

# Engaging Users

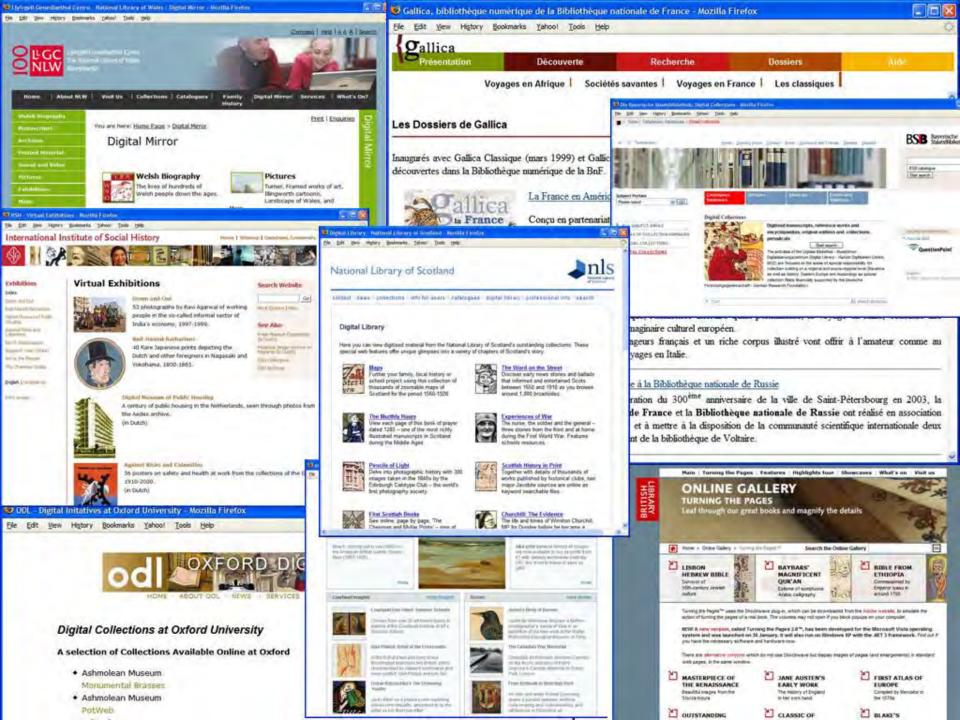
**Roy Tennant** 







# Getting Discovered



















Personalized Home | Sign in



Web Images Video News Maps more »

Google Search | I'm Feeling Lucky

Advanced Search Preferences Language Tools

Advertising Programs - Business Solutions - About Google

@2006 Google







# **Getting Discovered**

- Two basic methods
  - Natural Affinity
  - -Free-Floating Web Users
- Natural Affinity
  - -Within "shouting" distance, either physically (same institution) or conceptually (same interests)
- Free-Floating Web Users
  - -Searching or links



- Online methods
  - -Email, Facebook, Twitter, etc.
  - -Links and "ads" on allied web sites
- Offline methods
  - -Print publications
  - -Posters
  - -Bookmarks



#### E-Services

Online Payments Customer Service Center Search Public Records Document Center **FAQs** 

... View All

#### City Government

City Manager Mayor & City Council City Clerk City Auditor Departments & Divisions

... View All

### Living & Working

Sites & Sounds Getting Around the City Buying a Home? Cost of Living **Public Schools** 

... View All

## Welcome to Worcester, Massachusetts!



City of Worcester, MA | 455 Main St., Worcester, MA 01608 | (508) 929-1300 | Email

Welcome to the official website for the City of Worcester, MA - the great city in the heart of the Commonwealth and New England.

All great cities share certain traits - a vibrant, undeniable energy and culture that drives their growth and characterizes their livability. They are easily accessible and welcoming to business and families alike. With strong roots in a proud past, great cities also are progressive - innovating, collaborating, busy building their own successful future.

Worcester - a five-time recipient of the All American City Award - offers its residents the resources and exciting attractions of a metropolis, balanced with the more intimate, livable scale of a mid-size city - and something more...

#### **Announcements**

Worcester Tree Initiative Kick Off Event - March 28 - Learn about our Spring 2010 Calendar of Events Find out the locations of our Free Tree

## Meetings & Events

- 03/25 Lincoln Street
- 03/25 Legal Planning
- 03/25 Worcester Cultu
- 03/25 Worcester Polic
- 03/25 Historical Comm
- ... View All

## Stay Informed

- City Council Agendas
- Live Stream & Video Archives
- News & Announcements
- Budget Central
- Asian Longhorned Beetles
- Senior Center

## Health & Safety

- Task Force on Public Health Recommendations
- H1N1 Influenza A
- MA Public Flu Clinic Finder
- FDA Recalls & Safety Alerts

## Seasonal Info

- Hope Cemetery Spring Cleanup
- Winter Parking Ban -December 1st - April 30th
- Sidewalk Snow Removal
- Snow Emergency Guideline

**Doing Business** 



# Free Floating Web Users

- Links
- Hubs
- Searching

Domain	December 2009	January 2010	Month-over-month percentage change
www.google.com	72.25%	71.49%	-1%
search.yahoo.com	14.83%	14.57%	-2%
www.bing.com*	8.92%	9.37%	5%
www.ask.com	2.54%	2.64%	4%

Note: Data is based on four-week rolling periods (ending Jan. 2, 2010, and Jan. 31, 2010) from the Hitwise sample of 10 million U.S. Internet users. Figures are for Web searches only.

\*This includes executed searches on Bing.com but does not include searches on Club.Live.com.

