digital collections: if you build them, will they visit?
# digital historic newspaper collections

<table>
<thead>
<tr>
<th>library</th>
<th>collection</th>
<th>~size pages</th>
<th>dates</th>
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<tbody>
<tr>
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<td>Trove</td>
<td>9,880,000</td>
<td>1803-1994</td>
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<tr>
<td>California Digital Newspaper Collection</td>
<td>CDNC</td>
<td>540,000</td>
<td>1846-2012</td>
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<tr>
<td>National Library of Finland</td>
<td>Historical Newspaper Library</td>
<td>2,000,000</td>
<td>1771-1919</td>
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<tr>
<td>Bibliotheque nationale de France</td>
<td>Gallica</td>
<td>2,200,000</td>
<td>1814-1944</td>
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<tr>
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<tr>
<td>National Library of New Zealand</td>
<td>Papers Past</td>
<td>2,960,000</td>
<td>1839-1945</td>
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<td>National Library of Norway</td>
<td>NBDigital Aviser</td>
<td>12,000,000</td>
<td>1763-2012</td>
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<tr>
<td>Singapore National Library</td>
<td>Newspaper SG</td>
<td>2,400,000</td>
<td>1831-2009</td>
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<tr>
<td>British Library</td>
<td>British Newspaper Archive</td>
<td>6,912,000</td>
<td>1710-1965</td>
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<tr>
<td>Library of Congress</td>
<td>Chronicling America</td>
<td>6,025,000</td>
<td>1836-1922</td>
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</table>

As of Apr 2012  As of Jun 2013
traffic rankings and search results show that content in library digital newspaper collections dwells in Internet obscurity
Gallipoli Campaign
April 1915 to January 1916
aka
Battle of Gallipoli
Dardanelles Campaign
Battle of Çanakkale
search phrase

(battle OR campaign)
AND
(Gallipoli OR Dardenelles OR Çanakkale)

date range 1-Jan-1915 to 31-Dec-1916

(modified as needed for local search engines)
## search results

<table>
<thead>
<tr>
<th>collection</th>
<th>collection URL</th>
<th>~size pages</th>
<th>number of results</th>
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<tr>
<td>CDNC</td>
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<td>6,912,000</td>
<td>1857 articles</td>
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<td>6,025,000</td>
<td>104,503 hits</td>
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</table>

Results from Apr 2012  Results from Jun 2013
search phrase

(battle OR campaign)
AND
(Gallipoli OR Dardenelles OR Çanakkale)

Google advanced search no longer allows specific date ranges
Gallipoli

Most of the men recruited into the Australian Imperial Force at the outbreak of the First World War in August 1914 were sent to Egypt to meet the threat which the Ottoman Empire (Turkey) posed to British interests in the Middle East and to the Suez Canal. After four and a half months of training near Cairo, the Australians departed by ship for the Gallipoli peninsula, together with troops from New Zealand, Britain, and France. The aim of this deployment was to assist a British naval operation which aimed to force the Dardanelles Strait and capture the Turkish capital, Constantinople.

The Australians landed at what became known as ANZAC Cove on 25 April 1915, and they established a tenuous foothold on the steep slopes above the beach. During the early days of the campaign, the allies tried to break through the Turkish lines and the Turks tried to drive the allied troops off the peninsula. Concerted but unsuccessful allied attempts to break through in August included the Australian attacks at Lone Pine and the Nek. All attempts ended in failure for both sides, and the ensuing stalemate continued for the remainder of 1915.

The most successful operation of the campaign was the evacuation of the troops on 19-20 December under cover of a comprehensive deception operation. As a result, the Turks were unable to inflict more than a very few casualties on the retreating forces. The whole Gallipoli operation, however, cost 26,111 Australian casualties, including 8,141 deaths. Despite this, it has been said that Gallipoli had no influence on the course of the war.

More about

- Gallipoli: the August offensive
  Selected papers from the special symposium Gallipoli: the August Offensive was held at the Australian War Memorial on Saturday 5 August 2000 to mark the 85th anniversary of the Gallipoli campaign.
- Gallipoli, 1915: Imperial War Museum
- Australian fatalities at Gallipoli
- Ataturk
- Simpson and his donkey
- Visit Gallipoli (Department of Veterans' Affairs)
- Battlefield tours
- Australian Army war diaries: First World War
- Dawn of the legend exhibiton
About Battle of Gallipoli

Interest

The Gallipoli Campaign, also known as the Dardanelles Campaign or the Battle of Gallipoli or the Battle of Çanakkale, took place on the Gallipoli peninsula (Gelibolu in modern Turkey) in the Ottoman Empire between 25 April 1915 and 9 January 1916, during World War I. Aiming to secure a sea route to Russia, the British...

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- battle of gallipoli timeline
- battle of gallipoli summary
- battle of gallipoli wiki

Related Pages
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- 5 Gorkha Rifles (Frontier Force)
- Nusret
- Canakkale
- Muavenet-i Milliye

Show more (117)
ANZAC Day and Gallipoli: 25 April

ANZAC Day is celebrated in Australia and New Zealand on 25 April. Poppy Day is the Friday before ANZAC Day and is the day when people sell red poppy badges to raise funds for war veterans.

ANZAC stands for Australian and New Zealand Army Corps. This was the name given to the New Zealand and Australian troops who fought in the Gallipoli campaign in the first World War.

Gallipoli is remembered because it is seen as the time when New Zealand first really established its own identity as a country.

