What to do

When Google ignores your Fedora objects

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Alliance Digital Repository

Fedora 3.4.2

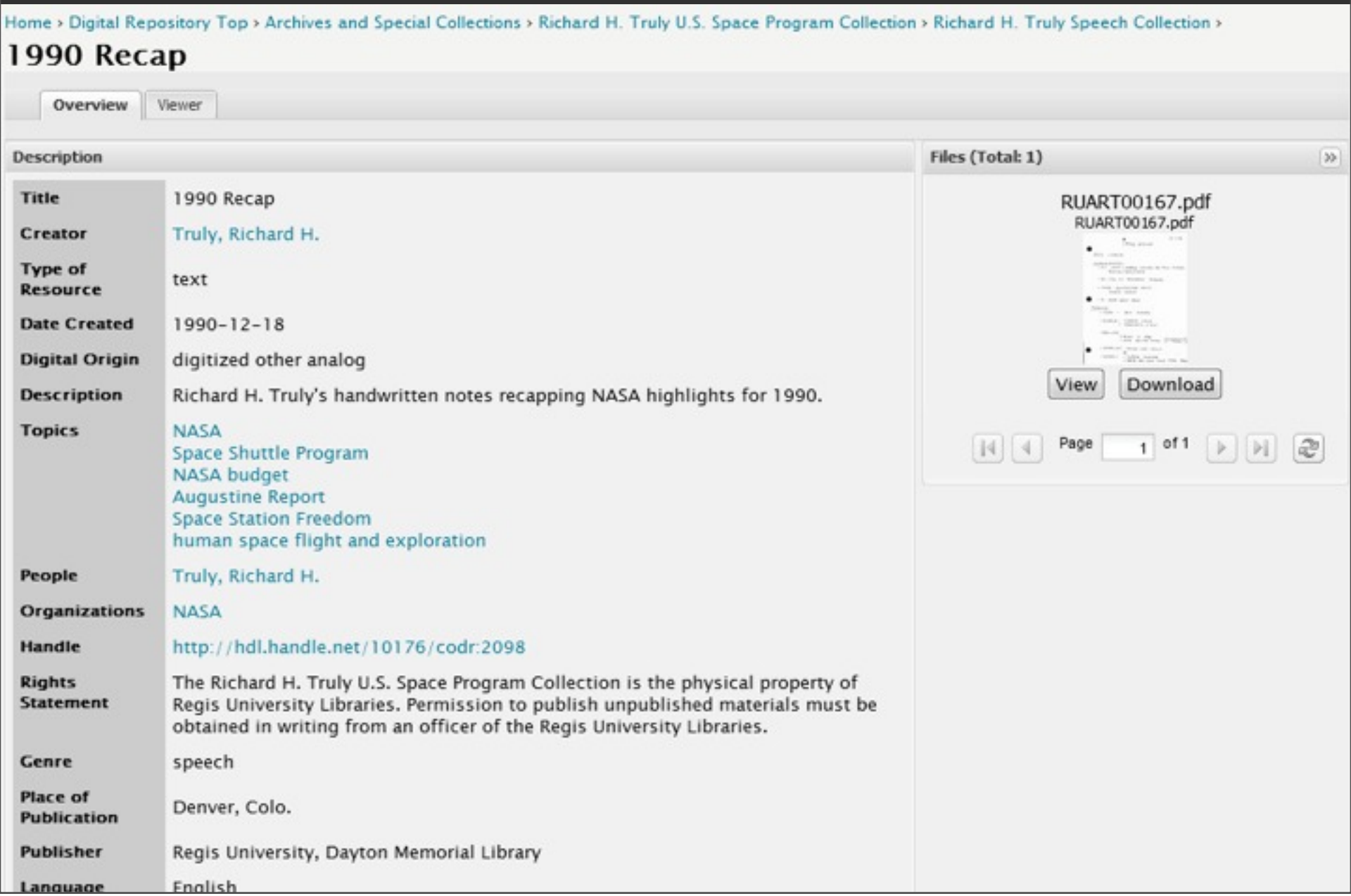
Islandora 11.3

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

http://adr.coalliance.org

COLORADO ALLIANCE OF RESEARCH LIBRARIES

