

3.1.2.

3.1.2. Exposure of content for search engine indexing

Research in search engine optimization (SEO) strongly suggests that an ever increasing number of researchers find primary data through the major internet search engines. (Google, Yahoo!, and Bing collectively account for over 95% of search activity.) Merritt and EZID should expose designated data and metadata for harvesting by these search engines. This will require the generation and registration of appropriate sitemaps. * *Curators will be able to indicate if they wish their metadata to be crawled by search engines.