BLUEcloud Visibility: Increasing Your Catalog's Relevance

Justin Swain
BLUEcloud Visibility Product Manager

Eric Keith
Vice President, Marketing & Strategic Alliances
Agenda

• What is BLUEcloud Visibility?
• Understanding Google
  • Why Google
  • Relevance and Rank
  • The Secret Recipe
• BLUEcloud Visibility Basics
  • Data Lifecycle
• Value Elements
  • Continuously Updated Data
  • Location, Location, Location!
  • Power In Links
  • Strength In Numbers
  • Key Product Benefits
• Questions
What is BLUEcloud Visibility?

- MARC: Rich Library Data
- BIBFRAME: Web Readable Format
- WWW: Internet Community
Why Google?

U.S. Search Engine Market Share

- Google: 79%
- Bing: 11%
- Yahoo: 8%
- Others: 2%

Google
Why Google?

3.5 Billion Google Searches Per Day!

99.97%
Relevance and Rank

Relevance

Denotes how well a retrieved document or set of documents meets the information need of the user.

Search

Results

Google

To Kill A Mockingbird

To Kill a Mockingbird - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/To_Kill_a_Mockingbird
To Kill a Mockingbird is a novel by Harper Lee published in 1960. It was immediately successful, winning the Pulitzer Prize, and has become a classic of modern ...

Go Set a Watchman - Harper Lee - To Kill a Mockingbird (film)
Google catalogs the web with spiders, or web crawlers. Spiders scan and assess the content of pages and archives. The results are indexed and stored. Search results are returned from the indexed data. Relevancy Relies On Credible Data!
Relevance and Rank

Relevance
Relevance and Rank

Rank

- Relevance
- Website History
- Current Data
- Volume of Data
- Geo Tagging
- Links In
BLUEcloud Visibility Data Lifecycle

- Rinse
- Repeat
- Refine
New Data!
Location, Location, Location!

BIBFRAME Record + Location Information = Reaching YOUR Community!
The Power Of Links

#1 50%

#2 30%

#3 10%

#4 6%

1%
Coming Soon!
Announcement At COSUGI 2016
Strength In Numbers
Strength In Numbers

Individual Libraries

Library.Link

Roots
Library Data
Key events in Wikipedia’s 15 years of growth

Total number of Wikipedia articles in all languages, by month

- **Jan ’01:** Wikipedia founded
- **June ’04:** China blocks Chinese Wikipedia on the anniversary of the Tiananmen Square massacre
- **Feb ’06:** Revelations that U.S. congressional staffers had edited political biographies
- **Jan ’12:** Site goes dark for 24 hours to protest anti-piracy bills in Congress known as SOPA and PIPA
- **Jan ’16:** Wikipedia turns 15

Source: Pew Research Center analysis of Wikistats data

PEW RESEARCH CENTER
Rich Functionality
• Integrated with BC Central for easy set-up of libraries and their location
• Incorporates geo-data of each library
• Transforms MARC21 bib records to Linked Data
• Linked Data stored for search engine crawling
• Search results link back to library catalog item

Continuing Value
• Ongoing ILS content updates
• Functionality improvements
• Additional data formats and discovery support
• Collective linking scale to boost rank
• Continued evaluation of search engine algorithms and adjustments to software
BLUEcloud Visibility

Connecting your library to the community
Questions?