

# SEO for Digital Repositories

Kenning Arlitsch and Patrick OBrien

OCLC TAI CHI Webinar

March 16, 2012

# Agenda

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- ◆ Brief discussion of two years of research
  - ❖ Priorities & Results
  - ❖ Issues & Opportunity
  - ❖ Key Steps & Questions
  - ❖ Google Scholar

# Marriott Library Management Experiences

- ◆ Large digital collections built over a decade
  - ❖ 1.5+ million items
- ◆ Why weren't we getting indexed?
  - ❖ Google index ratios as low as 2%
  - ❖ Poor IR showing in Google Scholar

# Marriott Library SEO program priorities

- ◆ Digital repositories vs. general websites
  - ❖ Millions of objects in databases
  - ❖ Include IR
- ◆ Priority 1 – **Increase Reach**
  - ❖ Get objects indexed in search engines
- ◆ Priority 2 – **Increase Visibility**
  - ❖ Provide robust descriptive content

# Literature Lessons

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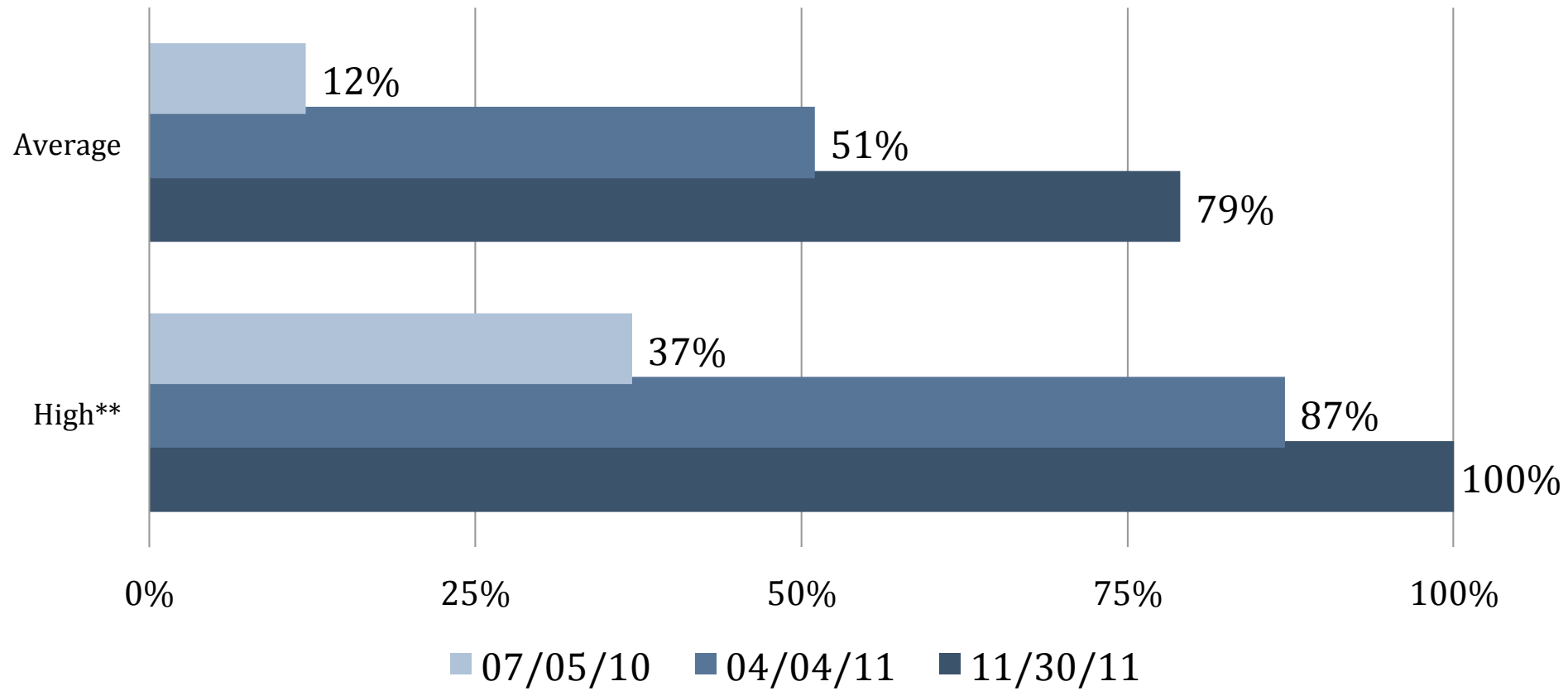
- ◆ Most are dated
- ◆ Most deal with general websites
- ◆ Few deal with digital collections in db's
- ◆ Some suggest duplicating the content outside the database

# Crucial Findings

- ◆ Technology is only a piece of the search engine optimization (SEO) puzzle
- ◆ SEO has to be addressed from a combination of leadership, management, and communication
- ◆ Only some of the stakeholders and some of the problems are based in IT
- ◆ Search engine crawlers must:
  - ❖ Easily access content
  - ❖ Interpret content as machine-readable data

# Collection Google Index Ratios have increased across the board...

Google Index Ratio - All Collections\*



\* Google Index Ratio = URLs submitted / URLs Indexed by Google for about 150 collections containing ~170,00 URLs

\*\*Highest index ratio achieved for Collections with over 500 URLs submitted to Google

# ...increasing Google referrals by 200% and total visitors by 79%.

content.lib.utah.edu  
12 week year-over-year

## Initial Referrers

Initial Referrer	Custom View: 2/6/11 - 4/30/11 Visits	Custom View: 2/7/10 - 5/1/10 Visits	% Change Visits
1. google.com	28,841	9,564	201.56%
2. utah.edu	26,440	14,783	78.85%
3. Direct Traffic	22,810	16,010	42.47%
4. bing.com	3,574	4,376	-18.33%

## Visitor Summary

	Custom View: 2/6/11 - 4/30/11	Custom View: 2/7/10 - 5/1/10	% Change
Visitors	89,124	49,774	79.06%
Visitors Who Visited Once	82,310	44,553	84.75%
Visitors Who Visited More Than Once	6,814	5,221	30.51%

