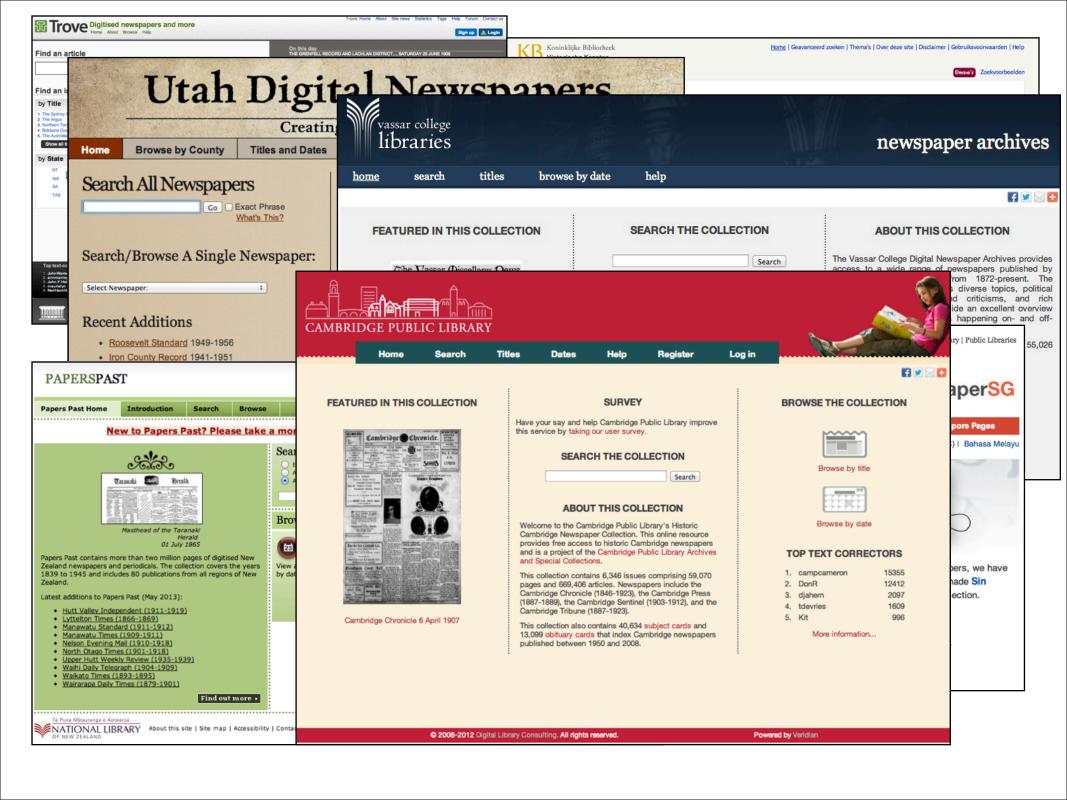


digital collections: if you build them, will they visit?

