Making the Library Visible

Trey Gordner // Koios
@koioslib | #scla2016
12%

OCLC, Students, 2005
Known pattern of public research
88% are going right by.
SEO is vital.
# How SEO Works

## Major factors
- URLs
- Content
- Crawl
- Linking

## Minor factors
- UX (especially mobile)
- Structure
- Freshness
- Sharing

[http://searchengineland.com/seotable](http://searchengineland.com/seotable)
3 ways to build your library’s SEO

- Content marketing
- Workarounds
- Collaboration
Content Marketing

- Definitive guides (e.g. festivals)
- “Free things to do in…”
- Readers’ advisory column
- Guest posts

Richland Library Main Branch :: It’s Not Just Books!

by Elizabeth on April 16, 2014 in Entertainment, Kids Activities, Local, Preschool, Puppet Show, Rainy Days

Libraries are always magic. But some libraries are more magic than most. Some make it easier to slip into the dreams of books, of rows and rows of possible worlds, possible people, of the ink-and-paper scent of story. And that big green glass building on Assembly, with its spill of sunlight and green trees, the open floors of books, books, books – that’s the most magical place in Columbia.

It’s hard not to love a library. But there’s a lot more to Richland Library’s main branch than its books. Their Children’s Room is an award-winner. Low stacks of books, cheerful librarians (one of whom plays for perennial kid fav Lunch Money), puzzles and giant stuffed animals make a child’s reading paradise. Some tables are covered in paper, with crayons and scissors provided for busy hands. Board games cover others (think Connect 4! and toddler-friendly puzzles). And maybe best of all, Maurice Sendak’s Wild Things grace the walls – at ten feet high. It’s the only place in the world he allowed them to be used as decoration. We’re that lucky.
Workarounds

- LibX
- DCBooks
- Koios
Collaboration

- WorldCAT
- library.link (Zepheira)
- Libre

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In ancient times the Rings of Power were crafted by the Elven-smiths, and Sauron, the Dark Lord, forged the One Ring, filling it with his own power so that he could rule all others. But the One Ring was taken from him, and though he sought it throughout Middle-earth, it remained lost to him. After many ages it fell into the hands of Bilbo Baggins, as Read more
100 items free.

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