It is a time when we remember New Zealanders and Australians who fought in wars around the world. We might attend a dawn service and parade, talk to older relatives about their memories, buy and wear a red poppy, make ANZAC biscuits, and remember our family members who fought in wars.

The library has lots of books and resources about ANZAC Day including:

- True books about ANZAC Day
- True books about World War One
- Stories about ANZAC Day
- Stories about World War One
- Digital scans of original World War One photos, letters and books

About the ANZACs

The Australian and New Zealand Army Corps (ANZAC) troops first landed on the beaches of the Gallipoli Peninsula, in Turkey on 25 April 1915.

They were supposed to capture the peninsula so that the British forces and their allies would be able to control the Dardanelles Strait between the Black Sea and the Mediterranean Sea.

Gallipoli was a disastrous campaign. The planning was not good enough, and it was very difficult to land supplies and reinforcements on the beaches.
IN 1st 100 GOOGLE SEARCH RESULTS, NOT A SINGLE ONE FROM LIBRARY HISTORICAL DIGITAL NEWSPAPER COLLECTIONS!
maybe the search should be focused on news?
search phrase

(battle OR campaign) AND (Gallipoli OR Dardanelles OR Çanakkale)
date range 1-Jan-1915 to 31-Dec-1916

Google News advanced search does still allow specific date ranges
TURKEY'S DEFENSE BROKEN; Is Short of Food, Great Quantities Having Been Sold to Germans. CROPS POOREST IN DECADES Empire Also Lacks Money and Berlin, It Is Said, Will Lend No More. CANNOT RESIST RUSSIANS Grand Duke Sweeping Across Asia Minor to Alexandretta -- Startling Developments Near.

WASHINGTON, March 6. -- Turkey has about reached the end of her rope, and would like to drop out of the great European war. Definite information of the most trustworthy character to the effect that the backbone of the Ottoman campaign against the Russians has been broken has reached Washington, coupled with the assertion that developments of a startling character may be expected soon in the Near Eastern situation.
IN 1st 100 GOOGLE NEWS SEARCH RESULTS, NOT A SINGLE ONE FROM LIBRARY HISTORICAL DIGITAL NEWSPAPER COLLECTIONS!
the reason for poor search results is not because collections are inaccessible from web crawlers or indexing services
(battle OR campaign) AND (Gallipoli OR Dardanelles)
why?
if I look at the results of ... digitization projects, I find the shittiest websites on the planet. it’s like a gallery spent all its money buying art and then just stuck the paintings in supermarket bags and leaned them against the wall.
how can libraries market their collections effectively?
use / collaborate / publicize in the (local) media, especially newspapers

involve the collection users from the start
a simple SEO strategy to improve collection search visibility

robots.txt says to web crawlers “don’t index this”

+ 

sitemaps say to web crawlers “do index this”

Organic Search Traffic

All Visits change in % of visits: +67.57%

Returning Visitors change in % of visits: +8.93%

Explorer

Site Usage  Ecommerce

Visits vs. Select a metric

Feb 1, 2013 - May 31, 2013:
- Visits (All Visits)
- Visits (Returning Visitors)

Sep 15, 2012 - Jan 31, 2013:
- Visits (All Visits)
- Visits (Returning Visitors)

Graph showing the increase in organic search traffic from February 1, 2013 to May 31, 2013, with a comparison to September 15, 2012 to January 31, 2013.
### Cambridge Public Library Historic Newspapers

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Visits</td>
<td>22,924.07% ↑</td>
<td>90.18% ↓</td>
<td>91.48% ↓</td>
<td>2,188.26% ↑</td>
<td>588.34% ↓</td>
</tr>
<tr>
<td></td>
<td>12,433 vs 54</td>
<td>2.87 vs 29.28</td>
<td>00:02:06 vs 00:24:35</td>
<td>84.75% vs 3.70%</td>
<td>76.48% vs 11.11%</td>
</tr>
<tr>
<td>Returning Visitors</td>
<td>3,546.15% ↑</td>
<td>75.76% ↓</td>
<td>73.66% ↓</td>
<td>0.00% ↑</td>
<td>429.78% ↓</td>
</tr>
<tr>
<td></td>
<td>1,896 vs 52</td>
<td>7.34 vs 30.27</td>
<td>00:06:40 vs 00:25:17</td>
<td>0.00% vs 0.00%</td>
<td>61.13% vs 11.54%</td>
</tr>
</tbody>
</table>

1. google

**Feb 1, 2013 - May 31, 2013**

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
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<tbody>
<tr>
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<td>12,372</td>
<td>2.87</td>
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<td>84.73%</td>
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<tr>
<td>Returning Visitors</td>
<td>1,889</td>
<td>7.33</td>
<td>00:06:40</td>
<td>0.00%</td>
<td>61.14%</td>
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**Sep 15, 2012 - Jan 31, 2013**

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
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</thead>
<tbody>
<tr>
<td>All Visits</td>
<td>54</td>
<td>29.28</td>
<td>00:24:35</td>
<td>3.70%</td>
<td>11.11%</td>
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<tr>
<td>Returning Visitors</td>
<td>52</td>
<td>30.27</td>
<td>00:25:17</td>
<td>0.00%</td>
<td>11.54%</td>
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</table>
Vassar Newspaper Archives visit duration

Number of visits

- 11-30 seconds
- 31-60 seconds
- 61-180 seconds
- 181-600 seconds
- 601-1800 seconds
- 1801+ seconds

Oct 1, 2012 - Jan 31, 2013
libraries spend a lot on digital content and far too little on publicity, presentation, and search engine optimization (SEO)
Frederick Zarndt
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