:37)	-20.7%
Pct New Visits	82.5%	83.5%	-1.0%	-1.2%
Traffic Sources	2011	2010	Difference	Percent Change¹⁴
Search Engines ¹⁵	388,953 (73.01%)	287,161 (69.33%)	101,792 (+3.68%)	35.4% (+5.31%)
Referring Sites ¹⁶	92,418 (17.35%)	96,615 (23.33%)	(4,197) (-5.98%)	-4.3% (-25.63%)
Direct Traffic ¹⁷	51,328 (9.64%)	30,256 (7.30%)	21,072 (+2.34%)	69.6% (+32.01%)
Other	11 (0.00%)	168 (0.04%)	(157)	-93.5%
Search Engines	2011	2010	Difference	Percent Change
Google	324,209	239,070	85,139	35.6%
Yahoo	23,601	16,434	7,167	43.6%
Bing	23,547	17,039	6,508	38.2%

Table 3: Google Analytics Year over Year Comparison

¹⁴ Second line for each Traffic Source KPI represents the relative difference and relative percent difference.

¹⁵ Visitors referred by an unpaid search engine listing, e.g. a Google.com search. The Gjenvick-Gjønvik Archives does not utilize paid search options such as Google AdWords to drive traffic. Source: <http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html> Retrieved 2012-03-29

¹⁶ Visitors referred by links on other websites. (Links that have been tagged with campaign variables won't show up as [referral] unless they happen to have been tagged with utm_medium=referral.) Source: <http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html> Retrieved 2012-03-29

¹⁷ Visitors who visited the site by typing the URL directly into their browser. 'Direct' can also refer to the visitors who clicked on the links from their bookmarks/favorites, untagged links within emails, or links from documents that don't include tracking variables (such as PDFs or Word documents). Source: <http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html> Retrieved 2012-03-29

Data Analysis

2011 vs. 2010

- Added Infolinks 21 November 2010. The inline advertising has some impact on Page Views and Average Time on Site as clicking on any Infolinks links will pull the patron away from the Archives' website. The true impact cannot be determined as it would be necessary to know whether the patron had concluded their use of your site when they clicked on a link.
- Restructured website during the first quarter of 2010 to adapt to traffic patterns
 - Consolidated separate sections for Navy, Army, WWI and WWII into Military Collection with the related subsections.
 - Consolidated information pertaining to steamship lines into topical based sections
 - Prior to the first quarter of 2010, all topics pertaining to a steamship line such as Cunard Line would be rolled up under "Cunard Line" including passenger lists, brochures, menus, etc.
 - After the restructuring of the website during the first quarter of 2010, passenger lists for all steamship lines would be organized under "Passenger Lists," brochures under "Historical Brochures," and menus under "Vintage Menus."
- Referrals while decreasing overall showed marked increases in visitors for the following referrers:
 - Wikipedia 5,920 versus 4,078 or 45.17%
 - Google.de (Deutschland) 2,550 versus 1,719 or 48.34%
 - Searchportal.information.com 2,405 versus 3 (N/M)
 - StumbleUpon.com 2,150 versus 197 or 991.37%
 - Facebook.com 1,104 versus 707 or 56.15%

Using Web Analytics – Archival Websites

- Only a few referrers decreased in visitors in Year over Year analysis including:
 - Cyndislist.com 1,158 versus 1,983 or -41.60%
 - Images.Google.com 519 versus 12,795 or -95.94¹⁸

¹⁸ Google Analytics changed how they report Google Image Search Traffic on 26 July 2011 from Referrals to Search Engines.. See <http://www.seroundtable.com/google-images-analytics-13770.html> for more information.

Using Web Analytics – Archival Websites

Gjenvick-Gjønvik Archives Google Web Analytics				
KPI's	1Q 2012	1Q 2011	Difference	Percent Change
Visits	160,779	132,126	28,653	21.7%
Visitors	133,421	114,583	18,838	16.4%
Page Views	514,306	472,117	42,189	8.9%
Pages per Visit	3.2	3.6	(0.4)	-10.4%
Bounce Rate ¹⁹	57.87%	55.34%	2.53%	4.6%
Avg Time on Site	0:02:19	0:02:44	(0)	-15.2%
Pct New Visits	80.8%	84.3%	-3.6%	-4.2%
Traffic Sources	1Q 2012	1Q 2011	Difference	Percent Change
Search Engines ²⁰	128,118	87,057	41,061	47.2%
Referring Sites ²¹	19,182	31,290	(12,108)	-38.7%
Direct Traffic ²²	13,478	13,772	(294)	-2.1%
Other	1	-	1	N/M
Search Engines	1Q 2012	1Q 2011	Difference	Percent Change
Google	108,164	72,195	35,969	49.8%
Yahoo	7,228	5,318	1,910	35.9%
Bing	7,226	5,366	1,860	34.7%

Table 4: Google Web Analytics KPIs for the First Quarter 2012 v.2011

Similar to the results achieved in the year-over-year 2011 v 2010, visitors increased by over 16% while the average page views per visit declined 10 percent. The bounce rate increased by 2.5% but remain within the expected range based on historical bounce rates incurred by the Gjenvick-Gjønvik Archives.

¹⁹ Per a study by [Steve Jackson](#), analytics specialist, based on working on bounce rates for numerous sites. (2006) Content Websites (high search visibility, often irrelevant terms) had an Average bounce rate range of 40-60%. See <http://themetag.com/articles/seo-under-scrutiny-website-bounce-rates> (Accessed 10 April 2012)

²⁰ Visitors referred by an unpaid search engine listing, e.g. a Google.com search. The Gjenvick-Gjønvik Archives does not utilize paid search options such as Google AdWords to drive traffic. Source: <http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html> Retrieved 2012-03-29

²¹ Visitors referred by links on other websites. (Links that have been tagged with campaign variables won't show up as [referral] unless they happen to have been tagged with utm_medium=referral.) Source: <http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html> Retrieved 2012-03-29

²² Visitors who visited the site by typing the URL directly into their browser. 'Direct' can also refer to the visitors who clicked on the links from their bookmarks/favorites, untagged links within emails, or links from documents that don't include tracking variables (such as PDFs or Word documents). Source: <http://analytics.blogspot.com/2009/08/back-to-basics-direct-referral-or.html> Retrieved 2012-03-29

Using Web Analytics – Archival Websites

The change in referring sites and Search Engines can be largely attributed to the change in how Google Analytics handles media (image) searches.

Top Ten Referral Sources

For a number of years, the Gjenwick-Gjørnvik Archives has received its largest share of referrals to our website via Google. Google based referrals come from a variety of sources including Google Groups post, base google.com listings, or static pages on related Google sites.²³ Wikipedia, Cyndislist, other search engines and Social media websites dominate the top ten referral sources since 2010.

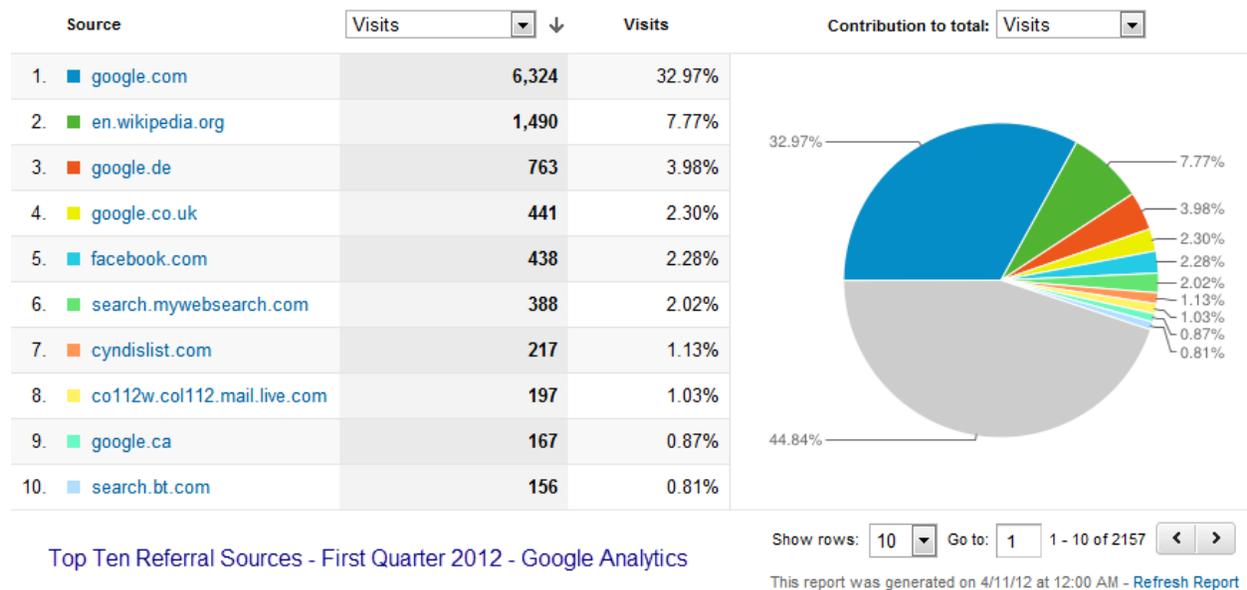


Figure 2: Top Ten Referral Sources for the First Quarter 2012 per Google Analytics

²³ "What does google[referral] mean? Google Analytics Help," <http://support.google.com/googleanalytics/bin/answer.py?hl=en&answer=55587> Retrieved 10 April 2012.

Using Web Analytics – Archival Websites

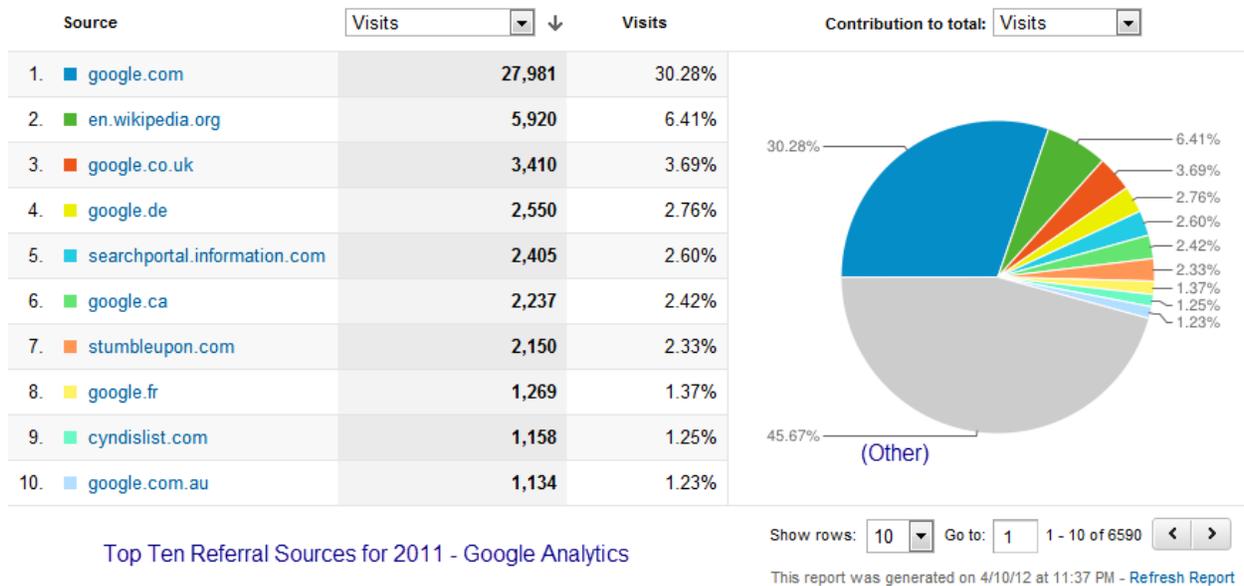


Figure 3: Top Ten Referral Sources for 2011 per Google Analytics

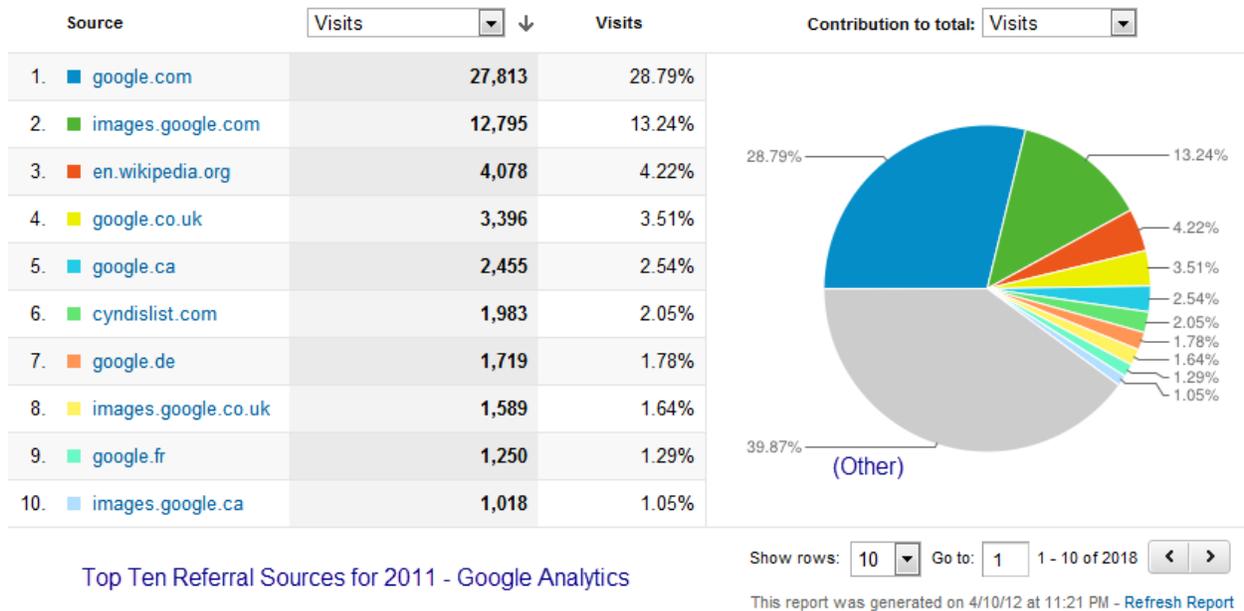


Figure 4: Top Ten Sources of Referrals for 2010 (Google Analytics)

Top Ten Keyword Search Terms

While the current trends led by Google and the Firefox Browser will likely make this analysis unnecessary since the majority of terms will be masked as [not provided], they provide historical context

Using Web Analytics – Archival Websites

of the dominance of the long tail search terms that generate the vast majority of search engine traffic to the Gjenwick-Gjønvik Archives' website.