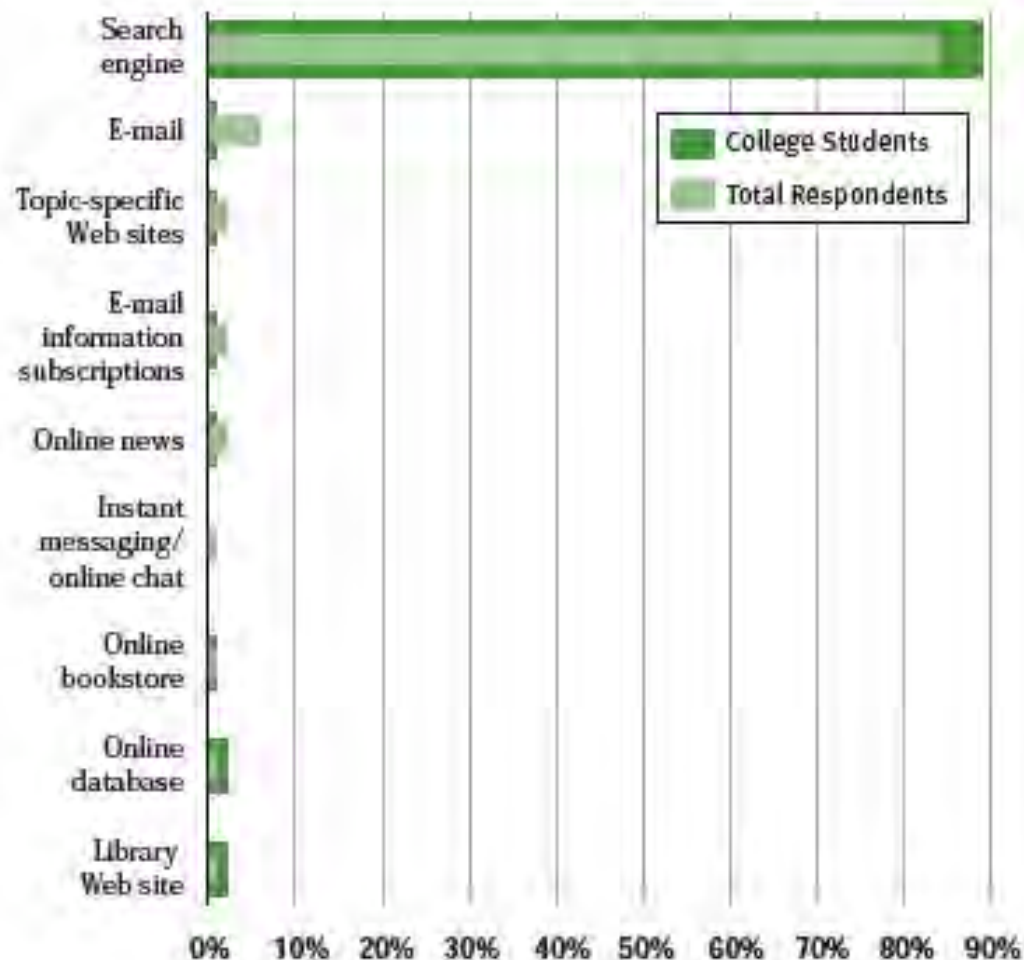


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  - ❖ Google Scholar

# College Students Begin Research - 2005



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 520.  
Note: Only electronic resources with usage rates of 1 percent or more are represented on this graph.

# College Students Begin Research - 2010



DeRosa, Cathy, et al. "Perceptions of Libraries, 2010: Context and Community: A Report to the OCLC Membership", OCLC, 2010.

# Start with the 800 pound gorilla

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You are here: Home > Press & Events > Press Releases > 2012 > March > comScore Releases February 2012 U.S. Search Engine Rankings

## Press Release

**comScore Releases February 2012 U.S. Search Engine Rankings**

RESTON, VA, March 9, 2012 – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released its monthly [comScore qSearch](#) analysis of the U.S. search marketplace. Google Sites led February with 66.4 percent of search queries.

**U.S. Explicit Core Search**

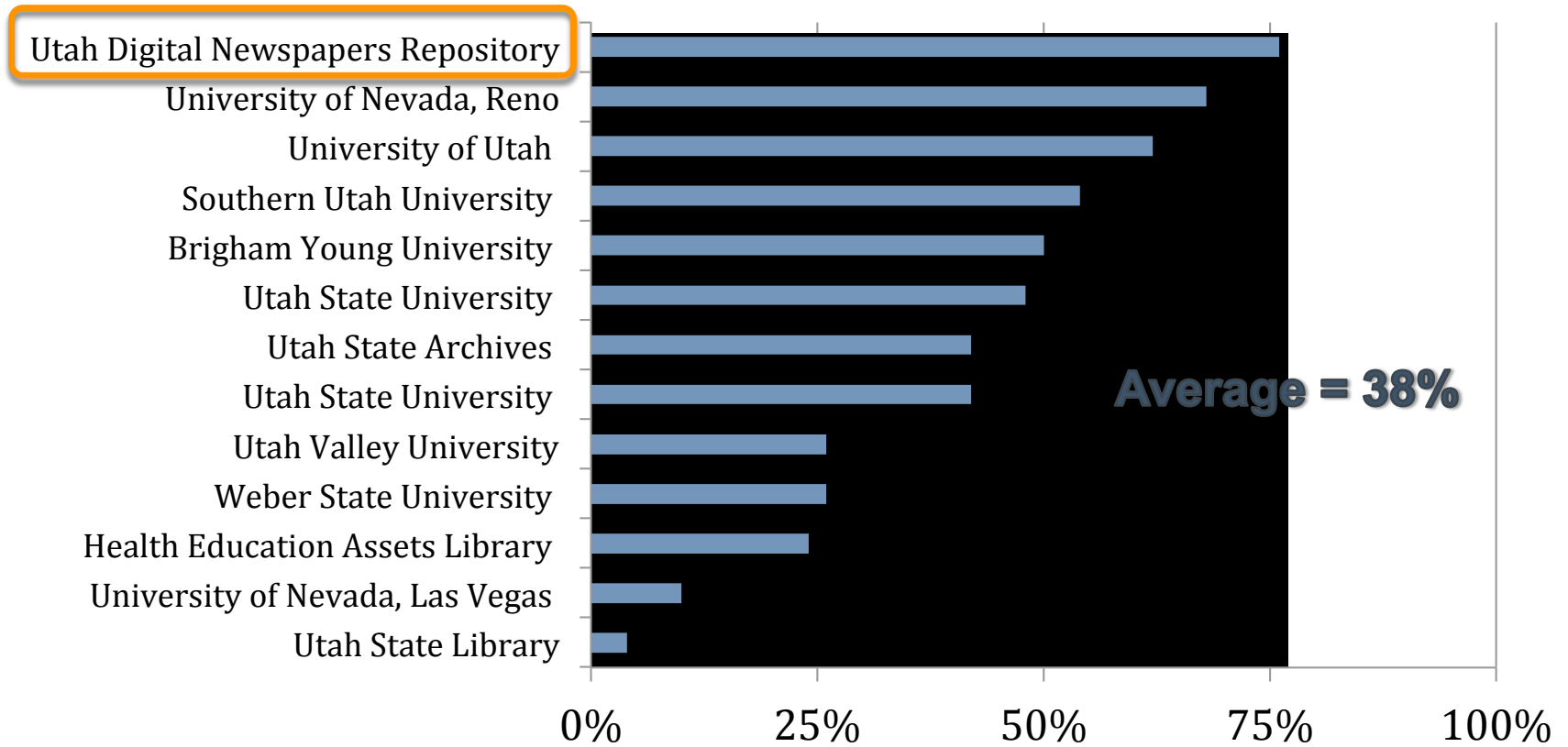
Google Sites led the U.S. explicit core search market with 66.4 percent of search queries, followed by Microsoft Sites with 15.3 percent. Yahoo! Sites accounted for 13.8 percent of explicit core search queries.

**comScore Explicit Core Search Share February 2012 vs. January 2012**  
 Total U.S. – Home & Work Locations  
 Source: comScore qSearch

Core Search Entity	Explicit Core Search Share (%)		
	Jan-12	Feb-12	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	66.2%	66.4%	0.2
Microsoft Sites	15.2%	15.3%	0.1
Yahoo! Sites	14.1%	13.8%	-0.3
Ask Network	3.0%	3.0%	0.0
AOL, Inc.	1.6%	1.5%	-0.1

# MWDL Repositories Survey

## % w/ Indirect URL



# Example of indirect URL

Utah Digital Newspapers

home : advanced search : preferences about : help SHARE

page 1 of 5 : ( << 1 2 3 4 5 >> ) :: previous : next

Search results: 94 item(s) for: "weddings"

Image:	Title:	Subject:	Description:
1.	Topaz Times 1942-05-30 Want to Get Married?		
2.	Topaz Times 1942-08-15 Cupid Snakes First Center Pair; Wedding on Sunday		
3.	Topaz Times 1942-10-21 Marriage		
4.	Topaz Times 1942-10-21 Marriage		

# Users and search engines want links directly to relevant content

## Utah Digital Newspapers

home : browse : advanced search : preferences : my favorites : about : help

menu off

add document to favorites : add page to favorites : reference url

back to results : previous : next

Search this object:

0 hit(s) : previous hit : next hit

View: document description

previous page : next page

Salt Lake Telegram 1902-01-30

- Page 1
- Articles
- Page 2
- Articles
- Page 3
- Articles
- Page 4
- Articles
- Page 5
- Articles
- Page 6
- Articles
- Page 7
- Articles
- Page 8
- Articles

### CONDEMNED MURDERERS BREAK JAIL

Pittsburg Warden Says His Wife, Who Has Disappeared, Aided the Notorious Biddles to Escape—Two Guards Shot by Desperados.