Source: Experian Hitwise



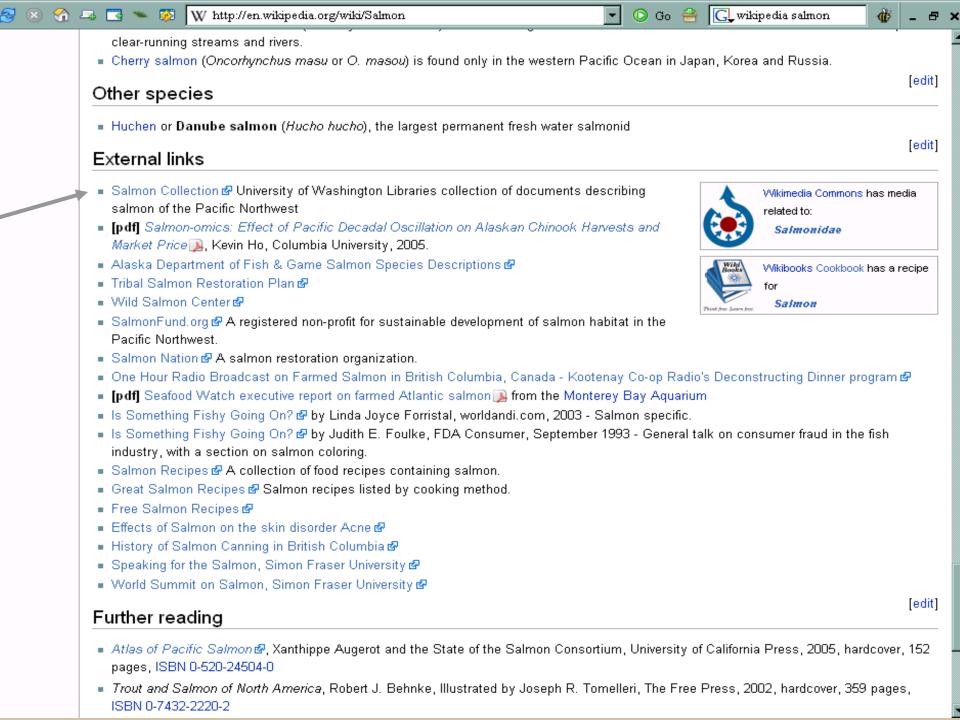
# facebook

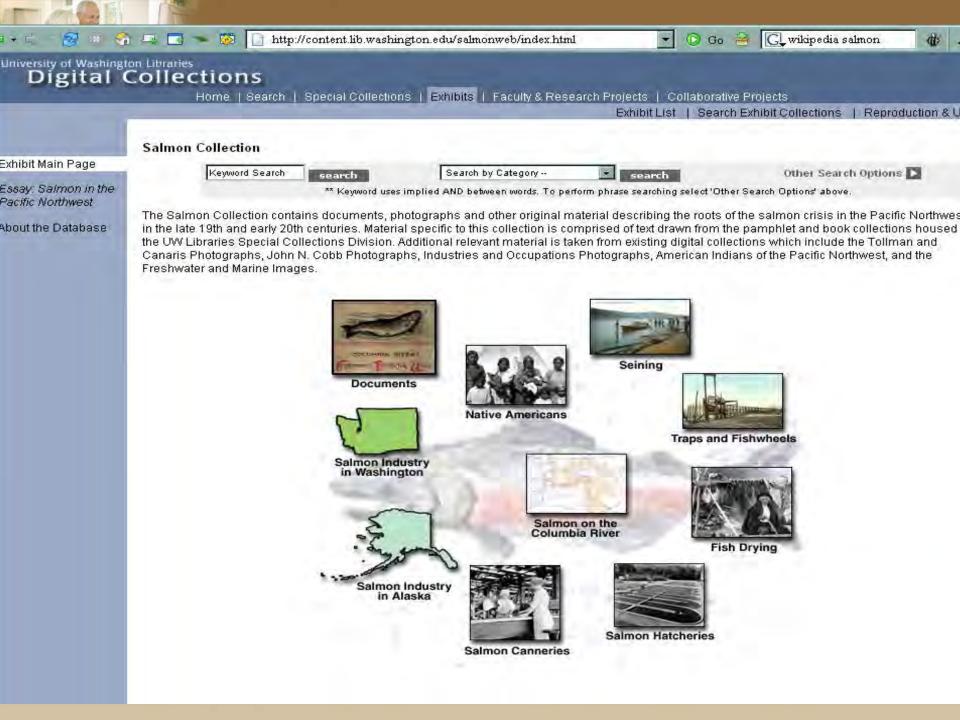


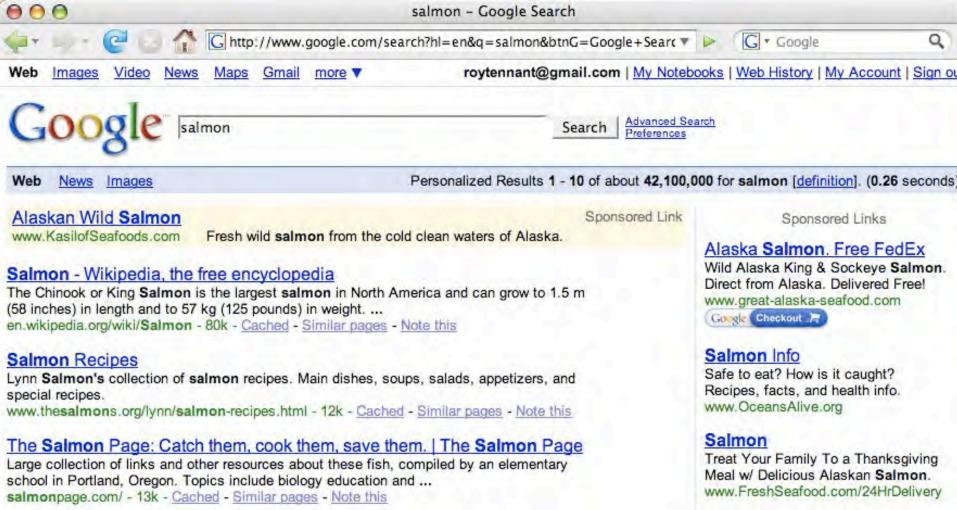












## WHFoods: Salmon

Cached - Similar pages - Note this

## Delicious with exceptional nutritional value found in few other foods (omega 3 fatty acids), the lovely pink-hued salmon can be served in a variety of ways ... www.whfoods.com/genpage.php?tname=foodspice&dbid=104 - 106k -

## Salmon Life Cycle Printout/Quiz- EnchantedLearning.com

Salmon Printout. and Quiz. The Salmon is a marine fish that spawns in fresh water. www.enchantedlearning.com/subjects/fish/printouts/Salmon.shtml - 11k -

Cached - Similar pages - Note this

## Learn About Salmon Nation

Your Awareness & Conservation

Efforts Make a Difference, Join Us!

www.SalmonNation.com

## Omaha Steaks Salmon Our selection of Salmon

classics are 100% Guaranteed. www.omahasteaks.com/salmon

Wild Alaskan Salmon





## LC Photographs on Flickr

flickr

Organize

Contacts

Groups

Explore -

Signed in as Günter Waibel



Search The Library of Congress phil

2 new Help

Search -

The Library of Congress > Collections > Library of Congress Flickr pilot



## News in the 1910s

Thumbnails

Detail 18 comments

Make Stuff

View as slideshow (四)



## 1930s-40s in Color

Thumbnails Detail Map 60 comments

Make Stuff

View as slide



Welcome to the daily news scene hundred years ago, as photograph News Service in about 1910-1912 your tags and comments! Also, lots identification information. (Most of photos came to the Library of Convery little description.)

This selected set of 1,500+ photog a large collection of almost 40,000 negatives. The entire collection spi and richly documents sports event celebrities, crime, strikes, disasters activities, with a special emphasis York City.

The Library of Congress Prints an



These vivid color photos from the Great Depression and World War II capture an era generally seen only in black-and-white. Photographers working for the United States Farm Security Administration (FSA) and later the Office of War Information (OWI) created the images between 1939 and 1944.

We invite your tags and comments! Also, more identification information. (The current titles come from the agency's original decumentation which was comptimed





## **Impact: 24 Hours Later**

#### LIBRARY OF CONGRESS BLOG Search this blog Flickr 1 About the Author CATEGORIES singl Blogging If it's Books a tho Capitol Hill good Cataloging pictu Congress failin Copyright The Curators pilot Education nothi Events alway react Exhibitions but it History LC Web site Libraries Music New Visitors Experience News Open Thread Photos Podcasts Thomas Jefferson Building Today in History Veterans History Project

Washington DC

## Library of Congress Blog

"Light and liberty go together."

