

"If it's not online, it doesn't exist." Even if it is, can it be discovered by the scholars who need it? In 2011 the University of Florida George A. Smathers Libraries digitized J.M. Derscheid's Rwandan history collection. The over 800 items on 2,021 microfilm frames were primary sources for the research of René Lemarchand, Alison Des Forges, and Catharine Newbury, among others. It was the definition of arcane: obscure and esoteric. Most of the contents were in French, copies were scarce, and items had to be identified from carbon copies of a typescript inventory passed from hand to hand, compiled by Des Forges in 1967 as a graduate student.

Simply uploading scholarly works, research materials, or data to a Web site doesn't assure they can be retrieved by Google if an information seeker is unaware of the resource, or doesn't know the title or other descriptive information. Search engines use crawling and indexing to gather metadata (much like the information in catalog records and scholarly citations) and to decide what a Web page is about. The Web site itself influences how Google determines value and ranks results: technical features are important, including compliant code, but .edu and .org domains are also factors supporting legitimacy, value, and relevance (Wikipedia.org is an excellent example, as it is also among the most visited Web sites). Rich content, dense contextual information within a site, and links to the material from other highly ranked sites are key factors in how a site will appear in search results. Library best practices include providing public metadata for curated materials and, for manuscripts and archives, collection context (finding aids convey a collector's background, describe the scope, physical extent, contents, arrangement and also point to related works). Can these practices be adapted to ensure that the *Derscheid Collection* is discoverable online by the researchers who will benefit most from using it?

Laurie N. Taylor, Digital Humanities Librarian, and I combined our technical and curatorial efforts in 2011-2012 to collaborate on an award winning project (CRL Primary Source Award for Access, see: <http://www.crl.edu/focus/article/8132>) to enhance access to the *Derscheid Collection* using Search Engine Optimization (SEO) techniques. When employed as a public service, SEO promotes the discoverability of resources so that the researchers who need them can find them online, displayed prominently within search results. Library and archival curatorial practices serve as the foundation for applying SEO, helping researchers to find the materials they need online. Briefly, our activities included providing an item by item index online, uploading a translated biography of the collector, writing an extended *Wikipedia* biography on Derscheid, and securing permission to digitize Lemarchand's 1970 *Rwanda and Burundi* to include on the *Derscheid Collection* landing page (<http://ufdc.ufl.edu/derscheid>).

Together, the information in these sources provides an exceptionally rich scholarly context to orient readers and excellent data for search engines to crawl. We promoted the new online availability through social media, blogs, and a brief announcement at the ASA roundtable on the 2011 David Newbury edition of Des Forges' dissertation. We also promoted our work through local workshops, a conference presentation on the theme "Dis/connects: African Studies in the Digital Age" at Oxford (<http://ufdc.ufl.edu/AA00011385>), and a forthcoming chapter to be published by its organizers, the Standing Conference on Library Materials on Africa (<http://scolma.org/>). I'm available for consultations regarding the UF Institutional Repository, employing SEO methods for public research, and library related matters.

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