Open SESMO: Innovations in Surfacing Paid Content to Today's Learners

CNI Spring Meeting 2016

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Montana State University

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@doralyn

Outline

- How Libraries Generally Present Their Paid Resources
- How Researchers Look for Information
- Open SESMO
- How to Apply Open SESMO
- Results - Google Analytics & Twitter Analytics

"Search engines continue to dominate, topping the list of electronic sources most used to find online content (93%), followed closely by Wikipedia (88%). The key difference in usage between search engines and Wikipedia is the frequency - 75% of students who use search engines do so daily, compared to 20% of those who use Wikipedia."

Perceptions of Libraries, 2010: Context and Community: a Report to the OCLC Membership. OCLC, 2011.

http://www.oclc.org/content/dam/oclc/reports/2010perceptions/2010perceptions_all_singlepage.pdf
http://www.oclc.org/content/dam/oclc/reports/2010perceptions/collegestudents.pdf

"The library is not the starting point."
"The campus is not the work location."
"The proxy server is not the answer."

Meeting Researchers Where They Start: Streamlining Access to Scholarly Resources. Ithaka S+R and Roger C. Schoenfeld, 2015.

http://www.sr.ithaka.org/publications/meeting-researchers-where-they-start-streamlining-access-to-scholarly-resources/

Unique vs. Purchased Resources

Digitized collections: Royal treatment with markup

Purchased collections: Royal treatment with funds

Finding Information

- Teach
- Browse
- Search

Meeting Users in the Search

Designing Your Digital Collections for Web Scale Search

Designing Your Library Collections for Web-Scale Search

The Open SESMO Project

Linked Data

Modeling best practices for library collections markup

Creating metadata routines for web-scale external vocabularies

Measuring the impact of applying optimizations and metadata to library collections

By Topic: Articles & Research Databases

Available Topics

Abstract (summary) (7)

Academic journal (4)

Accounting (4)

Agriculture (14)

Anthropology (5)

Architecture (6)

Art (7)

Article (publishing) (41)

Bibliographic database (9)

Biography (6)

Biology (14)

Book review (8)

Building code (3)

Business (15)

Chemical structure (4)

Chemistry (6)

Citation index (2)

Civil Engineering (1)

Composition studies (1)

Computer science (5)

Criminal justice (2)

Data set (10)

Database (133)

Dictionary (1)

Digital audio (7)

E-book (6)

Economics (9)

Education (15)

Electrical engineering (3)

Employment (2)

Encyclopedia (6)

Engineering (18)

English (14)

Environmental science (10)

Film (4)

Full text database (26)

Gender Studies (3)

Genealogy (5)

Geography (5)

Geology (3)

Handbook (2)

Health (20)

History (49)

Human Development (humanity) (2)

Image (1)

Images (2)

Interdisciplinarity (12)

Interdisciplinary (36)

Law (4)

Literature (4)

Map (2)

Math (1)

Mathematics (3)

Medicine (4)

Modern Languages (3)

Music (10)

News (15)

Open access journal (2)

Paleontology (1)

Philosophy (1)

Photography (4)

Physics (5)

Political science (18)

Primary source (16)

Psychology (12)

Reference work (23)

Religious studies (3)

Sheet music (3)

Sociology (2)

Statistics (4)

Thesis (3)

Video (16)

Writing (2)

The Experiment

- Same collection
- Apply optimizations in stages
- Compare analytics over time
- Goal: increased traffic and more nuanced, semantic understanding of content by search engines

www.lib.montana.edu/resources

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About 3,180 results (0.59 seconds)

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★★★★★ 12,357 votes
Mergent Online provides access to company profiles and financial information with full
text business profiles, quarterly and annual financials, EDGAR filings, and ...

Mergent Online - LibGuides at Michigan State University ...
libguides.lib.**msu**.edu/c.php?g...p... ▾   Michigan State University Libraries ▾
Dec 8, 2015 - To search the ~23 million private companies, select D&B Private Company
Database. Now includes **Mergent** Horizon and **Mergent** Bond ...

About our Mergent Databases - Mergent Databases ...
libguides.lib.**msu**.edu/**mergent** ▾   Michigan State University Libraries ▾
Dec 8, 2015 - ... to main content. **Michigan State University** ... What are the **Mergent**
Databases? **Mergent** Archives (previously WebReports). This resource is ...

Mergent Online - LibGuides at Michigan State University ...
libguides.lib.**msu**.edu/c.php?g=206616   Michigan State University Libraries ▾
Mar 22, 2016 - Notice to users of licensed database: "MERGENT ONLINE" Prohibition of
commercial use, and guidelines for acceptable use. The **MSU** ...

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Liaison(s):
  Greg Notess

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  Accounting
  Business

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  Vault Career Library
  Business Source Complete
  EconLit
  IBISWorld Industry Research Reports
  LexisNexis Academic

Total interactions: 12330

Rank: 18 out of 248 (based on 12330 out of 1323353 total interactions with all of our databases)

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Articles & Research Databases

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Suggested   Popular   Recently Added

Good Starting Points

Academic Search Complete ⓘ...

CatSearch ⓘ...

Google Scholar ⓘ...

InfoTrac PowerSearch ⓘ...

Web of Science ⓘ...

Search for databases [🔍]

Wait, what… how?