Pittsburg, Pa., Jan. 30.—Edward and John Biddle, awaiting execution in the county jail for the murder of Grover Thomas E. Khamry of Mount Washington, overpowered the guards at a o'clock this morning and escaped.

Both prisoners had been provided with saws with which they cut the bars in their cells. The prisoners occupied adjoining cells on the second floor. They evidently had assistance from the outside, as both were armed with revolvers.

Shortly before 8 o'clock one of the Biddles called James McGeary, who had charge of the outside gates, and asked for some camp medicine in a hurry, saying his brother was dangerously sick.

McGeary hastened to the cell with the medicine, when John Biddle sprang through the opening of the cell, and, seizing the guard around the waist, hurled him over the railing to the stone floor beneath, a distance of sixteen feet.

Edward Biddle joined his brother immediately, and both, with drawn revolvers, hurried to the first floor, where they met Guard Reynolds and shot him.

There were but three men on duty, and the third was on one of the upper ranges. He was ordered down at the point of the revolver, and the three guards were put to the dagger.

The keys were taken from Keeper McGeary, and the two desperate prisoners had a clear run to the main building where the escape here was made. The Biddles went to the kitchen where the guards keep their clothing and each put on a new suit. They then unlocked the outside gate, which passed out into Ross street. The escape was not discovered until the night guard came on duty at 11 o'clock. They were informed by 11:30

THE NEW BABY.

### HOWARD GETS A LIFE SENTENCE

Frankfort, Ky., Jan. 30.—At 11:35 o'clock this jury in the case of Jim Howard returned a verdict of guilty and sentenced the prisoner and fixed his punishment at life imprisonment. Howard is accused of having killed former Governor Gockel.

### WIFE DROWN PISTOLS.

District Attorney John C. Juddmacher at noon and the warden told him of his suspicions concerning Mrs. Goffett. The warden has made inquiries at the homes of all his wife's relatives and he has been unable to find any trace of her. An investigation disclosed the fact that she had taken all of her best clothes. The warden's account is also missing.

It is reported that the Biddles took a train at the Fourth Avenue station of the Pan Handle railroad, which is within a block of the jail, and left for West. He is completely unscrupulous and with sufficient credit to keep an interest in the Biddles and it is said that the warden is taking an interest in them, with dainties outside their usual prison fare.

The County Commissioners met this afternoon and advised a reward of \$500 for the recapture of the murderers. A meeting of the prison board to investigate will be held this afternoon.

### THREE KILLED ON RIO GRANDE

IN WRECK

### BRANSFORD IS PRESIDENT OF MINING AND STOCK EXCHANGE

At noon today the new president of the Mining and Stock Exchange met in the office of Thomas

### DECLARES RICE WILL A FORGERY

New York, Jan. 28.—The trial of Albert T. Patrick, accused of the murder of William M. Rice, was continued today before Recorder Goff, Norman S. Meldrum, a banker, to whom Patrick is alleged to have made the suggestion that there be no contest of the will of 1902, alleged to have been forged, was recalled to the stand as the first witness of the day.

Meldrum said he and Capt. Baker met Patrick at Rice's apartments on September 17, 1901. Patrick on that occasion told of the 1902 will and showed a copy of the document making a general assignment of Rice's property to Patrick. In the opinion of the witness the signature on the assignment was a forgery.

Patrick said he did not intend to testify as executor of the will, and that the 2 per cent of the estate allowed to an executor by law would go to Capt. Baker. The 1902 will, known as the Baker will, was handed to Meldrum and he identified the signature as a genuine signature of William M. Rice.

Assistant District Attorney Osborne here asked again to have the 1902 will admitted as evidence. Counsel for the defense objected, and the Recorder ruled that the document should not be allowed. The prosecution to a will made by Rice in 1892 was submitted to the witness, and after examining them he said they were genuine. On cross-examination Meldrum said the last time he saw Rice write his name was in September, 1901.

Joseph L. Hahn of Springfield, Mass., a nephew of William M. Rice, was called and asked to give a list of Rice's relatives, the assistant district attorney saying that he wished to show the "every human being who could make right out a larger legacy under his will of 1902 than under the will of 1892."

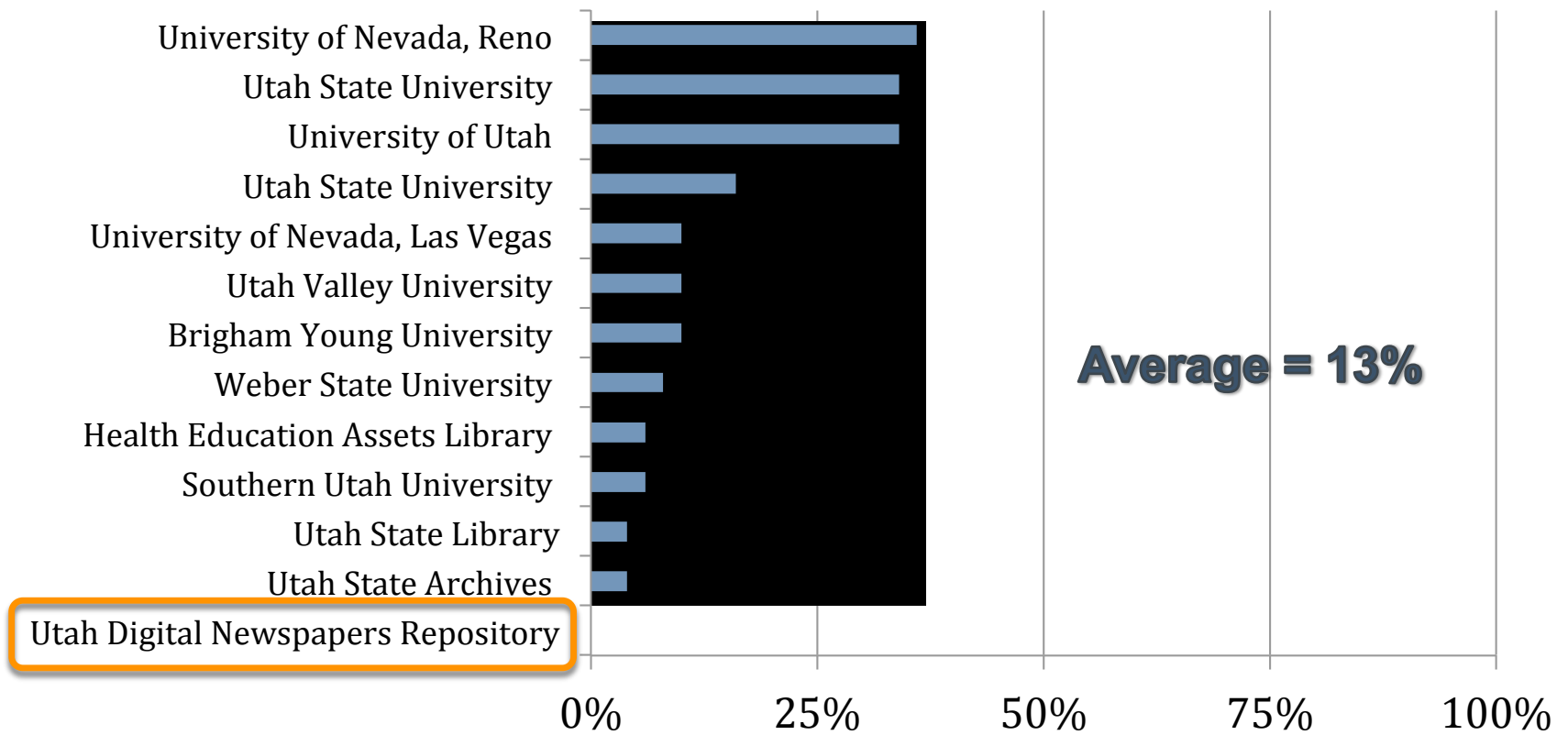
### AWARD OF STAR ROUTE CONTRACTS

(Special to The Telegram.)

