

# Making the Library Visible

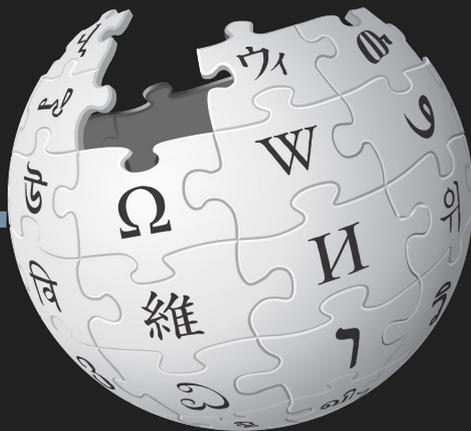
Trey Gordner // Koios

@koioslib | #scla2016

12%

OCLC, Students, 2005

# Known pattern of public research



[1]

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>

# 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

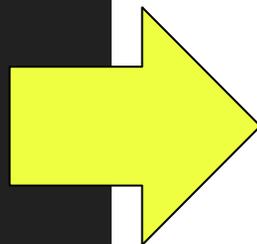
Libraries are always magic. But some libraries are more magic than most. Some make it easier to slip into the dreams of books, of rows and rows of possible worlds, possible people, of the ink-and-paper scent of story. And that big green glass building on Assembly, with its spill of sunlight and green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



Google empires of the word

All Videos Images News Shopping More Search tools

About 1,140,000 results (0.51 seconds)

**Empires of the Word** Reserve

is available at Washoe County Library (Reno, NV)

powered by Koios

This book tells the history of the world through the rise and decline of languages. Nicholas Ostler has confined himself to languages that have been written down and which have spread geographically. They include **Sumerian, Akkadian, Egyptian, Chinese, Sanskrit, Greek, Latin,** and the main European languages.

*Nicholas Ostler*  
**Empires of the Word**  
*A Language History of the World*

[Amazon.com: Empires of the Word: A Language History of the World ...](https://www.amazon.com/Empires-Word-Language.../0060935723)  
<https://www.amazon.com/Empires-Word-Language.../0060935723> Amazon.com, Inc. ▾

[About this result](#) • [Feedback](#)

[Amazon.com: Empires of the Word: A Language History of the World ...](https://www.amazon.com/Empires-Word-Language.../0060935723)  
<https://www.amazon.com/Empires-Word-Language.../0060935723> Amazon.com, Inc. ▾

# Collaboration

- WorldCAT
- library.link (Zepheira)
- Libre

## The Nightingale in your local library

[www.readlibre.com/thenightingale](http://www.readlibre.com/thenightingale) ▼

The Nightingale may be available for free from your local library. Use InMyLibrary to find what you want for free in a public library near you.

## The Nest in your local library

[www.readlibre.com/thenest](http://www.readlibre.com/thenest) ▼

The Nest may be available for free from your local library. Use InMyLibrary to find what you want for free in a public library near you.

## Modern Lovers in your local library

[www.readlibre.com/modernlovers](http://www.readlibre.com/modernlovers) ▼

Modern Lovers may be available for free from your local library. Use InMyLibrary to find what you want for free in a public library near you.

## Everybody's Fool in your local library

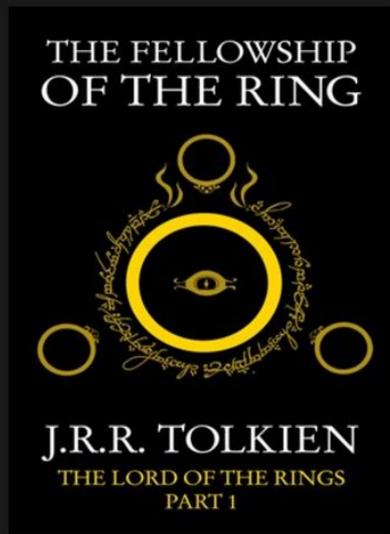
[www.readlibre.com/everybodysfool](http://www.readlibre.com/everybodysfool) ▼

Everybody's Fool may be available for free from your local library. Use InMyLibrary to find what you want for free in a public library near you.

## All the Light We Cannot See in your local library

[www.readlibre.com/allthelightwecannotsee](http://www.readlibre.com/allthelightwecannotsee) ▼

All the Light We Cannot See may be available for free from your local library. Use InMyLibrary to find what you want for free in a public library near you.



## The Fellowship of the Ring

By [J.R.R. Tolkien](#)

4.32

**EBOOK**

Free Download

**AUDIOBOOK**

Free Download

**PHYSICAL BOOK**

Free at the library

**SEE AT THE LIBRARY**

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](#)

### You will need

1. A [Local Library Card](#).
2. An [OverDrive Account](#).

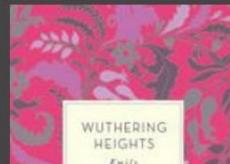
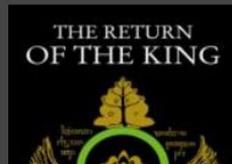
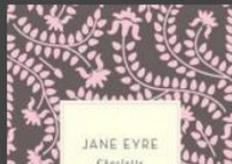
This book is provided for free to local residents by Richland Library. It's 100% legal & safe.

[Overview](#)

[Reviews](#)

[Share & Embed](#)

## Best British Literature



100 items free.

[info@koios.co](mailto:info@koios.co)