My Friend Flickr: A Match Made in Photo Heaven | Meanwhile, About Those Abraham Lincoln Inauguration Photos 3

g: January 18th, 2008 by Matt Raymond

I need to start dut t

- 392,000 views on the photostream
- 650,000 views of photos
- Adding in set and collection page views, there were about 1.1 million total views on our account
- All 3,100+ photos have been viewed
- 420 of the photos have comments
- 1,200 of the photos have been favorited

community, from the blogosphere, from the news media-it is nothing short of amazing.

Let's start out with a few statistics, as of last night (thanks, Justin!):

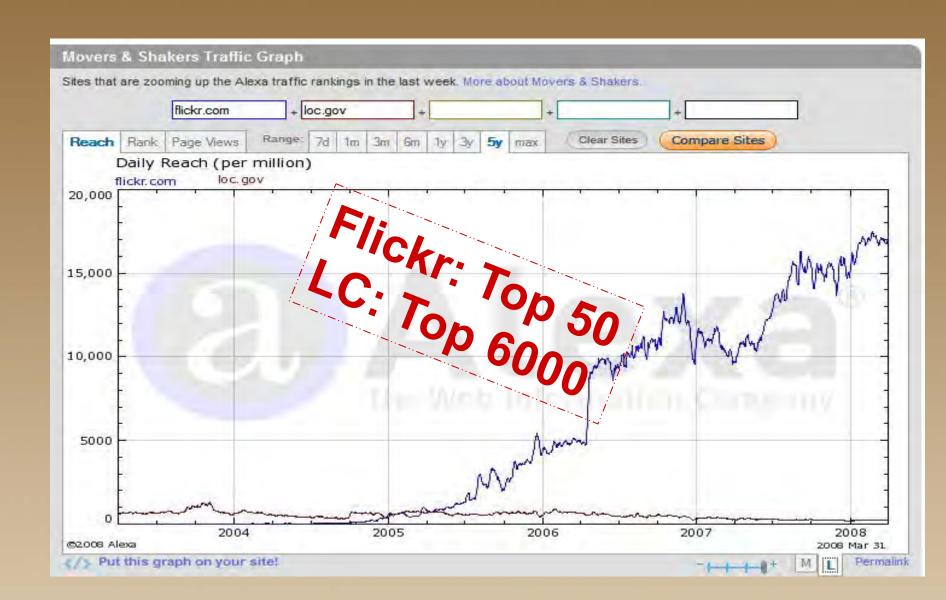
- · 392,000 views on the photostream
- 650,000 views of photos
- . Adding in set and collection page views, there were about 1.1 million total views on our account
- All 3,100+ photos have been viewed
- · 420 of the photos have comments
- . 1,200 of the photos have been favorited

And just look at all of those tags!

I've been writing this blog (although not nearly often enough) for about nine months, and this topic lit it up like fireworks. I was handed a sampling of what you all have been posting about this on your own blogs, and after only about 24 hours, the stack must have been close to two inches thick. Even Wil Wheaton wrote about it! (Yes, the

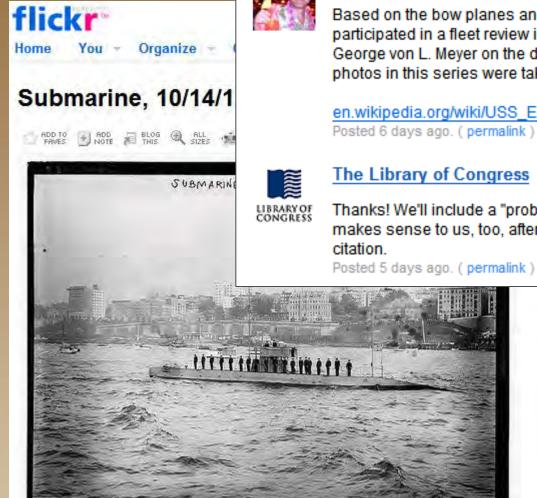


# Impact: Exposure





# **Impact: Contributions**



### Jim Rees says:

Based on the bow planes and masts, I'm almost certain this is the E-1, which participated in a fleet review in the North River before Secretary of the Navy George von L. Meyer on the date this photo was taken. I'm guessing the other photos in this series were taken at the same fleet review.

en.wikipedia.org/wiki/USS\_E-1\_%28SS-24%29

### The Library of Congress pro says:

Thanks! We'll include a "probably" in the new subject note, but your guess makes sense to us, too, after looking at the related photos and your Wikipedia