Since with the Attorney-General in relation to the appointment of Judge A.

# MWDL Repositories Survey

**% w/ Direct URL**





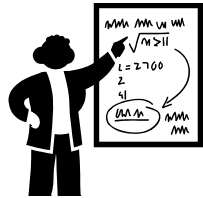
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  - ❖ Issues & Opportunity
  - ❖ Key Steps & Questions
  - ❖ Google Scholar

# Know your stakeholders and what they value

## Faculty

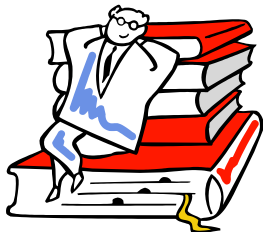


Value

High

- ❑ Publication Page Views
- ❑ Publication Downloads
- ❑ Requests for Information
- ❑ Publication Citations

## Archivists



Value

High

- ◆ Digital Collection Pages Indexed
- ◆ Digital Collection Page Views
- ◆ Digital Collection Visitors
- ◆ Requests for More Info
- ◆ Physical Collection Visitors
- ◆ Reproductions Ordered

# Set repository goals and establish a baseline ...

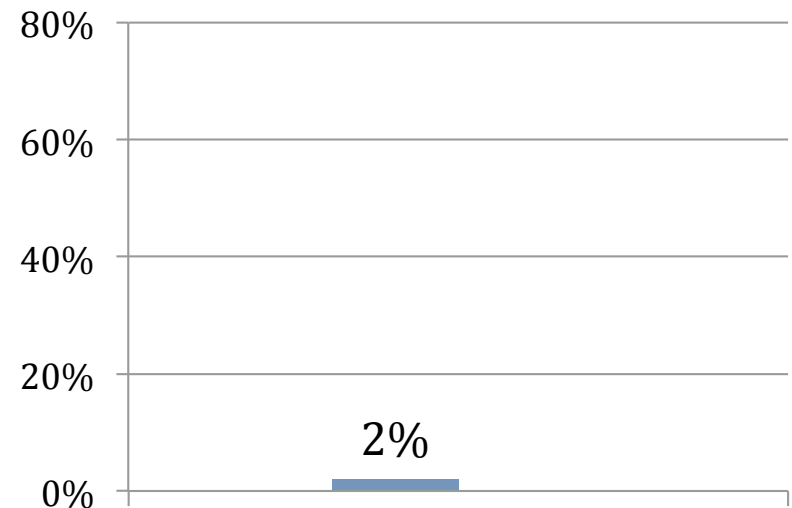
## Goals

- ◆ Increase the number of Digital Collection web pages in the Google search engine.
- ◆ Develop internal library staff skills
- ◆ Develop a program to maximize a collections visibility and reach

Pilots

## Pilot Results

### EAD Finding Aids



Google URL Index Ratio

■ Baseline 04/24/10

# ... with objective performance criteria

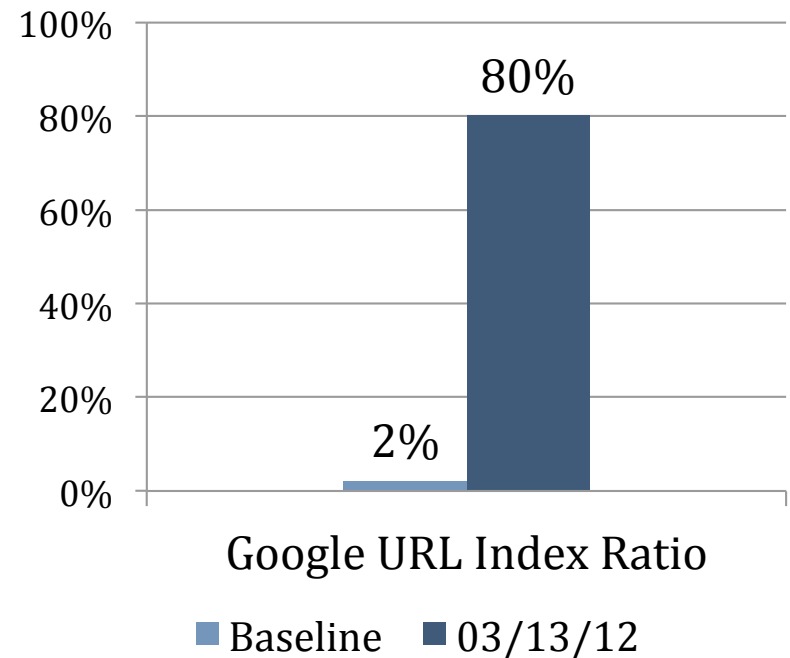
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Pilots

## Pilot Results

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# Ensure your staff understand the strategic importance of your SEO efforts

## Library Strategic Plan

**Exploit the Digital and Networked Environments**

## SEO Program Activities

- Optimize Collections to Improve Visibility
  - Descriptions
  - Link Popularity
  - Page Elements
  - Metadata
  - Calls to Action
- Develop Metrics Dashboard to monitor and improve efforts

**Elevate our position and impact on campus**

- Improve IR Visibility and Citeability
- Present program results at national and regional forums
- Collaborate with the Library's Campus Stakeholders

**Diversify and increase the financial base**

- Apply for IMLS Grant
- Improve Press website visibility and reach

# Educate your staff on what the search engines value...



# ...and their policies and practices

- ◆ Rules and enforcement levels change
  - ❖ OAI harvesting
  - ❖ Sitemaps
- ◆ Insensitive to standards valued by librarians
  - ❖ “Use Dublin Core tags (e.g., DC.Title) as a last resort”\*
  - ❖ Google Scholar wants Highwire Press, PRISM, Be Press, Eprints metadata schema

\* Google Scholar Inclusion Guidelines for Webmasters  
<http://scholar.google.com/intl/en/scholar/inclusion.html>

# Set up Google Webmaster Tools and ask questions

## ◆ Reduce Google Crawl Errors

### Crawl errors

Issues Google encountered when crawling your site.

[Web](#) [Mobile HTML](#) [Mobile WML/XHTML](#) [News](#)

Show URLs: [HTTP \(16\)](#) - [In Sitemaps \(0\)](#) - [Not followed \(0\)](#) - [Not found \(14,506\)](#) - [Restricted by robots.txt \(61,467\)](#) - [Tim](#)

UPI [Detail](#)

## ◆ Improve Server Performance

### Performance overview

On average, pages in your site take **3.8 seconds to load** (updated on Nov 30, 2010). This is **slower than 63% of sites**. These estimates are of **medium accuracy** (between 100 and 1000 data points). The chart below shows how your site's average page load time has changed over the last few months. For your reference, it also shows the 20th percentile value across all sites, separating slow and fast load times.





