

Carnegie Library Digital Report

Quarter 1: January – March 2023

Website

The number of new users and sessions have increased since Q1 2022. Pageviews and session duration are also up from last year. As noted in previous reports, nearly half of all visitors access the site via a mobile device or tablet. Most patrons continue to find materials via organic search, indicating Carnegie’s digital collections remain easily accessible to search engines. Goals for 2023 include ensuring the website adheres to new accessibility standards.

| | | Acquisition | | | Behavior | | |
|---|---------------------------------------|---------------------------|-----------------------------------|----------------------------|------------------------------|-----------------------------------|--|
| | | Sessions <small>↓</small> | % New Sessions <small>↓</small> | New Users <small>↓</small> | Bounce Rate <small>↓</small> | Pages / Session <small>↓</small> | Avg. Session Duration <small>↓</small> |
| | | 9.61% <small>↑</small> | 0.87% <small>↓</small> | 8.65% <small>↑</small> | 24.21% <small>↓</small> | 3.90% <small>↓</small> | 3.82% <small>↑</small> |
| 1 | <div><div></div> Organic Search</div> | 22.77% <small>↑</small> | <div><div></div><div></div></div> | | 3.82% <small>↑</small> | <div><div></div><div></div></div> | |
| 2 | <div><div></div> Direct</div> | 13.57% <small>↓</small> | <div><div></div><div></div></div> | | 58.52% <small>↓</small> | <div><div></div><div></div></div> | |
| 3 | <div><div></div> Referral</div> | 0.38% <small>↓</small> | <div><div></div><div></div></div> | | 29.14% <small>↓</small> | <div><div></div><div></div></div> | |
| 4 | <div><div></div> Social</div> | 55.28% <small>↓</small> | <div><div></div><div></div></div> | | 17.62% <small>↓</small> | <div><div></div><div></div></div> | |
| 5 | <div><div></div> (Other)</div> | 33.80% <small>↓</small> | <div><div></div><div></div></div> | | 100.00% <small>↑</small> | <div><div></div><div></div></div> | |
| 6 | <div><div></div> Email</div> | 100.00% <small>↑</small> | <div><div></div><div></div></div> | | 100.00% <small>↑</small> | <div><div></div><div></div></div> | |

