Digital Commons®

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 DC Consultant

- Shared wisdom from Digital Commons community

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 Consultant!

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