

Increase your

# visibility.

## **How do you drive traffic to your digital collections?**

Your staff has spent a lot of time digitizing the special collections that make your institution unique. You've posted these collections online so that people worldwide can access them. Having devoted resources to sharing this open-access content, you want to ensure that your community can find it. When your collections, including each item's full metadata, are available in WorldCat, they're also visible through popular websites like search engines where people often begin their information searches. When people find your resources through one of those websites, they click through to your institution's website to view the item and explore your digital collections.

## **Maximize the visibility of your unique resources.**

The WorldCat Digital Collection Gateway is the only tool available that allows you to easily add metadata for each of your digital items to WorldCat, the world's most comprehensive database of information about library collections. With your digital collections in WorldCat, information seekers can find your resources through online search engines, other institutions' websites, and other popular places they begin their research. The Digital Collection Gateway is available at no charge and is compatible with all OAI-PMH-compliant repositories, including CONTENTdm®.

The **WorldCat Digital Collection Gateway** is a self-service tool for harvesting the metadata of your unique, open-access digital content into WorldCat. Once there, your collections are more visible and discoverable to end users who search WorldCat as well as other popular websites.

# Improve the visibility and discoverability of your unique digital content by harvesting the metadata in WorldCat.

When you add the metadata for your digital collections to WorldCat, you make your unique open-access content discoverable through popular websites and other libraries, archives and cultural heritage institutions. This allows you to improve the visibility of your collection, promote your unique resources, drive users to your library, **and help make breakthroughs possible.**

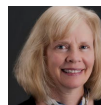
**Make all your collections visible.** The WorldCat Digital Collection Gateway works with all OAI-PMH-compliant digital repositories. Whether you use CONTENTdm or another solution, this is an easy way to get digital collections into WorldCat and beyond.

**Automatically keep your collections up to date.** Create profiles for each collection in your repository to be regularly harvested and converted to the WorldCat format. You'll receive an OCLC number to serve as a cross-reference for digital items in WorldCat for both search and reference purposes.

**Coordinate with your workflow.** You can choose to replace all your metadata or to add new metadata, whichever works best to fit the Digital Collection Gateway into your metadata workflows.

**Schedule updates for when it's convenient.** Add updates to WorldCat based on your local workflow for building and maintaining each of your digital collections, and synchronize monthly, quarterly, semi-annually or annually.

**Customize your content's WorldCat display.** Decide how your records will appear in WorldCat and preview your metadata in a WorldCat.org™ display to select the right content and appearance for your digital collections.



**“Enhances their discoverability...”**

“This product has really streamlined how we add our CONTENTdm digital collections to WorldCat. We are able to add not just collection-level records, but metadata for individual objects, which greatly enhances their discoverability.”

**Lynne Jacobsen**

Associate University Librarian, Information Resources, Collections, and Scholarly Communication, Pepperdine University  
Malibu, California, United States

## Visit [oc.lc/gateway](http://oc.lc/gateway) to learn more.

Find out how to get started with the WorldCat Digital Collection Gateway, learn about integrating the WorldCat Digital Collection Gateway with CONTENTdm, contact us and more.

**Because what is known must be shared.®**

