

## Search Engine Optimization in Digital Commons

### Out of the Box

- ✓ Sitemap XML and robots.txt files provided for search engine crawlers
- ✓ Logical site structure and navigation
- ✓ Indication of new content to search engines
- ✓ High uptime (>99%) and quick page load
- ✓ Server supports If-Modified-Since http header for less resource-intensive crawling
- ✓ Metadata has machine-readable tags ("metatags")
- ✓ Unique and informative page titles
- ✓ Full-text articles published in PDF by default
- ✓ Assets can be rendered by crawlers
- ✓ Secure site connections with valid https certificates
- ✓ Fields for introductory text for collections and publications
- ✓ Flexible options for accurate, descriptive, and appropriate metadata
- ✓ SEO configurations for controlling page title and search description at site, community, and publication levels
- ✓ ...And more

### Maintenance and Support

- ✓ Regular enhancements to stay current with best practices
- ✓ Monitoring of key SEO indicators
- ✓ Troubleshooting, investigation, and remediation as needed
- ✓ Communication with specialized search engines such as Google Scholar to assure widespread coverage
- ✓ Support and advice from a designated Consultant
- ✓ Shared wisdom from Digital Commons community
- ✓ Discoverability Report for your site, available upon request
- ✓ A product manager dedicated to tracking and increasing impact

### What You Can Do

- ❑ Upload early and regularly
- ❑ Link to repository content from your university website, library website, LibGuides, Wikipedia, SSRN, social media, etc.
- ❑ Use your SEO configuration fields outlined in the left column
- ❑ Provide accurate, rich, descriptive metadata
- ❑ Include abstracts
- ❑ Include introductory text for collections and publications
- ❑ Monitor performance with Digital Commons reports
- ❑ Talk to your bepress Consultant!

While there's no way to guarantee top placement in search engines, the above steps raise your chance of success!