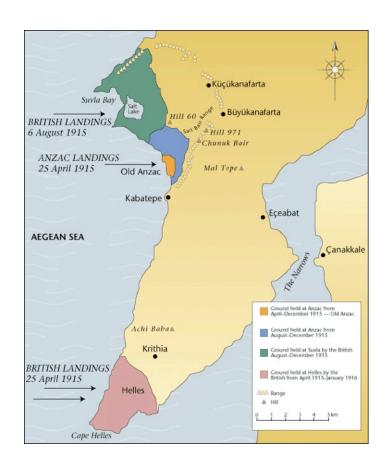




digital historic newspaper collections

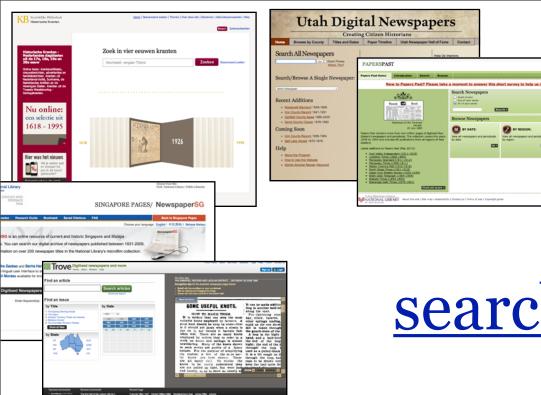
	library	collection	~size pages	dates
* *	National Library of Australia	Trove	9,880,000	1803-1994
CALIFORNIA REPUBLIC	California Digital Newspaper Collection	CDNC	540,000	1846-2012
	Naitonal Library of Finland	Historical Newspaper Library	2,000,000	1771-1919
	Bibliotheque nationale de France	Gallica	2,200,000	1814-1944
	Koninklijke Bibliotheek	Historische Kranten	5,000,000	1618-1995
* * * * *	National Library of New Zealand	Papers Past	2,960,000	1839-1945
+	National Library of Norway	NBDigital Aviser	12,000,000	1763-2012
(::	Singapore National Library	Newspaper SG	2,400,000	1831-2009
	Rrifich I inrami	British Newspaper Archive	6,912,000	1710-1965
	Library of Congress	Chronicling America	6,025,000	1836-1922

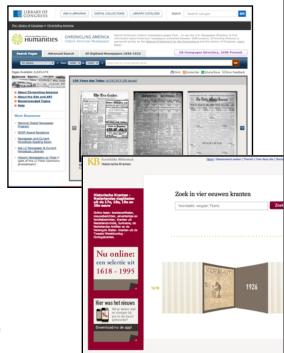
traffic rankings and search results show that content in library digital newspaper collections dwells in Internet obscurity



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

	collection	collection URL	~size pages	number of results
* *	Trove	http://trove.nla.gov.au	9,880,000	16,321 articles
CALIFORNIA REPUBLIC	CDNC	http://cdnc.ucr.edu	540,000	3 articles
-	Historical Newspaper Library	http://www.nationallibrary.fi/	2,000,000	333 results
	Gallica	http://gallica.bnf.fr	2,200,000	222 results
	Historische Kranten	http://kranten.kb.nl	5,000,000	34,399 articles
**	Papers Past	http://paperspast.natlib.govt.nz	2,960,000	7,084 articles
\blacksquare	NBDigital Aviser	http://www.nb.no/aviser/	12,000,000	539 articles
(::	Newspaper SG	http://newspapers.nl.sg	2,400,000	294 articles
	British Newspaper Archive	http://britishnewspaperarchive.com	6,912,000	1857 articles
	Chronicling America	http://chroniclingamerica.loc.gov	6,025,000	104,503 hits
l				

search phrase



Google advanced search no longer allows specific date ranges

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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



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#41





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 ...

Continue Reading

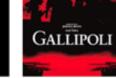
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Gallipoli

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(Frontier Force)









[5]

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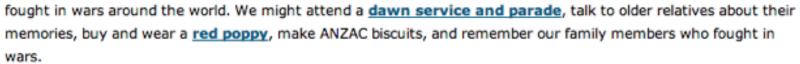
ANZAC Day and Gallipoli: 25 April

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



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

#96

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!





Google Search

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maybe the search should be focused on news?

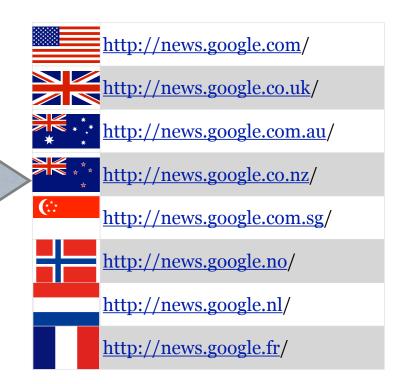
search phrase



News

(battle OR campaign) AND (Gallipoli OR Dardenelles OR Çanakka<mark>le)</mark>

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



Mm. Announced Great .Campaign .In Dardanelles Abandoned...