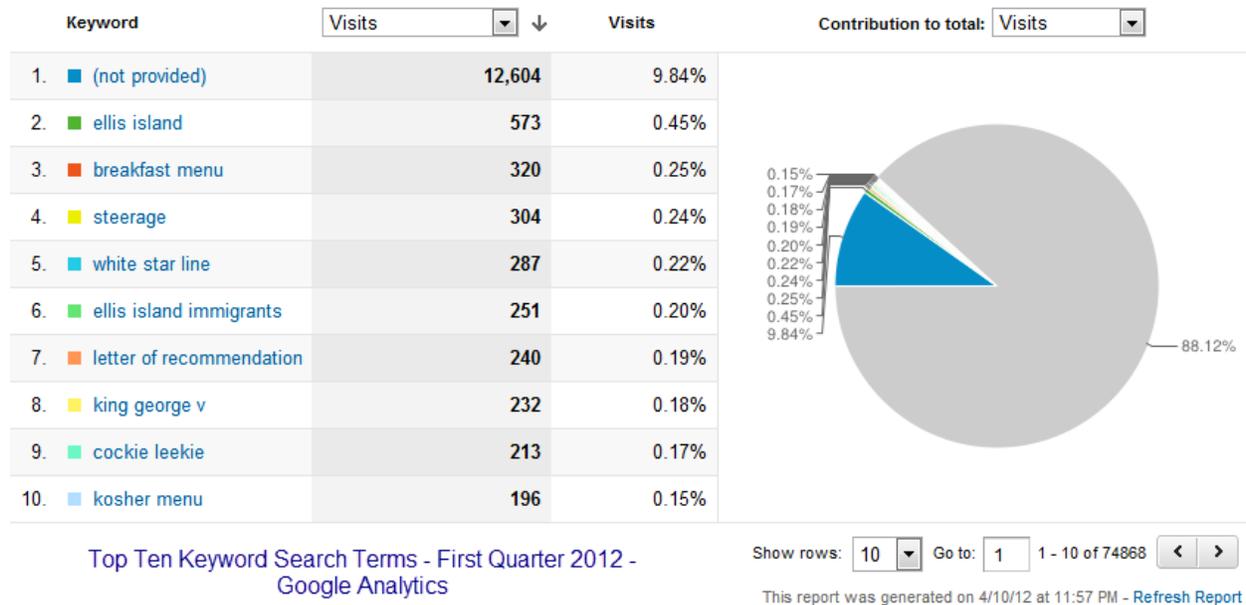


Figure 5: Top Ten Keyword Search Terms for the First Quarter 2012

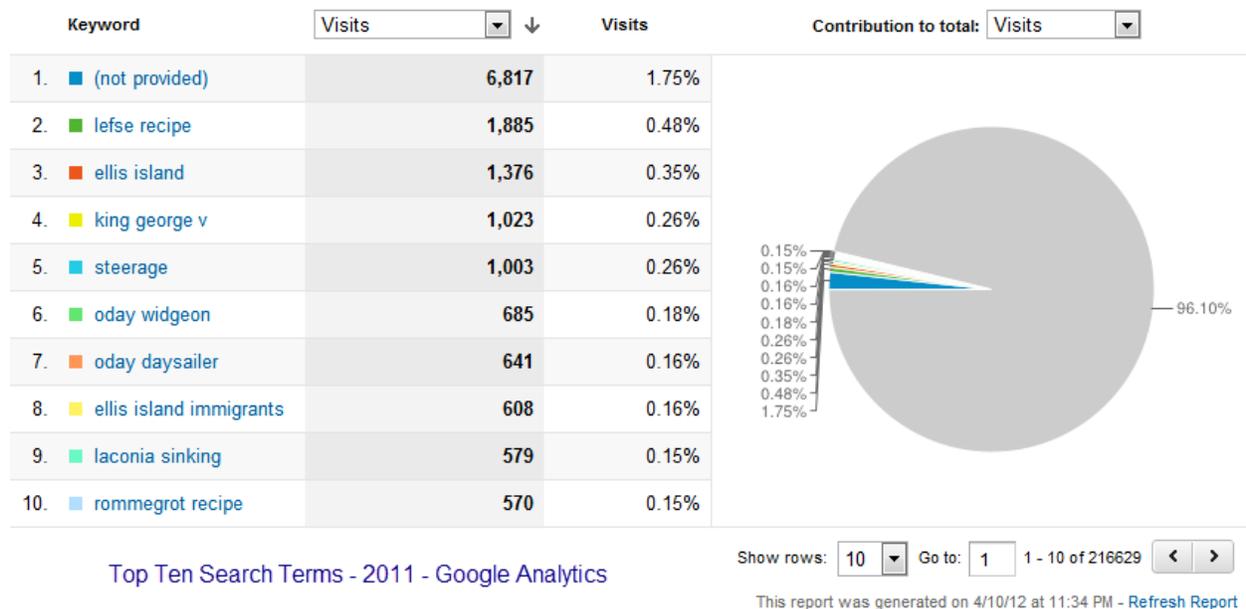


Figure 6: Top Ten Keyword Search Terms for 2011

Using Web Analytics – Archival Websites

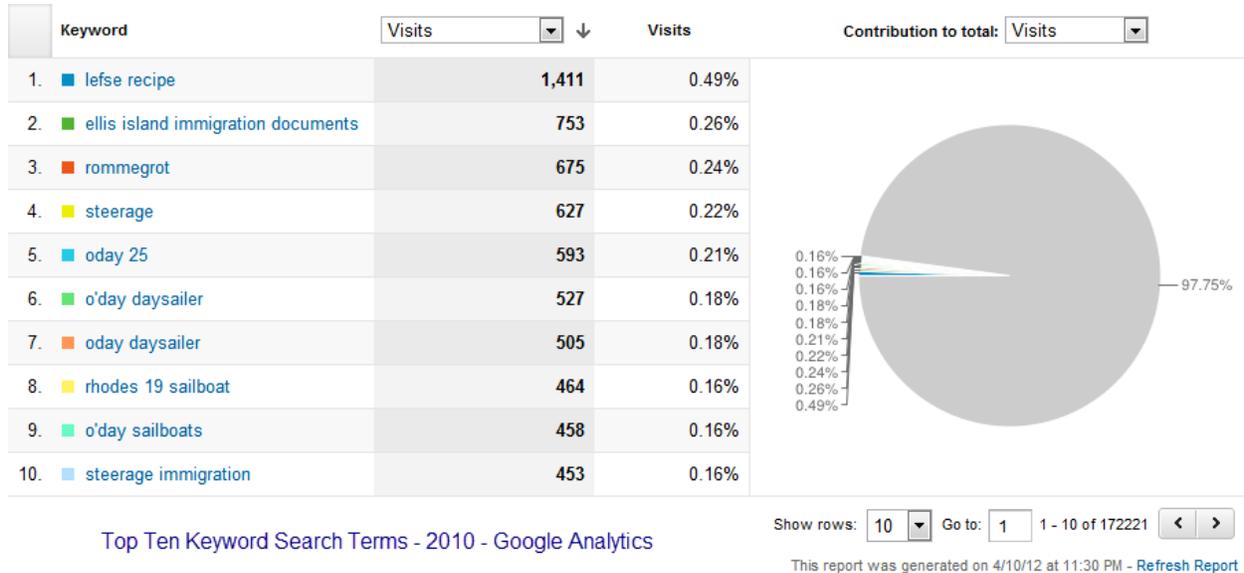


Figure 7: Top Ten Keyword Search Terms for 2010

Top Ten Landing Pages

Since 2010, the only landing page with greater than 2% of the visitors starting out on that page was the home page during 2010. Since that time, all of the entry pages garnered less than 2 percent of the visits in contrast with 11.9% entering through the home page at the University of Illinois Digital Archives (Prom Spring/Summer 2011).

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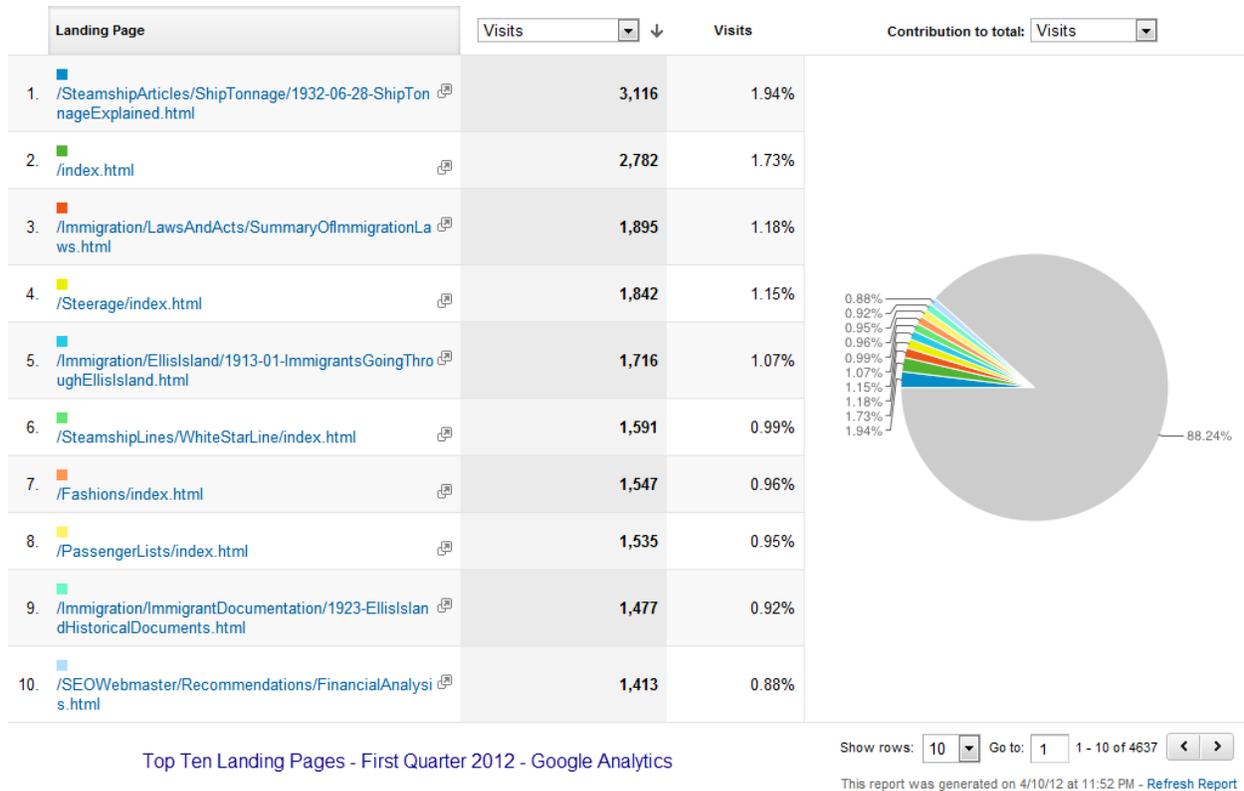
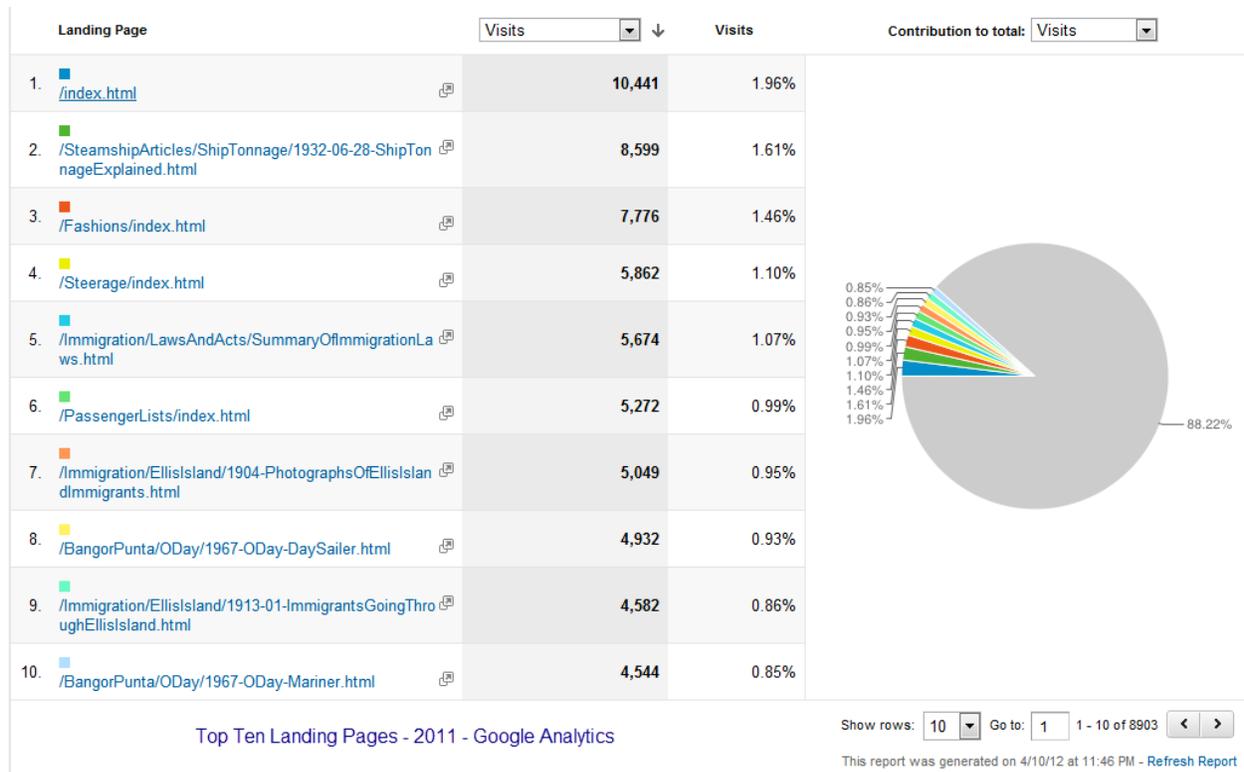