A Revised Website Architecture

- Collection Page [home page]
  - www.lib.montana.edu/resources/

- About Pages [about page, topics page]
  - www.lib.montana.edu/resources/about.php
  - www.lib.montana.edu/resources/topics.php

- Item Pages [individual record page]
  - www.lib.montana.edu/resources/about/31

- Sitemap and rel=canonical work
  - www.lib.montana.edu/resources/sitemap.xml

Le Seigneur des anneaux (The Lord of the Rings) est un roman en trois volumes de J. R. R. Tolkien paru en 1954 et 1955.L'histoire reprend certains des personnages présentés dans Le Hobbit, premier roman de l'auteur paru en 1937, mais l'œuvre est plus complexe et plus sombre. Tolkien entreprend sa rédaction à la demande de son éditeur, Allen & Unwin, à la suite du succès critique et commercial du Hobbit.

Property	Value
dbpedia-owl:abstract	▪ The Lord of the Rings is an epic high fantasy novel written by English author J. R. R. Tolkien. The story began as a sequel to Tolkien's 1937 children's fantasy novel The Hobbit, but eventually developed into a much larger work. It was written in stages between 1937 and 1949, much of it during World War II. It is the second best-selling novel ever written, with over 150 million copies sold.The title of the novel refers to the story's main antagonist, the Dark Lord Sauron, who had in an earlier age created the One Ring to rule the other Rings of Power as the ultimate weapon in his campaign to conquer and rule all of Middle-earth. From quiet beginnings in the Shire, a hobbit land not unlike the English countryside, the story ranges across northwest Middle-earth, following the course of the War of the Ring through the eyes of its characters, the hobbits Frodo Baggins, Samwise "Sam" Gamgee, Meriadoc "Merry" Brandybuck and Peregrin "Pippin" Took, but also the hobbits' chief allies and travelling companions: the Men Aragorn, a Ranger of the North and Boromir, a Captain of Gondor; Gimli, a Dwarf warrior; Legolas, an Elven prince; and Gandalf, a Wizard.The work was initially intended by Tolkien to be one volume of a two-volume set, the other to be The Silmarillion, but this idea was dismissed by his publisher. For economic reasons The Lord of the Rings was published in three volumes over the course of a year from 29 July 1954 to 20 October 1955. The three volumes were titled The Fellowship of the Ring, The Two Towers, and The Return of the King. Structurally, the novel is divided internally into six books, two per volume, with several appendices of background material included at the end of the third volume. Some editions combine the entire work into a single volume. The Lord of the Rings has since been reprinted numerous times and translated into many languages.Tolkien's work has been the subject of extensive analysis of its themes and origins. Although a major work in itself, the story was only the last movement of a larger epic Tolkien had worked on since 1917, in a process he described as mythopoeia.[citation needed] Influences on this earlier work, and on the story of The Lord of the Rings, include philology, mythology, religion and the author's distaste for the effects of industrialization, as well as earlier fantasy works and Tolkien's experiences in World War I. The Lord of the Rings in its turn is considered to have had a great effect on modern fantasy; the impact of Tolkien's works is such that the use of the words "Tolkienian" and "Tolkienesque" have been recorded in the Oxford English Dictionary.The enduring popularity of The Lord of the Rings has led to numerous references in popular culture, the founding of many societies by fans of Tolkien's works, and the publication of many books about Tolkien and his works. The Lord of the Rings has inspired, and continues to inspire, artwork, music, films and television, video games, and subsequent literature. Award-winning adaptations of The Lord of the Rings have been made for radio, theatre, and film. ▪ Le Seigneur des anneaux (The Lord of the Rings) est un roman en trois volumes de J. R. R. Tolkien paru en 1954 et 1955.L'histoire reprend certains des personnages présentés dans Le Hobbit, premier roman de l'auteur paru en 1937, mais l'œuvre est plus complexe et plus sombre. Tolkien entreprend sa rédaction à la demande de son éditeur, Allen & Unwin, à la suite du succès critique et commercial du Hobbit. Il lui faut douze ans pour parvenir à achever ce nouveau roman qu'il truffe de références et d'allusions au monde du Silmarillion, la Terre du Milieu, sur lequel il travaille depuis 1917 et dans lequel Le Hobbit a été attiré de son auteur.C'est une des œuvres fondamentales de la littérature dite de fantasy, terme que Tolkien explicite dans son essai Du conte de fées de 1939. Tolkien lui-même considérait son livre comme , écrit .Cette œuvre est composée de six livres, qui ne portent pas de titres. À l'origine, Tolkien souhaite publier Le Seigneur des anneaux en un seul volume, mais le prix du papier étant trop élevé en cette période d'après-guerre, l'œuvre est divisée en trois volumes : La Communauté de l'anneau (The Fellowship of the Ring), Les Deux Tours (The Two Towers) et Le Retour du roi (The Return of the King). On fait souvent référence à cette œuvre comme à « la trilogie du Seigneur des anneaux », terme techniquement incorrect car l'œuvre fut écrite et conçue d'un seul tenant. Néanmoins, Tolkien lui-même reprend dans ses lettres, de temps à autres, le terme de « trilogie » lorsqu'il est employé par ses correspondants.
dbpedia-owl:wikiPageExternalLink	▪ http://www.houghtonmifflinbooks.com/features/lordoftheringstrilogy/ ▪ http://www.glyphweb.com/arda/ ▪ http://www.tolkien.co.uk ▪ http://www.tolkienlibrary.com
dbpedia-owl:wikiPageID	▪ 29798 (xsd:integer)
dbpedia-owl:wikiPageRevisionID	▪ 606679234 (xsd:integer)
dbpprop:author	▪ dbpedia:J._R._R._Tolkien
dbpprop:books	▪ *Volumes: *The Fellowship of the Ring *The Two Towers *The Return of the King
dbpprop:country	▪ United Kingdom
dbpprop:genre	▪ *High fantasy *Adventure
dbpprop:hasPhotoCollection	▪ http://wifo5-03.informatik.uni-mannheim.de/flickrwrappr/photos/The_Lord_of_the_Rings
dbpprop:imageCaption	▪ The original cover designs for each volume as illustrated by Tolkien. They were later used for the 50th anniversary edition covers.
dbpprop:language	▪ English
dbpprop:mediaType	▪ Print
dbpprop:name	▪ The Lord of the Rings