Crawfordsville Review - Dec 21, 1915

This news caused no surprise, as it t had long been recognized in Berlin that the Gallipoli campaign was, doom ed to failure. Part of the German fleet put ...

Allies Withdraw Their Troops Callipeli... Evening Independent

Strategic Value Diminished New York Times

Campaign Ends . Meriden Morning Record

Easton Free Press - Yellowstone News

Turks Lose Two Crafts In Battle At Dardanelles .

Clinton County Times - Jan 25, 1918

In a naval action between British and Turkish forces at the entrance of the **Dardanelles**, the Turkish cruiser Midulla, formerly the German cruiser Breslau, ...

TURKEY'S LOSS, New York Times

GOEBEN AND BRESLAU BOTH STRUCK MINES; New York Times

... Sunk By Mines .Losses Heavy On Both... Evening Tribune

CHRONOLOGY OF THE SECOND YEAR OF THE WAR; Men, Material,... •

New York Times - Jul 30, 1916

"Highly of the Teutons through At the :Balkans early last Winter forced the Alli/s to KBand6n theft"

campaign at Gallipoli, but it established them at ...

MILITARY OPERATIONS IN THE SECOND YEAR.. New York Times

Battering Its Way, Fleet Is Advancing On Constantinople •

Pay-Per-View -

Atlanta Constitution - Mar 9, 1915

Battle of Dardanelles is Without Precedent. London, March S.-The British and Wrench fleets have

battered their way a step nearer' to Constantineple,

FORTS DESTROYED IN HEAVY BATTLI Boston Daily Globe (Pay-Per-View)

I Step .But Forts Inflict Damage On... Lewiston Morning Tribune

On Sea And Land .Dardanelles Campaign... Meriden Daily Journal

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the reason for poor search results is not because collections are inaccessible from web crawlers or indexing services

search results

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1,097,928 Newspapers — 1,032 Newspaper Titles

sort by relevance



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SEARCH

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Date: 01 January 1915 - 31 December 19...

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Australia (2,946)

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Door County Library (6)

Boston College (4)

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Publication

Sydney Morning Herald, The (NSW/AU... (877)

Brisbane Courier, The (Qld/AU) (352)

Mercury, The (Tas/AU) [Hobart] (306)

Barrier Miner (NSW/AU) [Broken Hil... (249)

More...

Decade

1910-1919 (3,761)

3,761 results

(Reuter's Message.) DESPERATE BATTLE ON GALLIPOLI. Athens, Wednesday. [Newspaper Article] — Barrier Miner — 14 May 1915

/.(Rioter's Merngf»); V * DESPERATE BATTLE ON GALLIPOLI. Athens, Wednesday. * A desperate battle ia proceeding .between the : towns of Gallipoli and Maídos, on the Gallipoli Peninsula. HJa.Si Queen Elisabeth is firing froin the ...

Publication Title: Barrier Miner

Source: Trove (National Library of Australia) Country/State of Publication: NSW, AU

GALLIPOLI EVACUATION APPROVED BY GREEKS. [Newspaper Article] — Singleton Argus — 1 January 1916

GALLIPOLI EVACUATION APPROVED BY. GREEKS. -v-London, Thursday .-Night.—Tho evacu ation of Gallipoli hasbeen received,-witli enthusiasm by the Grecians, -who.are un-r animous in opinion against persovering with the campaign. -

Publication Title: Singleton Argus

Source: Trove (National Library of Australia) Country/State of Publication: NSW, AU

THE GALLIPOLI BATTLE. 27,000 TURKISH CASUALTIES. ATHENS, Wednesday. [Newspaper Article] — The Brisbane Courier — 19 August 1915

THE GALLIPOLI BATTLE, 27,000 TURKISH CASUALTIES. ATHENS, Welonsday., it is stated that the Tin Irish casualties in the feceut battjo in Gallipoli numbered 27,000.

