The OpenSESMO Project: Making Non-Traditional Library Collections Discoverable in Search Engines with Social Media Metadata and Linked Data

DLF Forum 2016

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"The library is not the starting point."
"The campus is not the work location."
"The proxy server is not the answer."

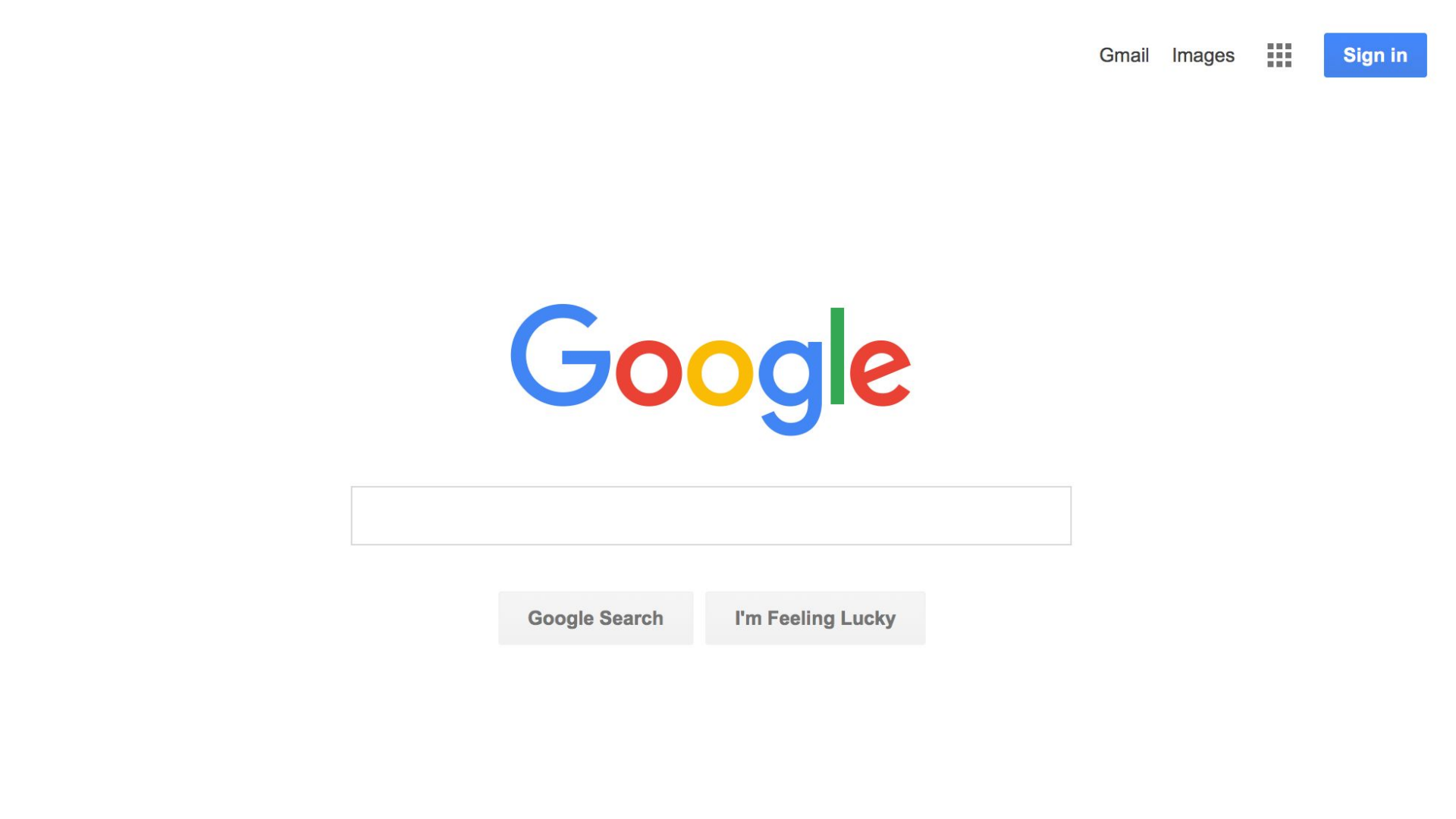
Meeting Researchers Where They Start: Streamlining Access to Scholarly Resources. Ithaka S+R and Roger C. Schoenfeld, 2015.