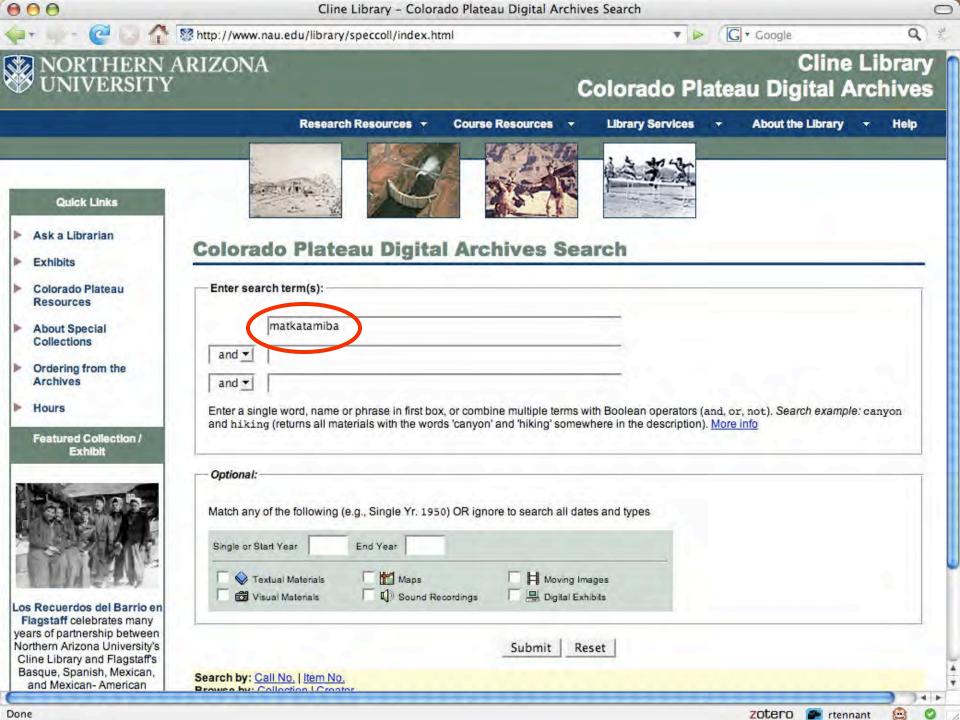


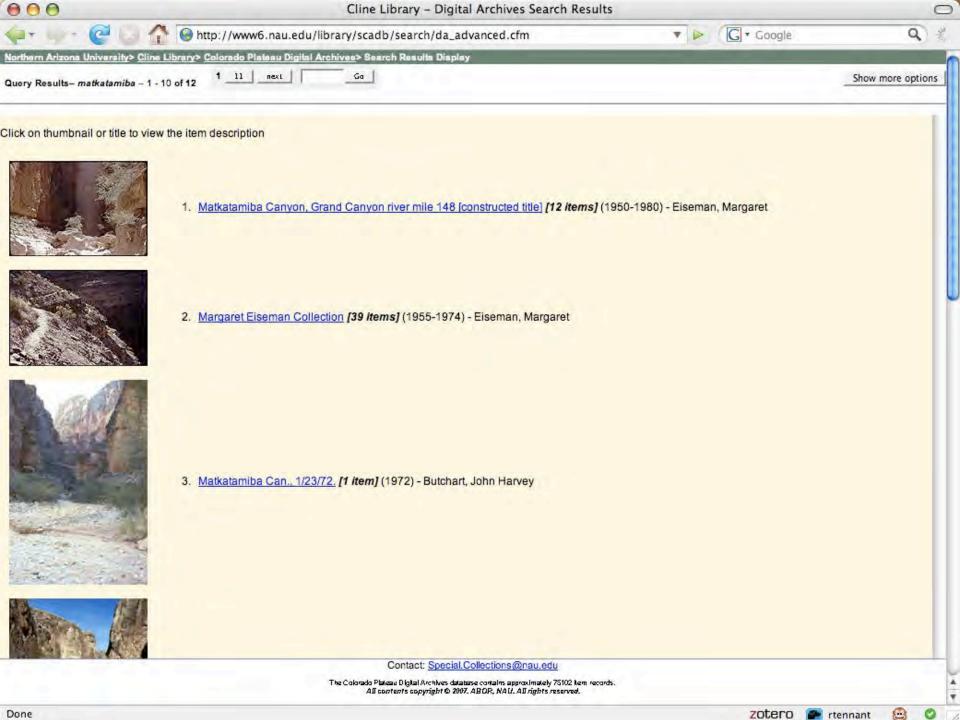
# Impact: Contributions

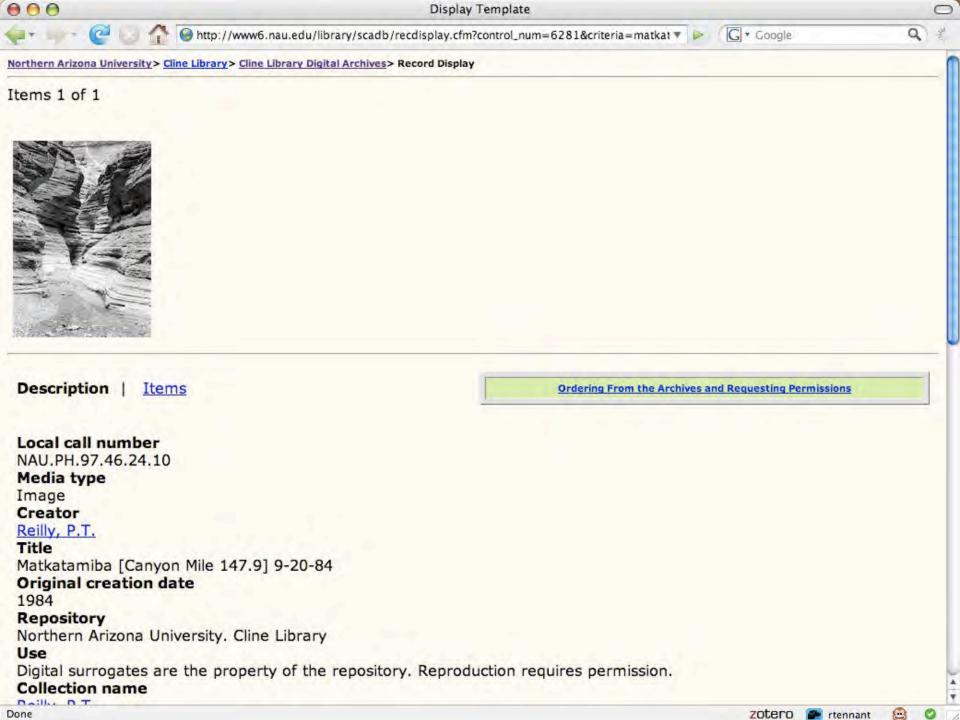


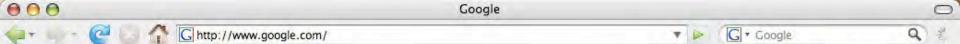
# Multiple Prince 89 Records were found containing the world flick to the second **Multiple Prints and Photographs Collections**

Lag	C3. 1 2	Uh
		Prof. Geo. McAneny, Dr. Jacobi
81.	ggbain	[between 1910 and 1915] 1 negative. Bain News Service, publisher.
		LC-B2- 2443-4 LC-DIG-ggbain-10803(digital file from original neg.)
82. ggba		Capt. Rostron & under officers of CARPATHIA [ship]
	ggbain	[1912] 1 negative. Bain News Service, publisher.
		LC-B2- 2403-13 LC-DIG-ggbain-10438(digital file from original neg.)
83. ¿		Capt. Rostron & under officers of CARPATHIA [ship]
	ggbain	[1912] 1 negative. Bain News Service, publisher.
		LC-B2- 2402-6 LC-DIG-ggbain-10428(digital file from original neg.)
84.	ggbain	Capt. Rostron & under officers of CARPATHIA [ship]
		[1912] 1 negative. Bain News Service, publisher.
		LC-B2- 2402-4 LC-DIG-ggbain-10427(digital file from original neg.)
		Capt. Rostron & under officers of CARPATHIA [ship]
85.	ggbain	[1912] 1 negative. Bain News Service, publisher.
		LC-B2- 2402-3 LC-DIG-ggbain-10426(digital file from original neg.)











matkatamiba

more ▼

Google Search

I'm Feeling Lucky

Advanced Search Preferences Language Tools

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Advertising Programs - Business Solutions - About Google