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2   <html lang="en" vocab="http://schema.org/" typeof="CreativeWork">
3   <head vocab="http://schema.org/" typeof="WebPage">
4   <meta charset="utf-8">
5   <meta http-equiv="X-UA-Compatible" content="IE=edge">
6   <meta name="viewport" content="width=device-width, initial-scale=1">
7   <title property="name">Topics for The James Willard Schultz Photos and Personal Papers Collection - Montana State University (MSU) Library</title>
8   <meta name="description" property="description" content="List of topics in the James Willard Schultz Photos and Personal Papers Digital Collection in the Montana
    State University Library Archives." />
9   <link rel="canonical" href="http://arc.lib.montana.edu/schultz-0010/topics.php" />
10  <link rel="stylesheet" type="text/css" media="screen, projection" href="/schultz-0010/meta/styles/master.css" />
11  </head>
12  <body class="fullWidth default">
13  <div id="contain">
14  <div id="mastHead">
15   <h1><a href="/schultz-0010/index.php">James Willard Schultz Photos and Personal Papers - Montana State University (MSU) Library</a></h1>
16   <p class="skipNav"><a href="#mainContent" title="main content">skip navigation</a></p>
17   <p><a href="http://www.lib.montana.edu/digital/">MSU Library Online Collections</a> | <a href="/schultz-0010/m/">Mobile</a></p>
18  </div><!-- end masthead div -->
19  <div id="main" vocab="http://schema.org/" typeof="AboutPage">
20  <meta property="isPartOf" content="http://arc.lib.montana.edu/schultz-0010/" />
21  <a id="mainContent"></a>
22  <div class="gutter">
23  <h2 class="mainHeading"><span property="name">Topics for The James Willard Schultz Photos and Personal Papers Collection</span></h2>
24   <ul id="listColumns" property="mainContentOfPage">
25      <li property="additionalType" typeof="URL" resource="http://dbpedia.org/page/Alberta">
26       <a href="./search.php?topic=%22Alberta%22"><span property="specialty">Alberta</span> (7)</a>
27       <link property="url" href="http://dbpedia.org/page/Alberta" />
28      </li>
29      <li property="additionalType" typeof="URL" resource="http://dbpedia.org/page/American_Bison">
30       <a href="./search.php?topic=%22American+Bison%22"><span property="specialty">American Bison</span> (6)</a>
31       <link property="url" href="http://dbpedia.org/page/American_Bison" />
32      </li>
33  ...
34  </div><!-- end main div -->
35  <div id="footer">
36  <ul>
37   <li id="info">&copy; Copyright 2001-2014 <span property="copyrightHolder publisher">Montana State University (MSU) Library</span></li>
38   <li id="links"><a class="contact" href="http://www.lib.montana.edu/digital/contact.php" title="link to contact us">Contact Us</a> | <a class="xml" href="/
    schultz-0010/feed.xml" title="Subscribe to Topics for The James Willard Schultz Photos and Personal Papers Collection feed" rel="alternate" type="application/
    atom+xml">XML feed</a></li>
39  </ul>
40  </div><!-- end footer div -->
41  </div><!-- end contain div -->
42  </body>
43  </html>
```

Articles & Research Databases

⊞ About

By Subject

Browse databases & guides by subject

By Format

Browse databases by format

Sitemap

View database title list

Browse by title

A · B · C · D · E · F · G · H · I · J · K · L · M · N · O · P · Q · R · S · T · U · V · W · X · Y · Z

Suggested   Popular   Recently Added

Good Starting Points

Academic Search Complete ⓘ...

CatSearch ⓘ...

Google Scholar ⓘ...

InfoTrac PowerSearch ⓘ...

Web of Science ⓘ...

Search for databases   🔍

CollectionPage

```html
<link rel="canonical" href="http://www.lib.montana.edu/resources/" />

<body id="collection" class="fullWidth" typeof="CollectionPage" resource="http://www.lib.montana.edu/resources/#collection">
```

https://schema.org/CollectionPage, http://schema.org/AboutPage, https://schema.org/ItemPage

About: Library Articles and Research Databases Collection

The Montana State University (MSU) Library Articles and Research Database collection contains over 240 databases which include over 100,000 magazines, periodicals, serials and journals and more than 250,000 e-books. Additional materials include peer-reviewed articles, sound recordings, film and video recordings, newspapers, business and industry information, maps, data, tutorials, and book reviews. These resources cover subjects such as agriculture, architecture, art, biography, genealogy, biology, books, reading, business, chemical engineering, biological engineering, chemistry, biochemistry, children's literature, civil engineering, computer science, earth sciences, ecology, English, environmental science, film, photography, government information, health, human development, history, and law. Other topics found include math, statistics, mechanical engineering, industrial engineering, modern languages, music, Native American studies, nursing, medicine, philosophy, physics, political science, psychology, religious studies, sociology, criminal justice, women's studies, gender studies, sexuality studies, writing, composition, reference, and multidisciplinary areas.

These resources are made available to the faculty, staff, graduate students, and undergraduate students of Montana State University and Gallatin College. Additionally, individuals from the Bozeman area community may walk-in to the Renne Library to use these resources inside the library building.

MSU Library provides access to these resources in support of the teaching and research of its Gallatin County community. These items are made accessible on campus and anywhere with an Internet connection, whether from a dorm room, a coffee shop, a cell phone, or a wireless connection. These resource subscriptions are funded by Montana State University Library in support of the University's mission.

AboutPage