Figure 8: Top Ten Landing Pages for the First Quarter 2012 per Google Analytics



Using Web Analytics – Archival Websites

Figure 9: Top Ten Landing Pages for 2011 per Google Analytics

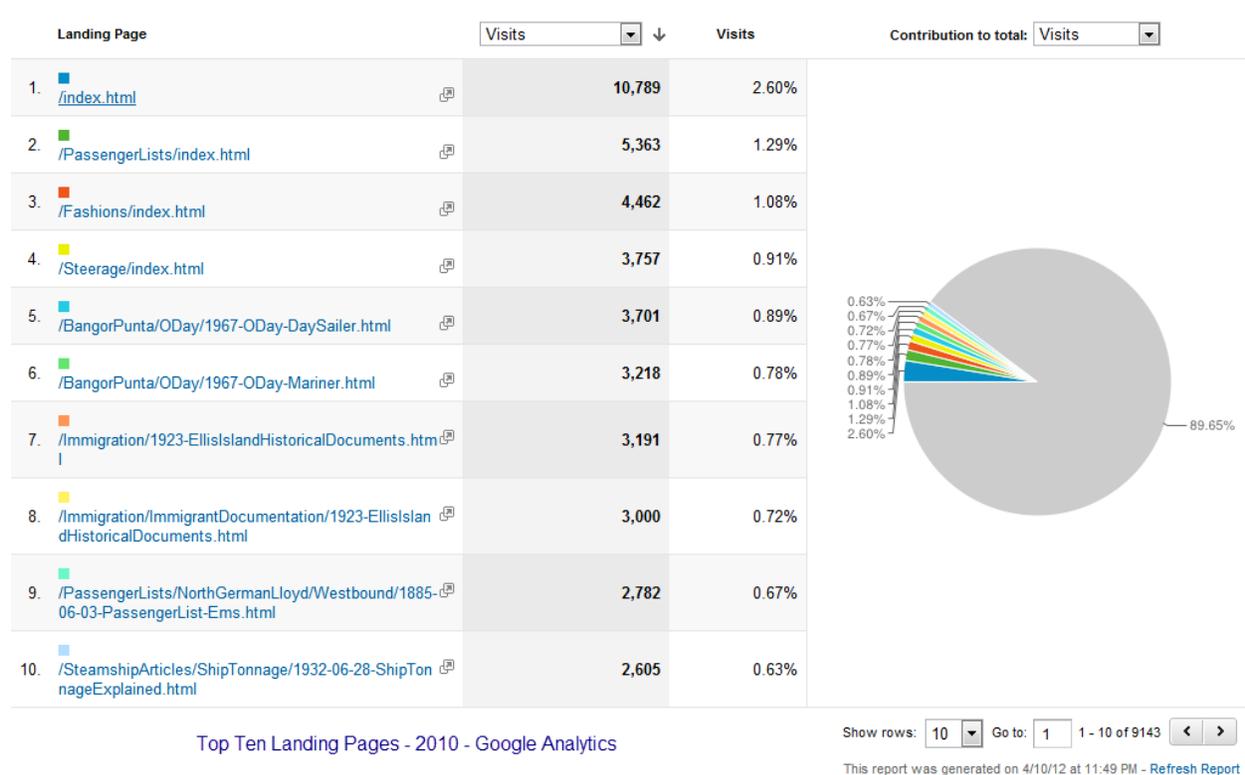


Figure 10: Top Ten Landing Pages for 2010 per Google Analytics

Measuring Visitor Engagement

One common mistake is to try measuring visitor engagement using one tool such as your web analytics program. Engagement of your visitors comes in many forms including

- Survey And Poll Participation
- Email Enquiries
- Email Newsletter Signups
- Social Media Sharing Of Content
- Viral Content Shared Through Links In Emails
- Downloading Of Images
- Views Of Your Videos On YouTube

Using Web Analytics – Archival Websites

- New External Links Created That Point To Content Within Your Website
- Facebook Likes, Googleplus Adds, Twitter Adds and Retweets
- Onsite Form Submissions,
- Sales Of Merchandise And Images/Prints,
- Unsolicited Testimonials,
- External Blog Comments And Shared Content,
- Your Site Content Used In Response To A Question On Yahoo Answers (Even Better If Your Content Was Voted To Have Provided The Best Answer),
- Membership Signups,
- KPI's From Your Website Traffic Analytics.

Visitors are very engaged when on the Gjenwick-Gjønvik Archives site. ²⁴

Visitor Engagement looks at how many times your visitors came to your site, how long they stayed around and how many pages they viewed. In general, we want to see that people came to your site and stayed around because of all your great content.

Average Number of Visits Per Person: Not Engaged

Visitors come to your website fewer than 1.5 times on average per month.

Average Length of Stay: Very Engaged

Visitors stay on your website for more than 3 minutes on average!

Average Pages Per Visit: Somewhat Engaged

Visitors view between 2 and 6 pages on average each time they visit your website.

²⁴ Marketing Grader Report by HubSpot, Middle of the Funnel, General Comments. Report dated 2012-04-03
Retrieved 2012-04-03

Using Web Analytics – Archival Websites

The above example from Hubspot is a good example of simplicity can have unintentional results. For example, if the website was being evaluated based on the number of pages viewed and the average length of stay, a poorly planned website may require extra effort and time by visitors to find what they were looking for. It may also cause forced inefficiencies in order to gain additional page views such as dividing content onto two or more pages that might have previously been on one page in order to drive up page views artificially.

Month	2012	2011	2010
January	52	68	79
February	52	54	78
March	62	37	96
April		61	118
May		54	138
June		109	101
July		49	79
August		36	98
September		42	70
October		39	66
November		59	48
December		55	32
Total	166 (1st Quarter)	643	1,003

Table 5: Summary of Email from Archives Website Patrons

At first glance, it would appear that patrons are less inclined to email the Archives after 2010. But numbers alone do not tell the whole story. During the majority of 2010, the Archives default email address appeared on every page of the website. In the latter part of 2010, the email links were removed from each page and now appear only on the “Contact Us” page, where we have set up a directory of email addresses for patrons to use depending on the type of inquiry.

As a performance metric, your organization might want to track emails from patrons more closely and track the response time interval and time required to prepare a response along with the name of the

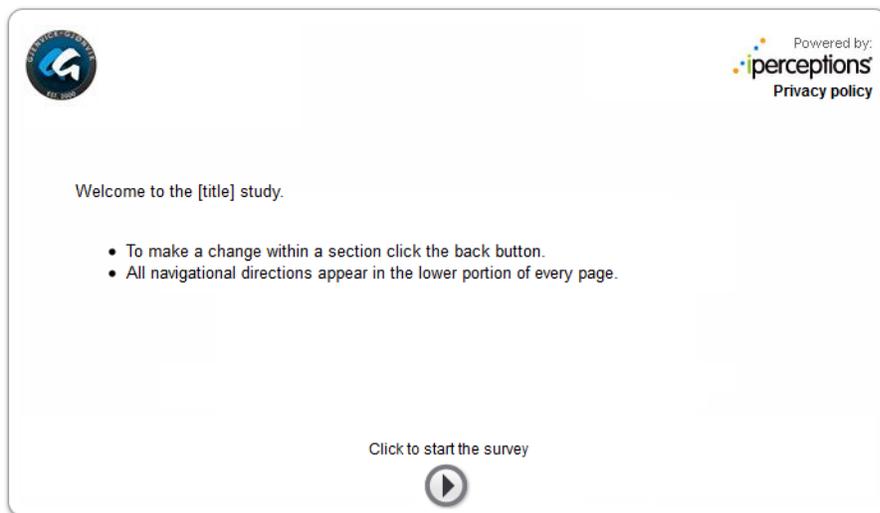
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respondent. This type of tracking could also be used to determine if employees are following your organization's guidelines for promptly responding to inquiries from website patrons.

Another useful tool in measuring how visitors perceive your website is to utilize a website survey provided at random to your visitors. For over three years, the Gjenwick-Gjønvik Archives has utilized the Free version of the 4Q Website Survey by iPerception. We have maintained the same questions throughout the life of this survey. Only the response rate was subject to adjustment, typically between 2 and 4 percent of English language visitors.

iPerception 4Q Website Survey Results

The 4Q Website Survey



1. Based on today's visit, how would you rate your site experience overall?
 - a. Very bad 0-1
 - b. Bad 2-3
 - c. Fair 4-5
 - d. Good 6-7
 - e. Very good 8-9
 - f. Outstanding 10

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2. Which of the following best describes the primary purpose of your visit?
 - a. Find a specific article/publication
 - b. Research
 - c. Searching for a specific item
 - d. Search for a person
 - e. Specific Cruise Search
 - f. Other, please specify

3. Were you able to complete the purpose of your visit today?
 - a. Yes
 - b. No

4. What do you value most about the <http://www.gjenvick.com/> website?

5. Which of the following best describes how often you visit this website?
 - a. This is my first visit ever
 - b. First visit in last 3 months
 - c. 2 - 5 visits in the last 3 months
 - d. 6 + visits in the last 3 months

6. How did you arrive at the website today?
 - a. Typed the URL into a browser
 - b. Bookmark / favorites
 - c. Search engine result
 - d. Clicked on an advertisement
 - e. From a link on a blog, forum or social network
 - f. From a link on another site
 - g. From an e-mail link

Using Web Analytics – Archival Websites

- h. From a link sent to me by a friend
- i. Other

Thank you for participating in this study conducted by iPerceptions.

Aside from the quantitative data and subjective scores, the best usage of your survey data is the comments provided by the respondents. The responses provide a unique insight on how well your website is doing. Although extremes in responses such as absolute best or worst site, etc. are not helpful, and the more open comments can help you focus resources where problems exist or provide ideas for future expansion of your website.

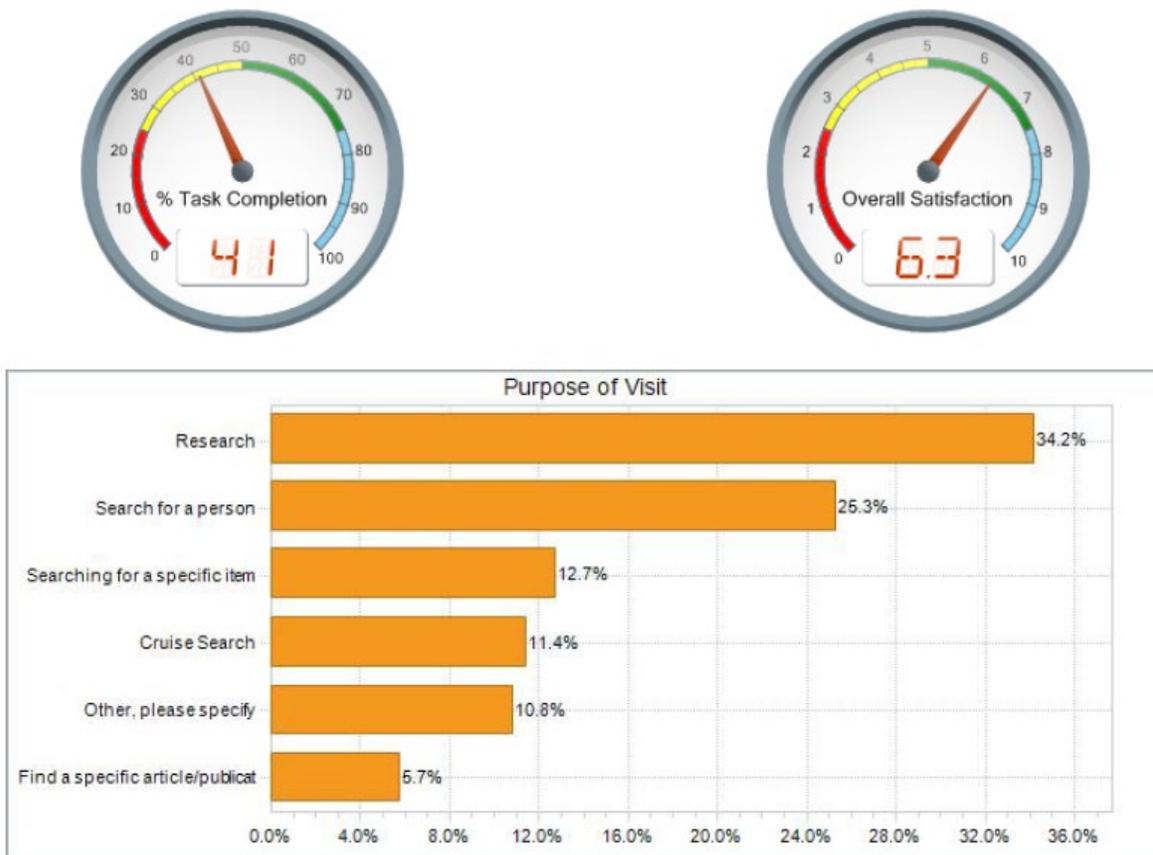


Figure 11: 4Q Survey Results Summary, 1st Quarter 2012

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	2010	2011	1Q 2012
Total Responses	555	196	158
Average Score	6.26	6.24	6.34
Median Score	6	7	7
Standard Deviation	2.35	2.37	2.15
Yes Responses	189	66	64
Percent Yes Responses	34.1%	33.7%	40.5%
Average Score	7.92	8.15	7.86
Minimum Score	3	6	0
Maximum Score	10	10	10
Median Score	8	8	8
Score Standard Deviation	1.61	1.27	1.73
No Responses	366	130	94
Percent No Responses	65.9%	66.3%	59.5%
Average Score	5.40	5.28	5.30
Minimum Score	0	0	1
Maximum Score	10	10	9
Median Score	5	5	5
Score Standard Deviation	2.20	2.20	1.74

Table 6: Summary of iPerceptions Website Survey Responses

General Recommendations to Improve Websites of Archives, Libraries and

Museums

Page Content, Title and Description Metatags

Maximizing your content in terms of search engine ranking relies heavily on having keyword-rich quality content that will have the best opportunity to rank highly based on relevancy to a topic or specific keyword phrase. Having appropriate and well thought-out Title and Meta descriptions that target the content of the page helps the search engines determine the purpose and focus of each of your webpages on your website. Avoid keyword stuffing and make your Page Title enticing for your visitor to click on from the Search Engine Results. Try to keep pages as focused as possible rather than broad in topic(s) covered.