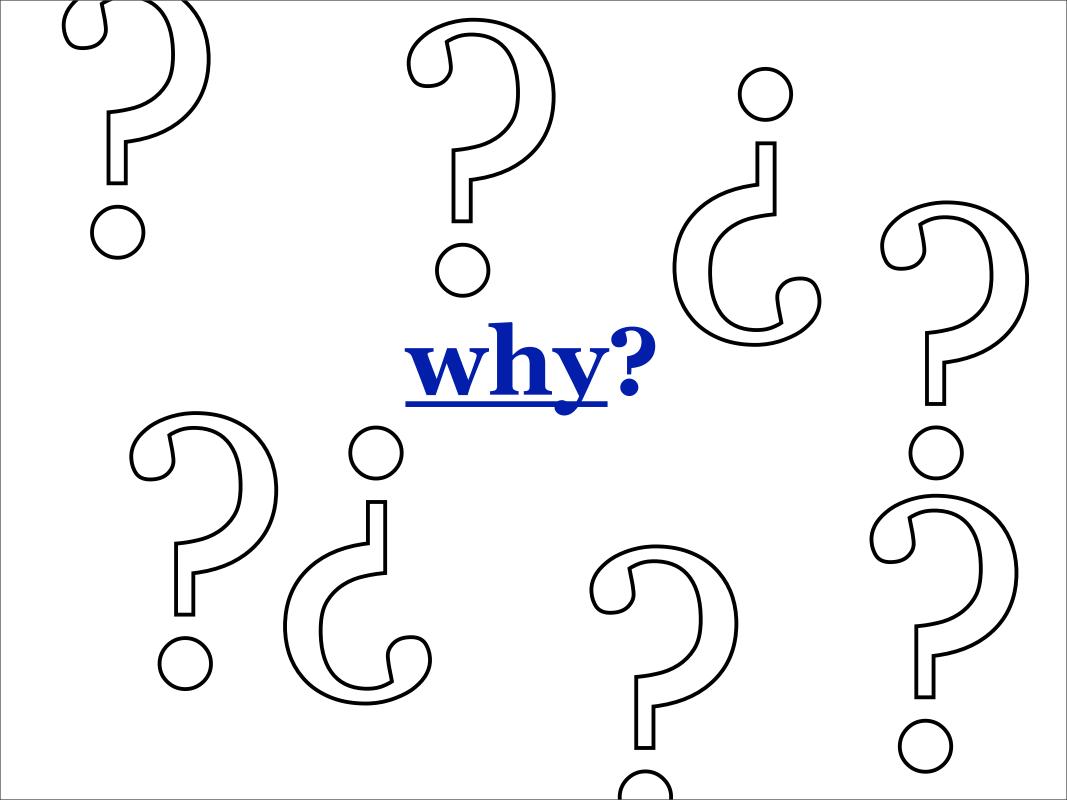
Publication Title: The Brisbane Courier Source: Trove (National Library of Australia) Country/State of Publication: Qld, AU

THE WARS. THE DARDANELLES PENETRATED. BY ALLIES' CRUISERS, VIOLENT FIGHTING ON GALLIPOLI. THE BATTLE OF RIGA. A GERMAN VERSION, RUSSIAN OPERATIONS ON LAND, GERMANY AND THE UNITED STATES, (Reuter's Message.) The Turkish Campaign DARDANELLES PENETRATED. BY ALLIES' CRUISERS. DESPERATE LAND FIGHTING. MORE TURKISH TRANSPORTS SUNK. Athens, Wednesday. [Newspaper Article] - Barrier Miner - 26 August 1915

THE WAES. THE DARDANELLES PENETRATED. BY ALLIES' CRUISERS. VIOLENT FIGHTING ON GALLIPOLI THE BATTLE OF RIGA. A GERMAN VERSION. RUSSIAN OPERATIONS ON LAND. GERMANY AND THE UNITED STATES. (Reuters Memgt.) The Turkish Campaign DARDANELLES PENETRATED. BY ALLIES' CRUISERS. DESPERATE LAND FIGHTING. ...

