POZNAŃ SUPERCOMPUTING AND NETWORKING CENTER

How to promote digital library and its assets?

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ACCESS IT

What is SEO?

- SEO stands from Search engine optimization
- It is the process of improving the visibility of a website in search engines via the "natural," or un-paid search results.

Basic SEO techniques

- Assure that content can be easily accessed by clicking URLs
  - Web harvesters does not like search forms
  - Create list of resources like recently added objects, recommended objects, list of objects in the collection
- Assure that website runs smoothly
- Assure that website has a valid HTML

Basic SEO techniques (2)

- Assure that website header contains all necessary information
    - Appropriate keywords in META header
    - Distinguishable titles of pages, they should include information about content of the given page
    - Create a site map
    - Assure that website is accessible from mobile

Basic SEO techniques (3)

- Show that something is happening on the website
  - List of recently added objects
  - List of recommended objects
- Assure that website is indexed by Google
  - Google Webmaster tools
  - robots.txt
  - Google query - links:URL – gets list of pages indexed by Google
    - eg. links:http://dl.psnc.pl

Basic SEO techniques (4)

- Inform users that something is happening on the website
  - – Create a RSS/Atom feed with recently added objects
  - – Send mailing to users (objects added during recent 7 or 30 days)
- Multilinguality
  - – At the level of library interface
  - – At the level of metadata
  - – Machine translation can be used
    - e.g. Polish Digital Libraries Federation (http://fbc.pionier.net.pl)

Role of digital library framework

- Most of this basic things can be (or should) be handled by digital library framework
- Digital library framework should allow to customize how the library website looks like
- Your role is to know what your platform can do and use it efficiently

Digital library promotion

- Assure that there is a lot of links from external websites
    - Create a link to digital library from the website of traditional library
    - Link from University/City website
    - Ask other libraries to link your website
        - Create an additional website with list of libraries in your region/country
    - Create links between library information system and digital library

Digital library promotion (2)

- Start to build community around library
  - Create a discussion forum
    - Try something different than traditional PHP BB forum
      - eg. StackExchange.com
  - Create a Facebook fanpage/Twitter account
  - Create a (digital) library blog
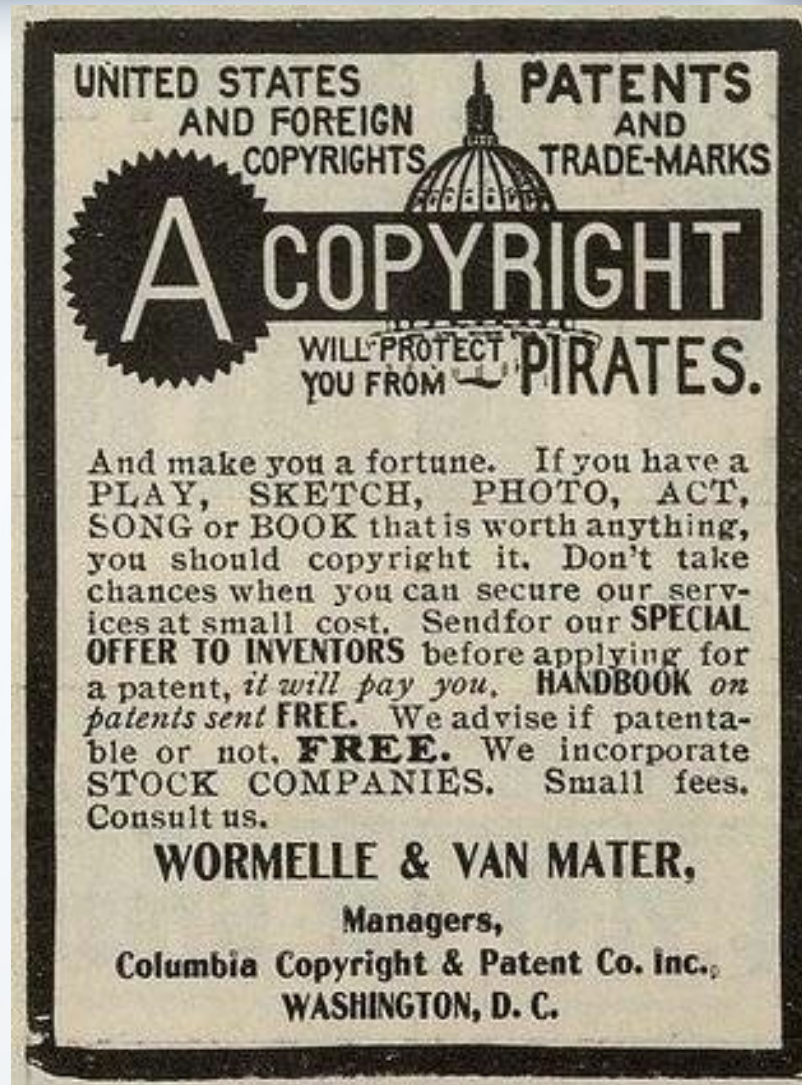
Digital library promotion (3)