# Promote the “Right way” and set policy to prevent the wrong way for SEO

- ◆ Recent Black Hat news stories
  - ❖ JC Penney
  - ❖ Overstock
  - ❖ Google Chrome
- ◆ Staff must know the difference, and that black hat techniques can get you banned
  - ❖ Establish policies

# Agenda

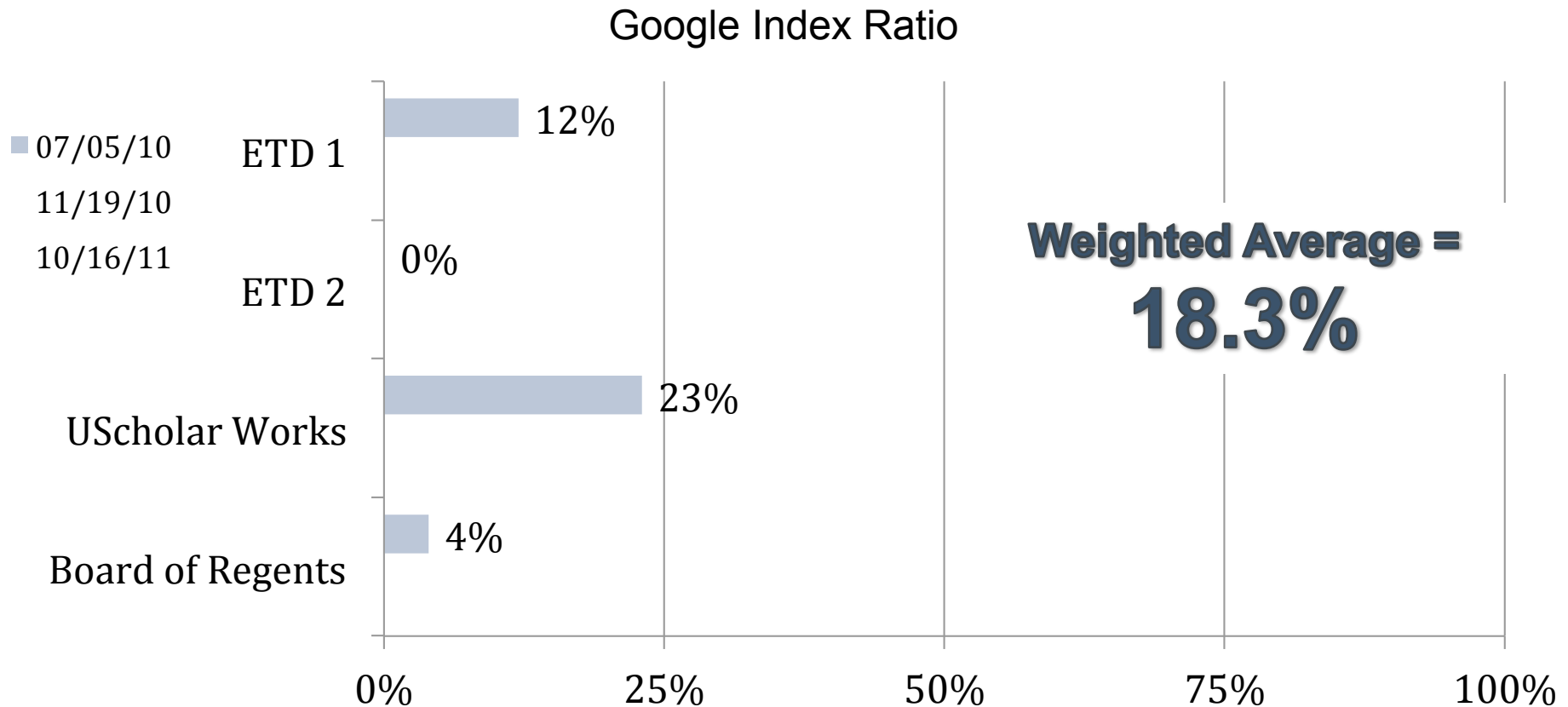
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- ◆ Brief discussion of two years of research
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# Why does Google Scholar Matter ?

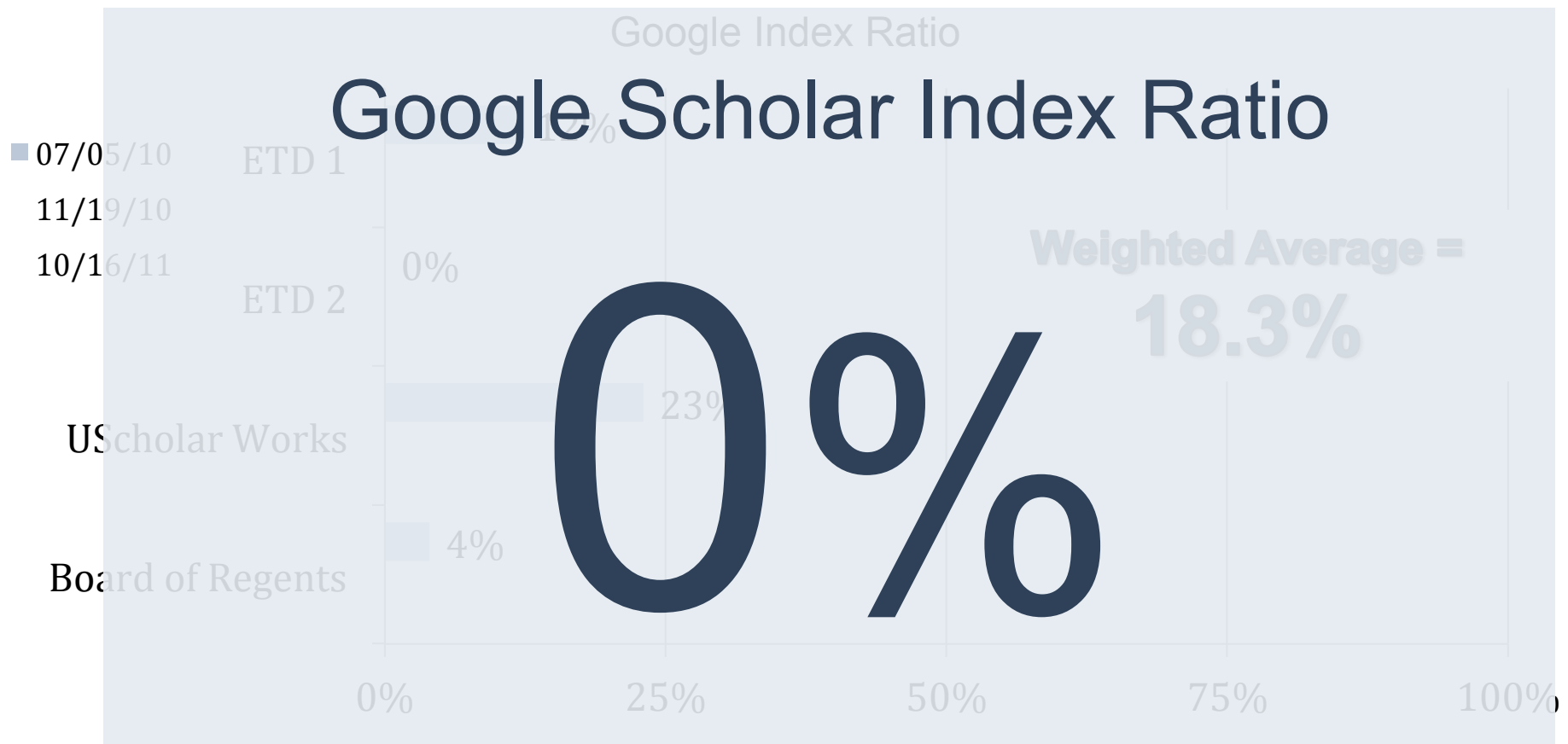
- ◆ “researchers find Google and Google Scholar to be amazingly effective” and accept the results as “good enough in many cases” (Kroll & Forsman 2010)
- ◆ “broader awareness of specialized Google tools such as Google Scholar and Google Book among faculty members and graduate students” (Rieger 2009)
- ◆ “the amount of qualified scholarly content has increased considerably in Google Scholar since it was launched in 2004 (Mikki 2009)
- ◆ 4% - 27% use increase in four-year U Miss study (Herrera 2010)

# USpace IR Google Index Ratios baseline



\*Weighted Average Google Index Ratio = 18.33% (1,188/6,482)

# USpace IR Google Index Ratios baseline



\*Weighted Average Google Index Ratio = 18.33% (1,188/6,482)

# Google wants the right metadata tags used consistently and accurately

"Use Dublin Core tags (e.g., DC.title) as a last resort -they work poorly for journal papers..."