Blue: Q1 2023; Orange: Q1 2022

Carnegie Local History Site

localhistory.boulderlibrary.org

Jan 1, 2023 - Mar 31, 2023

Users

15,112

↑ 9% from previous year

Avg. Session Duration

00:03:38

↑ 9% from previous year

Sessions

19,701

↑ 10% from previous year

Sessions per User

1.3

↑ 1% from previous year

Pageviews

172,728

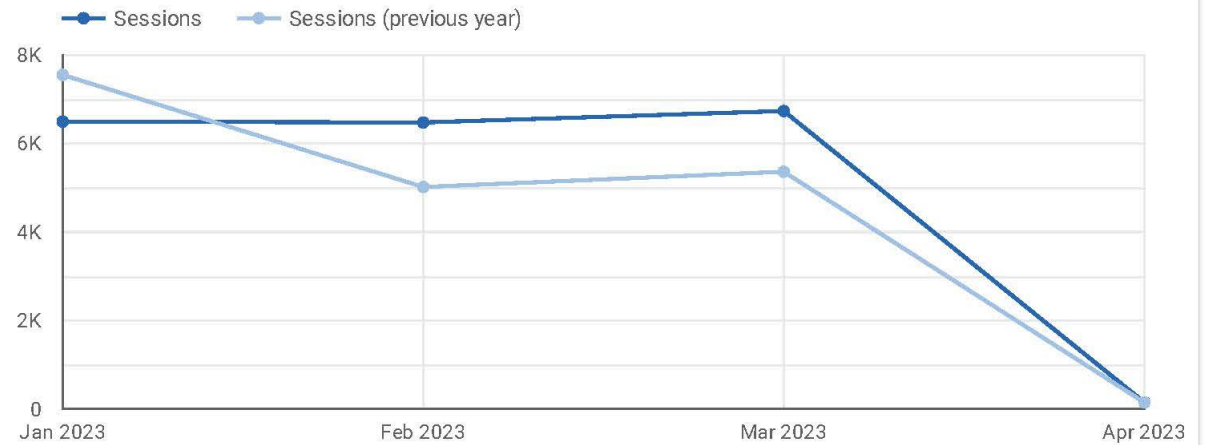
↑ 13% from previous year

Pages per Session

8.77

↑ 3% from previous year

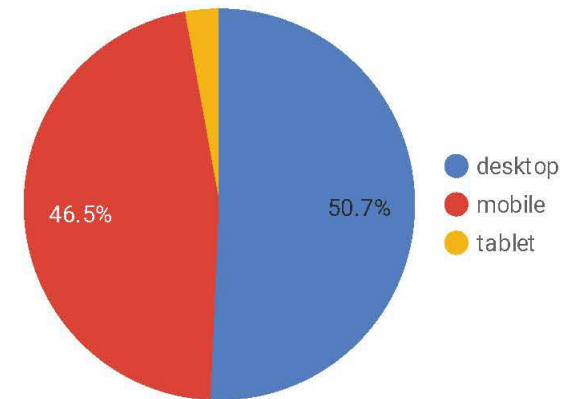
Web Sessions



User Page Visits

| Page Title | Pageviews | % Δ | Avg. Time on Pa... | % Δ |
|--|-----------|-----------|--------------------|----------|
| Search results Carnegie Library for Local History | 42,775 | 21.4% ↑ | 00:00:16 | 16.8% ↑ |
| Carnegie Library for Local History | 12,073 | 21.3% ↑ | 00:00:20 | 14.9% ↑ |
| Advanced Search Carnegie Library for Local History | 3,687 | 42.4% ↑ | 00:00:14 | 5.7% ↑ |
| Search results Page 2 Carnegie Library for Local History | 3,332 | 37.7% ↑ | 00:00:16 | 24.6% ↑ |
| Search results Page 3 Carnegie Library for Local History | 1,837 | 45.9% ↑ | 00:00:14 | -3.9% ↓ |
| Search results Page 4 Carnegie Library for Local History | 1,093 | 25.6% ↑ | 00:00:16 | 28.2% ↑ |
| Top-level Collection Carnegie Library for Local History | 1,070 | 26.2% ↑ | 00:00:16 | 83.4% ↑ |
| Call Number Carnegie Library for Local History | 837 | 127.4%... | 00:00:06 | -58.7% ↓ |
| Search results Page 5 Carnegie Library for Local History | 713 | 14.8% ↑ | 00:00:14 | 9.0% ↑ |
| General Information Carnegie Library for Local History | 641 | 596.7%... | 00:00:20 | -51.7% ↓ |

Sessions by Device



Social Media

Social Media remains an important component of outreach. On Facebook, local history themed posts achieved “highest reactions on a post” and “highest comments on a post”. Similarly, on Instagram, Carnegie’s posts earned “highest reach on a post” and “highest likes on a post”. Popular content on Twitter this quarter included Pearl Street in the 1960s and Boulder’s African American history.

Facebook

Highest reach on a post ⓘ



Facebook post
We needed this last week . . . #libraryhumor
Feb 26, 2023, 10:00 AM

This post reached **3,200%** more Accounts Center accounts (24,880 Accounts Center accounts) than your median post (754 Accounts Center accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post
What is now Lindsay's Bould Deli at Haagen- Dazs (1148..
Feb 10, 2023, 7:00 AM

This post received **4,843%** more reactions (692 reactions) than your median post (14 reactions) on Facebook.

Highest comments on a post ⓘ




Facebook post
Eldora ski area opened on January 5th, 1963. In honor .
Jan 6, 2023, 7:00 AM

This post received **25,000%** more comments (251 comments) than your median post (1 comment) on Facebook.

Instagram


Highest reach on a post ⓘ



Instagram post
The Boulder-Colorado Sanitarium, which opened in
Jan 27, 2023, 7:01 AM

This post reached **251%** more Accounts Center accounts (1,905 Accounts Center accounts) than your median post (543 Accounts Center accounts) on Instagram.


Highest likes on a post ⓘ



Instagram post
The Boulder-Colorado Sanitarium, which opened in
Jan 27, 2023, 7:01 AM

This post received 233 likes.