http://www.sr.ithaka.org/publications/meeting-researchers-where-they-start-streamlining-access-to-scholarly-resources/

Meeting Users in the Search with ALL library information resources

The Open SESMO Project (Search Engine & Social Media Optimization)

- Search Engine Optimization
- Social Media Optimization
- Linked Data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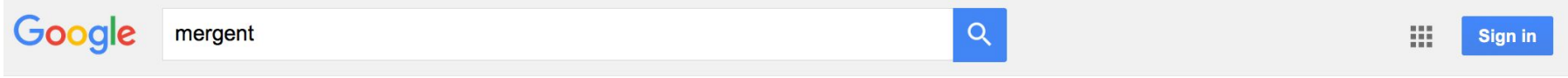

About 283,000 results (0.20 seconds)

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Mergent Online : Montana State University (MSU) Library
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Mergent Online

What is it? Mergent Online provides access to company profiles and financial information with full text business profiles, quarterly and annual financials, EDGAR filings, and recent press releases and news wire reports. Updated daily.

Liaison(s):

Greg Notess

Linked Data Topics:

Accounting
Business

Related Databases:

Vault Career Library
Business Source Complete
EconLit
IBISWorld Industry Research Reports
LexisNexis Academic

Total interactions: 12330

Rank: 18 out of 248 (based on 12330 out of 1323353 total interactions with all of our databases)

The Experiment

- Same collection
- Apply optimizations in stages
- Compare analytics over time
- Goal: increased traffic and more nuanced, semantic understanding of content by search engines

www.lib.montana.edu/resources

Results

Initial snapshot

August 16, 2015 to September 12, 2015
versus
September 13, 2015 to October 10, 2015

13,881 total impressions to 54,172 total impressions

“Clickthrough Rates” and “Search Position” show growth

User Growth

August 22, 2014 to November 4, 2016

Total users (audience - overview)

2014 - 11,833
2015 - 13,128
2016 - 24,657

Organic Search Growth

August 22, 2014 to November 4, 2016

Search/Referrals for item pages (acquisition - source/medium)

2014 - 94
2015 - 3,659
2016 - 3,580

Item Pages - Pageviews

August 22, 2014 to November 4, 2016

2014 - 2,924
2015 - 7,807
2016 - 13,191

Item Pages - Exit Rates

August 22, 2014 to November 4, 2016

Pages per/session decrease
and
45% to 50% exit rate

Wait, what… how?

A Revised Website Architecture

- Collection Page [home page]
  - www.lib.montana.edu/resources/
- About Pages [about page, topics page]
  - www.lib.montana.edu/resources/about.php
  - www.lib.montana.edu/resources/topics.php
- Item Pages [individual record page]
  - www.lib.montana.edu/resources/about/31
- Sitemap and rel=canonical work
  - www.lib.montana.edu/resources/sitemap.xml

Structured Data + Linked Data

- Schema.org Types
  - CollectionPage, AboutPage, ItemPage, Product
- OpenGraph and Twitter Cards
- Linked Data Vocabulary
  - DBpedia and External Enumerations markup

Articles & Research Databases

About

By Subject

Browse databases & guides by subject

By Format

Browse databases by format

Sitemap

View database title list

Browse by title

A • B • C • D • E • F • G • H • I • J • K • L • M • N • O • P • Q • R • S • T • U • V • W • X • Y • Z

Suggested Popular Recently Added

Good Starting Points

- Academic Search Complete ...
- CatSearch ...
- Google Scholar ...
- InfoTrac PowerSearch ...
- Web of Science ...

