

Making the Library Visible

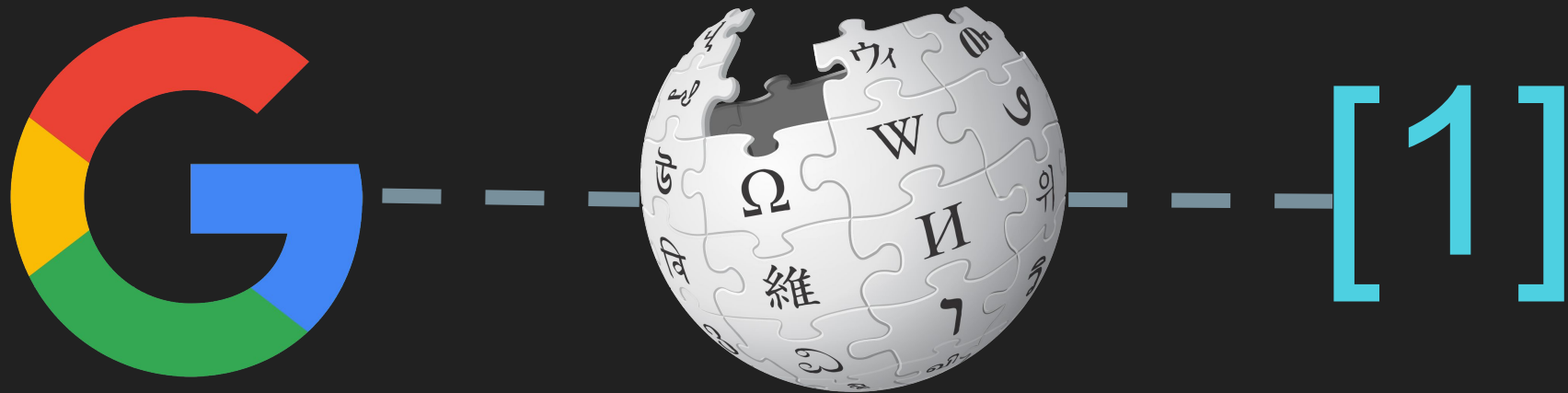
Trey Gordner // Koios

@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>

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

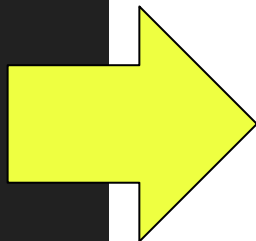
Libraries are always magic. But some libraries are more magic than most. Some make it easier to slip into the dreams of books, of rows and rows of possible worlds, possible people, of the ink-and-paper scent of story. And that big green glass building on Assembly, with its spill of sunlight and green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

A screenshot of a Google search for "empires of the word". The search bar at the top shows the query. Below the search bar, the "All" tab is selected. The results show "About 1,140,000 results (0.51 seconds)". The first result is for "Empires of the Word" by Nicholas Ostler, available at Washoe County Library (Reno, NV), powered by Koios. A green "Reserve" button is visible. A description of the book is provided, mentioning its focus on the history of languages. To the right of the description is a small image of the book cover. Below the description is a link to the Amazon.com listing for the book.

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

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.

[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. ▾

Reserve

WASHOE COUNTY LIBRARY SYSTEM

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

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 ▼

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 ▼

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 ▼

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

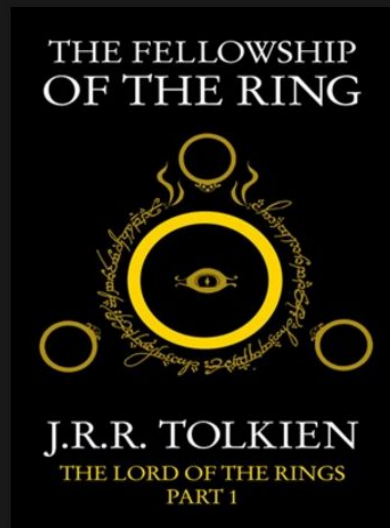
www.readlibre.com/everybodysfool ▼

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 ▼

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.

[All Items](#)[YA Fiction](#)[NYT List](#)[American Classics](#)[Richland Library \(change\)](#)

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](#).

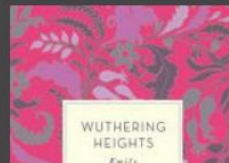
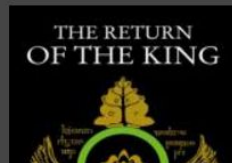
This book is provided for free to local residents by Richland Library. It's 100% legal & safe.

Overview

[Reviews](#)

[Share & Embed](#)

Best British Literature



100 items free.

info@koios.co