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Title Tags

General Guidelines

- Construct the Title as a news headline rather than a list of keywords
- Don't repeat words
- Use 1-3 keywords that are relevant and highly searched
- Ideal length is between 6 and 12 words but should not be absolute. Better to have a complete thought than a truncated title based on a certain character count.
- The title tag should describe the content on the page – Consider using your H1 header as a basis for your title tag.
- Write with the perspective of attracting clicks on the SERPs
- Don't use keyword terms not used within your page

Meta Description Tags

Each page on your website should have a unique Meta Descriptions to avoid automatic filtering of the site's content by the Search Engines.

Meta Description

- 1-2 complete sentences about the page.
- Consider using a brief abstract of what the content is about
- Ideal length is somewhere between 12 and 24 words but is not absolute
- Avoid repeating keywords

Site Content

It is my experience that there is no magic number of word or keywords that are required to be included on a page in order for that page to be ranked highly in the SERPs. I have personally experienced pages that contain less than 250 words rank well for keyword terms.

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Simply having more content on a page than other websites is not an guarantee of a high ranking. Content relevant to the topics of your website may need breadth of content in addition to depth depending on the sophistication of your competitors for your keyword phrases. This is an important concept to understand. If your competitors are relatively unsophisticated in their approach to developing their websites, it is easier to outrank them if you take every effort to make your website highly usable and relevant with well-constructed content.

Duplicate Content Issues

When multiple pages of your website are nearly identical or identical in content, the search engines may reduce your site's authority for that topic. Often this happens when URL structures on Microsoft servers encounter multiple versions of the same page due to case insensitivity – mixed case URLs without enforcing case sensitivity at the programming level. Other common duplication issues come about when a page is renamed – perhaps with a restructuring of a website without using permanent redirects on the old URL which will eventually remove the URL from the index of the search engines.

Headings

Each web page should have at least an h1 header – the Top level heading that succinctly summarizes the content of your page. While your H1 header should contain keywords appropriate for the page, it should not be seen as an opportunity to keyword stuff or have an overly long tag.

For example using “Night of the Day of the Dawn of the Son of the Bride of the Return of the Revenge of the Terror of the Attack of the Evil, Mutant, Alien, Flesh Eating, Hellbound, Zombified Living Dead Part 2: In Shocking 2-D” might be a way to address all possible keywords and themes contained on the page. A better, simpler, and more focused title might be “Night of the Living Dead, Part 2.”

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Image Alt and Title Information

The ALT attribute was designed to convey an accurate description of the image and is utilized by text readers to assist those with visual acuity problems make full use of the web. As often happens with the Alt tag is they often contain the image caption that may or may not convey an accurate description of the image. If you utilize an alt and title tag combination for images, the Title tag might be used for the caption and the alt tag used to describe the image. Ideally, they should not be identical.

Keep the content within the ALT attributes concise and directly relevant to the image. Using keywords more than once in the ALT Attribute is not going to be very advantageous.

Redirects

302 is a temporary redirect – commonly used during server maintenance

301 is a permanent redirect – use for pages that have been removed or renamed URLs. Avoid using meta refreshes to redirect.

If a permanent redirect is not possible, or, if you move entire directories, consider using an entry in the robots.txt file to prevent continued indexing of the removed URLs.

Custom 404 Error Page

Creating a custom 404 error page will inform your website patrons of an error if a page cannot be found. These pages should disallow indexing with a meta robots noindex. Nofollow. Also note that this page is very useful should patrons attempt to type in a URL that doesn't exist or was mistyped and many not reflect an actual error on your site.

URL Structure

There is no need to clutter your URL with dashes or underscores as Search Engines can parse out individual words without them.

Using Web Analytics – Archival Websites

XML Sitemaps

Prepare an XML Sitemap on a regular basis and connect it to your Google Webmaster Tools account.

The current size limit is 50MB uncompressed for an XML Sitemap. Additionally a Sitemap can list no more than 50,000 URLs. You can have multiple sitemaps. Besides the primary HTML sitemaps, consider preparing a mobile sitemap (for portable devices such as iPhones and Tablets), image sitemap and video sitemap. Reference the URL for these sitemaps in your robots.txt file.²⁵

Site Rankings

Periodically, check the mozRank and Google PageRank to track how your website is perceived and hopefully, your archives, library or museum is considered an authority site. The higher your number in either ranking scale, the more popular and authoritative your website is likely to be to the typical visitor.

The Gjenvick-Gjønvik Archives mozRank is 5.²⁶

mozRank is on a scale of **1 to 10** and is SEOmoz's 10-point measure of link authority and popularity. It's similar to the old Google Page Rank and is logarithmic, so bear that in mind, too. (That means it's ten times as hard to move from a 3 to a 4 as it is to move from a 2 to a 3.)

Conclusion

In this paper, it is important to remember that Web Analytics data alone cannot help you make informed decisions on what changes to make on your website. Search engine routinely “tweak” their algorithms to prevent website owners from gaming the system. By producing a quality website that

²⁵ Google Webmaster Tools, Creating Sitemaps
<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=183668> (Accessed 10 April 2012).

²⁶ Marketing Grader Report from HubSpot dated 2012-04-03

Using Web Analytics – Archival Websites

incorporates SEO best practices, your website will likely avoid the severe fluctuations in traffic encountered by those over optimizing the website and constantly trying to take advantage of perceived algorithmic changes to boost traffic. Collect Historical Data on KPIs to measure performance of your website over time. This will improve your ability to spot problems and quantify effects of any changes made.

Avoid attempting to infer future traffic patterns based on short-term results. Early results can be misleading or misinterpreted as there will always be fluctuations in traffic patterns. These potential anomalies may not pertain to the changes you made. Only by observing your traffic patterns over time can you make intelligent decisions on SEO strategies to implement that will increase targeted traffic for your website.

Archives, museums and libraries can adapt many of the tools referenced in this report and develop useful metrics that will help improve primarily content driven websites. By logging in key performance indices into a spreadsheet, you will be able to view your traffic patterns over time to provide useful information on cycles unique to each institution. As most institutions will lack the resources to do continuous in-depth evaluations of web traffic, it will be very important to determine what metrics to track on a daily basis and allocate the resources to tabulate the data. The purpose is really to collect historical data that will assist you in making informed decisions in the future on the effectiveness of your website, how well it attracts search engine traffic and likely areas that will provide the best opportunity for improvement.

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<https://support.google.com/webmasters/bin/answer.py?hl=en&answer=35769&topic=1724121&ctx=topic> (Accessed 10 April 2012).

Literature Review

Students will compile an annotated list of sources used and consulted for final research paper. Sources must be of at least three different types (i.e., archival, online journals, books, newspapers, microfilm, etc.). Annotations must include how and why the sources were consulted, how they did or did not fit within the final research paper, and how they were or were not relevant to the paper topic. Additional comments and details welcome.

1. Christopher J. Prom, "Using Web Analytics to Improve Online Access to Archival Resources, The American Archivist, Volume 74, Number 1, Spring/Summer 2011, Pages 158-184. Used as the basis for writing this paper and ideas on the presentation of analytical data in an academic paper.
2. Google Analytics Help – A Support Driven Blog by Google. <http://support.google.com/googleanalytics/?hl=en>

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3. Enge, Eric and Stephan Spencer and Rand Fishkin and Jessie Stricchiola. *The Art of SEO: Mastering Search Engine Optimization*. Sebastopol, California: O'Reilly Media Inc. 2009. This book, although outdated by SEO standards, still provides some fundamental best practices in search engine optimization still in use today.
4. Kaushik, Avinash *Web Analytics 2.0: The Art of Online Accountability & Science of Customer Centricity*. Indianapolis, Indiana: Wiley Publishing, Inc. 2010. The integration of Google Analytics with other related tools may make the decision for what web analytics software to use. This book is the bible on how to use the information to your advantage. With limited resources, I typically spend most of my time reporting analytics data rather than being involved in the deep analysis of traffic clickstreams. Spotting trends is made easier with suggestions from this book.
5. "Google Webmaster Tools: Search Engine Optimization (SEO)." Google, Inc. <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=35291> (Accessed 10 April 2012)
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MediaPost often writes lengthier articles covering events in search or algorithmic changes by Google and their perceived effect on websites.
9. "The Beginner's Guide to SEO." SEOmoz . <http://www.seomoz.org/beginners-guide-to-seo> (accessed Apr 10, 2012).
While covering the basics of SEO, it is truly a guide geared to help people new to this topic understand the basic concepts, principles and practices that will help them improve their website (while using the SEOmoz Pro Tools). While not directly referenced within this paper, the guide does provide some ideas or rather points out where people may have the most difficult understanding SEO.
10. "Webmaster Guidelines: Best Practices to Help Google Find, Crawl, and Index Your Site." Google, Inc. <https://support.google.com/webmasters/bin/answer.py?hl=en&answer=35769&topic=1724121&ctx=topic> (Accessed 10 April 2012).
The online support system is great to use and provides insight into Google's perception of best practices.
11. High Rankings® Advisor: Helping Sites to be the Best They Can Be! A newsletter by Jill Whalen Excellent Newsletter that focuses (generally) on a few concepts with each issue. Ms. Whalen recently analyzed the trend in [hidden search terms] that will likely become dominate in keyword reporting by the years' end.
12. O'English, Mark R. "Applying Web Analytics to Online Finding Aids: Page Views, Pathways, and Learning about Users." *Journal of Western Archives* Volume 2, no. Issue 1 (October 2011): Not

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17. Ivory, Melody Y., Sinha, Rashmi R. and Hearst, Marti A., "Empirically Validated Web Page Design Metrics," Appearing in ACM SIGCHI'01, March 31-April 4, 2001, Seattle, WA, USA. Copyright 2001 ACM 1-58113-327-8/01/0003. Accessed from <http://webtango.berkeley.edu/papers/chi2001/index.html> on 28 April 2012

Interesting discussion on quantifying what comprises a good Web page based on an evaluation of Webby Awards²⁷ websites. Their Metrics were Word Count, Body Text %, Text Positioning Count, Text Cluster Count, Link Count, Page Size, Graphic %, Graphics Count, Color Count and Font Count. While it was interesting reading, the results would not be easy to reproduce as presentation of websites are typically separate from the Coding which wasn't typically the case in 2001 during this study.

²⁷ A Webby Award is an international award presented annually by The International Academy of Digital Arts and Sciences for excellence on the internet with categories in Websites, interactive advertising, online film and video, and mobile. The biggest criticism of the awards is the requirement of the entry fee of \$295. Websites are judged on Content, Structure and Navigation, Visual Design, Functionality, Interactivity, Overall Experience. See <http://entries.webbyawards.com/home/criteria> for additional information.

Appendices

Online Web Tools

Social Networks

- Facebook
- Twitter

Wikis

- Wikipedia
Wikipedia is an excellent source of referral traffic for topics pertinent to your website. Be certain that the link is properly described and is meets their guidelines for inclusion on their pages. This also helps to establish authority and contributes to your site being perceived as authoritative and therefore trustworthy.