```
<body id="what" class="fullWidth" typeof="AboutPage" resource="http://www.lib.montana.edu/resources/what.php#what">
<meta property="isPartOf" typeof="CollectionPage" resource="http://www.lib.montana.edu/resources/"
content="http://www.lib.montana.edu/resources/" />
```

https://schema.org/CollectionPage, http://schema.org/AboutPage, https://schema.org/ItemPage

Mergent Online

What is it? Mergent Online provides access to company profiles and financial information with full text business profiles, quarterly and annual financials, EDGAR filings, and recent press releases and news wire reports. Updated daily.

Liaison(s):
  Greg Notess

Linked Data Topics:
  Accounting
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Related Databases:
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  EconLit
  IBISWorld Industry Research Reports
  LexisNexis Academic

Total interactions: 12330

Rank: 18 out of 248 (based on 12330 out of 1323353 total interactions with all of our databases)

ItemPage

```
<body id="item" class="fullWidth" typeof="ItemPage" resource="http://www.lib.montana.edu/resources/about/116#item">
<meta property="name" content="Mergent Online" />
<meta property="thumbnailUrl" content="http://www.lib.montana.edu/resources/meta/img/screenshots/thumb-116.jpg" />
<meta property="isPartOf" typeof="CollectionPage" resource="http://www.lib.montana.edu/resources/"
content="http://www.lib.montana.edu/resources/" />
```

https://schema.org/CollectionPage, http://schema.org/AboutPage, https://schema.org/ItemPage

ItemPage -> Product

```
<main id="product" typeof="Product" property="mainEntity" resource="https://www.lib.montana.edu/resources/about/238#product">
<h2 class="mainHeading" property="name">Web of Science</h2>
<img alt="Web of Science screenshot" property="image" src="/resources/meta/img/screenshots/thumb-238.jpg" />
```

https://www.lib.montana.edu/resources/about/238

Product

Thing > **Product**

Any offered product or service. For example: a pair of shoes; a concert ticket; the rental of a car; a haircut; or an episode of a TV show streamed online.

Usage: Over 1,000,000 domains

[more...]

Property	Expected Type	Description
Properties from Product		
additionalProperty	PropertyValue	A property-value pair representing an additional characteristics of the entity, e.g. a product feature or another characteristic for which there is no matching property in schema.org.
		Note: Publishers should be aware that applications designed to use specific schema.org properties (e.g. http://schema.org/width, http://schema.org/color, http://schema.org/gtin13, ...) will typically expect such data to be provided using those properties, rather than using the generic property/value mechanism.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
audience	Audience	An intended audience, i.e. a group for whom something was created. Supersedes serviceAudience.
award	Text	An award won by or for this item. Supersedes awards.
brand	Brand or Organization	The brand(s) associated with a product or service, or the brand(s) maintained by an organization or business person.

LINKED DATA

SO HOT RIGHT NOW

imgflip.com

HT @ruthbrarian

Ruth Kitchin Tillman
ruthtillman.com

External Enumerations

"We define here some specific integration points through which selected externally maintained vocabulary can be published as part of schema.org markup"

www.w3.org/wiki/WebSchemas/ExternalEnumerations

Wikipedia (DBpedia) as a Controlled Vocabulary

additionalTypes, category

```
<dd property="additionalType" resource="http://dbpedia.org/resource/Accounting"><a
property="additionalType" href="https://en.wikipedia.org/wiki/Accounting"><span
property="category">Accounting</span></a></dd>
<dd property="additionalType" resource="http://dbpedia.org/resource/Business"><a
property="additionalType" href="https://en.wikipedia.org/wiki/Business"><span
property="category">Business</span></a></dd>
```

https://schema.org/additionalType, http://schema.org/specialty

Results

Search Engine Result Pages

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mergent online

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text business profiles, quarterly and annual financials, EDGAR filings, and ...

Databases - Mergent Online
https://www.lib.utexas.edu/.../titles.php?id... ▾ University of Texas at Austin ▾
(**Mergent**) limited to students, faculty, and staff of the University of Texas at Austin
fulltext of articles available ... The resource was formerly called FIS **Online**.

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Business Source Complete · Access the Database: 1990 - present. (EBSCO) limited to students, faculty, and staff of the University of Texas at Austin fulltext of ...

EBSCO Support: Business Source Complete via ...
support.ebsco.com/knowledge_base/detail.php?id=4152 ▾
Business Source Complete via EBSCOhost - Basic Search Help Sheet ... Help Sheet demonstrates how to create a basic search on **Business Source Complete**.

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★★★★★ 16,178 votes
Business Source Complete covers business, management, finance, accounting, international business, and economics topics with full-text articles, images, and ...

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CONTEMPORARY ART
The Emilio Sanchez Foundation

ARTstor
ARTstor - Montana State University (MSU) Library
lib.montana.edu

RETWEETS   LIKE
3   1

2:20 PM - 15 Oct 2015

Twitter Card and Facebook Open Graph Tagging