- *Google Scholar Inclusion Guidelines for Webmasters*

... there's a good chance that many of your papers aren't included at all, because documents with the same title are often considered duplicates.

- *Google Scholar Inclusion Guidelines for Webmasters*

“... incorrect identification of references could lead to exclusion of your papers from Google Scholar or to low ranking of your papers in the search results.”

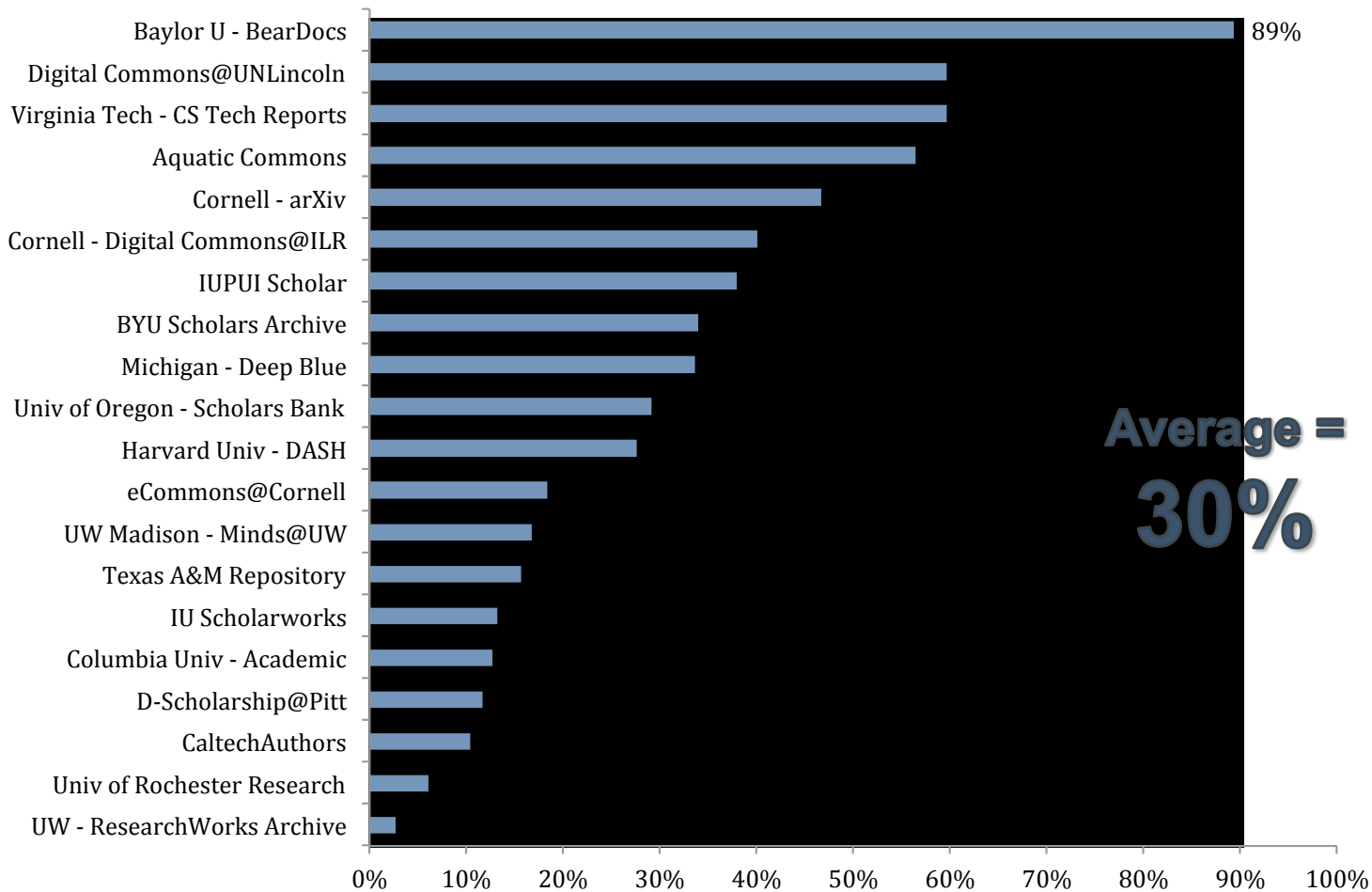
- *Google Scholar Inclusion Guidelines for Webmasters*

“...the most common cause of indexing problems is incorrect extraction of bibliographic data by the automated parser software.

- *Google Scholar Inclusion Guidelines for Webmasters*

# Low GS indexing ratios of “primary links” cut across institutions

## Google Scholar Indexing Ratio for Selected Institutional and Disciplinary Repositories October 2011



# Ensure Google Scholar can easily find, crawl, and understand your content

	Cornell	Oregon	Cal Tech	Texas A&M Faculty	UW Aquatic Tech Reports	Columbia	Rochester
<b>Indexing Ratio</b>	98%	88%	88%	48%	46%	45%	38%
<b>Software</b>	Digital Commons	DSpace	ePrints	DSpace	DSpace	Fedora/Blacklight	IR+
<b>Titles Available/Captured</b>	Unknown /1,421	4,067/1,463	24,146 /1,306	763/757	563/539	3,819/1,432	1,562/926
<b>Crawling Guidelines</b>							
<b>Browse by Date</b>	No	Yes	Yes	Yes	Yes	No	No
<b>Recently added</b>	No	No	Yes	No	No	No	No
<b>10 clicks from home page</b>	Yes	Yes	Yes	No, only first 200	No only first 200	Yes	No
<b>Robots.txt</b>	Yes	Yes, Not in root	Yes	Yes, Disallows browse by date	Yes, Disallows browse by date	Yes, not configured	Yes
<b>Sitemap Index</b>	Yes	No	No	Yes, not compliant with standards	No	No	No
<b>Indexing Guidelines</b>							
<b>Meta Tag Schema in HTML headers</b>	BePress	DC	ePrints & DC	None	DC & DCTERMS	None	None



# Challenge is presenting bibliographic citations GS can identify, parse and digest

<b>Title</b>	Thanks for nothing: changes in income and labor force participation for never-married mothers since 19
<b>University of Utah creator</b>	<a href="#">Wolfinger, Nicholas H.</a>
<b>Other Creator</b>	McKeever, Matthew
<b>Subject.Keyword</b>	Motherhood; Single Mothers; Income; Population surveys;
<b>Subject.LCSH</b>	<a href="#">Single mothers</a> <a href="#">Income</a>
<b>Description</b>	<p>This study examines whether the changing social and economic characteristics of women who give birth out of wedlock have led to higher family incomes. Using Current Population Survey data collected between 1982 and 2002, we find that never-married mothers remain poor. They have made modest economic gains, but these have disproportionately occurred at the top of the income distribution. Yet there is no evidence of a burgeoning class of "Murphy Browns" middle-class professional women who give birth out of wedlock. Surprisingly, never-married mothers' incomes have stagnated in spite of impressive gains in education and other personal and vocational characteristics that should have resulted in greater economic progress than has been the case. These gains cast doubt on various stereotypes about women who give birth out of wedlock.</p>
<b>Publisher</b>	University of Utah
<b>Date.Original</b>	2006-07-26
<b>Type</b>	Text
<b>Format.Extent</b>	370,155 Bytes
<b>Format.Medium</b>	application/pdf
<b>Resource Identifier</b>	ir-main,824
<b>Language</b>	eng
<b>Series</b>	<a href="#">Institute of Public and International Affairs Working Papers</a>
<b>Relation</b>	McKeever, M. & Wolfinger, N.H. (2006). Thanks for Nothing: Changes in Income and Labor Force Particip Never-Married Mothers since 1982. Institute of Public & International Affairs (IPIA), 4, 1-43.
<b>Rights Management</b>	(c) Matthew McKeever and Nicholas H. Wolfinger
<b>Research Institute</b>	<a href="#">Institute of Public and International Affairs (IPIA)</a>
<b>Department</b>	<a href="#">Family &amp; Consumer Studies</a> <a href="#">Sociology</a>
<b>School / College</b>	<a href="#">College of Social &amp; Behavioral Science</a>
<b>Contributing Institution</b>	<a href="#">University of Utah</a>
<b>Publication Type</b>	<a href="#">working paper</a>

# ... parse each citation into HTML meta tags Google Scholar can read

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McKeever, M. & Wolfinger, N.H. (2006). Thanks for Nothing: Changes in Income and Labor Force Participation for Never-Married Mothers since 1982. Institute of Public & International Affairs (IPIA), 4, 1-43.