Highest comments on a post ⓘ



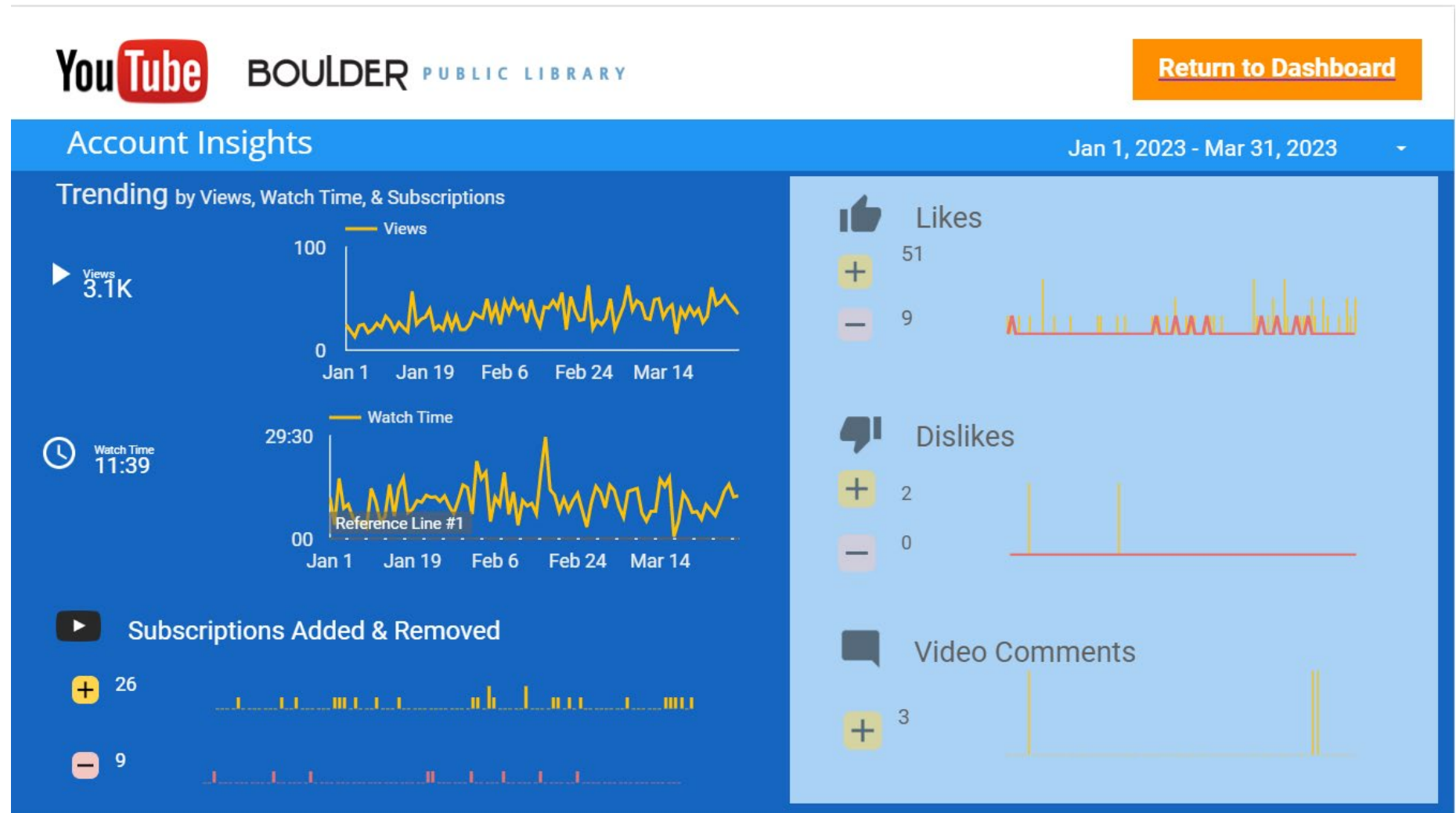
Instagram post
❄️ Winter Reading Giveaway! Like this post...
Jan 6, 2023, 2:10 PM

This post received **8,700%** more comments (88 comments) than your median post (1 comment) on Instagram.

