



Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides)

Kenning Arlitsch, Patrick OBrien

Download now

[Click here](#) if your download doesn't start automatically

Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides)

Kenning Arlitsch, Patrick OBrien

Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides)

Kenning Arlitsch, Patrick OBrien

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. A strong SEO strategy can dramatically increase visitation and maximize the digital library investment. But since library and archive SEO efforts are often an afterthought, they can be unproductive. SEO managed by a few technically knowledgeable people deep in the organization are usually ineffective and difficult to sustain, precisely because they are not driven by a strategic plan. Arlitsch and OBrien advocate that SEO only works when approached holistically and driven strategically. Drawing on their expertise in digital libraries and corporate marketing, they show how to mount a successful SEO strategy, including

- Recommended dashboards for increasing participation by sharing data
- Avoiding the four most common crawler errors that lead to low rankings
- How to effectively utilize the Google Keyword Tool
- The use of domain settings to generate unit-specific reports for special collections, institutional repositories and university presses

Arlitsch and OBrien go beyond an explanation of the technical aspects of SEO to provide a unique top-level perspective which emphasizes cross-organizational functions and communication for sustained success.

 [Download Improving the Visibility and Use of Digital Reposi ...pdf](#)

 [Read Online Improving the Visibility and Use of Digital Repo ...pdf](#)

Download and Read Free Online Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) Kenning Arlitsch, Patrick OBrien

From reader reviews:

Irving Gaston:

Have you spare time to get a day? What do you do when you have far more or little spare time? That's why, you can choose the suitable activity with regard to spend your time. Any person spent their particular spare time to take a walk, shopping, or went to the actual Mall. How about open or read a book allowed Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides)? Maybe it is being best activity for you. You understand beside you can spend your time using your favorite's book, you can more intelligent than before. Do you agree with their opinion or you have different opinion?

George Lehman:

Nowadays reading books become more than want or need but also turn into a life style. This reading habit give you lot of advantages. The benefits you got of course the knowledge even the information inside the book which improve your knowledge and information. The info you get based on what kind of publication you read, if you want attract knowledge just go with training books but if you want really feel happy read one having theme for entertaining like comic or novel. Typically the Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) is kind of guide which is giving the reader capricious experience.

Alma Hillyer:

Reading a publication tends to be new life style on this era globalization. With reading through you can get a lot of information that could give you benefit in your life. With book everyone in this world may share their idea. Ebooks can also inspire a lot of people. Many author can inspire their own reader with their story or their experience. Not only the storyplot that share in the books. But also they write about the information about something that you need example of this. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors in this world always try to improve their skill in writing, they also doing some analysis before they write for their book. One of them is this Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides).

Candace Mathieu:

Can you one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Attempt to pick one book that you never know the inside because don't evaluate book by its include may doesn't work here is difficult job because you are scared that the inside maybe not while fantastic as in the outside seem likes. Maybe you answer could be Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) why because the wonderful cover that make you consider regarding the content will not disappoint a person. The inside or content is actually fantastic as the outside or perhaps cover. Your reading 6th sense will directly make suggestions to pick up this book.

**Download and Read Online Improving the Visibility and Use of
Digital Repositories through SEO: A LITA Guide (Lita Guides)
Kenning Arlitsch, Patrick OBrien #YSXZPFVOHT3**

Read Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) by Kenning Arlitsch, Patrick OBrien for online ebook

Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) by Kenning Arlitsch, Patrick OBrien Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) by Kenning Arlitsch, Patrick OBrien books to read online.

Online Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) by Kenning Arlitsch, Patrick OBrien ebook PDF download

Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) by Kenning Arlitsch, Patrick OBrien Doc

Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) by Kenning Arlitsch, Patrick OBrien Mobipocket

Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide (Lita Guides) by Kenning Arlitsch, Patrick OBrien EPub