

Seamless Marketing



**THE IMPACT OF THE WEB ON SPECIAL
COLLECTIONS PATRONAGE**

***A CASE STUDY FROM THE
CARMELITANA COLLECTION***

ALLISON JAI O'DELL

Ancient Scribes



Modern Scribes



- `<title>The Carmelitana Collection: a specialized library on Carmelite studies</title>`
- `<h1 align="center">Carmelitana Collection</h1>`
- `<meta name="description" content="The Carmelitana Collection is a research library holding materials pertinent to the literary and spiritual tradition of the Carmelite Order."/>`
- `<meta name="keywords" content="carmelites, library, books, teresa of avila, john of the cross, therese of lisieux"/>`

Keyword- *and* Information-Rich Content



The Collection, now holding over 14,000 titles, was established after the Second World War by Fr. Joachim Smet, O.Carm. to provide a North American site corresponding to the principal library of the Carmelite Order located at its International House of Studies in Rome. In subsequent years, the Washington library has expanded to become the finest collection of Carmelite materials in the world outside of Rome.

Scholars and graduate students alike come from all over the world to use the Carmelitana Collection. The presence of so many women authors in the Carmelite tradition makes it particularly appealing to those pursuing a gender-critical approach to spirituality. In addition to Teresa of Avila, lesser known figures such as Mary Magdalene de Pazzi and Cecilia del Nacimiento are providing fertile ground for those investigating a hitherto under-appreciated influence of women in post-Reformation Catholicism. Nineteenth and twentieth century Carmelite writers such as Thérèse of Lisieux, Elizabeth of the Trinity, Edith Stein, Jessica Powers, and Titus Brandsma, are

exciting scholars interested in more contemporary themes.

The collection's holdings range from rare early editions of the works of such Carmelite Authors as Teresa of Avila, John of the Cross, and Baptist of Mantua to audio tapes of such modern experts on spirituality as Margaret Dornan, Robert Morneau, and Patrick Ahern. For those who are publishing books, designing web pages, or otherwise advancing Carmelitana through various publications media, the collection has in its possession several hundred electronic files containing photographs of Carmelite art and architecture by the late Father Riccardo Palazzi, O.Carm. Video editions of popular and critically acclaimed films such as *Au Revoir les Enfants*, *Teresa de Jesus*, and *Therese*, as well as video-taped conferences by various scholars such as Kevin Culligan, O.C.D., Constance FitzGerald, O.C.D., and John Russell, O.Carm. can be viewed in the library's media center.

Readily Available Internal Links



Dynamically-Created Catalog Search



Carmelitana Collection

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Key :	<input type="text"/>			20 <input type="text"/>
			Search	Show All

Details found: - Page of

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Sources of Traffic



#reqs	site
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46	http://carmelitanacollection.wordpress.com/
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35	http://www.google.ca/
34	http://images.google.it/
32	http://images.google.com.ph/
32	http://theophilus.stblogs.com/
30	http://us.mg2.mail.yahoo.com/
28	http://74.125.47.132/
28	http://whois.domaintools.com/
27	http://images.google.pl/
25	http://74.125.77.132/
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23	http://www.google.com.au/
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23	http://images.google.ca/

Highlights:

www.google.com : 60 requests/mo.

Image searches : 57 requests/mo.

International sites : 30 requests/mo.

Blogs : 17 requests/mo.

Encouraging Statistics



Month	Unique visitors	Number of visits	Pages	Hits
Jan 2009	257	294	784	3456
Feb 2009	193	219	557	2407
Mar 2009	360	409	1180	5695
Apr 2009	341	394	999	4906
May 2009	396	447	1127	5207

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