# ... parse each citation into HTML meta tags Google Scholar can read

```
1 <meta name="citation_title" content="Thanks for nothing: changes in income and labo
2 <meta name="citation_author" content="Wolfinger, Nicholas H." />
3 <meta name="citation_author" content="McKeever, Matthew" />
4 <meta name="citation_date" content="2006-07-26" />
5 <meta name="citation_firstpage" content="1" />
6 <meta name="citation_lastpage" content="42" />
7 <meta name="citation_keywords" content="Motherhood; Single Mothers; Income; Popula
8 <meta name="citation_technical_report_institution" content="Institute of Public &
9 <meta name="citation_technical_report_number" content="2006-07-04" />
10 <meta name="citation_language" content="en" />
11 <meta name="citation_conference_title" content="101st American Sociological Assoc:
12 <meta name="citation_pdf_url" content="http://cdm6gs.lib.utah.edu/utills/getfile/cc
```

# First step was to begin aligning our Dublin Core fields with Highwire Press and ...

McKeever, M. & Wolfinger, N.H. (2006). Thanks for Nothing: Changes in Income and Labor Force Participation for Never-Married Mothers since 1982. Institute of Public & International Affairs (IPIA), 4, 1-43.

Dublin Core Tags
DC.creator
DC.issued
DC.title
DC.publisher
DC.relation.ispartof
DC.citation.volume
DC.citation.issue
DC.citation.page
DC.citation.epage
n/a
n/a
DC.subject
DC.publisher
DC.publisher
n/a
DC.Language
DC.publisher
DC.identifier

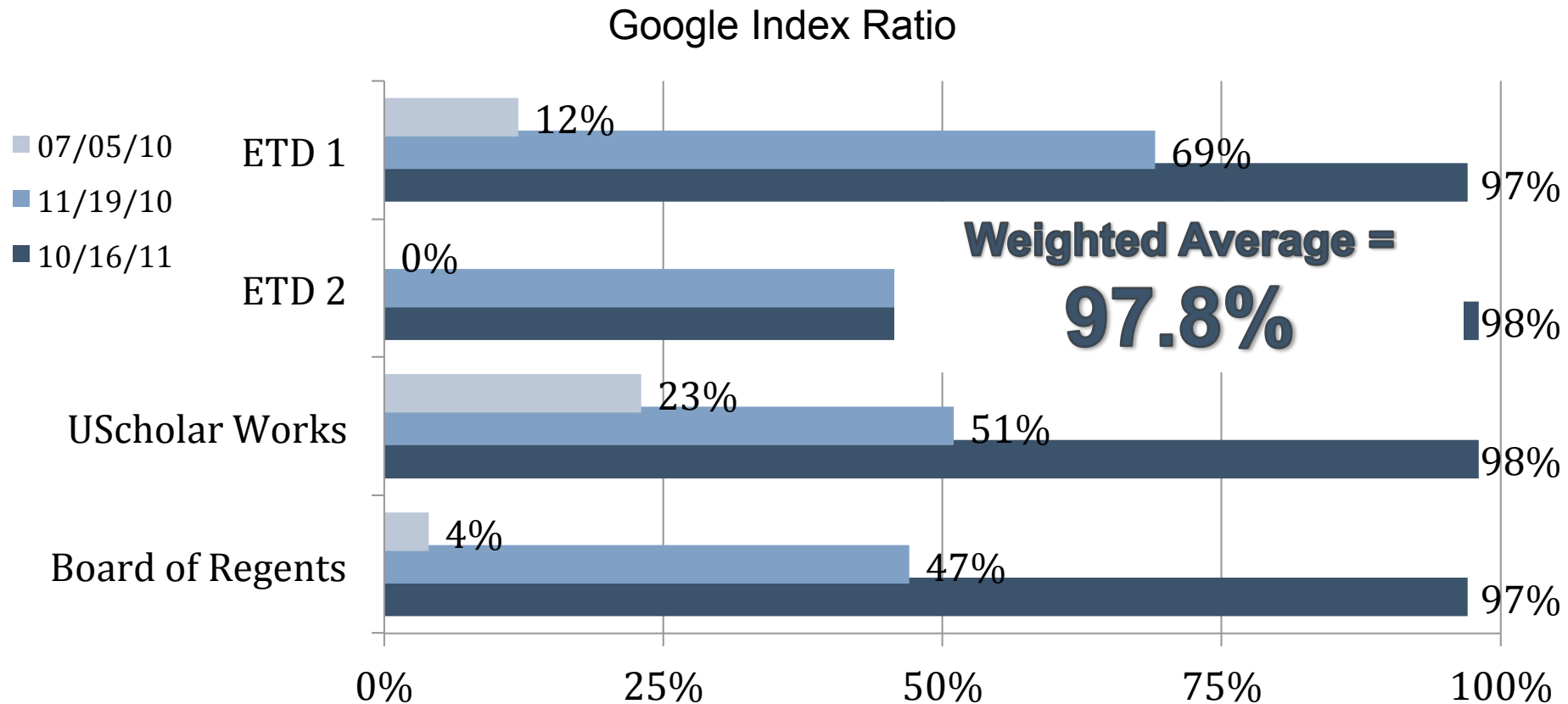
# First step was to begin aligning our Dublin Core fields with Highwire Press and ...

Highwire Press Tags	Dublin Core Tags
citation_author	DC.creator
citation_date	DC.issued
citation_title	DC.title
citation_publisher	DC.publisher
citation_journal_title	DC.relation.ispartof
citation_volume	DC.citation.volume
citation_issue	DC.citation.issue
citation_firstpage	DC.citation.spage
citation_lastpage	DC.citation.epage
citation_issn	n/a
citation_isbn	n/a
citation_keywords	DC.subject
citation_dissertation_institution	DC.publisher
citation_technical_report_institution	DC.publisher
citation_technical_report_number	n/a
citation_language	DC.Language
citation_conference_title	DC.publisher
citation_pdf_url	DC.identifier