Twitter

| DATE | POST | ENGAGE... ▼ | IMPRES... | LIKES | REPLIES | RETWEE... |
|---|--|-------------|-----------|-------|---------|-----------|
|  @boulderl ibrary Feb 10, 15:01 |  What is now Lindsay's Boulder Deli at Haagen-Dazs at 1148 Pearl Street was once... | 4.95% | 404 | 12 | 0 | 2 |
|  @boulderl ibrary Feb 03, 15:01 |  Ruth Cave Flowers moved to Boulder in 1917. She attended Boulder Prep School and, in... | 4.23% | 189 | 4 | 0 | 0 |

Videos produced by Carnegie remain popular on YouTube. Nine of the top twenty videos this quarter feature the Maria Rogers Oral History Program (MROHP). “MROHP Shorts: Hippie Invasion, Boulder, CO” is a perpetual favorite.



Top Videos Watched



| | Video Title | Views ▾ | Watch Time | Video Shares |
|-----|--|---------|------------|--------------|
| 1. | Gardening with Colorado Native Plants | 718 | 00:12:56 | 6 |
| 2. | Boulder Public Library's Magic Book Sorting Machine (long... | 184 | 00:01:12 | 4 |
| 3. | All We Can Save: Truth, Courage, and Solutions for the Clim... | 126 | 00:10:06 | 0 |
| 4. | BeeChicas: Native Plants for Colorado Pollinators | 122 | 00:15:11 | 1 |
| 5. | MROHP Shorts: Hippie Invasion, Boulder, CO | 79 | 00:08:50 | 2 |
| 6. | Boulder Public Library's Magic Book Sorting Machine (shor... | 72 | 00:00:55 | 0 |
| 7. | Faerie Magick and Lore: With Magician Erica Sodos | 68 | 00:16:28 | 1 |
| 8. | National History Day: Thesis Workshop with Kayla Gabehart | 62 | 00:03:24 | 0 |
| 9. | MROHP Shorts: Eldorado Springs Pool: Making a Splash fo... | 61 | 00:04:36 | 2 |
| 10. | MROHP Interviews: Jacqueline "Jacque" Brevier | 50 | 00:11:49 | 1 |
| 11. | MROHP Interviews: James (Jim) Turner | 37 | 00:23:20 | 1 |
| 12. | MROHP Interviews: LaVerne (Vern) Dingman | 36 | 00:22:38 | 2 |
| 13. | BoulderReads: the adult literacy & language program of the... | 34 | 00:01:32 | 0 |
| 14. | MROHP Interviews: Charles Church McKay | 34 | 00:30:31 | 1 |
| 15. | A Cozy Storytime with Author/Illustrator Loryn Brantz! | 33 | 00:03:19 | 1 |
| 16. | MROHP Interviews: David Rosdeitcher | 30 | 00:07:43 | 0 |
| 17. | MROHP Interviews: Mark A. Graf | 28 | 00:20:38 | 0 |
| 18. | The Liberation Soundtrack: So You Want to Talk About Rac... | 23 | 00:13:35 | 1 |
| 19. | Boulder Public Library Cinema Program Online: Design Pro... | 23 | 00:05:02 | 1 |
| 20. | MROHP Interviews: Jerry McKamy | 23 | 00:14:28 | 1 |

Digital Public Library of America (DPLA)

Item views, click throughs, users, and sessions all decreased in comparison with last quarter (Q4 2022). Popular materials continue to include several interviews from the Maria Rogers Oral History Program.

Q4 2022

DPLA Website (dp.la)

| | |
|---------------------------|----|
| Item views | 16 |
| ◦ Digital library catalog | 16 |
| ◦ Exhibition | 0 |
| ◦ Primary source set | 0 |
| Click throughs | 20 |
| Users | 24 |
| Sessions | 35 |

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 |

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 1-6 of 6 items.

[Download all 6 items](#)

| Item | Contributor | Click throughs |
|---|--|----------------|
| Great Depression, 1985 | Carnegie Library for Local History, Boulder Public Library | 2 |
| Oral history | Carnegie Library for Local History, Boulder Public Library | 1 |
| Denver, South Park & Pacific Railroad | Carnegie Library for Local History, Boulder Public Library | 1 |
| Anne Ophelia Todd Dowden publicity photographs, 1975. | Carnegie Library for Local History, Boulder Public Library | 1 |
| Oral history interview with Michael Bell, 2014 | Carnegie Library for Local History, Boulder Public Library | 1 |
| Oral history interview with Daniel Ellsberg, 1998 | Carnegie Library for Local History, Boulder Public Library | 1 |