RSS Feeds

- Really Simple Syndication, Feedburner and other related tools

Website Analytics

- Google Analytics
- Clicky® Web Analytics
- Piwik Open Source Web Analytics

SEO and Visitor Engagement Tools

- **SEOMoz Pro Campaign Manager (SEO Tools)**
For about \$100 a month, you can utilize the SEO tools developed by SEOMoz. Designed to work with Google Analytics this toolset tracks traffic data, analyzes your website for crawl errors and structural warnings, provides rankings on keywords for your website along with traffic driven to the site via the chosen keywords and provides a competitive link analysis of the strength and authority of your website against three of your closest competitors. New features now track your activity and success on Social Networks of Facebook and Twitter.
- Open Site Explorer
- SEOMoz Keyword Analysis
- Tynt Publisher Tools
- SEMRush Keyword Research
- iPerceptions 4Q Website Survey

Webmaster Tools

Using Web Analytics – Archival Websites

- Google Webmaster Tools
- Bing Webmaster Tools

Competitive Research and Other Tools

- AboutUs.org
- Alexa: The Web Information Company
- Basic Website Review
- BuiltWith Website Analysis and Technology Trends
- Compete.com
- Domain Tools Whois Lookup
- Facebook Grader
- Marketing Grader
- Quantcast

Measuring Visitor Activity

Web Analytics by Clicky

	Clicky Web Analytics Daily Averages by Month January 1, 2011 to April 10, 2012							
	Visitors	Unique Visitors	New Visitors	Actions	Page Views	Page Views + Uniques	Downloads	Out-bound Links
Jan 2011	1,641.5	1,535.3	1,372.4	5,749.3	5,685.5	7,220.7	50.0	13.9
Feb 2011	1,726.9	1,612.6	1,429.4	6,049.9	5,988.1	7,600.7	48.5	13.4
Mar 2011	1,717.0	1,596.1	1,401.1	5,839.2	5,774.1	7,370.2	50.8	14.2
Apr 2011	1,657.0	1,545.1	1,364.5	5,417.1	5,368.3	6,913.4	38.9	11.1
May 2011	1,598.2	1,492.3	1,313.0	4,997.4	4,946.4	6,438.6	38.0	13.0
Jun 2011	1,452.9	1,354.1	1,183.2	4,876.8	4,821.0	6,175.2	39.7	17.0
Jul 2011	1,410.5	1,308.8	1,148.3	4,752.3	4,710.7	6,019.5	32.6	9.0
Aug 2011	1,514.5	1,401.1	1,230.1	5,169.2	5,127.5	6,570.3	32.5	9.2
Sep 2011	1,681.2	1,295.3	1,151.7	5,259.3	5,214.0	6,824.3	36.8	8.5
Oct 2011	1,787.5	1,667.1	1,470.7	5,472.9	5,419.4	7,086.5	44.5	9.0
Nov 2011	1,784.9	1,662.7	1,475.4	5,261.4	5,205.4	6,868.1	42.2	13.8
Dec 2011	1,655.2	1,536.3	1,362.3	4,828.5	4,763.4	6,299.7	40.8	13.7
Jan 2012	1,914.5	1,772.7	1,571.4	6,093.2	6,037.0	7,809.8	43.7	12.5
Feb 2012	2,096.2	1,944.7	1,712.5	6,669.5	6,600.8	8,545.5	53.2	15.6
Mar 2012	1,960.0	1,812.0	1,588.6	6,240.5	6,171.7	7,983.7	55.0	13.8
Apr 2012	2,335.7	2,156.5	1,912.6	8,023.5	7,952.6	54.2	16.7	2,335.7

Using Web Analytics – Archival Websites

How Visitors Arrived at the Gjenvick-Gjønvik Archives							
Clicky Web Analytics Daily Averages by Month, January 2011 to April (10) 2012							
	Media	Direct /			RSS Readers /		
	Searches	Searches	Bookmark	Links	e-mail	Syndication	Social Media
Jan 2011	891.3	451.6	196.5	80.0	3.7	0.1	22.2
Feb 2011	890.5	504.9	208.1	112.5	3.6	0.1	7.1
Mar 2011	908.4	490.5	209.6	100.4	3.2	0.1	4.7
Apr 2011	887.1	456.1	206.7	93.8	3.6	0.1	9.7
May 2011	837.6	483.1	184.0	86.2	3.3	0.1	4.0
Jun 2011	782.9	396.9	171.8	95.3	2.8	0.1	3.1
Jul 2011	790.4	358.1	164.5	88.8	2.5	0.1	3.3
Aug 2011	832.9	371.5	176.5	87.4	2.4	0.0	43.8
Sep 2011	877.6	509.6	191.1	93.6	3.2	0.2	6.1
Oct 2011	919.4	572.2	197.6	91.1	2.0	-	5.1
Nov 2011	952.6	557.8	190.1	79.8	1.9	0.1	2.7
Dec 2011	911.6	391.3	272.0	74.0	2.6	-	3.7
Jan 2012	980.4	481.1	365.6	78.9	3.4	0.2	4.8
Feb 2012	1,099.9	645.7	273.8	66.4	4.3	0.0	5.7
Mar 2012	1,007.7	653.5	224.5	65.7	3.3	-	5.3
Apr 2012	1,261.0	719.1	265.3	78.5	4.3	-	6.6

XML Sitemaps

XML-Sitemaps.com

Standalone Sitemap Generator

[Configuration](#)
[Crawling](#)
[View Sitemap](#)
[Analyze](#)
[ChangeLog](#)
[Broken Links](#)
[Help](#)
[SEO Tools](#)

ChangeLog

No	Date/Time	Total pages	Proc.time	Bandwidth	New URLs	Removed URLs	Broken links	Images
1	2012-03-14 20:14	3,670	204.91s	147.44	0	0	0	6085
2	2012-03-17 17:47	3,686	223.51s	148.66	0	0	0	6185
3	2012-03-22 14:16	3,682	242.74s	148.63	0	0	0	6275
4	2012-03-22 16:51	3,684	228.10s	148.69	0	0	0	6283
5	2012-03-24 13:38	3,690	244.93s	149.07	0	0	0	6380
6	2012-04-04 23:19	3,702	232.56s	149.68	0	0	0	6496
Total		22,114	1,376.75s	892.17 Mb	0	0	-	

Standalone Sitemap Generator (PHP) v5.0, 2011-01-25 | [Read License](#) | [Logout](#)
 Copyright (c)2005-2011 XML Sitemaps

Figure 12: XML Sitemap Change Log (2012-04-04)

1. XML SiteMap Index

<http://www.gjenvick.com/sitemap.xml>

```
<?xml version="1.0" encoding="UTF-8"?>
<?xml-stylesheet type="text/xsl" href="http://www.gjenvick.com/XMLGenerator/pages
/mods/sitemap.xsl"?>
<urlset
  xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xsi:schemaLocation="
    http://www.sitemaps.org/schemas/sitemap/0.9
    http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
<!-- created with Standalone Sitemap Generator www.xml-sitemaps.com (6819) -->

<url>
  <loc>http://www.gjenvick.com/</loc>
  <lastmod>2012-02-14T21:39:49+00:00</lastmod>
  <changefreq>daily</changefreq>
  <priority>1.0000</priority>
</url>
<url>
  <loc>http://www.gjenvick.com/SteamshipLines/index.html</loc>
  <lastmod>2012-03-16T21:20:24+00:00</lastmod>
```

Figure 13: XML Sitemap for Gjenvick.com (2012-04-04)

2. XML SiteMap File

http://www.gjenvick.com/sitemap_images.xml

```
<?xml version="1.0" encoding="UTF-8"?>
<?xml-stylesheet type="text/xsl" href="http://www.gjenvick.com/XMLGenerator/pages
/mods/sitemap.xsl"?>
<urlset
  xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:image="http://www.google.com/schemas/sitemap-image/1.1"
  xsi:schemaLocation="
    http://www.sitemaps.org/schemas/sitemap/0.9
    http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
<!-- created with Standalone Sitemap Generator www.xml-sitemaps.com (6819) -->

<url>
  <loc>http://www.gjenvick.com/</loc>
  <lastmod>2012-02-14T21:39:49+00:00</lastmod>
  <changefreq>daily</changefreq>
  <priority>1.0000</priority>
  <image:image>
    <image:loc>http://www.gjenvick.com/Illustrations/Advertising
/SayItWithFlowers350x25.jpg</image:loc>
```

Using Web Analytics – Archival Websites

Figure 14: XML Sitemap for Images (2012-04-04)



Figure 15: Mobile XML Sitemap for Gjenvick.com (2012-04-04)

Screenshots

Google Analytics Visitors Overview (partial view)

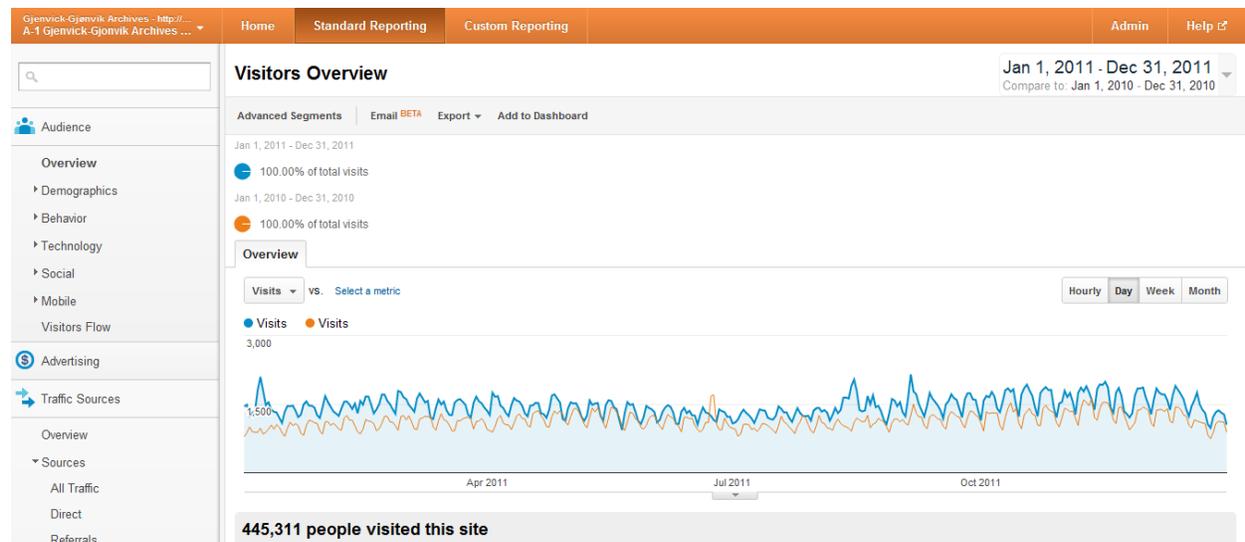


Figure 16: Partial View of Google Analytics Visitors Overview Page

Using Web Analytics – Archival Websites

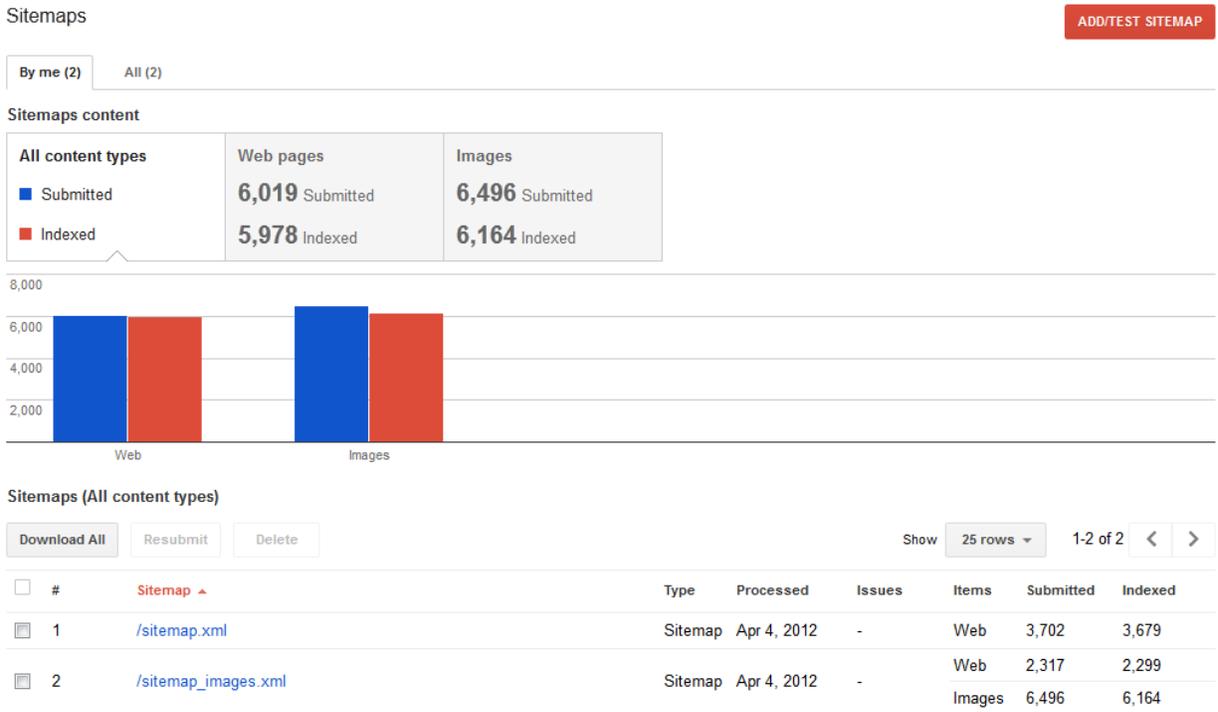


Figure 17: Google Webmaster Tools: Sitemaps (2004-04-04)