```html
<!--Begin social media tags and metadata-->
<meta name="twitter:title" content="Art Abstracts">
<meta name="twitter:description" content="Art Abstracts - Montana State University (MSU) Library">
<meta name="twitter:image:src" content="http://www.lib.montana.edu/resources/meta/img/screenshots/14.jpg">
<meta name="twitter:url" content="http://www.lib.montana.edu/resources/about/14">
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:site" content="@msulibrary">
<meta name="twitter:creator" content="@msulibrary">
<meta property="og:title" content="Art Abstracts">
<meta property="og:description" content="Art Abstracts - Montana State University (MSU) Library">
<meta property="og:image" content="http://www.lib.montana.edu/resources/meta/img/screenshots/14.jpg">
<meta property="og:url" content="http://www.lib.montana.edu/resources/about/14">
<meta property="og:type" content="website" />
<meta property="og:site_name" content="Art Abstracts - Montana State University (MSU) Library"/>
<!-- End social media tags and metadata -->
```

Twitter Analytics

Looking for high-quality art images? ArtStor includes architecture, painting, sculpture, photography, design, & more
lib.montana.edu/resources/abou…

About Artstor Digital Library Shared Shelf News Initiatives Resources Help

COLLECTION
Paintings

COLLECTION
Fashion & Costume

COLLECTION
Contemporary Art

COLLECTION
Folk Art

RESOURCE
Resources for Librarians

CONTEMPORARY ART
The Emilio Sanchez Foundation

ARTstor
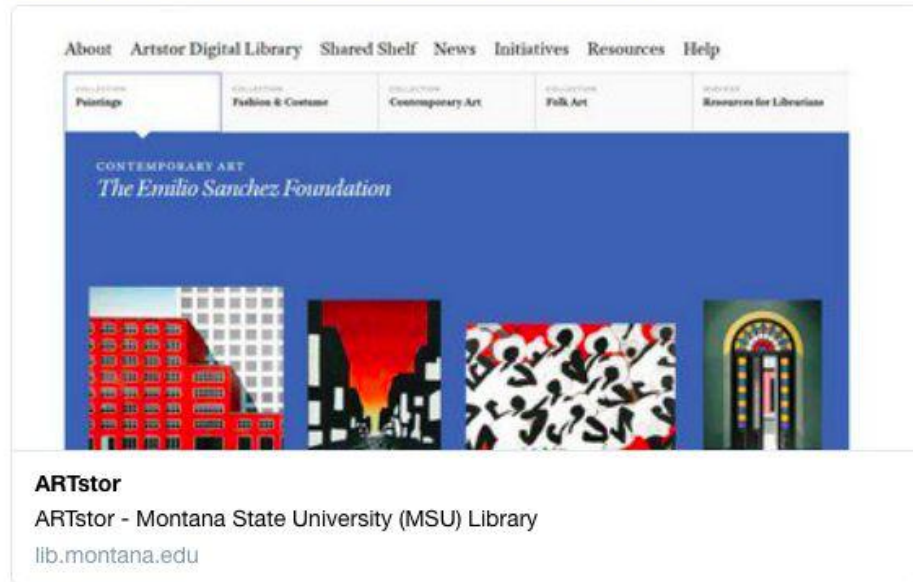ARTstor - Montana State University (MSU) Library
lib.montana.edu

✕

Impressions	1,715
Total engagements	11
Link clicks	4
Retweets	3
Detail expands	2
Likes	1
Profile clicks	1

RETWEETS
3

LIKE
1

2:20 PM - 15 Oct 2015

Search Analytics
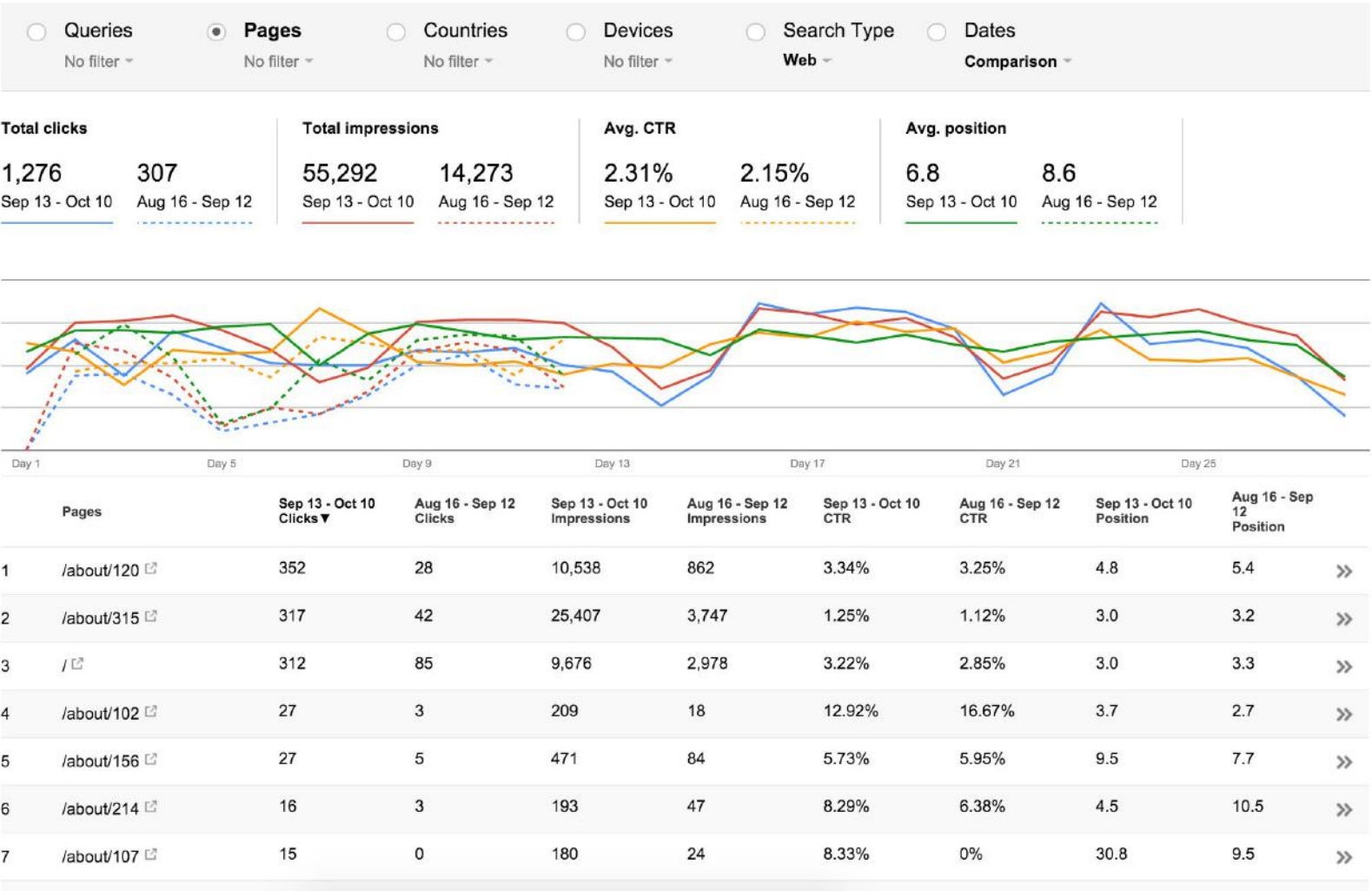Links to Your Site
Internal Links
Manual Actions
International Targeting
Mobile Usability
▸ Google Index
▸ Crawl
Security Issues
Other Resources

○ Queries	⦿ **Pages**	○ Countries	○ Devices	○ Search Type	○ Dates