@2007 Google





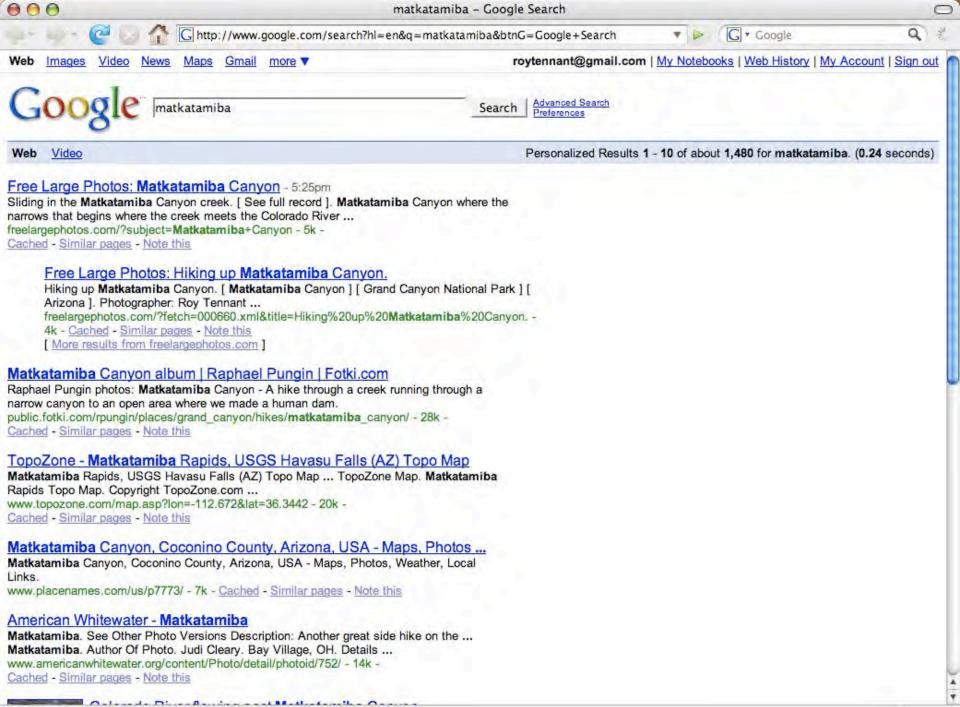
Video

News

Web

**Images** 

Maps Gmail







http://freelargephotos.com/?subject=Matkatamiba+Canyon











## **Matkatamiba Canyon**

Individuals may use these images for their personal use if they note the source (@ Copyright 2007 [name of photographer], FreeLargePhotos.com). If you use them on a web site, link to this site. If you want to use a photo in a product for sale, or to promote your business or organization, contact us for permission (USD\$ 50 for a nonexclusive license). Very large versions (at least 4MP) are available upon request for both individual and commercial use. If you think you have what it takes, contribute your photos to this site.

#### Ads by Google

Canyon MN Homes **GMC Canyon Image** Canyon Maps Canyon Census Canyon Data

Get photo software



Hiking up Matkatamiba Canyon. [See full record]







<priority>0.5</priority> </url> <url> <loc>http://freelargephotos.com/?fetch=000006.xml</loc> <lastmod>2007-04-25</lastmod> <changefreq>monthly</changefreq> <priority>0.5</priority> </url>

<loc>http://freelargephotos.com/?fetch=000007.xml</loc>

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G https://www.google.com/webmasters/tools/docs/en/protocol.html











### Webmaster Tools

About Webmaster Tools

Using the Sitemap Protocol

Using the Sitemap Generator

Google Webmaster Central

#### Contents

Overview

XML Sitemap Format

- XML Tag Definitions
- Sample XML Sitemap

Using Sitemap index files (to group multiple sitemap files)

- Sample XML Sitemap Index
- Sitemap Index XML Tag Definitions

Location of Sitemap Files Validating your Sitemap

Frequently Asked Questions

Overview

[Contents]

The Sitemap Protocol allows you to inform search engines about URLs on your websites that are available for crawling. In its simplest form, a Sitemap that uses the Sitemap Protocol is an XML file that lists URLs for a site. The protocol was written to be highly scalable so it can accommodate sites of any size. It also enables webmasters to include additional information about each URL (when it was last updated; how often it changes; how important it is in relation to other URLs in the site) so that search engines can more intelligently crawl the site.

Sitemaps are particularly beneficial when users can't reach all areas of a website through a browseable interface. (Generally, this is when users are unable to reach certain pages or regions of a site by following links). For example, any site where certain pages are only accessible via a search form would benefit from creating a Sitemap and submitting it to search engines.

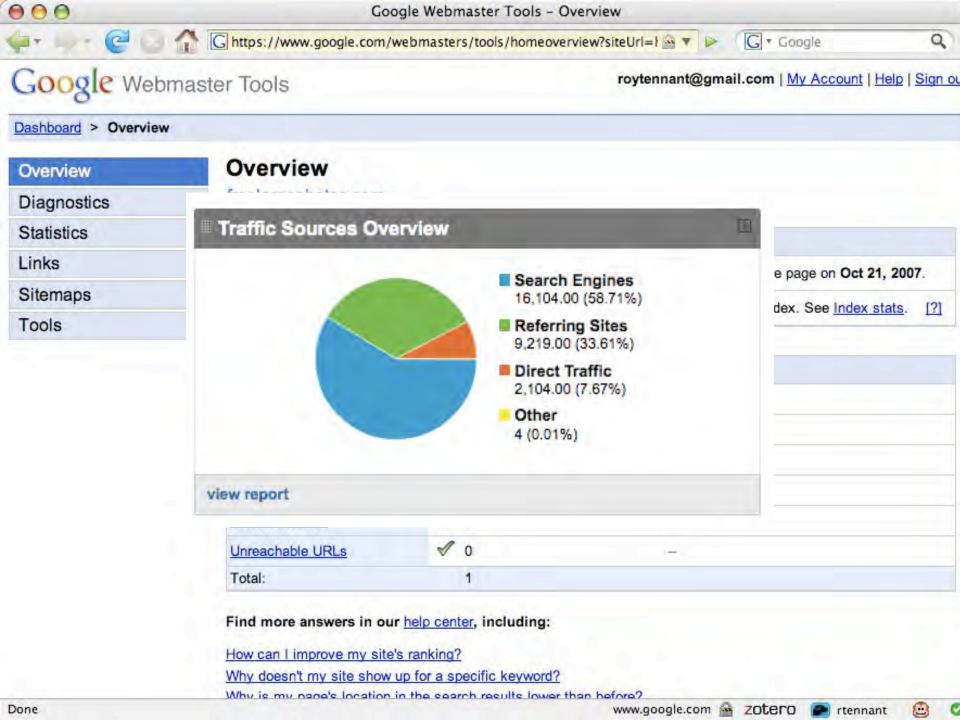
This document describes the formats for Sitemap files and also explains where you should post your Sitemap files so that search engines can retrieve them.

Please note that the Sitemap Protocol supplements, but does not replace, the crawl-based mechanisms that search engines already use to discover URLs. By submitting a Sitemap (or Sitemaps) to a search engine, you will help that engine's crawlers to do a better job of crawling your site.

Using this protocol does not guarantee that your webpages will be included in search indexes. (Note that using this protocol will not influence the way your pages are ranked by Google.)