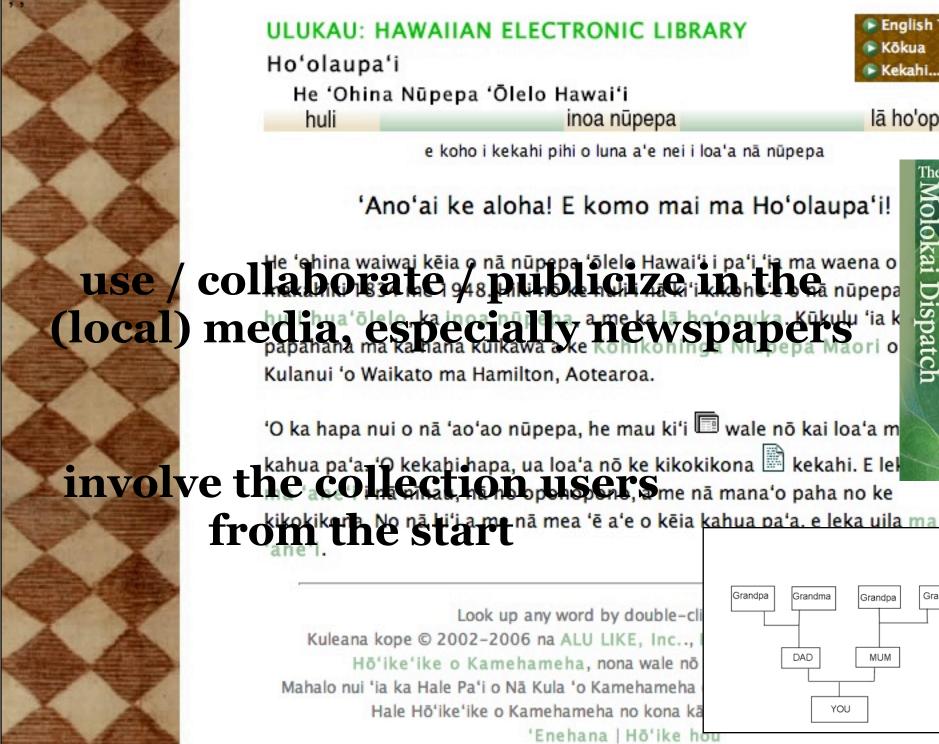
Publication Title: Barrier Miner

Source: Trove (National Library of Australia)



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?



English Text

🕟 Kōkua

Kekahi...

lā ho'opuka

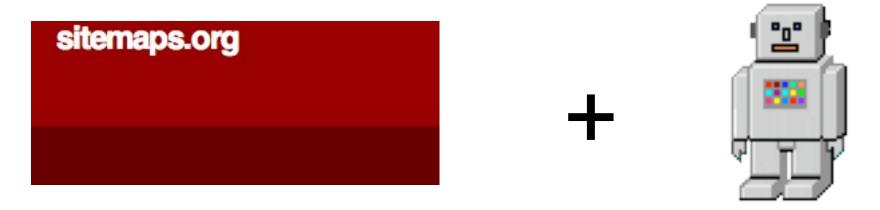
Molokai Dispatch

'Ano'ai ke aloha! E komo mai ma Ho'olaupa'i!