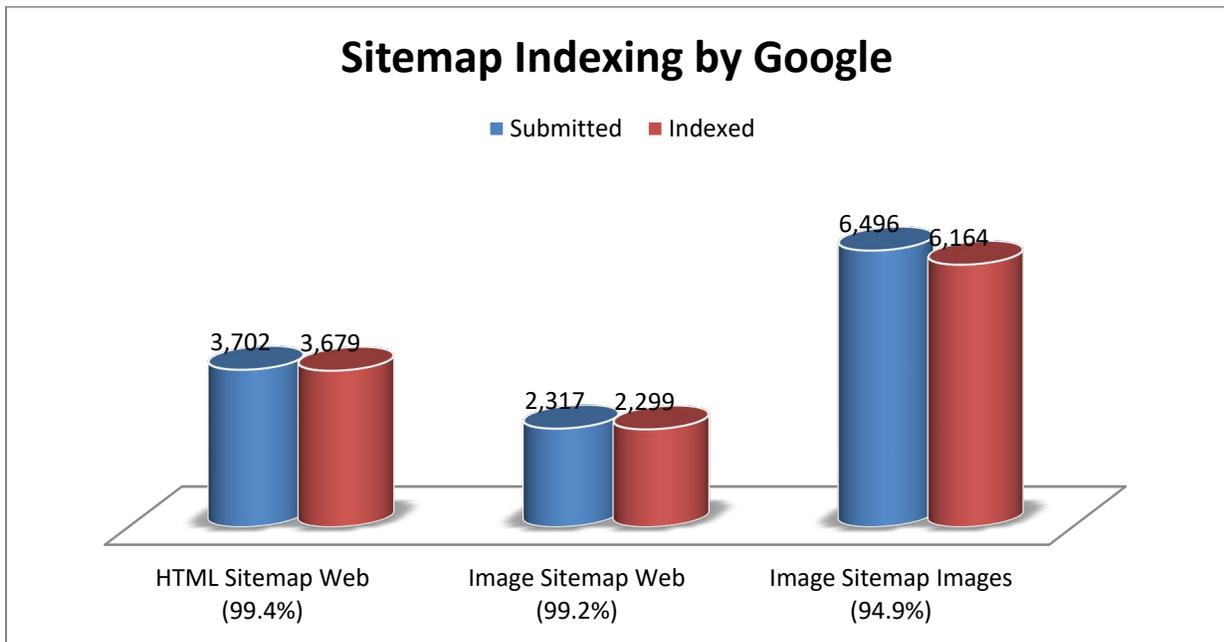


Figure 18: Graph of Sitemap Indexing by Google (2012-04-04)

Using Web Analytics – Archival Websites

Settings

Geographic target

Target users in: United States

Want to help customers find you on Google Maps? Visit our Local Business Center now to sign up for a free business listing. You can include your address, hours of operation, printable coupons and more. [Add your business to Google Maps](#)

Preferred domain

- Don't set a preferred domain
- Display URLs as **www.gjenvick.com**
- Display URLs as **gjenvick.com**

Crawl rate

- Let Google determine my crawl rate (**recommended**)
- Set custom crawl rate

Figure 19: Google Webmaster Tools Settings for Gjenvick.com

Search queries

Top queries

Top pages

Filters

Mar 1, 2012

to

Mar 31, 2012

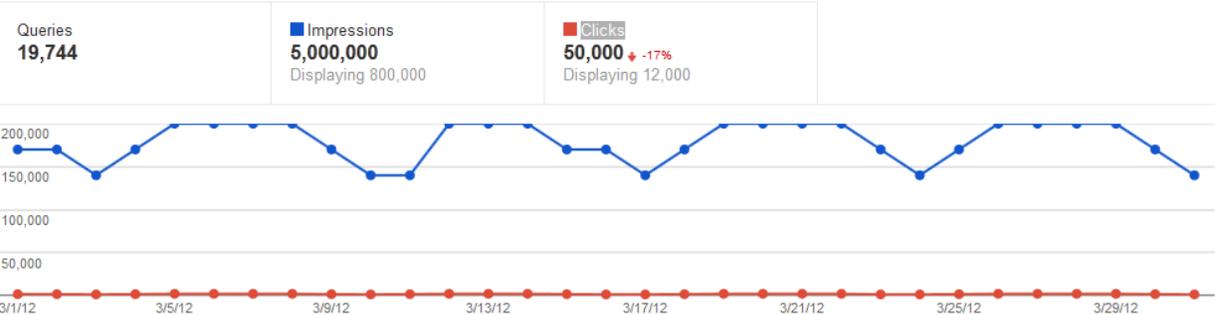


Figure 20: March 2012 Queries, Impressions and Clicks from Google Search Queries

SEOMoz Pro – SEO & Social Software offers campaign software for easy SEO management including Weekly Crawls of your website and Search Engine Rank Tracking for keywords you care about; On-Page SEO recommendations to improve your rankings, Competitive Analysis to see how your site performance compares with your competitors and tracking of your business Facebook and Twitter pages to learn how to use social networking to your advantage.

Using Web Analytics – Archival Websites

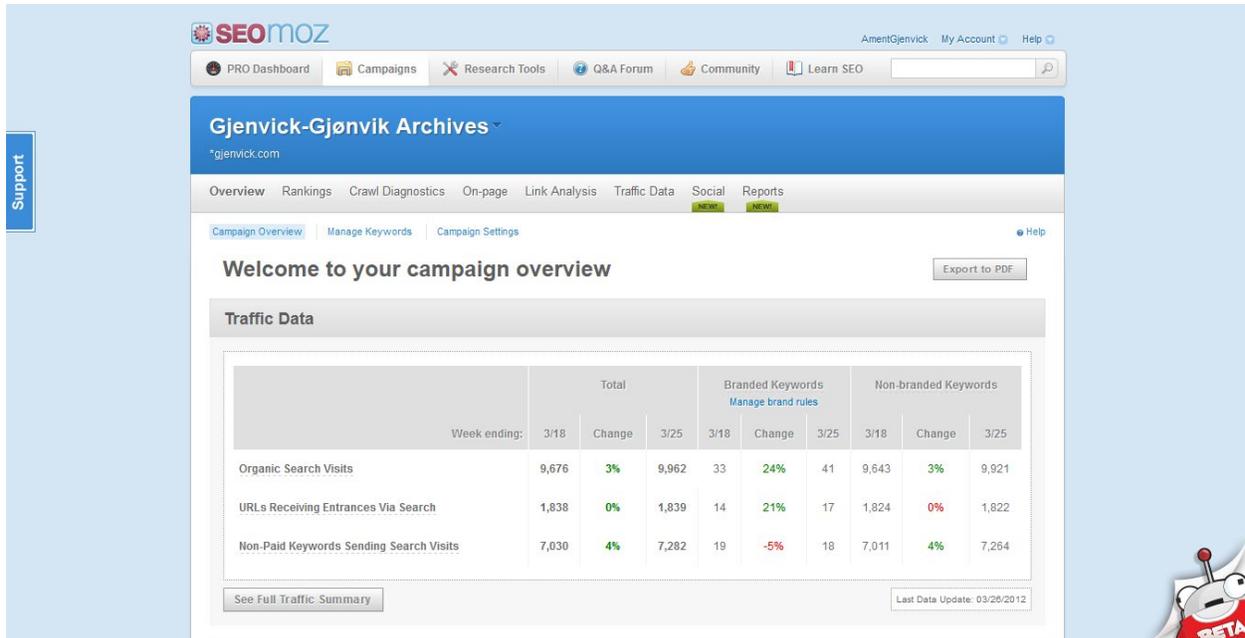


Figure 21: SEOmoz Campaign Overview for Gjenwick-Gjønvik Archives (Partial View)

Using Web Analytics – Archival Websites

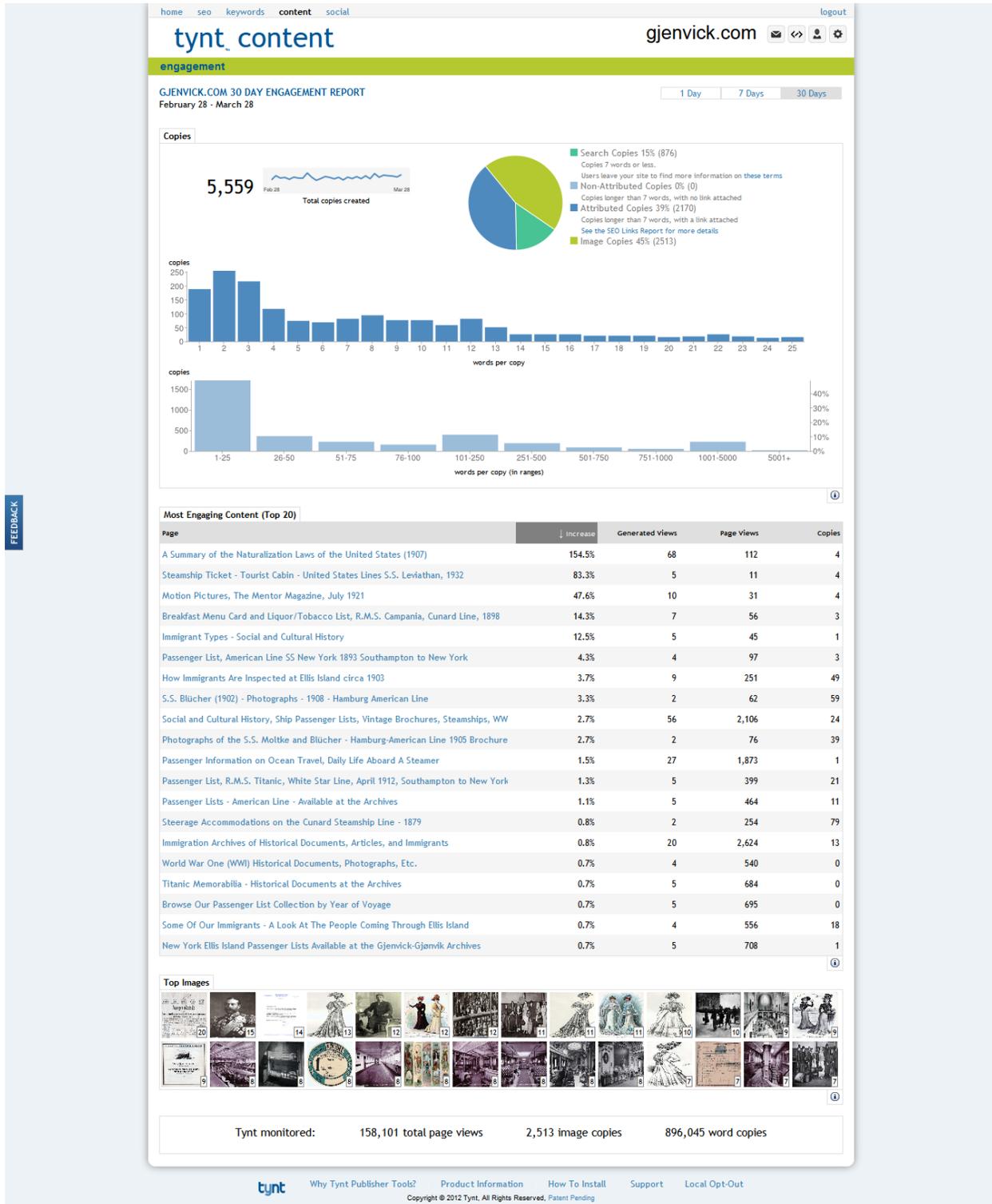


Figure 22: Tynt 30-Day Content Engagement Report²⁸

²⁸ The pages where Tynt Publisher Tools has generated the highest percentage of page views. The list is sorted by the percent increase in page views that Tynt Publisher Tools has generated to that page. Top Images list the

Using Web Analytics – Archival Websites

Archives Mini Poll

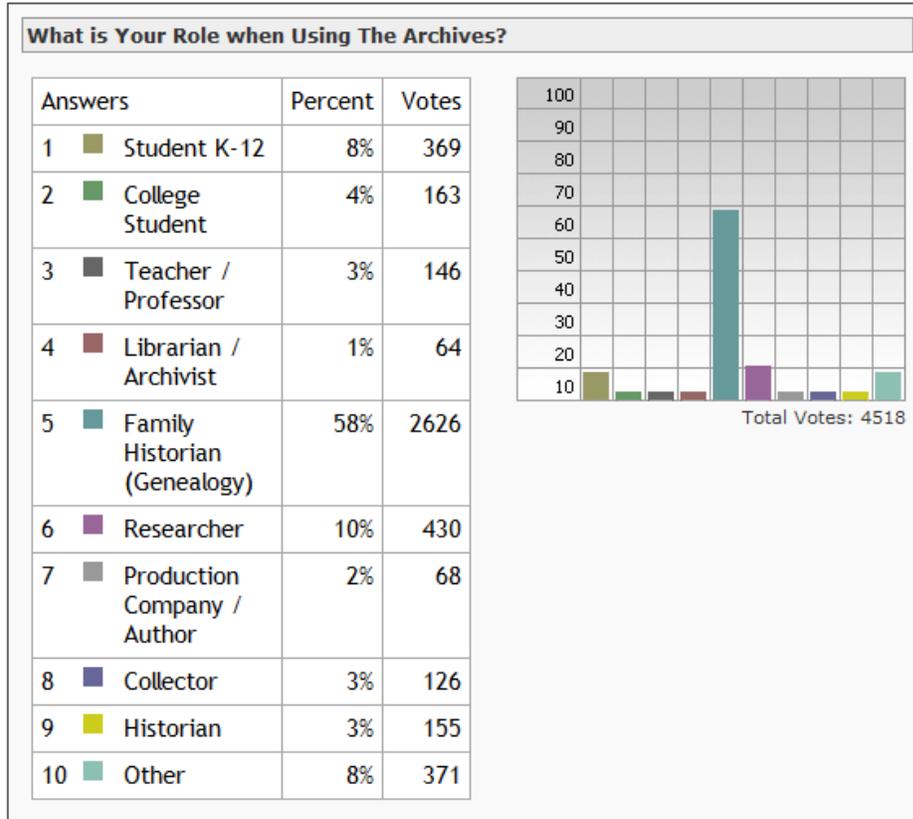
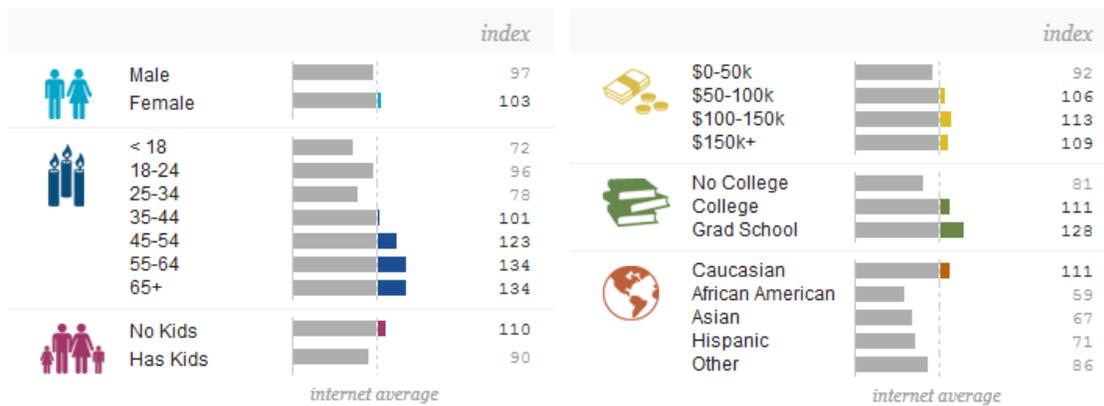


Figure 23: Archives Mini Poll Results, Retrieved 2 April 2012²⁹

US Demographics ?