# Google Scholar Pilot 1 tested importance of Metadata model

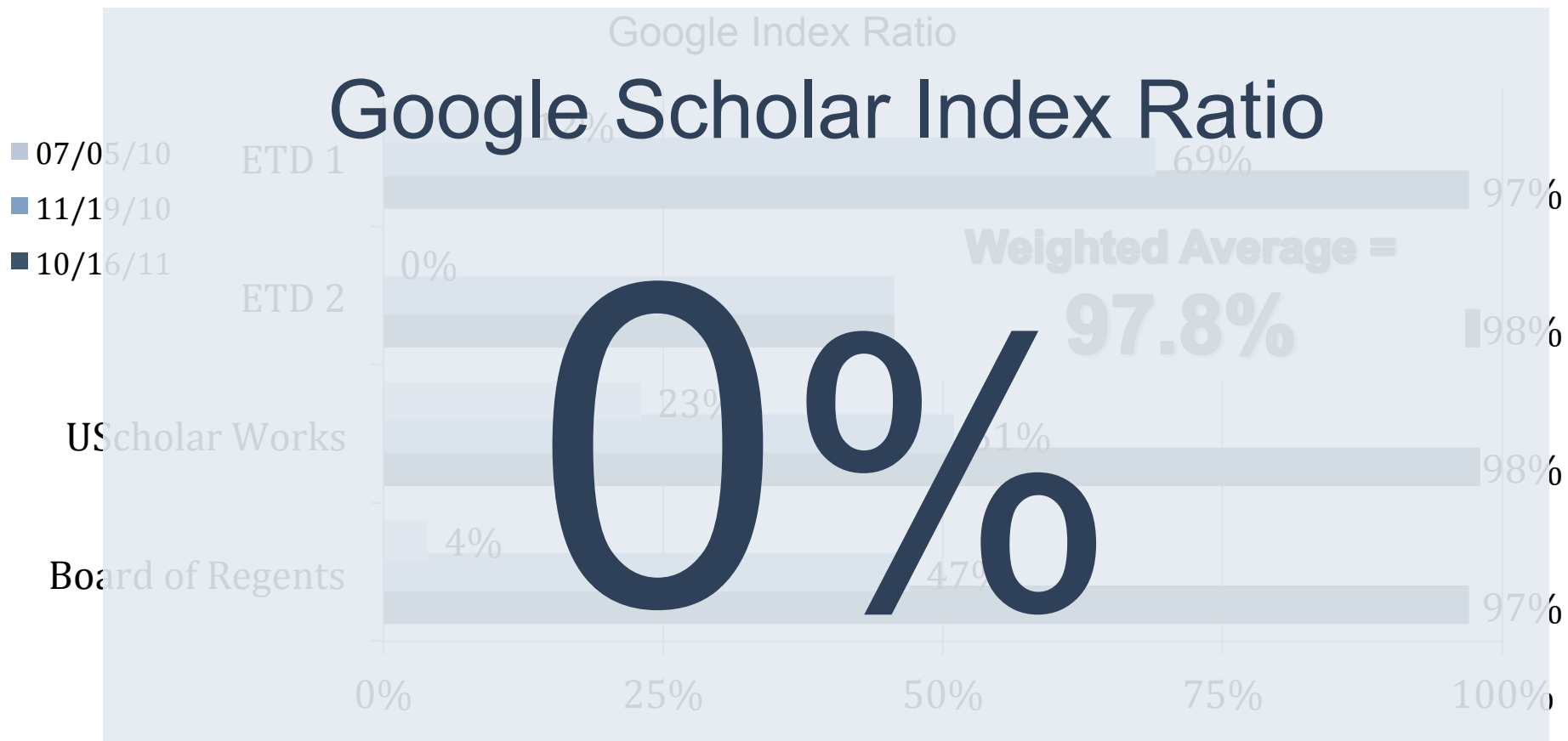
- ◆ 6,482 URLs in Sitemaps submitted via Google Webmaster Tools.
- ◆ Errors generated during Google crawls were analyzed and addressed.
- ◆ Updated & corrected metadata for 20 pilot articles
  - ❖ Ensured full-text PDF met GS inclusion guideline requirements.
  - ❖ Provided a “landing page” per GS inclusion guidelines, containing links to the 20 IR pilot papers that was within a few clicks of the home page.

# USpace IR Google Index Ratios increased



\*October 16, 2011 Weighted Average Google Index Ratio = 97.82% (10,306/10,536).

# USpace IR Google Index Ratios increased



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# GS Pilot 2 Utilized OCLC's relationship with Google Scholar

- ◆ 19 Papers in GS Pilot 2
  - ❖ 6 of 7 GS paper types represented
  - ❖ 19 Full Text PDFs
- ◆ Augmented CONTENTdm v.6
  - ❖ Highwire Press Meta tags
  - ❖ Browse By Year
  - ❖ Recently Added
  - ❖ College & Department

# GS Pilot 2 Utilized OCLC's relationship with Google Scholar

- ◆ 19 Papers in GS Pilot 2
    - 6 of 7 GS paper types represented
    - 19 Full Text PDFs
  - ◆ Augmented OCLC TEM v.6
    - Highwire Access Meta tags
    - Browse By Year
    - Recently Added
    - College & Department
- 62%**

# GS Pilot 3 Increased Sample Size to 56

- ◆ 56 Papers in GS Pilot 3
  - ❖ USpace IR items not in GS Index
  - ❖ 6 of 7 GS paper types represented
- ◆ 100% Server Up-time

# GS Pilot 3 Increased Sample Size to 56

- ◆ 56 Papers in GS Pilot 3
- ◆ USpace IR items not in GS Index
- ◆ Google Scholar Index Ratio

6 of 7 GS paper types represented

- ◆ 100% Serv. Optim.

90%

# A Pre-Print Author Manuscript is not the Journal Article.

Meta Tag	Pre-Print	Journal Article
1 - citation_author	Maloney, Krisellen; Antelman, Kristin; Arlitsch, Kenning; Butler, John	Maloney, Krisellen; Antelman, Kristin; Arlitsch, Kenning; Butler, John
2 - citation_date	2009	2010
3 - citation_title	Future leaders' views on organizational culture	Future leaders' views on organizational culture
4 - citation_publisher	N/A	Association of College & Research Libraries
5 - citation_journal_title	N/A	College and Research Libraries
6 - citation_volume		71
7 - citation_issue		4
8 - citation_firstpage	1	322
9 - citation_lastpage	56	347
10 - citation_doi		
11 - citation_issn		
12 - citation_isbn		
13 - citation_keywords	Organizational culture	Organizational culture
16 - citation_technical_report_institution	Uspace Institutional Repository, University of Utah	N/A
17 - citation_technical_report_number		N/A
18 - citation_language	en	en
21 - citation_pdf_url	<a href="http://cdm6gs.lib.utah.edu/utis/getfile/collection/uspace/id/10/filename/3.pdf">http://cdm6gs.lib.utah.edu/utis/getfile/collection/uspace/id/10/filename/3.pdf</a>	<a href="http://cdm6gs.lib.utah.edu/utis/getfile/collection/uspace/id/16/filename/17.pdf">http://cdm6gs.lib.utah.edu/utis/getfile/collection/uspace/id/16/filename/17.pdf</a>
22 - citation_abstract_html_url	<a href="http://cdm6gs.lib.utah.edu/cdm/singleitem/collection/uspace/id/10/rec/1">http://cdm6gs.lib.utah.edu/cdm/singleitem/collection/uspace/id/10/rec/1</a>	<a href="http://cdm6gs.lib.utah.edu/cdm/singleitem/collection/uspace/id/16/rec/2">http://cdm6gs.lib.utah.edu/cdm/singleitem/collection/uspace/id/16/rec/2</a>

## **Not Relevant**

- 14 - citation\_dissertation\_institution
- 15 - citation\_dissertation\_name
- 19 - citation\_conference\_title
- 20 - citation\_inbook\_title

# IMLS Grant Deliverables – October 2014

- ◆ Expand research
- ◆ Publish Toolkit
  - ❖ SEO recommendations
  - ❖ Metadata transformation mechanisms
  - ❖ Tools for monitoring and reporting
- ◆ Disseminate findings
  - ❖ Papers
  - ❖ Conference presentations
  - ❖ Webinar training sessions

# Summary – What You Can Do

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- ◆ Establish baseline data
  - ❖ Configure Google Analytics
  - ❖ Set up Webmaster Tools
- ◆ Submit sitemaps/configure robots.txt file
- ◆ Monitor/address errors
- ◆ Inform staff/assign ownership
  - ❖ Find out what your staff know
- ◆ Clean up metadata
- ◆ Upgrade repository software

## Questions?

Kenning Arlitsch  
Associate Dean for IT Services  
[kenning.arlitsch@utah.edu](mailto:kenning.arlitsch@utah.edu)

Patrick OBrien  
SEO Research Manager  
[Patrick.OBrien@utah.edu](mailto:Patrick.OBrien@utah.edu)