What to do
When Google ignores your Fedora objects

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Open Repositories 2013
Charlottetown, Prince Edward Island, Canada
Fedora Users Group – Thursday July 11, 5:30 PM
Alliance Digital Repository

Fedora 3.4.2

Islandora 11.3
+ Drupal 6
+ Core Islandora Modules
+ Custom Modules/Viewer

http://adr.coalliance.org
Improving repository search results in Google

1. Create RSS sitemaps of Fedora objects for search engines

2. Improve search results snippets by re-using MODS metadata in HTML <meta> tags

3. Add meaning for search engines “behind the scenes” with RDFa
Without Sitemaps (Bing)

No results found for richard truly 1990 recap site:rudr.coalliance.org.

With Sitemaps (Google)

4 results (0.28 seconds)

1990 Recap | Regis University Digital Repository
rudr.coalliance.org/fedora/repository/codr:2098
1990 Recap. Title Information:Alternative. Name:Personal Role :Text(marcrelator)
creator. Truly, Richard H. Name:Personal Role :Text(marcrelator) contributor...
How did we make RSS sitemaps in Islandora?

1. Index all Fedora objects in Solr
2. Add public objects in Solr to an RSS feed using Islandora
3. Submit the RSS feed as a sitemap in Google Webmaster Tools
# Sitemap Details from Google Webmaster Tools

## Sitemaps

<table>
<thead>
<tr>
<th>By me (1)</th>
<th>All (1)</th>
</tr>
</thead>
</table>

## Sitemaps content

<table>
<thead>
<tr>
<th>All content types</th>
<th>Web pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submitted</td>
<td><strong>28,944</strong> Submitted</td>
</tr>
<tr>
<td>Indexed</td>
<td><strong>27,282</strong> Indexed</td>
</tr>
</tbody>
</table>

![Bar chart showing Web pages](chart.png)

## Sitemaps (All content types)

<table>
<thead>
<tr>
<th>Sitemap</th>
<th>Type</th>
<th>Processed</th>
</tr>
</thead>
<tbody>
<tr>
<td>/islandora/solr/search?solr_profile=rss&amp;limit=-1</td>
<td>RSS</td>
<td>Jul 10, 2013</td>
</tr>
</tbody>
</table>
Trend in Pages Crawled and Pages Indexed

- RSS sitemap submitted October 23, 2012
- Page error fixed in Islandora
- Page error fixed for ETDs
- Pages indexed starts to decrease (?)
What about Google Scholar?

1. Google scholar is trickier. Uses a different web crawler than normal Google.

2. Doesn’t accept RSS sitemaps.

3. In a large repository, indexer tends to request a lot of documents very quickly.
1. Create simple HTML pages.

2. Create a list of recently added papers.

3. Ensure that Google can quickly crawl your pages.
Re-use descriptive metadata in HTML <meta> description

Islandora Solr Results

Herbert A. Howe 1904 Diary

Professor Howe's diary for 1904 recounts his brief weather and astronomical observations, administrative and teaching activities at the University of Denver, entertainment of visitors to the Chamberlin Observatory, participation in events in University Park and elsewhere in Denver, as well as his family and religious life. Special note is made of: electrical service in the University Park neighborhood being raised to 108 volts; and in September, Julian and Hubert Howe left to attend the Culver Military Academy in Indiana.

Created by: Howe, Herbert A.—(Herbert Alonzo),--1858-1926;
Date Created: 1904

Google Search Results

Herbert A. Howe 1904 Diary | Digital DU
digitaldu.coalliance.org/fedora/repository/codu%3A64948

Professor Howe's diary for 1904 recounts his brief weather and astronomical observations, administrative and teaching activities at the University of Denver,...
Google Scholar Meta Tags

1. Scholar expects meta tags in its own format.

2. Google Scholar supports
   - Highwire Press tags
   - Eprints tags
   - PRISM tags.

3. Limited support for Dublin Core tags.
Google Scholar <meta> Tag Examples

<meta name="citation_title" content="12-Acetoxypseudopterolide" />
<meta name="citation_author" content="Ata, A." />
<meta name="citation_author" content="Kerr, R. G." />
<meta name="citation_author" content=".

<meta name="citation_publication_date" content="2000" />
<meta name="citation_journal_title" content=""

<meta name="citation_volume" content="53" />
<meta name="citation_issue" content="3" />
<meta name="citation_firstpage" content="717" />
Rich results with schema.org microdata

Lobster Rolls Recipe - Allrecipes.com
allrecipes.com/recipe/lobster-rolls/
★★★★★ Rating: 4.6 - 62 reviews - 15 mins - 369 cal
I grew up in Nova Scotia where seafood was cheap. My Mom and
grandmothers had some pretty inventive ways of making lobster
‘not-boring!’ Now, lobster is a ...
Lobster Rolls Recipe Photos - Recipes Like - Reviewer

Lobster Roll Recipe : Ellie Krieger : Recipes : Food Network
www.foodnetwork.com › Recipes › Seafood 
★★★★★ Rating: 5 - 24 reviews - 33 mins
Get this all-star, easy-to-follow Food Network Lobster Roll recipe from Ellie
Krieger.

The Lobster Roll
www.lobsterroll.com/ 
northside.

Island Favorites "PEI's BEST Lobster Roll" - TripAdvisor
www.tripadvisor.ca › ... › Island Favorites "PEI's BEST Lobster Roll" 
★★★★★ Rating: 4.5 - 38 reviews
Island Favorites "PEI's BEST Lobster Roll": Great tasting Lobster Rolls on PEI - See 38
traveler reviews, 12 candid photos, and great deals for Cavendish, ...
Before RDFa

Beauty and elegance in the world around us: | Regis University ...
rudr.coalliance.org/fedora/repository/codr:2652 - United States
Title, Beauty and elegance in the world around us: title-info: : Alternative. Title. Title,
Elucidating the higher order structure of the B12 Riboswitch in Thermatoga ...

After RDFa

Beauty and elegance in the world around us: | Regis University ...
rudr.coalliance.org/fedora/repository/codr:2652 ▼
Beauty and elegance in the world around us: Title Information:Alternative Elucidating the higher order structure of the B12 Riboswitch in Thermatoga maratima ...

Regis College Honors Theses | Regis University Digital Repository
rudr.coalliance.org/fedora/repository/codr:32 ▼
Beauty and elegance in the world around us: Over the years, science has shattered and reshaped our understanding of the universe, revealing and illuminating ...
RDFa fixes and improvements

Use an object type that exists in an ontology we can link to

Try the MODS RDF elements instead of our homegrown MODS crosswalk

Empty elements should not be marked up with RDFa
Next Steps for Google Scholar Indexing

- Improve crawling
- Look to others in the community for advice
- Create caches that Google Scholar can crawl faster
Questions and Discussion

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