Making spatial data discoverable by mainstream search engines

Ispra, 3-4 July 2019
Conclusions & next steps

• Stable identifiers / URIs
• (Good) Web pages – which content?
• Indexing by mainstream search engines
• Indexing by thematic / specific catalogues / applications
• How to set up experiments
• How to provide more and better metadata
Stable identifiers / URIs

- Good practices
  - IDs should be implemented as HTTPS URIs
  - Mint (canonical) URIs that redirect to your API
  - Ensure redirection is updated
(Good) Web pages – which content?

- Good practices
  - Use a unique stable URL for that page
  - Useful for users – include and/or link to related information and links to actions on that resource (users' feedback)
  - Link to alternate representations of the resource
  - Use keywords matching users search terms
  - Schema.org annotations for the pages you want to be indexed
  - Use the right level of data granularity

- Tools
  - Use the Structured Markup tool to test the metadata in your pages
  - Use search console or tools able to monitor your pages

- Follow-up actions
  - Investigate the right level of granularity
Indexing by mainstream search engines

• Good practices
  • Focus on useful Web pages – see previous point
  • Follow SEO guidelines
  • Decide what needs to be indexed
  • Think about what the user does when they arrive on your page
  • Monitor what happens

• Tools
  • Some data management tools offer these features natively (e.g., ldproxy, pygeoapi, CKAN)
  • Search engine services to monitor and advertise your pages

• Follow-up actions
Indexing by thematic / specific catalogues / applications

• Good practices
  • Identify the applications that need some additional information
  • Use an extended mapping to schema.org in case you need to add information that is used by applications other than search engines
How to set up experiments

• Good practices
  • Identify your target audience
  • Define your goals
  • Identify the best test you can do and see what happens measuring the access before and after the experiment
  • Share experience in the INSPIRE community forum

• Follow-up actions
  • Set up a community / discussion forum
How to provide more and better metadata

• Good practices
  • Take into account user feedback to improve the quality of your metadata, fix errors, etc.
  • “Once-only principle” for metadata: put in place solutions to
  • Eat your own food – try to use your metadata and see if you are happy with it

• Follow-up actions
  • Tool providers may help simplify creation and management of metadata, e.g., linking it to the data management workflow
Thanks!