No filter ⌄	No filter ⌄	No filter ⌄	No filter ⌄	**Web** ⌄	**Comparison** ⌄

Total clicks		Total impressions		Avg. CTR		Avg. position	
1,276	307	55,292	14,273	2.31%	2.15%	6.8	8.6
Sep 13 - Oct 10	Aug 16 - Sep 12	Sep 13 - Oct 10	Aug 16 - Sep 12	Sep 13 - Oct 10	Aug 16 - Sep 12	Sep 13 - Oct 10	Aug 16 - Sep 12

	Pages	Sep 13 - Oct 10 Clicks ▼	Aug 16 - Sep 12 Clicks	Sep 13 - Oct 10 Impressions	Aug 16 - Sep 12 Impressions	Sep 13 - Oct 10 CTR	Aug 16 - Sep 12 CTR	Sep 13 - Oct 10 Position	Aug 16 - Sep 12 Position	
1	/about/120 ⬈	352	28	10,538	862	3.34%	3.25%	4.8	5.4	»
2	/about/315 ⬈	317	42	25,407	3,747	1.25%	1.12%	3.0	3.2	»
3	/ ⬈	312	85	9,676	2,978	3.22%	2.85%	3.0	3.3	»
4	/about/102 ⬈	27	3	209	18	12.92%	16.67%	3.7	2.7	»
5	/about/156 ⬈	27	5	471	84	5.73%	5.95%	9.5	7.7	»
6	/about/214 ⬈	16	3	193	47	8.29%	6.38%	4.5	10.5	»
7	/about/107 ⬈	15	0	180	24	8.33%	0%	30.8	9.5	»

Initial snapshot

August 16, 2015 to September 12, 2015

15,000 total impressions
to
55,000 total impressions

Initial snapshot

August 16, 2015 to September 12, 2015

"Clickthrough Rates" and "Search Position" show growth

Default Channel Grouping	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Find Page Click-through (Goal 4 Conversion Rate) ?
RMT about	5,420.00% ▲ 10,212 vs 185	0.12% ▲ 50.87% vs 50.81%	5,426.60% ▲ 5,195 vs 94	100.00% ▼ 68.72% vs 0.00%	89.95% ▼ 2.15 vs 21.43	84.90% ▼ 00:01:43 vs 00:11:24	92.64% ▼ 4.97% vs 67.57%
RMT	0.29% ▲ 68,774 vs 68,577	15.05% ▼ 24.68% vs 29.05%	14.80% ▼ 16,972 vs 19,921	56.92% ▼ 26.33% vs 16.78%	36.43% ▼ 3.31 vs 5.20	40.16% ▼ 00:02:23 vs 00:04:00	73.24% ▼ 18.23% vs 68.10%
1. Organic Search							
Aug 24, 2015 - Mar 29, 2016							
RMT about	**6,235** (61.06%)	66.22%	4,129 (79.48%)	74.63%	1.73	00:01:07	4.04%
RMT	**18,564** (26.99%)	39.92%	7,411 (43.67%)	40.93%	2.82	00:01:51	14.60%
Aug 25, 2014 - Mar 30, 2015							
RMT about	**47** (25.41%)	63.83%	30 (31.91%)	0.00%	15.57	00:13:23	57.45%
RMT	**17,909** (26.12%)	48.79%	8,738 (43.86%)	36.88%	3.89	00:02:54	43.69%
