Recent investigations into the conduct of scholarly library research indicate that much such work begins with (and may consist entirely of) isolated, unmediated, unauthenticated, uncritical, general online searching (Duke and Asher 2012; Fister 2002; Foster and Gibbons 2007; Hargittai et al. 2010; Miller and Murillo 2011; Tenopir 2002; Vondracek 2007; see Reboussin 2011a). Proven, best practices to improve the quality of library research include offering formal and informal Information Literacy training (Daugherty and Russo 2011; see also Maughan 2001) and employing good metadata, accessible to a range of library discovery tools (Antelman et al. 2006). While effective, these approaches have limits in scope, depth and acceptance (Fast and Campbell 2004).

Simple Search Engine Optimization (SEO) strategies, such as creating or editing Wikipedia pages related to one’s collection contents can complement traditional methods (Beel, Gipp and Wilde 2010; Rushton et al. 2008) and may have an immediate and noticeable impact on online results pages (Cahill and Chalut 2009). The presentation focuses on the award-winning strategy that the author employed to promote the Derscheid Collection in the University of Florida Digital Collection (Center for Research Libraries 2012; Reboussin 2011b). These techniques are effective whether or not online researchers read related SEO contributions or are aware prior to searching that the collections are relevant to their research (Carroll 2011).

References


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