Updated Apr 1, 2012* Next: Apr 11, 2012 by 9AM PDT



images copied most often from Gjenveck.com. You are able to click on any of the images to get a list of the pages that these images were copied from. See www.tynt.com for more information.

²⁹ Bravenet Mini Poll that collects information about the role of the person using the website. Retrieved 2 April 2012 from <http://pub1.bravenet.com/minipoll/results.php?usernum=41760911&qid=32632>

Using Web Analytics – Archival Websites

Figure 24: US Demographics from Quantcast.com³⁰

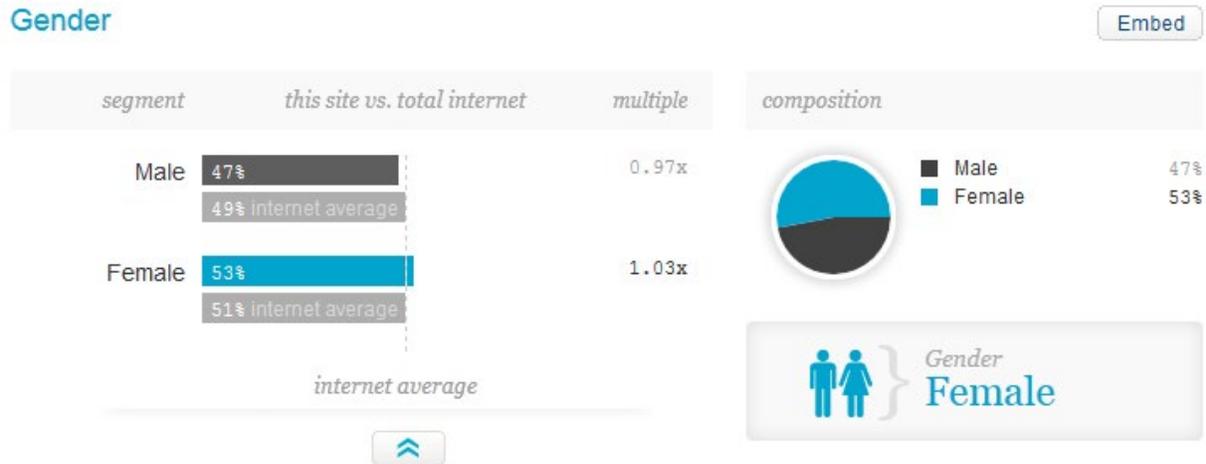


Figure 25: US Demographics of Gender Detail

³⁰ This report tells you the gender, age, children per household, education status, income levels, and other demographic insights of an web property's audience. The index (SiteX vs total internet) represents the delivery of a specific audience segment compared to the internet average of 100. This is shown both as a figure and a bar chart. Composition, which is represented by the % of audience figure and pie chart on the right side, represents the percentage of a property's total audience that meets specific demographic criteria.

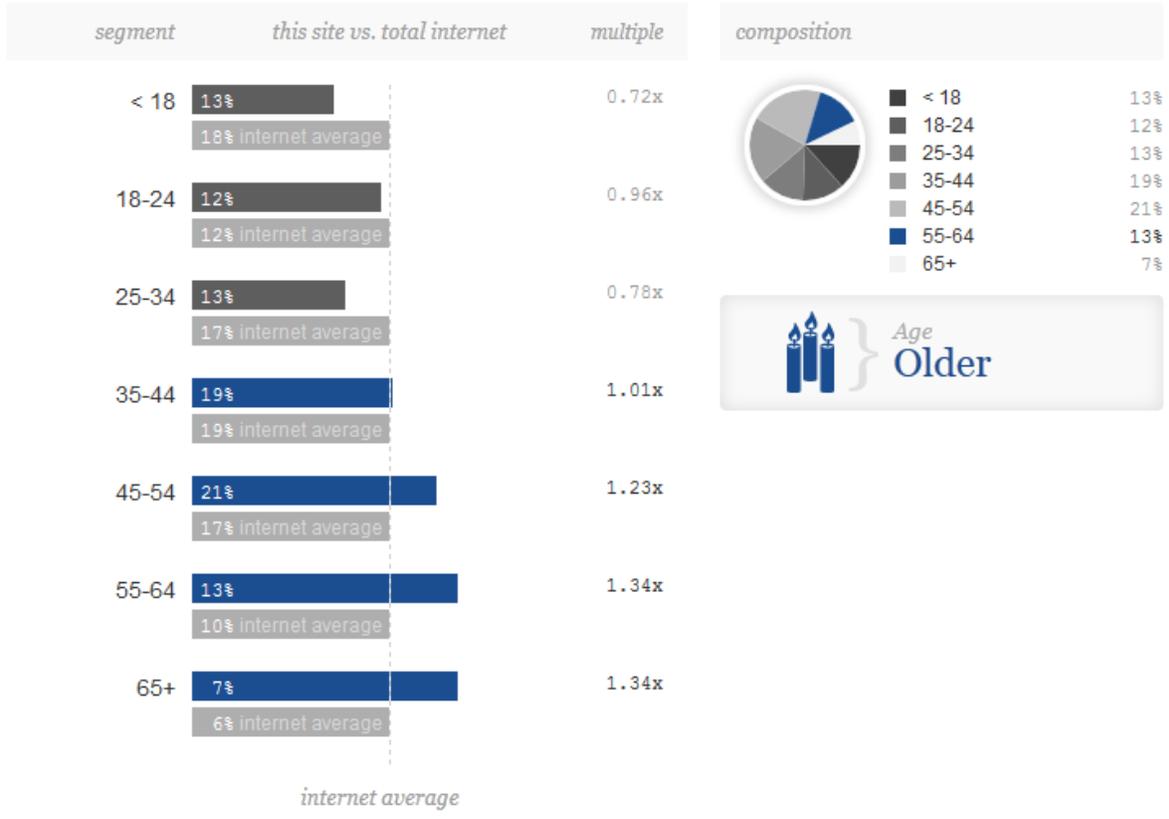
The “index” shows how an individual site's audience compares to the internet population as a whole. For example, an index of 100 indicates a site's audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Source: <https://www.quantcast.com/learning-center/guides/how-to-read-our-reports> Retrieved 2012-04-03

Using Web Analytics – Archival Websites

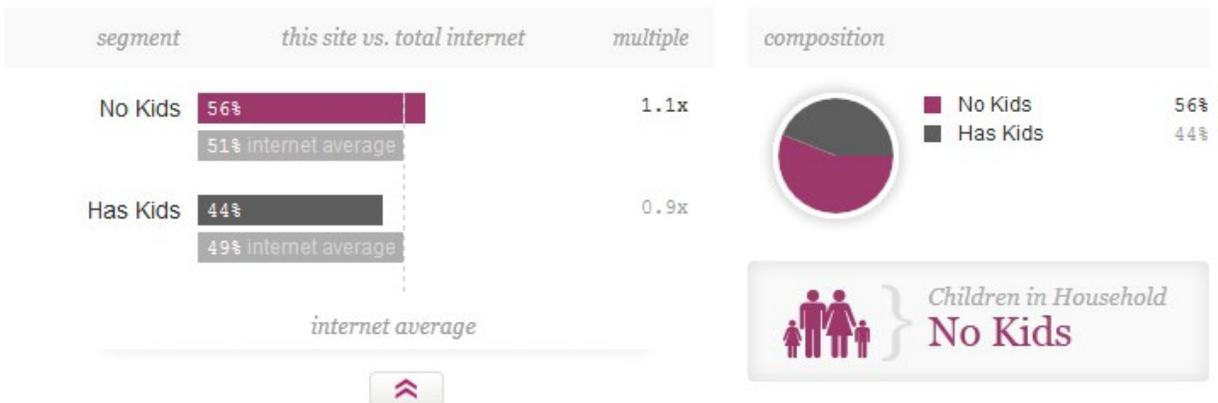
Age Combined || Male || Female

Embed



Children in Household

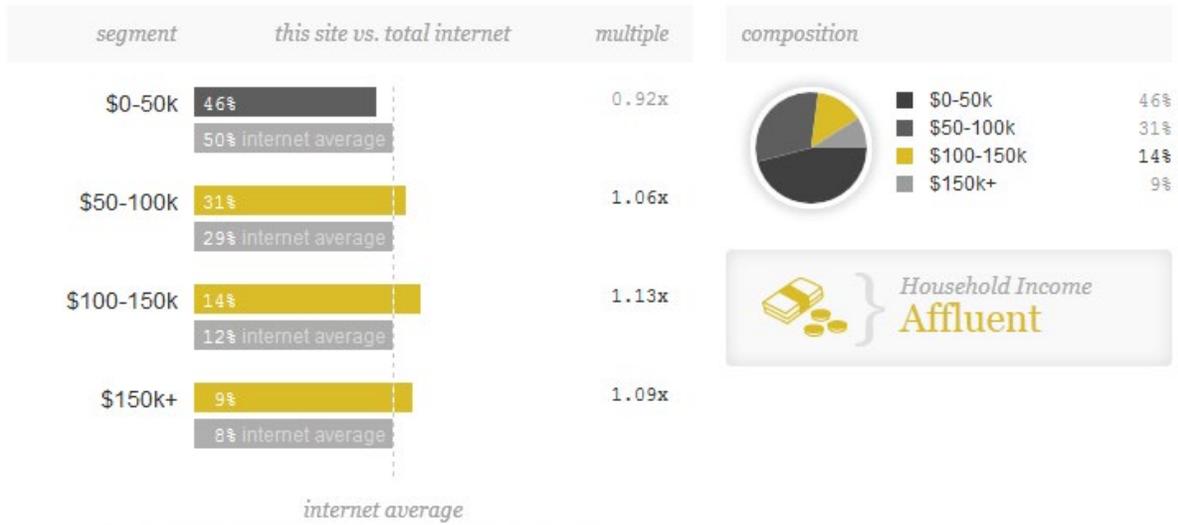
Embed



Using Web Analytics – Archival Websites

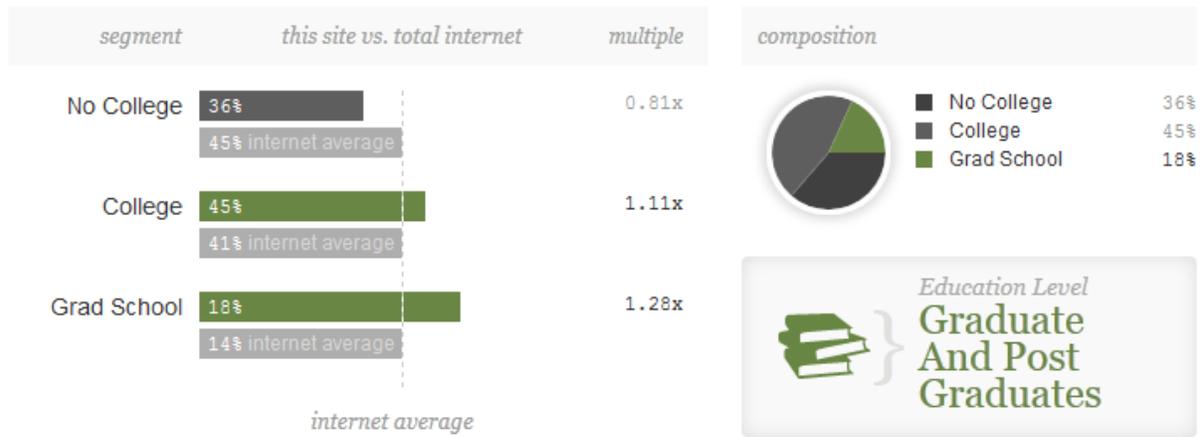
Household Income

Embed



Education Level

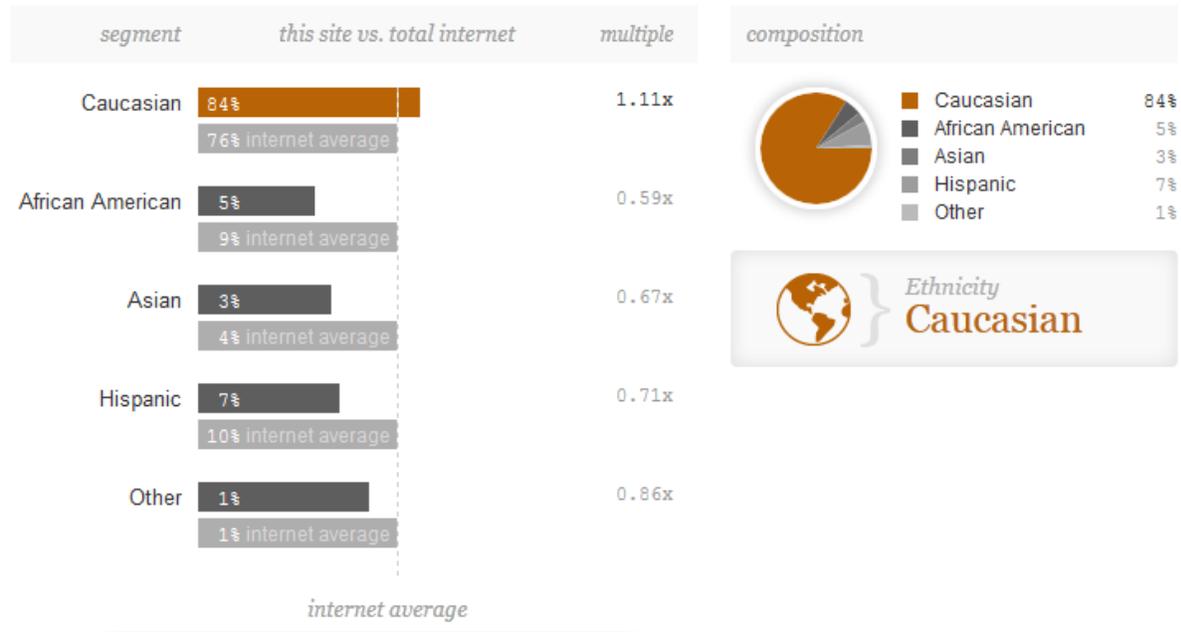
Embed



Using Web Analytics – Archival Websites

Ethnicity

Embed



Audience Demographics for Gjenvick.com

Relative to the general internet population how popular is gjenvick.com with each audience below?