2. Referral							
Aug 24, 2015 - Mar 29, 2016							
RMT about	**3,494** (34.21%)	20.49%	716 (13.78%)	58.56%	2.81	00:02:34	6.35%
RMT	**41,876** (60.89%)	13.21%	5,530 (32.58%)	16.18%	3.63	00:02:35	20.75%

Organic Search Growth

August 24, 2015 to March 29, 2016

68,742 sessions
to
78,986 sessions

Overall Page Metrics
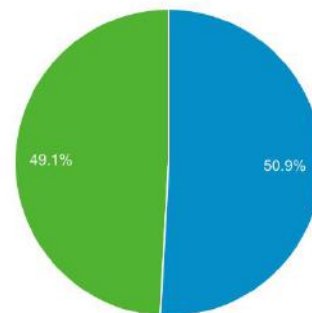
About Pages

August 24, 2015 to March 29, 2016
(compared to previous year)

185 total impressions
to
10,200 total impressions

About Pages

August 24, 2015 to March 29, 2016
(compared to previous year)

3,964 total pageviews
to
21,991 pageviews

About Pages - Bounce Rates

August 24, 2015 to March 29, 2016
(compared to previous year)

Pages per/session decrease
and
100% bounce rate

Semantic Understandings

www.lib.montana.edu/resources ▾   Help ▾   ⚙ ▾

Dashboard

Messages

▾ Search Appearance ⓘ
   Structured Data
   Data Highlighter
   HTML Improvements
   Sitelinks
   Accelerated Mobile Pages
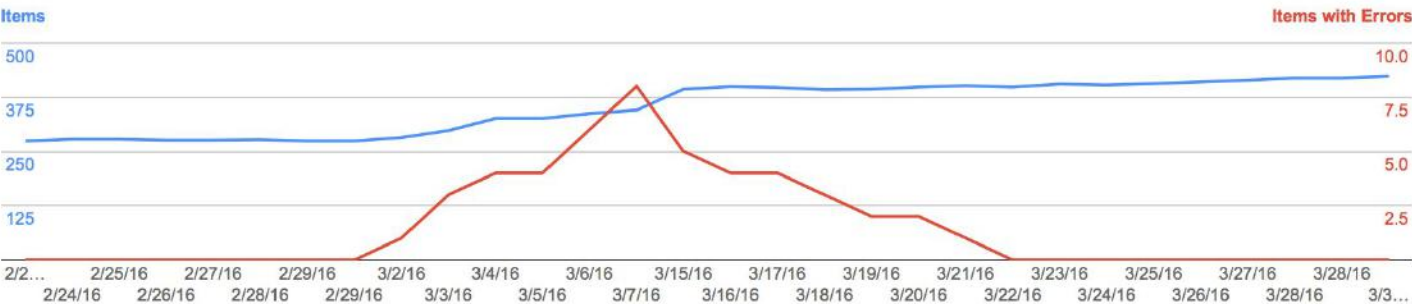▸ Search Traffic
▸ Google Index
▸ Crawl
   Security Issues
   Other Resources

Structured Data

Status: 3/30/16

■ **423** Items ⓘ
on 147 pages

■ **0** Items with Errors ⓘ
on 0 pages

Items   **Items with Errors**

500   10.0

375   7.5

250   5.0

125   2.5

2/2...   2/25/16   2/27/16   2/29/16   3/2/16   3/4/16   3/6/16   3/15/16   3/17/16   3/19/16   3/21/16   3/23/16   3/25/16   3/27/16   3/28/16   3/3...
   2/24/16   2/26/16   2/28/16   2/29/16   3/3/16   3/5/16   3/7/16   3/16/16   3/18/16   3/20/16   3/22/16   3/24/16   3/26/16   3/28/16

Download   Show 25 rows ▾   1-6 of 6 ‹ ›

Data Type	Source	Pages	Items	Items with Errors ▾
WebPage	Markup: schema.org	147	147	–
ItemPage	Markup: schema.org	146	146	–
Person	Markup: schema.org	129	129	–
CollectionPage	Markup: schema.org	1	1	–
Product	Markup: schema.org	0	0	–
AboutPage	Markup: schema.org	0	0	–

1-6 of 6 ‹ ›

ntana.edu/resources/about/116   **FETCH & VALIDATE**   CANCEL   Shortlink

Results - Filter by use case ▾