Custom Compound Object Viewer in Islandora 6



Improving repository search results in Google

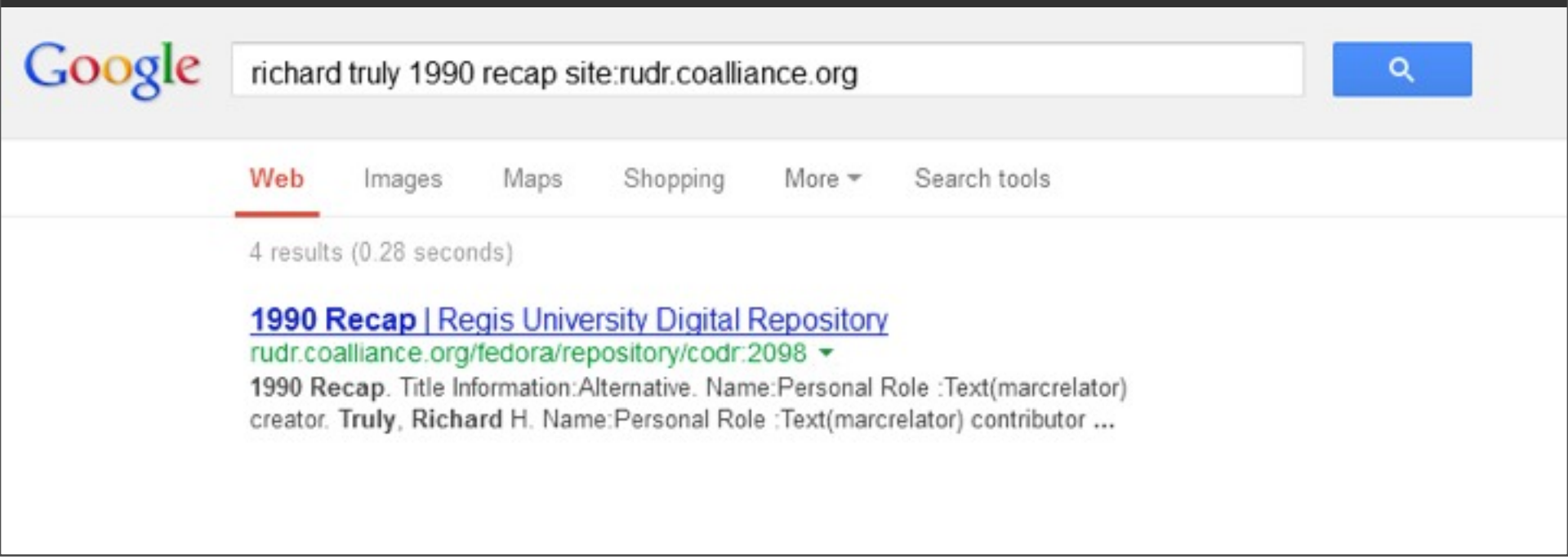
1. Create RSS sitemaps of Fedora objects for search engines

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)

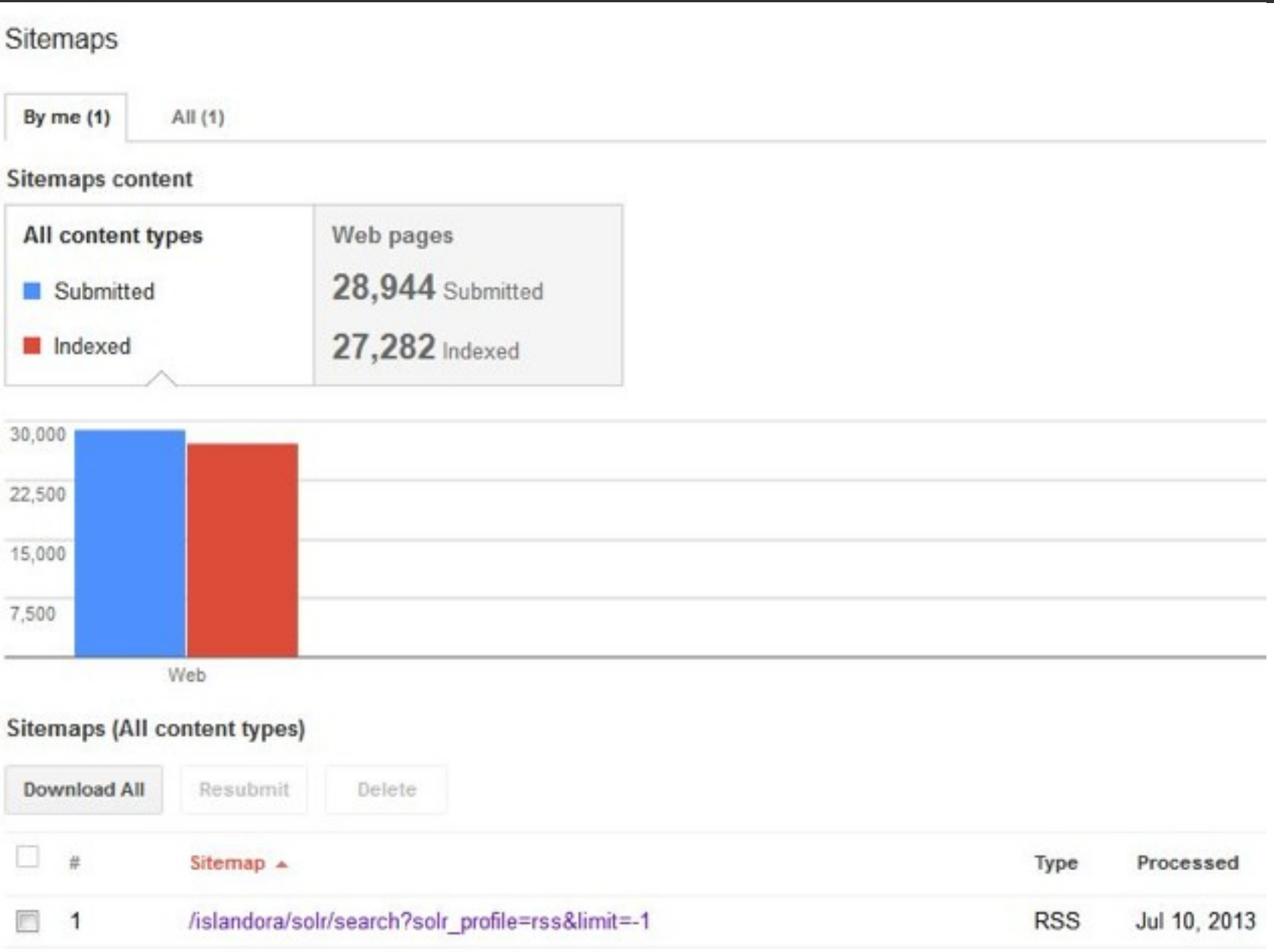
With Sitemaps (Google)