Google adheres to Sitemap Protocol 0.9 as dictated by sitemaps.org. Sitemaps created for Google using Sitemap Protocol 0.9 are therefore compatible with other search engines that adopt the standards of sitemaps.org











User-agent: \*
Disallow: /

User-agent: NetMechanic

Disallow: /files/ Disallow: /images/ Disallow: /staffweb/ Disallow: /stylesheets/

Disallow: /web/

User-agent: Fusionbot Disallow: /files/ Disallow: /images/ Disallow: /staffweb/ Disallow: /stylesheets/

Disallow: /web/

User-agent: Googlebot Disallow: /files/ Disallow: /images/ Disallow: /staffweb/ Disallow: /stylesheets/

Disallow: /web/

User-agent: \*
Disallow: /

User-agent: \*

Disallow: /files/

Disallow: /images/

Disallow: /staffweb/

Disallow: /stylesheets/

Disallow: /web/

zoter

# **Enable Crawlers**

Create a liberal "robots.txt" file:

User-agent: \*
Allow: /

- Create a "sitemap.xml" file that:
  - Specifically lists all of the URLs you want to be crawled
  - You register with Google, etc.



## **Push Stuff Out**

- Where are your users found?
- How can you get your stuff in front of them?
- What protocols and standards should you support to enable interoperability?



# Three Steps to Discovery

- 1. Review your "robots.txt" file
- 2. Create a sitemap and register it
- 3. Study Google's SEO doc, and implement everything you can



# Rules of Engagement



# Three Steps to Engagement

- 1. Understand your audience and their *passion*
- 2. Tailor your site to serve their needs
- 3. Return to step 1

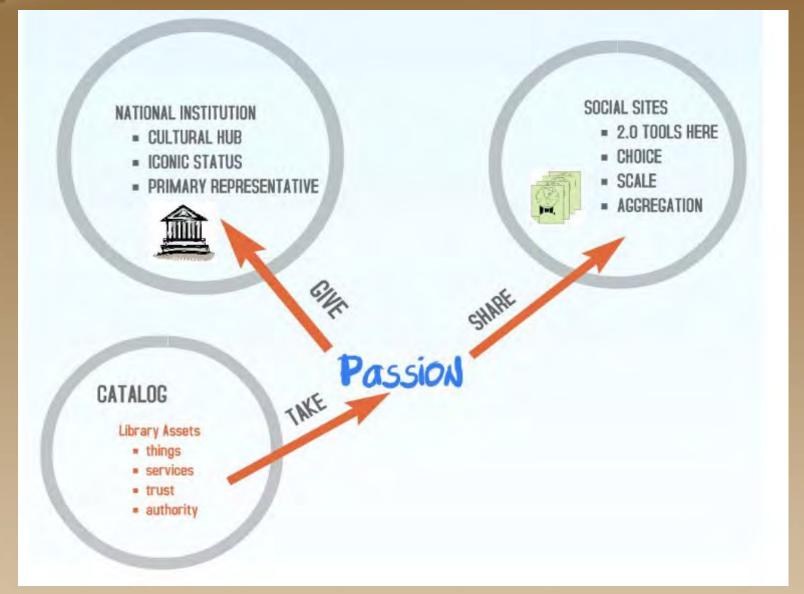


# **Understand Your Audience**

- Who(are they?)
- What(do they want?)
- When(do they want it?)
- Where(do they want it?)
- Why(do they want it?)
- How(do they want it?)



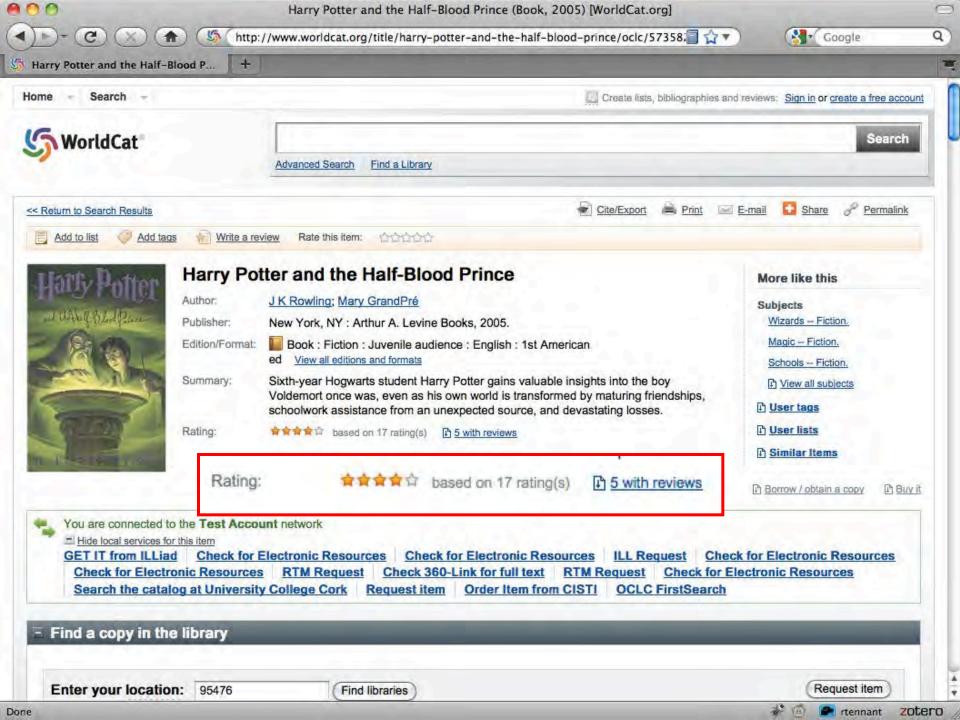
# Passion is the Key





# Sample Engagement Methods

- Tagging
- Commenting
- Listing
- Rating
- Reviewing
- Collecting
- Crowdsourcing

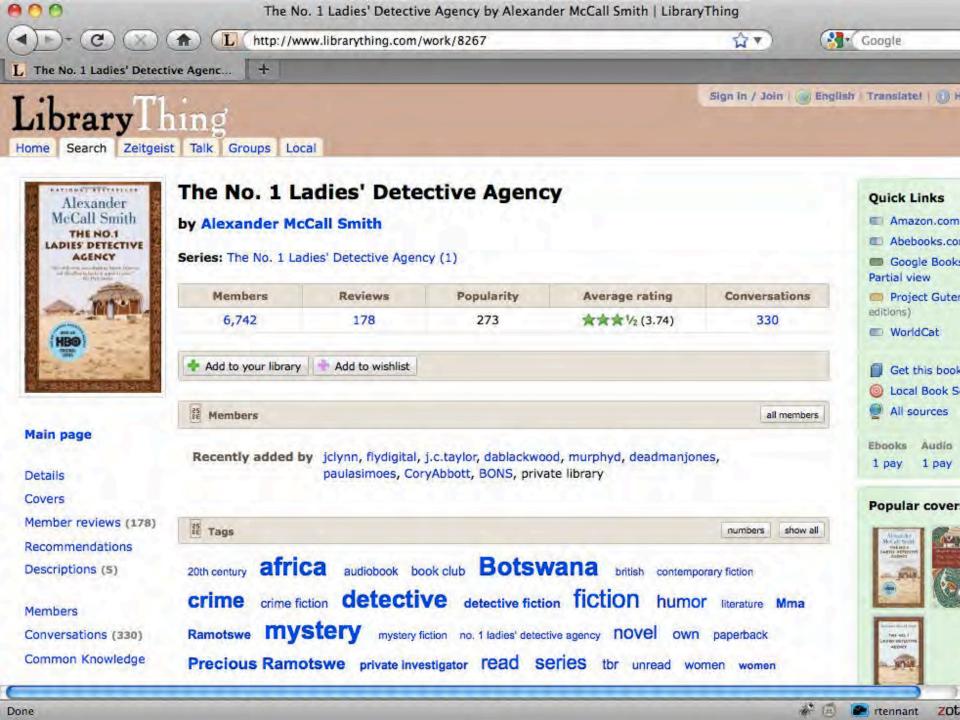




history alternate reality alternate universe alternate worlds alternative alternative history amateur detective amazo america american american author american civil war american fiction american girl american histo american literature american poetry american politics american revolution american west americana analysis anarchism anatomy ancient ancient egypt ancient greece ancient history ancient rome angels angli

