DATA DISCOVERABILITY:
USER RESEARCH FINDINGS

Marianne Pope
Working with our Partner Bodies

Geospatial Commission
The Coal Authority
United Kingdom Hydrographic Office
HM Land Registry
Valuation Office Agency

Ordnance Survey
Headline findings

- People use Google to find geospatial data

- The granularity of a dataset affects its findability

- Users want all data to be available in a single place

- Specialised terminology is inaccessible to geospatial novices

Next steps

- Carry out further targeted research

- Focus on SEO of our metadata content to improve findability by Google

- Test the impact of different levels of dataset granularity

- Critically review the landscape of data portals and catalogues

- Promote the use of plain English and controlled vocabularies
DATA DISCOVERABILITY:
EMBEDDING SCHEMA.ORG TO ENHANCE SEARCH RANKINGS

Peter Parslow
Searching for “OS Open Names” by name

• Landing page at data.gov.uk:
  • https://data.gov.uk/dataset/4949c88e-89b7-49b5-a0cf-8a3a2a4dac9d/os-open-names

• Not a pretty URL, but it is a landing page!
OS Open Names

Published by: Ordnance Survey
Last updated: 29 March 2019
Topic: Not added
Licence: Other Licence

Summary
Keywords: Cities, Towns, Rivers, Postcodes
OS Open Names is a geopgraphic directory that contains basic information about identifiable places (Named Place). The content of the Product is divided into themes based on their type and local place classification values. The primary use of the Product is to provide the location for a named place to support discovery or identification and visualisation, geocoding, routing and navigation.

Data links

<table>
<thead>
<tr>
<th>Link to the data</th>
<th>Format</th>
<th>File added</th>
<th>Data preview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product description</td>
<td>HTML</td>
<td>29 March 2019</td>
<td>Go to site</td>
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<tr>
<td>API description</td>
<td>HTML</td>
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<tr>
<td>RSS feed</td>
<td>XML</td>
<td>20 March 2019</td>
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</tr>
</tbody>
</table>

Additional information

Contact

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Licence information
OS Open Names is a geographic directory that contains basic information about identifiable places (Named Place). The content of the Product is divided into themes based on their type and local type classification values. The primary use of the product is to provide the location for a named place to support discovery or identification and visualisation, geocoding, routing and navigation and linking diverse information about a place (for example, statistics or descriptions). The name of the place will be the key property used for querying. It is also recognised that a place may have multiple names; an official name, which may be defined in multiple languages (English/Welsh or English/Gaelic), for example, Cardiff (English) and Caerdydd (Welsh). Names are not unique so additional location information is provided to enable users to refine their query to select the Named Place they are interested in. These include: postcode district, populated place, district/borough, county/unitary authority, European region and country. The OS Open Names specification will extend the Infrastructure for Spatial Information in the European Community (INSPIRE) Geographical Names theme to ensure that it is compliant with European open data initiatives.
Results?

• Now comes fourth in my generic Google search results
• Try yours – a few weeks ago, it was on my second page!
• Behind two references on os.uk – own web page – and one from EDINA (a distributor)

• The data.gov.uk landing page comes first in Google Dataset Search

• But if I search for “OS Town names” – which matches words in the abstract – it isn’t in the first five pages