How to improve collection access using simple SEO strategies

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“Search engine optimization (SEO) is the craft of elevating web sites or individual web site pages to higher rankings on search engines through programming, marketing, or content acumen.”

Learning objectives:

• Define *Search Engine Optimization* (SEO);

• Identify one or more actions to increase collection visibility in search engine results.
Why improve access to general searches?
But Millennial students are experts, right?
What can we do?

1. Train library users
2. Improve library tools
3. Use SEO strategies
1. Train library users
• Library instruction sessions
• Courses for credit
• Creative engagement techniques
2. Improve library tools
Standard practices

- Catalog records
- Finding aids
- Item level metadata
3. Search Engine Optimization
Ensure code compliance (HTML/CSS)
Allow efficient crawling with Sobek/CM software
Provide rich textual content
Link to specific web pages
Create landing pages
Contribute to Wikipedia
Contribute to blogs, newsletters, etc.
The **J. M. Derscheid Collection** is a rich set of primarily French language manuscripts relating to pre-colonial and colonial era Burundi, Eastern Congo and Rwanda. These unique and rare materials document the culture and history of the region. They were created and collected by Jean-Marie Derscheid, a zoologist and wildlife conservationist who undertook historical research on Rwanda and the Eastern Congo from 1924-1939. Among other things, he is notable for having criticized Belgian colonial agricultural policies that promoted cultivation in the sensitive environments of the Virunga Mountains, which he recognized for their importance of their conservation as supporting one of only two limited habitats of endangered Mountain Gorillas. A single day's journal entry from his experience on Carl Akley's final expedition to Mt. Mikeno is included from February 28, 1927 (apparently in error, as nothing from the rest of his journal was included).

Derscheid’s scholar-curated collection of research materials is an important resource for interdisciplinary research in the area as noted by René Lemarchand, professor emeritus of political science (see Rwanda and Burundi, 1970:x). The collection includes approximately 2,590 manuscript pages, illustrations and maps relating to Rwanda and Burundi (former Ruanda-Urundi), with some materials on the Kivu and Oriental provinces of the former Belgian Congo (Democratic Republic of Congo). These include administrative reports of District Commissioners and Governors, official histories and genealogies of clan chiefs from ca. 1859-1940, the collector's research notes and correspondence with colonial administrators and missionaries (members of the Roman Catholic missionary society known as the White Fathers or Pères Blancs in French).

Derscheid published on African history and culture, the creation of the Parc National Albert in Congo (including his work on the Mountain Gorillas with Carl Akley’s expedition), many biological science articles, a book on European bird conservation and a number of practical articles on the captive breeding of wild ducks. He was also a veteran of the Belgian resistance during World War II who was captured and later executed by the Nazis.

Additional materials available in support of the manuscripts themselves include:

- A complete index to facilitate review of the collection in its entirety: Compiled guide to all 3 Derscheid Collection microfilm reels (Jean-Marie Derscheid Collection on 3 microfilm reels). Gainesville, FL: UF Libraries.
- Original microfilm: Derscheid, J-M (Jean-Marie). 1965. [J-M Derscheid collection of materials on Rwanda and...
Dynamic results ranking
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Highly ranked sites

Why edit Wikipedia?

Search results

For search options, see Help:Searching.

derscheid

Did you mean: darscheid

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The page "Derscheid" does not exist. You can ask for it to be created, but consider checking the spelling of the name. For search help, please visit Help:Searching.

Jean-Marie Derscheid
Jean-Marie Eugène Derscheid (May 19, 1901-March 13, 1944) was a Belgian zoologist who focused much of his professional interest on Africa...

23 KB (3,353 words) - 16:43, 28 October 2011

SobekCM
(PALMM) collections In April 2012, the Jean-Marie Derscheid collection hosted and supported through SobekCM was part of the Center for...

4 KB (527 words) - 11:36, 25 April 2012

University of Florida Digital Collections

9 KB (1,331 words) - 11:29, 25 April 2012

Ilisha africana
1795 Ilisha dolloi Boulenger, 1902 Ilisha melanota Derscheid, 1924 Pellona africana Bloch, 1795 Pellona gabonica Duméril, 1861 Pellona ...

2 KB (200 words) - 20:07, 24 October 2011
Award for Access

Dan Reboussin, Head, African Studies Collections, University of Florida
Nominated by: Laurie Taylor, Digital Humanities Librarian, University of Florida

Access to primary sources is essential for researchers, but effective online access requires a range of support extending beyond traditional methods. Catalog records and finding guides are still necessary, but search engine optimization (SEO) is also required to create effective, full access to online collections. Dan Reboussin, Head of the University of Florida (UF) Libraries’ African Studies Collections, has received the 2012 CRL Primary Source Award for Access for his efforts to create effective access to the Jean-Marie Derscheid Collection.

The Derscheid collection encompasses a rich set of manuscripts relating to pre-colonial and colonial-era Burundi, Eastern Congo, and Rwanda. These unique and rare materials document the history of the region. They were created and collected by Jean-Marie Derscheid, a zoologist and conservationist who undertook historical research on Rwanda and the Eastern Congo from 1924 to 1939. He criticized Belgian colonial agricultural policies promoting cultivation in the Virunga Mountains, one of only two limited habitats of the endangered mountain gorillas. René Lemarchand, UF professor emeritus of political science and author of Rwanda and Burundi (1970), states that Derscheid’s scholar-curated collection of primary research materials is a critically important resource for interdisciplinary research in this area.

Reboussin worked closely with author Lemarchand to enhance access to and preserve the microfilm collection. He ensured long-term scholarly access to the materials by securing permission from Derscheid’s heirs to distribute the collection and by creating a complete, verified, item-level index. This year, Reboussin led a project to digitizing the Derscheid manuscript collection to ensure...
• Search engine results
• Website statistics reports
• Scholarly citation or recognition
Jean-Marie Derscheid - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Jean-Marie_Derscheid
In 1928, he co-authored with Mary Jobe Akeley the final report and plan for the park's administration to King Albert I of Belgium. She repeatedly refers to the ... You've visited this page many times. Last visit: 1/11/12

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ican national parks, King Albert revived Leopold's plan to create a wildlife refuge in the Congo (Parc National Albert 10, 12, 14). Thus, Akeley's desire to ...

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Biography of Jean-Marie Derscheid
ufdc.ufl.edu/IR00000442
 Totally devoted to his adopted country, he was invited to tutor Prince Albert as is .... He was free to roam happily in the park-like estate of Sterrebeek, which was .... Organized by the Baron Cartier de Marchienne, Carl Akeley, the explorer of ...

UFDC Home - Jean Marie Derscheid
ufdc.ufl.edu/derscheid
A single day's journal entry from his experience on Carl Akeley's final expedition to ... the creation of the Parc National Albert in Congo (including his work on the ....
Impact on file access
Thank you