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## VIVA Linked Data Pilot Project

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- VIVA Goals**
- Explore the use of structured data for increasing search engine optimization (SEO) for VIVA resources
  - Experiment with a BIBFRAME discovery platform for VIVA special collections and archival records
  - Determine the feasibility of having third-party vendors (ATLAS, Zepheira) create a common discovery service using Virginia Heritage Project and other Virginia archival records

- Metadata Strategies Goals**
- Explore SEO using structured data for LET assets
  - Experiment with a BIBFRAME discovery platform for LET assets
  - Evaluate workflows for adding linked data to MARC records

- Create and maintain a domain for the project
- Identify and export non-monographic records from LET Special Collections cataloging
- Convert MARC export to XML and add holdings data
- Enrich records with linked data URIs

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**Raw MARCXML Data**

**Raw Structured Data**

**Goals**

**LET's Preparation**

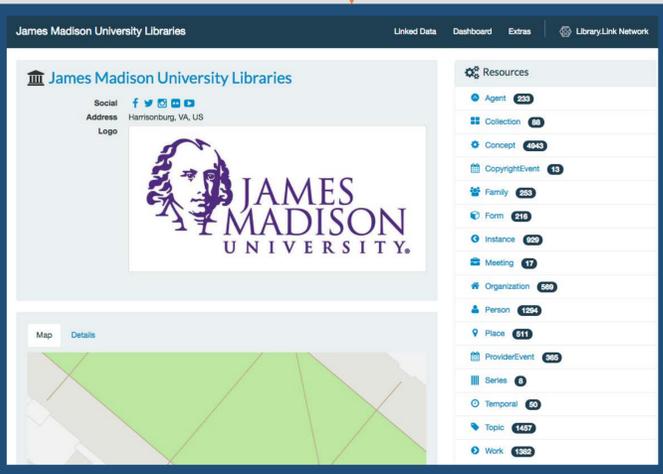
**BIBFRAME Discovery Layer**

**VIVA Linked Data Pilot Project**  
<http://link.lib.jmu.edu/> March 2017-  
 Steven W. Holloway and Rebecca B. French

```
<span resource="http://link.lib.jmu.edu/#_default">
<link property="http://schema.org/url" href="http://link.lib.jmu.edu/"><a
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fa-lg fa-fw" title="instagram"></i><a property="http://schema.org/sameAs"
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title="flickr"></i><a property="http://schema.org/sameAs"
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```

**Conclusions**

**Search Observations**



- First-page SEO was achieved more often for Bing and DuckDuckGo than Google
- Yahoo is structured-data deaf and dumb
- Zepheira's BIBFRAME faceted search portal was eccentric and difficult to use
- Lack of free-text search fields made the search experience worse

Page 1 Location of Library Link Records in Search Results

Search String	Google	Bing	Yahoo	Duck Duck Go
"Bethlehem Stone Church records"	1	1	--	1
Bethlehem Stone Church records jmu	1	2	--	1
"Timberville Farmers' Exchange minute book"	--	1	--	--
Timberville Farmers' Exchange minute book	--	1	--	1
"The Old Commonwealth" jmu	2	--	--	--
The Old Commonwealth jmu	--	--	--	--
"Valley of Virginia Pen Women records"	--	3	--	3
Valley of Virginia Pen Women records jmu	--	2	--	1
"Simms, Lucy"	--	--	--	3 & 4
Simms, Lucy	--	--	--	--
Simms, Lucy jmu	--	8 & 9	--	--

- Working simultaneously with two vendors (ATLAS, Zepheira) was generally unsatisfactory
- Zepheira's BIBFRAME faceted search portal is not the answer to a unified VIVA discovery layer
- "Extreme" structured data achieves good SEO
- VIVA is to be commended for this experiment, even if most of the takeaways are negative
- Adding and managing linked data elements in Sierra bibliographic records is resource intensive