advertising advice aesthetics afghanistan africa african-american afterlife agatha christie aging agriculture a

anglo-saxon animal animals animation anime anita blake antarctica anthology anthropology anthropomorphic antique antiques antiquity apocalypse apologetics applique ar arc archaeology architecture arctic arizona art art book art history arthur arthurian arthurian legend article artificial intelligence artist artists arts and crafts asia asian asterix astrology astronomy atheism atlas att audible audio audiobook audiobooks austen australia australian australian author austria authors

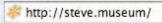




















# THE ART MUSEUM SOCIAL TAGGING PROJECT

**About steve** 

Tag Art

**Get Code** 

**Application Development** 

Research

Discussions

Reference

**Press** 

**Steering Committee** 

Join the first experiment in social tagging of art museum collections.

Here's how:

- Tag Art
- Museums
- Researchers
- Developers

What is steve? Steve is a research project whose participants are building a tagging tool, collecting tags, analyzing data, and engaging in discussion. We hope to apply what we learn to improving access to works of art. Here's a diagram of steve's world.

ranscendenal

gold

tree















Send us your feedback







Winslow Homer (1836–1910)
The Gulf Stream, 1899
Oil on canvas; 28 1/8 x 49 1/8 in.
(71.4 x 124.8 cm)
Catharine Lorillard Wolfe Collection,
Wolfe Fund, 1906 (06.1234)



John Singer Sargent (1856–1925) Madame X (Madame Pierre Gautreau), 1883–84 Oil on canvas; 82 1/8 x 43 1/4 in. (208.6 x 109.9 cm) Arthur Hoppock Hearn Fund, 1916 (16.53)



Emanuel Leutze (1816–1868)
Washington Crossing the Delaware,
1851
Oil on canvas; 149 x 255 in. (378.5 x 647.7 cm)
Gift of John Stewart Kennedy, 1897 (97.34)



Pieter Bruegel the Elder (Netherlandish, active by 1551, died 1569)

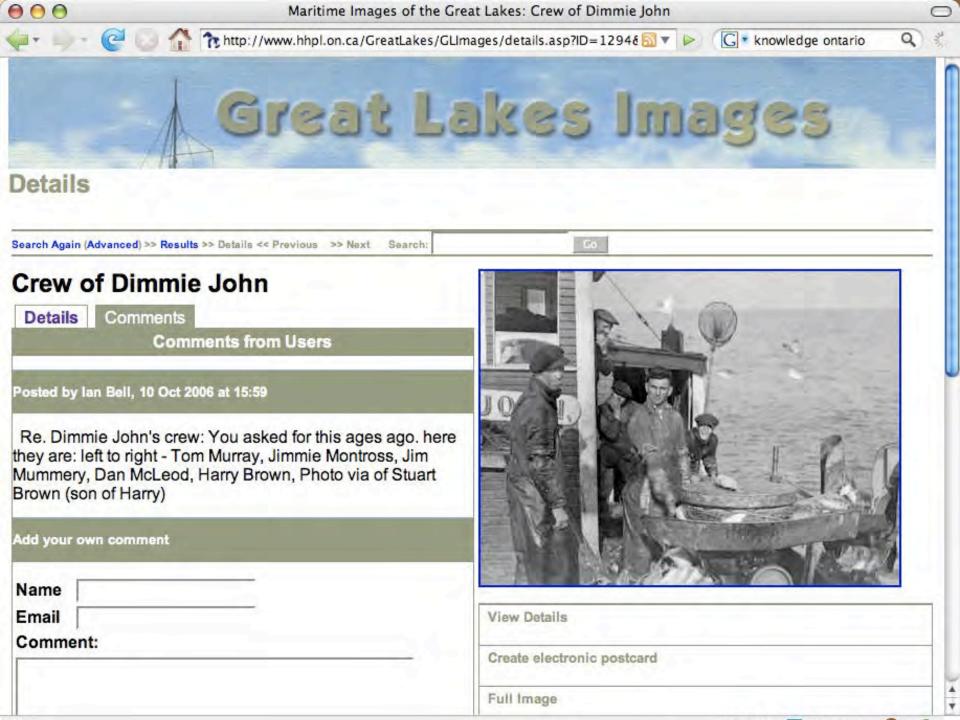
The Harvesters, 1565
Oil on wood; Overall, including added strips at top, bottom, and right, 46 7/8 x 63 3/4 in. (119 x 162 cm); original painted surface 45 7/8 x 62 7/8 in. (116.5 x 159.5 cm)

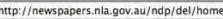
Rogers Fund, 1919 (19.164)

Known Users	term	number	%	term	number	%	term	number	%	term	number	%
Consistency in Top Terms				100								
1	boat	22	68.8%	black dress	9	31.0%	washington	7	46.7%	harvest	8	47.1%
2	storm	18	56.3%	woman	8	27.6%	boat	4	26.7%	landscape	6	35.3%
3	sharks	11	34.4%	table	5	17.2%	American	4	26.7%	peasants	3	17.6%
4	sea	9	28.1%	portrait	5	17.2%	water	3	20.0%	grain	3	17.6%
5	ocean	9	28.1%	gown	4	13.8%	ice	3	20.0%	wheat	3	11.8%

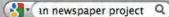
From: Social Classification and Folksonomy in Art Museums: early data from the steve.museum tagger prototype a paper for the ASIST SIG-CR workshop on Social Classification, November 4, 2006, by Jennifer Trant











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+

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Historic Australian Newspapers, 1803 to 1954



## FIND AN ARTICLE

Advanced Search

Search Articles

#### FIND AN ISSUE

# by Title

- The Sydney Morning Herald
- 2. The Argus
- 3. The Mercury (Hobart)
- Northern Territory Times and Gazette
- 5. Brisbane Courier

Show all titles

# by State

NT WA SA



QLD NSW ACT

VIC

Login

## by Date

1803

JAN	FEB	MAR	APR
MAY	JUN	JUL	AUG
SEP	OCT	NOV	DEC

### TOP TEXT-CORRECTORS

- jhempenstall (373609)
- John.F.Hall (354384)
- fwalker13 (313591)
- 4. annmanley (305877)
- maurielyn (276187)

#### ON THIS DAY

THE SYDNEY MORNING HERALD (NSW: 1842-19..., MONDAY 26 MARCH 1945 Navigation tips for the example newspaper page below:

- Scroll with the scrollbars or your scrollwheel.
- Pan by clicking and dragging the image.
- Zoom with the zoom controls in the bottom right.



