**Promote UF research, collections, & online materials with SEO and Wikipedia writing/editing**

**Presenters/Trainers:** Dan Reboussin and Laurie Taylor   
**Date/Time:** February 2, 2012, 1-3pm

**Overview**

This training will provide an overview of an integrated set of techniques to promote and improve the discoverability of UF research, collections, and online materials through search engine optimization (SEO) and Wikipedia writing/editing. The training will include a 50 minute presentation on SEO concepts, Wikipedia (history, norms, standards, impact for SEO), UF web rankings, and a case study from the African Studies Digital Collections. The training includes a short break (20 minutes) followed by a hands-on session for 50 minutes that will include creating an account on Wikipedia and editing/creating new Wikipedia entries. Attendees should bring content to add to an existing Wikipedia entry or content to use in creating a new entry on Wikipedia (content should be about UF Research, Collections, and Collection Materials).

**Learning Objectives**

After this course, attendees will be able to:

* Identify reasons to use SEO and Wikipedia writing/editing to support UF research, collections, & online materials
* Locate and use guides to Wikipedia writing standards and rules
* Create a Wikipedia account, login, read user messages, and use the User Talk Page
* Edit an existing Wikipedia page
* Optional: Write a new Wikipedia page

**Additional Resources**

* History Syllabus with Wikipedia assignment: <http://ufdc.ufl.edu/AA00001452>
* Wikipedia assignment, for use in a course: <http://ufdc.ufl.edu/AA00001431>

**Training/Lecture Notes**

**Pre-activity**

* Attendees should bring content (about UF research, collections, & online collection materials) to add to an existing Wikipedia entry and/or content to use in creating a new entry.

**First Section (50 minutes)**

* Introduction to the presenters/trainers
* Purpose of the training:
  + Learn how to promote UF Research, Collections, and Collection Materials through Search Engine Optimization (SEO) and Wikipedia writing/editing
* How web search engines work
  + Dynamic updating, algorithms, and factors for rankings
  + Domains: .edu and .org
  + Links: sites linking to a specific site and a specific page
  + Content: HTML and CSS compliance for crawler comprehension; rich, textual content
* UF site
  + Highly ranked: <http://www.alexa.com/search?q=ufl.edu&r=site_siteinfo&p=bigtop>
* UFDC
  + Optimized for search engines at the system level (compliant code, RSS, Wikipedia entries, blog stories, etc.)
* Wikipedia
  + Impact for search engines (.org, rich and structured content, edited)
  + History, development from earlier encyclopedias
  + Standards and norms – NPOV, links, categories, no-conflict
* Case study: African Studies Digital Collections (employing traditional & new tools for access)
  + Manuscripts collection description is ‘traditionally’ at collection level
    - Provided per best practice via detailed catalog record, finding aid
    - Open access digital collections require dense item level metadata for ‘discoverability’ online (donor & curator provided, interpreted)
    - Access improves with additional research context linked to related resources (UFDC landing page links to IR, web resources, related manuscripts finding aids, bibliographies, biographical sources, etc.)
  + Researcher behavior & SEO impact: External resources can be situated in context with collection, improving collection placement in search results
    - Google rankings
    - Wikipedia
    - Blogs

**Break – 20 min**

**Second Section (50 minutes)**

* Hands-on
  + Wikipedia Accounts
    - Creating an account on Wikipedia
    - User Talk page and messages
    - Preferences
  + Editing an existing Wikipedia entry
  + Creating a new Wikipedia entry