'O ka hapa nui o nā 'ao'ao nūpepa, he mau ki'i 🛅 wale nō kai loa'a m

Grandma Grandma Grandpa MUM YOU

a simple SEO strategy to improve collection search visibility

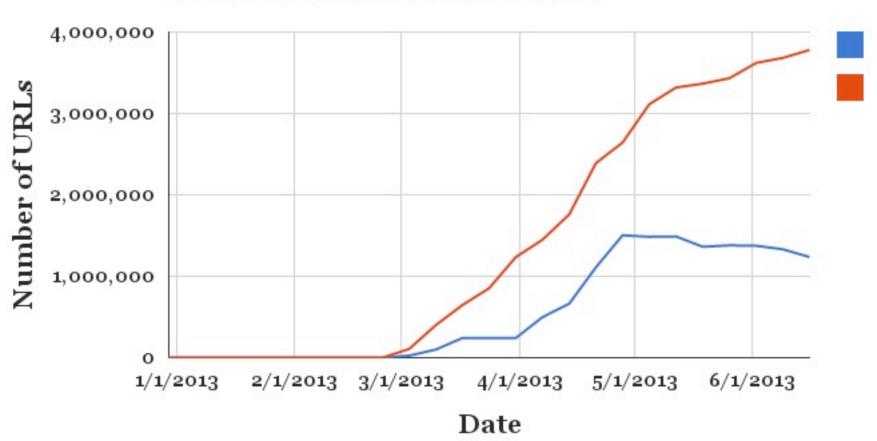


robots.txt says to web crawlers "don't index this"

"do index this"

Cambridge Public Library Historic Newspapers

URLs blocked and indexed



Cambridge Public Library Historic Newspapers



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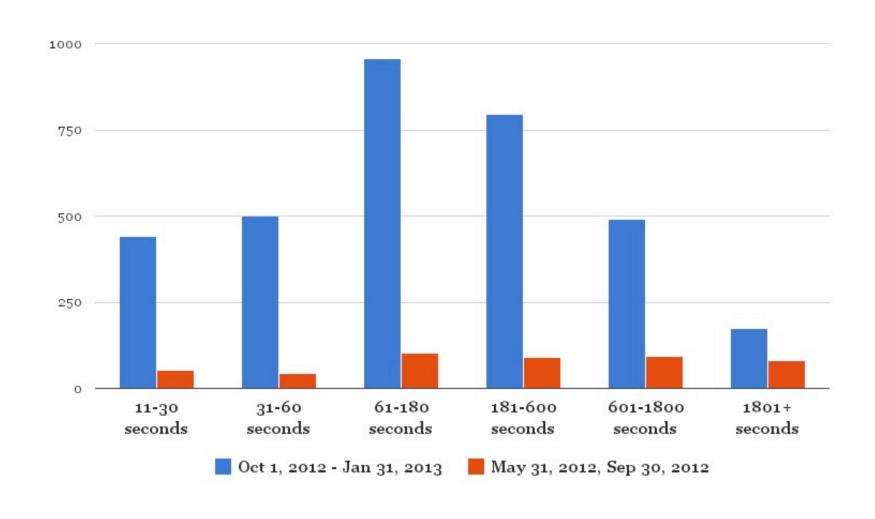
Source	Visits ? ↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate 7 588.34% 76.48% vs 11.11%	
All Visits	22,924.07% • 12,433 vs 54	90.18% - 2.87 vs 29.28	91.48% - 00:02:06 vs 00:24:35	2,188.26% • 84.75% vs 3.70%		
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1. google						
Feb 1, 2013 - May 31, 2013						
All Visits	12,372	2.87	00:02:06	84.73%	76.51%	
Returning Visitors	1,889	7.33	00:06:40	0.00%	61.14%	
Sep 15, 2012 - Jan 31, 2013						
All Visits	54	29.28	00:24:35	3.70%	11.11%	
Returning Visitors	52	30.27	00:25:17	0.00%	11.54%	

organic search traffic before and after website SEO upgrade

Vassar Newspaper Archives



Vassar Newspaper Archives visit duration



libraries spend a lot on digital content and far too little on publicity, presentation, and search engine optimization (SEO)



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