- Integrate with other tools
  - Browser search plugin
    - i.e. Firefox
  - Create embeddable search form
    - Embed it on the library website
    - Ask others to do so
  - Create Open Social gadgets/Facebook apps
    - Allowing people to embed search in your library to their social network profiles

Digital library promotion (4)

- Assure that library is visible in services which are used by users
    - Europeana
    - DART-Europe – if you have thesis
    - Scientific Commons
    - Worldcat (formely OAIster)
    - You national aggregator
- This may require support for things like OAI-PMH
- Tomorrow you will see how it looks like in Polish Digital Libraries Federation

What is this?

Write down at least 2 keywords

Source:
http://en.wikipedia.org/wiki/File:Newspaper_advert_copyright_patent_and_trade_mark.jpg

Accessible metadata

My keywords:
- Newspaper advert
- Copyright
- Patents and trade mark
- Poster
- Old poster
- Wormelle & Van Mater
- Columbia Copyright & Patent Co. Inc.
- Copyright Act of 1790 (view in broader context)
- USA copyright law (view in broader context)

Accessible metadata (2)

- What about users coming from other countries?
  - Language of metadata
  - Search and non-latin letters
    - Książka and ksiazka (book in Polish)
- What about users who do not know what they are looking for?
  - Does not know conventions used in library?
  - Does not know proper terminology?
- From the SEO perspective metadata should be rich
  - The more doors are open the higher chance that some will enter

Accessible metadata (3)

- Metadata should be consistent on the level of whole digital library
- Metadata should be self contained
  - Assures interoperability when object is shown in different context
  - Metadata should contain answers for Who? When? What? Where?
- Metadata should be updated in order to reflect current changes
  - Dead of the author
  - Movie, book referring to given object

Accessible metadata (4)

- Create metadata complaint with standard schemas like Dublin Core and Europeana Semantic Elements
  - This allows to create interesting features e.g. Europeana Timeline

Accessible metadata (5)

- Spelling errors
    - Proper spelling: Weather
    - Possible errors: Wether, waether
- Leave a space for users
    - User tagging
    - Comments
- Our experience related User tagging
    - Users think that digital library is not a place for tagging
    - Solution: export content to external service like Flickr The Commons

Accessible objects

- Object's URL needs to be permanent
- Separate URLs for content and metadata
- Not only metadata search, full text search gives a higher chance to find object
  - e.g. address books
- Full text should be available for web spiders
- Use user friendly object formats
  - Well-known problems with DjVu
  - Think about mobile platforms, e-book readers

Accessible objects (2)

- Object granularity
  - Journal contains Articles
  - Maybe each article should be a separate object?
- Appropriate granularity allows to create more accurate metadata and links

Accessible objects (3)

- Link objects from external services
  - Wikipedia entries related to particular objects
  - Library blog and website
  - Links from and to Library Information System

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QUESTIONS?

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