



# Increase your library's visibility on the Web

*It's a win-win situation for libraries that link into WorldCat.org*

## A single place for users to find library materials online

WorldCat is the combined global catalog of more than 10,000 libraries around the world. Library users can find materials in any of these libraries on the open Web through WorldCat's public Web site at [www.worldcat.org](http://www.worldcat.org). WorldCat.org helps drive Web searchers back to your library, because it showcases your local content, while at the same time presenting a unified, relevant and compelling single Web presence for libraries online. A few libraries have shared how they're using WorldCat.org to increase their library's visibility.

"WorldCat.org is used a lot by CUNY faculty and students," says Curtis Kendrick, University Librarian for the City University of New York in New York City. "It's used for the discovery of resources, and as a tool that supports them in their teaching, learning and scholarship." CUNY has placed the WorldCat search box not only on its main library page, but also on many of the Web pages of its 20 campus library locations.

When libraries link into WorldCat.org, they tap into two million unique Web searchers per month who want to connect to a library's online presence or find a physical library location. And those two million information seekers connect an average of 700,000 times to materials in local libraries. When your library links in it gains visibility so your materials will probably be used more often.

## Simplified search experience

"When I began working at this library, our users had to choose between three or four different consortia on our Web

### AT A GLANCE

#### WorldCat.org at a glance

- Unique system that makes the holdings of WorldCat libraries visible on major search engines and across the Web
- Simple Web site
- A growing array of site partnerships and distributed Web technologies that put WorldCat data everywhere
- Popular social networking features that let users personalize and contribute to library-based knowledge
- An included benefit when your institution or group contributes its holdings to the WorldCat global catalog.

***"We have a very rich collection in our libraries, and we're pleased that people are finding us through WorldCat.org."***

*Isabel Stirling  
Associate University Librarian & Director of Public Services  
University of California at Berkeley*

site to search for items not owned by Brown," says Harriette Hemmasi, Joukowsky Family University Librarian at Brown University in Providence, RI. "That was totally confusing, so we got rid of all those search boxes and decided to let our students start their searches with WorldCat because it offered them the broadest search possible."

Searches conducted through WorldCat.org also help users see the various editions, formats and languages that exist in other libraries. And they can broaden their discovery experience by reading reviews, looking at lists, tags or any of the other social networking features on WorldCat.org.

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“Worldcat.org is one of the most exciting products to come out of OCLC,” says Lee-Anne Flandreau, Information Services Librarian, Fort Vancouver Regional Library District, Vancouver, WA. “The most wonderful thing about WorldCat.org is that it takes the power of our collective catalogs and combines them with an interface our users can understand.”

One incredibly easy thing that libraries can start to do is to link into WorldCat—whether it’s from a Web page, blog, tweet, Facebook profile, course management system, online syllabus, pathfinders page or something else—each link improves the search engine optimization (SEO) ranking for library materials, especially from .edu and .gov addresses. By linking in, you’re helping to raise the visibility and awareness both for your library results and all libraries online.

“I think WorldCat is great,” says Isabel Stirling, Associate University Librarian and Director of Public Services at the library of the University of California at Berkeley. “We have a very rich collection in our libraries and we’re pleased that people are finding us through WorldCat.org. We made sure to put the WorldCat search box on our library home page because we really want to emphasize that it is a quick and easy way to find library materials.”

## Building lifelong bonds

When you connect with WorldCat.org, you participate in a global effort that is beyond the reach of any library individually, but is attainable through cooperation and collective action. And don’t forget that WorldCat.org also gives users a lasting connection with the library—even as they grow up, graduate, move, change jobs or change locations. So when you link into WorldCat, you’re helping foster a permanent library connection with staying power.

## How to link into WorldCat

It's easy to create links into WorldCat. Some, like the permalink, are ready-made on the detailed record page. With others, you simply embed certain kinds of information within the link. Options include linking to or through:

- Specific **items** using OCLC number, ISBN or ISSN
- **Lists** of interesting content
- **Identities** for authors and characters
- **Widgets** such as the keyboard search results or Firefox browser plug-in

Get the details about linking at [www.worldcat.org/links/](http://www.worldcat.org/links/)