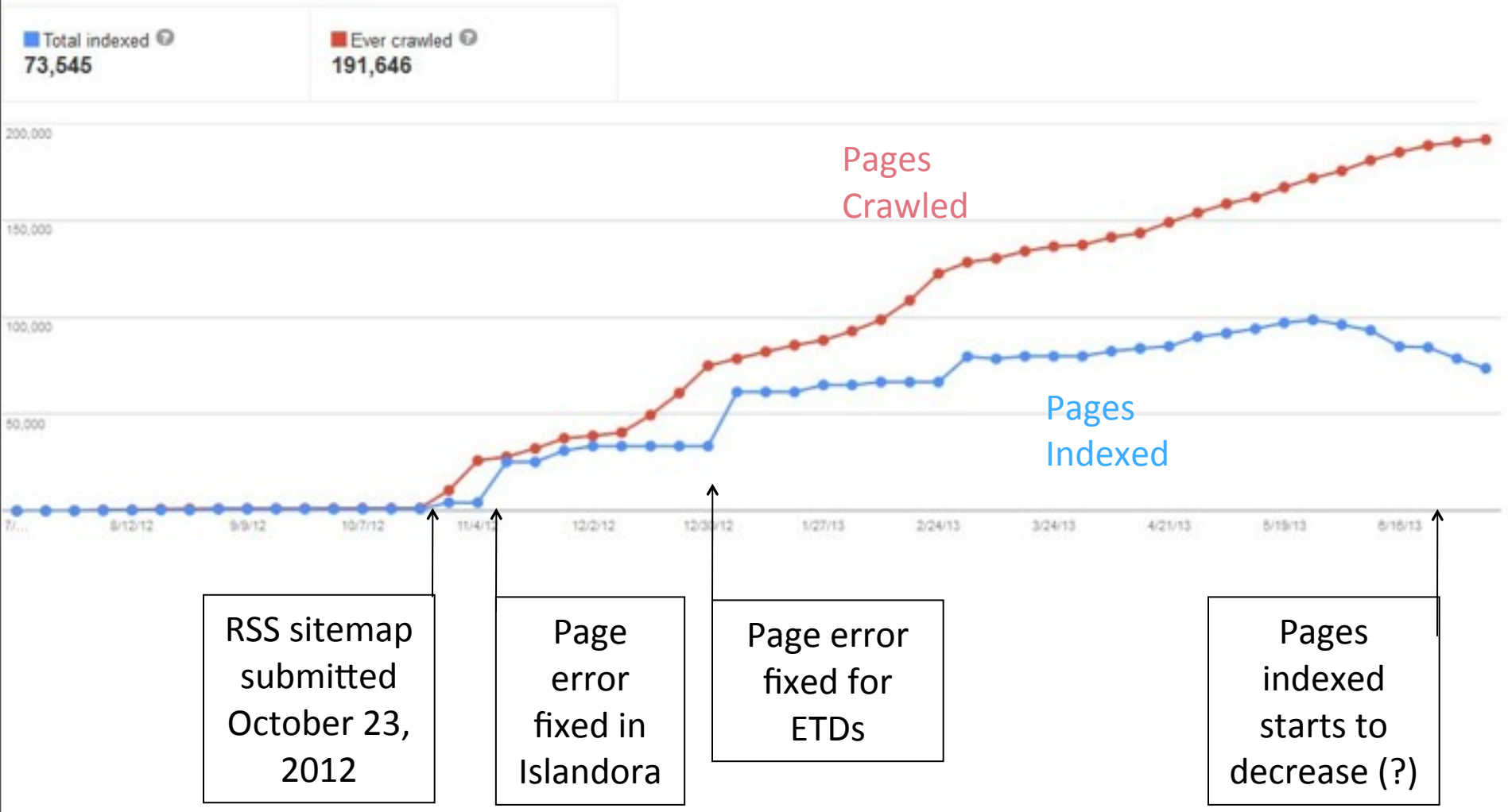
How did we make RSS sitemaps in Islandora?

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



Trend in Pages Crawled and Pages Indexed



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.

Google Scholar Sitemaps

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**/

★★★★½ 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"

★★★★½ 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, ...

http://schema.org/Recipe

http://schema.org/Review

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: titleInfo: : 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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