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Titolo	Improving the visibility and use of digital repositories through SEO [[electronic resource]] / Kenning Arlitsch and Patrick S. OBrien
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Collana	LITA guides Improving the visibility and use of digital repositories through SEO
Altri autori (Persone)	OBrienPatrick S. <1963->
Disciplina	025.0422
Soggetti	Library Web sites - Design
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	Electronic information resources - Management
	Digital libraries
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Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Recent OCLC surveys show that less than 2 percent of library users begin their search on a library website, which is why search engine optimization (SEO) is so crucial. And though a survey of faculty researchers at four major universities showed that most consider Google and Google Scholar amazingly effective for their research, low Google Scholar indexing ratios for library institutional repositories is widespread because it ignores common library metadata. Arlitsch and OBrien, who have presented and published widely on the topic, show how to ensure that high-value content is visible to resea