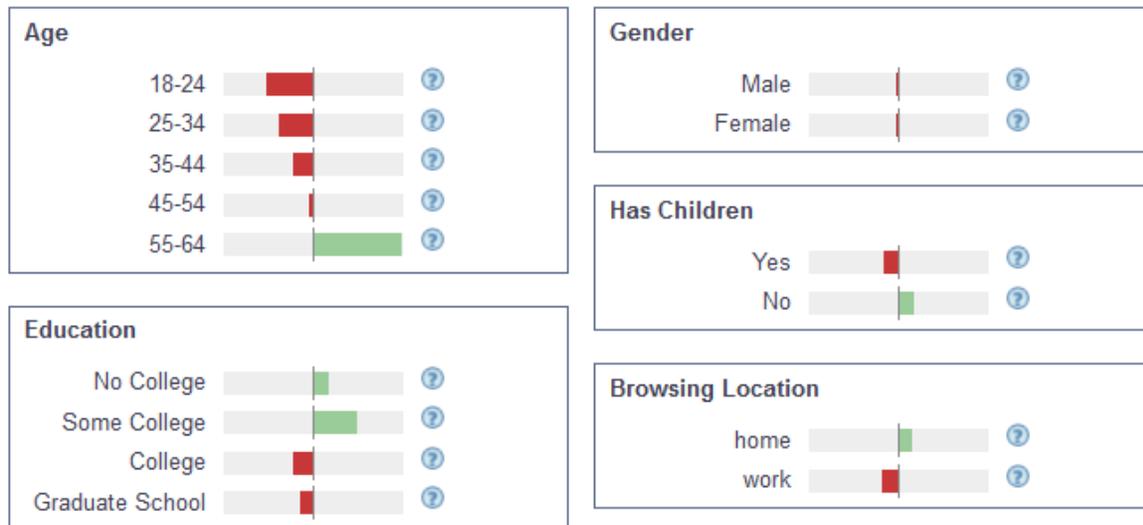


Figure 26: Audience Demographics for Gjenvick.com from Alexa

Using Web Analytics – Archival Websites

Alexa utilizes rough estimates to extrapolate data for the less-trafficked websites such as Gjenvick.com. Their information is more accurate with websites that have over 100k visitors per month – the higher the traffic, the greater the accuracy of data.³¹

³¹ The traffic data are based on the set of toolbars that use Alexa data, which may not be a representative sample of the global Internet population. To the extent that our sample of users differs from the set of all Internet users, our traffic estimates may over- or under-estimate the actual traffic to any particular site.

In some cases traffic data may also be adversely affected by our "site" definitions. With tens of millions of hosts on the Internet, our automated procedures for determining which hosts are serving the "same" content may be incorrect and/or out-of-date. Similarly, the determinations of domains and home pages may not always be accurate.

Sites with relatively low traffic will not be accurately ranked by Alexa. Alexa's data comes from a large sample of several million Alexa Toolbar users and other traffic data sources; however, the size of the Web and concentration of users on the most popular sites make it difficult to accurately determine the ranking of sites with fewer than 1,000 monthly visitors. Generally, traffic rankings of 100,000 and above should be regarded as not reliable. Conversely, the closer a site gets to #1, the more reliable its traffic ranking becomes.

Source: <http://www.alexa.com/help/traffic-learn-more> retrieved on 4 April 2012.

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Prices Manual FAQ Rank Ups & Downs Contact Us More ▾ Our Projects ▾ My account ▾ Queries left: Language ▾

SEM RUSH
gjenvick.com
Google: US ▾ Search

[subdomains...envid.com](#) [Logout](#)
[Product: Pro \(recurring \)](#)

gjenvick.com - SEMRush's main report for domain (for google.com database) Send by Email

Reports: Google: US UK CA RU DE FR ES IT BR AU Bing: US help

Man report

- Organic keywords 791
- Ads keywords 0
- Organic competitors 4.0 k
- Ads competitors 0
- Ads texts 0
- Organic keywords TOP 200 new
- Potential ads buyers 462
- Potential ads sellers 0
- Backlinks report new
- AdSense report new

Organic keywords - 791 Max in US (google.com) (791) ▾ Export:

Keyword	Pos	Δ Volume	CPC	URL	Traffic %	Costs %	Com.	Results	Trend
leffe recipe	11 (10)	2,400	0.94	gjenvick.com/Rec...e.html	6.99	10.46	0.13	122,000	
steerage	4 (4)	1,600	0.10	gjenvick.com/Ste...e.html	6.94	1.30	0.00	1,810,000	
dr edward jenner	2 (2)	480	0.10	gjenvick.com/Edo...e.html	3.87	0.61	0.01	862,000	
dr edward jenner	3 (3)	480	0.10	gjenvick.com/Edo...e.html	2.67	0.42	0.01	862,000	
steerage reservation	1 (1)	91	1.62	gjenvick.com/Ste...e.html	2.65	6.83	0.09	368,000	

Full Report (791) ▾

Ads keywords - 0

Nothing found

SE Traffic for gjenvick.com (Pro)

SEMrush rank: 28%
 SE Traffic: 1.6k
 SE Traffic price: \$1k
 Ads Traffic: 0
 Ads Traffic price: \$0

Competitors in organic search - 3,975 Export:

Domain	Common keywords	SE Keywords	SE Traffic	SE Traffic price	Ads Keywords
wikipedia.org	874	18.2m	841.4m	880.0m	61
about.com	286	7.1m	62.7m	76.6m	0
ellensland.org (AdSense)	222	3.2k	125.0k	139.8k	6.1k
amazon.com	218	12.7m	133.8m	117.3m	3.3m
amazon.com (AdSense)	165	154.5k	1.7m	969.6k	29.9k

Full Report (3,975) ▾ Competition Graph

Competitors in Ads - 0

Nothing found

Unique Ads overview

Nothing found

Potential ads/traffic buyers (Organic to Ads competition) - 462 Export:

Domain	Common keywords	Ads Keywords	Ads Traffic	Ads Traffic price	SE Keywords
ask.com	173	5.3m	10.4m	7.1m	1.9m
amazon.com (AdSense)	107	29.9k	207.4k	154.6k	154.5k
ellensland.org (AdSense)	66	6.3k	15.6k	11.4k	3.2k
ebay.com	51	2.2m	3.2m	1.2m	5.3m
familylink.com	50	5.7k	3.3k	2.3k	122

Full Report (462) ▾

Potential ads/traffic sellers (Ads to Organic competition) - 0

Nothing found

Recent domains

- [vennekretsen.com](#)
- [mycomputerdiary.com](#)
- [archivalstudies.com](#)
- [georgiahistory.com](#)
- [gjenvick.com](#)

[More >](#)

One of our partners:

Become one!

Affiliate Program Terms Of Use Refund Policy Contact Us

Call Toll-Free +1-855-814-4510, 10:00 AM - 6:00 PM EST Monday through Friday
 Non-US customers +1-408-844-4633, 8:00 AM - 4:00 PM GMT Monday through Friday

mail@seoquaketeam.com © 2008 - 2012 SEMRush. All rights reserved. SEOquake Team

Statistics:

- Keywords: 95 000 000+
- Domains: 41 000 000+
- Last update: 29 February 2012
- [More >](#)

Figure 27: SEMRush Overview Report for Gjenvick.com

Using Web Analytics – Archival Websites



Figure 28: HubSpot's Marketing Grader Summary

Keyword	Pos	Δ Volume	CPC	URL	Potential	Com.	Results	Trend	ⓘ
holland america	96	135,000	0.13	gjenvick.com/Ste...x.html	63450	0.19	579,200,000		
ellis island	97	90,500	0.96	gjenvick.com/Imm...s.html	42535	0.17	532,500,000		
meatball recipe	159	49,500	0.65	gjenvick.com/Rec...e.html	23265	0.34	82,160,000		
swedish meatballs	108	33,100	1.02	gjenvick.com/Rec...e.html	15557	0.16	61,810,000		
immigration laws	190	18,100	2.22	gjenvick.com/Imm...s.html	8507	0.89	1,076,900,000		
cunard	150	14,800	1.75	gjenvick.com/Pas...x.html	6956	0.27	88,270,000		
psnc	108	12,100	2.74	gjenvick.com/Pas...x.html	5687	0.00	656,000		
carrving capacity	133	9,900	1.71	gjenvick.com/Ste...y.html	4653	0.00	724,700,000		
titanic pigeon forge	151	8,100	0.17	gjenvick.com/Tit...e.html	3807	0.14	8,247,000		
titanic survivors	84	8,100	0.46	gjenvick.com/Tit...s.html	3807	0.01	52,710,000		
teutonic	62	6,600	0.10	gjenvick.com/Ste...v.html	3102	0.00	419,900,000		

Figure 29: Top Ten Underperforming Keywords

Using Web Analytics – Archival Websites

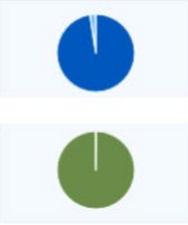
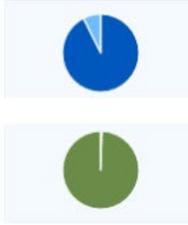
	www.Gjenvick.com	www.NorwayHeritage.com	www.TheShipsList.com	www.cruiselinehistory.com	www.immigrantships.net
Page Authority:	51	60	✔ 68	40	67
Page MozRank:	4.98	✔ 5.58	5.55	3.37	5.29
Page MozTrust:	5.91	5.98	5.93	5.3	✔ 6.11
Internal Followed Links:	2,335	✔ 6,905	7	3	8
External Followed Links:	2,015	2,229	✔ 3,560	3	1,480
Total Internal Links:	2,336	✔ 6,905	7	3	8
Total External Links:	2,017	2,290	✔ 3,648	5	1,600
Total Links:	4,353	✔ 9,195	3,655	8	1,608
Followed Linking Root Domains:	74	277	584	3	✔ 641
Total Linking Root Domains:	76	292	624	5	✔ 669
Linking C Blocks:	66	223	468	5	✔ 481
<ul style="list-style-type: none"> • Followed Links vs Nofollowed Links: • Internal Links vs External Links 					
Times Shared on Facebook:	0	0	0	52	98
Facebook Likes	0	0	0	24	34
Times Shared on Twitter:	6	1	10	0	4
Times Shared on Google +1:	0	0	3	0	0
Total Social Shares:	6	1	13	52	102

Figure 30: Competitive Analysis of Authority Websites

Using Web Analytics – Archival Websites

High Impact Search Queries for gjenvick.com

Popular queries that are relevant to this site and are actively targeted by competitors advertising on search engines. Click on queries below to discover who is advertising for these queries.

Query [?]	Impact Factor [?]	Query Popularity [?]	QCI [?]
ocean liner	38.97	17	32
gjenvick archives	4.26	12	20
tonnage	3.10	22	27
us navy archives	2.20	7	60
captain	1.96	39	15
passenger list rms oceana 1895	1.33	3	40
kaiser wilhelm der grosse	1.24	11	35
passenger lists	1.19	17	27
san diego	1.04	49	43
steamship	1.03	16	33
immigration documents	1.02	7	45
ww2 book with vintage document	1.02	10	60
sailboat	0.90	29	32
kringles	0.80	9	78
widgeon	0.75	16	57
dr jenner	0.72	5	60
cardamom kringle cookies	0.69	5	60
archives	0.68	39	29
gothenburg west new york	0.65	5	70
austrian immigrant inspection card	0.63	5	10
superswift	0.61	20	10
rømmegrøt	0.59	12	20
i800 camper brochure	0.55	3	100
javelin	0.54	36	29
recipe	0.54	45	40
luggage tag	0.51	19	34
us navy	0.49	36	28
lefse recipe	0.48	13	18
immigration to america	0.47	5	58
seo specialist	0.43	35	46

Figure 31: High Impact Search Queries for gjenvick.com³²



³² High Impact Search Queries for gjenvick.com. Popular queries that are relevant to this site and are actively targeted by competitors advertising on search engines. Click on queries below to discover who is advertising for these queries. Retrieved from <http://liveweb.archive.org/http://www.alexa.com/siteinfo/gjenvick.com> on 3 April 2012 – a widget embedded into the Alexa The Web Information Company website.