```
1   <!doctype html>
2   <html lang="en-US" vocab="http://schema.org/"
    typeof="WebPage" resource="http://www.lib.montana.edu
    /resources/about/116">
3   <head>
4   <meta charset="utf-8">
5   <meta http-equiv="x-ua-compatible" content="ie=edge">
6   <title property="name">Mergent Online : Montana State
    University (MSU) Library</title>
7   <meta name="description" property="description"
    content="Mergent Online provides access to company
    profiles and financial information with full text
    business profiles, quarterly and annual financials,
    EDGAR filings, and recent press releases and news wire
    reports.
8   Updated daily.
9   ">
10  <meta property="author creator publisher"
    content="Montana State University (MSU) Library">
```

additionalType:	http://dbpedia.org/resource/Accounting
additionalType:	https://en.wikipedia.org/wiki/Accounting
category:	Accounting
additionalType:	http://dbpedia.org/resource/Business
additionalType:	https://en.wikipedia.org/wiki/Business
category:	Business
productionDate:	2016-03-31T09:34:45
purchaseDate:	2016-03-31T09:34:45
url:	http://www.lib.montana.edu/resources/item/116
isRelatedTo [Product]:	http://www.lib.montana.edu/resources/about/170
name:	Vault Career Library
isRelatedTo [Product]:	http://www.lib.montana.edu/resources/about/36
name:	Business Source Complete
isRelatedTo [Product]:	http://www.lib.montana.edu/resources/about/74

Mergent Online

What is it? Mergent Online provides access to company profiles and financial information with full text business profiles, quarterly and annual financials, EDGAR filings, and recent press releases and news wire reports. Updated daily.

Liaison(s):
  Greg Notess

Linked Data Topics:
  Accounting
  Business

Related Databases:
  Vault Career Library
  Business Source Complete
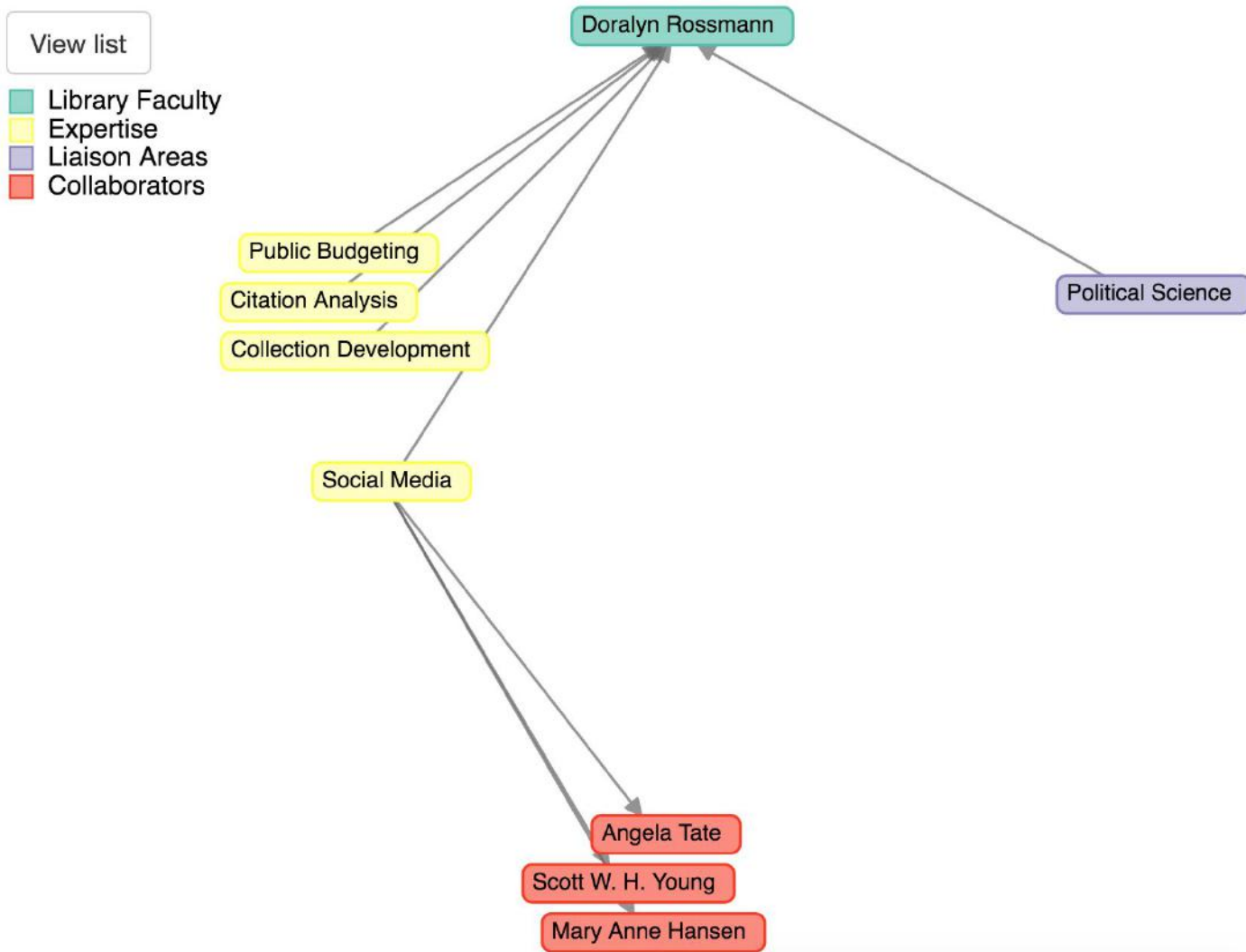 EconLit
  IBISWorld Industry Research Reports
  LexisNexis Academic

Total interactions: 12330

Rank: 18 out of 248 (based on 12330 out of 1323353 total interactions with all of our databases)

Database Recommendations

Mergent Online

What is it? Mergent Online provides access to company profiles and financial information with full text business profiles, quarterly and annual financials, EDGAR filings, and recent press releases and news wire reports. Updated daily.

Liaison(s):
  Greg Notess

Linked Data Topics:
  Accounting
  Business

Related Databases:
  Vault Career Library
  Business Source Complete
  EconLit
  IBISWorld Industry Research Reports
  LexisNexis Academic

Total interactions: 12330

Rank: 18 out of 248 (based on 12330 out of 1323353 total interactions with all of our databases)

Future Research

- Finish library knowledge graph
- Remove the proxy using Accelerated Mobile Pages (AMP) markup
- Understand and optimize for Local SEO
- Encourage standard use of Twitter and OpenGraph
- Reproducible results and guide for implementation
- Explore adaptability to LibGuides
- Collaboration with vendors

Questions?

Thanks!

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