Search for databases

By Topic: Articles & Research Databases

Available Topics

Abstract (summary) (7)
Academic journal (4)
Accounting (4)
Agriculture (14)
Anthropology (5)
Architecture (6)
Art (7)
Article (publishing) (41)
Bibliographic database (9)
Biography (6)
Biology (14)
Book review (8)
Building code (3)
Business (15)
Chemical structure (4)
Chemistry (6)
Citation index (2)
Civil Engineering (1)
Composition studies (1)
Computer science (5)
Criminal justice (2)
Data set (10)
Database (133)
Dictionary (1)
Digital audio (7)
E-book (6)
Economics (9)
Education (15)
Electrical engineering (3)
Employment (2)
Encyclopedia (6)
Engineering (18)
English (14)
Environmental science (10)
Film (4)
Full text database (26)
Gender Studies (3)
Genealogy (5)
Geography (5)
Geology (3)
Handbook (2)
Health (20)
History (49)
Human Development (humanity) (2)
Image (1)
Images (2)
Interdisciplinarity (12)
Interdisciplinary (36)
Law (4)
Literature (4)
Map (2)
Math (1)
Mathematics (3)
Medicine (4)
Modern Languages (3)
Music (10)
News (15)
Open access journal (2)
Paleontology (1)
Philosophy (1)
Photography (4)
Physics (5)
Political science (18)
Primary source (16)
Psychology (12)
Reference work (23)
Religious studies (3)
Sheet music (3)
Sociology (2)
Statistics (4)
Thesis (3)
Video (16)
Writing (2)

About: Library Articles and Research Databases Collection

The Montana State University (MSU) Library Articles and Research Database collection contains over 240 databases which include over 100,000 magazines, periodicals, serials and journals and more than 250,000 e-books. Additional materials include peer-reviewed articles, sound recordings, film and video recordings, newspapers, business and industry information, maps, data, tutorials, and book reviews. These resources cover subjects such as agriculture, architecture, art, biography, genealogy, biology, books, reading, business, chemical engineering, biological engineering, chemistry, biochemistry, children's literature, civil engineering, computer science, earth sciences, ecology, English, environmental science, film, photography, government information, health, human development, history, and law. Other topics found include math, statistics, mechanical engineering, industrial engineering, modern languages, music, Native American studies, nursing, medicine, philosophy, physics, political science, psychology, religious studies, sociology, criminal justice, women's studies, gender studies, sexuality studies, writing, composition, reference, and multidisciplinary areas.

These resources are made available to the faculty, staff, graduate students, and undergraduate students of Montana State University and Gallatin College. Additionally, individuals from the Bozeman area community may walk-in to the Renne Library to use these resources inside the library building.

MSU Library provides access to these resources in support of the teaching and research of its Gallatin County community. These items are made accessible on campus and anywhere with an Internet connection, whether from a dorm room, a coffee shop, a cell phone, or a wireless connection. These resource subscriptions are funded by Montana State University Library in support of the University's mission.

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Social Media Optimization

Before….

MSU Library
@msulibrary

Looking for high-quality art images? ArtStor includes architecture, painting, sculpture, photography, design, & more
lib.montana.edu/resources/abou…

After...

MSU Library
@msulibrary

Looking for high-quality art images? ArtStor includes architecture, painting, sculpture, photography, design, & more

ARTstor - Montana State University (MSU) Library
ARTstor is a database of of art images. Its primary purpose is the creation and provision of digital images and related materials for scholarly and educational use...
lib.montana.edu

RETWEETS 3 LIKE 1

2:20 PM - 15 Oct 2015

Twitter Analytics

MSU Library
@msulibrary

Looking for high-quality art images? ArtStor includes architecture, painting, sculpture, photography, design, & more

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lib.montana.edu

RETWEETS 3 LIKE 1

2:20 PM - 15 Oct 2015

3 1

Impressions	1,715
Total engagements	11
Link clicks	4
Retweets	3
Detail expands	2
Likes	1
Profile clicks	1

New opportunity to connect with community - in the search

Thanks!

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