

1. Record Nr.	UNINA9911144907403321
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Titolo	Improving the visibility and use of digital repositories through SEO // Kenning Arlitsch and Patrick S. OBrien
Pubbl/distr/stampa	Chicago, Ill., : ALA TechSource, c2013
ISBN	1-55570-924-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (138 p.)
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 Library Web sites - Statistical methods Web search engines Electronic information resources - Management Digital libraries Institutional repositories Libraries and the Internet Webliometrics
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.
Nota di contenuto	What is SEO and why is it important to libraries? -- Improving your library's SEO efforts -- How Internet search engine indexing works -- Setting your SEO baselines -- What is your search engine-indexing ratio and how can you improve it? -- Targeting your audience -- Google scholar and institutional repositories -- Measuring success.
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