#### RECENT COMMENTS

St Brycedale's captain is William Alfred... created 2010-03-25 19:26:20.0 by graham.pearce

The majority of the second column is not... created 2010-03-25 15:06:43.0 by Michael Balin

#### RECENT TAGS

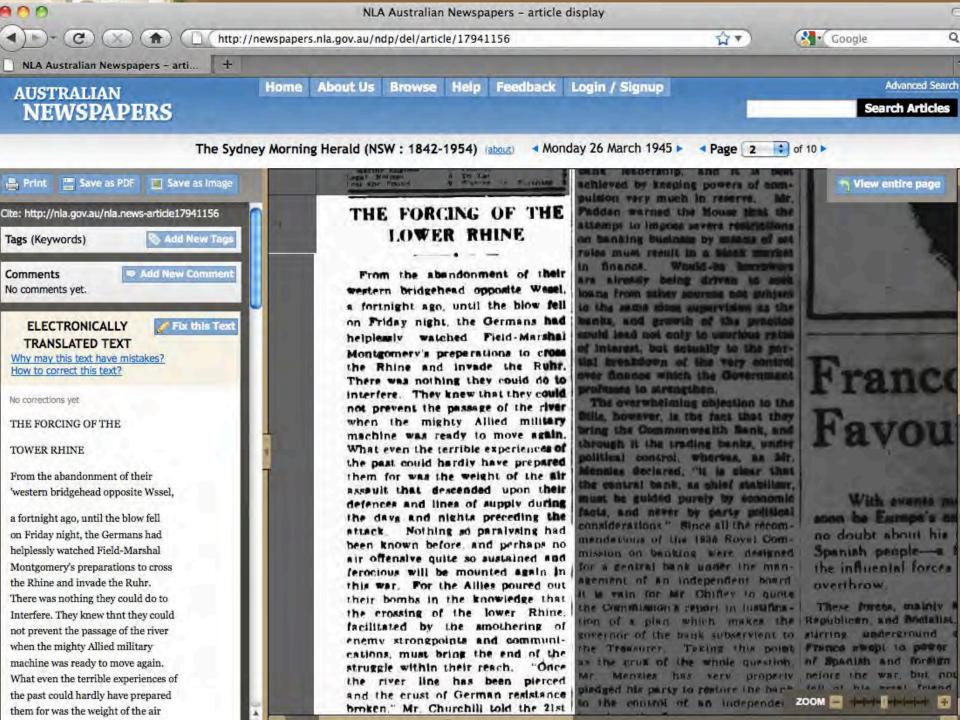
Army Honours 8th Division honours Changi POW Camp Bakri Parit Sulong >> All tags

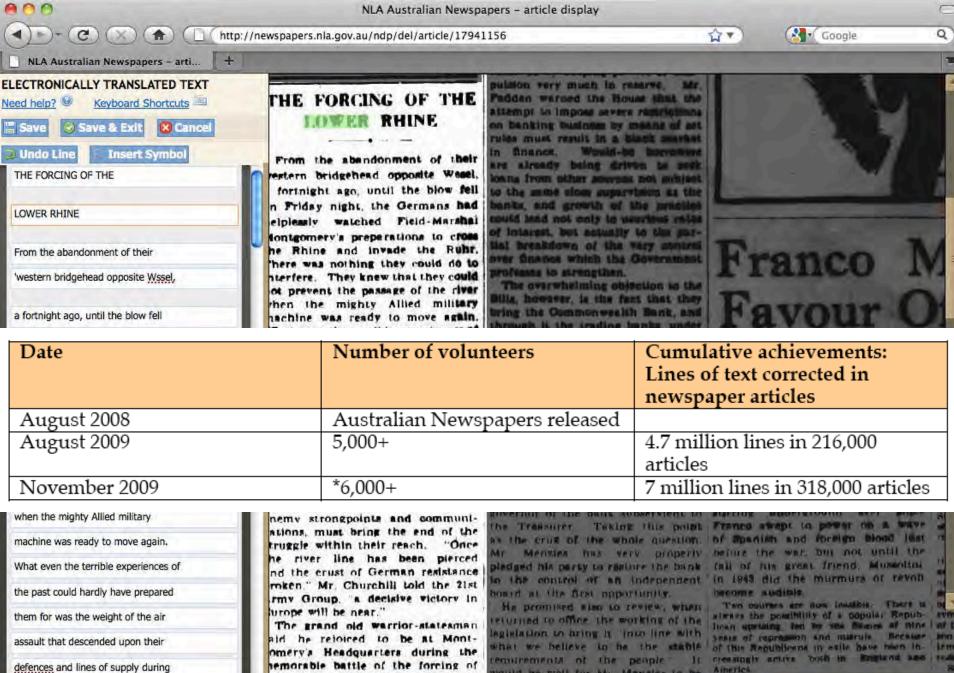


**USER LOGIN** 

username

password





the days and nights preceding the attack Mothing so paralysing had

ne Rhine. All British peoples will

stoice that he was there. No man

vauld be well for Mr. Mensles to be

aplicit on this point, and in make

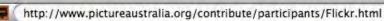
ZOOM















Q

Picture Australia | Flickr



#### NATIONAL LIBRARY OF AUSTRALIA



Search

Picture trails

News

To contribute

Contributing to Picture Australia

Contributing as an individual

Contributing as an organisation

Participants

Service guide

Technical guide

**URL** lists

## Flickr

Picture Australia and Yahoo! invite you to contribute your photographs to Picture Australia, using Yahool's online image repository, Flickr (www.flickr.com)!

The Flickr website contains more than 70 million images from contributors all over the world and was acquired by Yahoo! in March 2005. Around 80 per cent of the images stored on Flickr are freely accessible to anyone visiting the site. This sets it apart from other internet photo sharing sites, where users often specify precisely who is allowed to view the images they upload. The site's two million users presently add a new image to the site every four seconds.

Anybody can add their own photographs to Flickr quickly and easily, marking them with descriptions and tags so they can be archived correctly and retrieved at a later date by other visitors.

Picture Australia does not own the Copyright for the images contributed through Flickr. To obtain permission to reproduce the Flickr images found in Picture Australia, you will need to contact the individual photographers by logging into Flickr and using Flickrmail to send them a message.

If you would like to add your photos to the Picture Australia group on Flickr simply follow these steps:

- go to www.flickr.com
- 2. Sign in to Flickr, or sign up if you are not already a member
- 3. To activate your Flickr account you will need to load at least 5 photos
- 4. Visit the Picture Australia groups, by searching for 'Picture Australia' under the 'groups' tab in Flickr, or by following these links: Picture Australia: People, places and events

Picture Australia: Ourtown

Re-Picture Australia

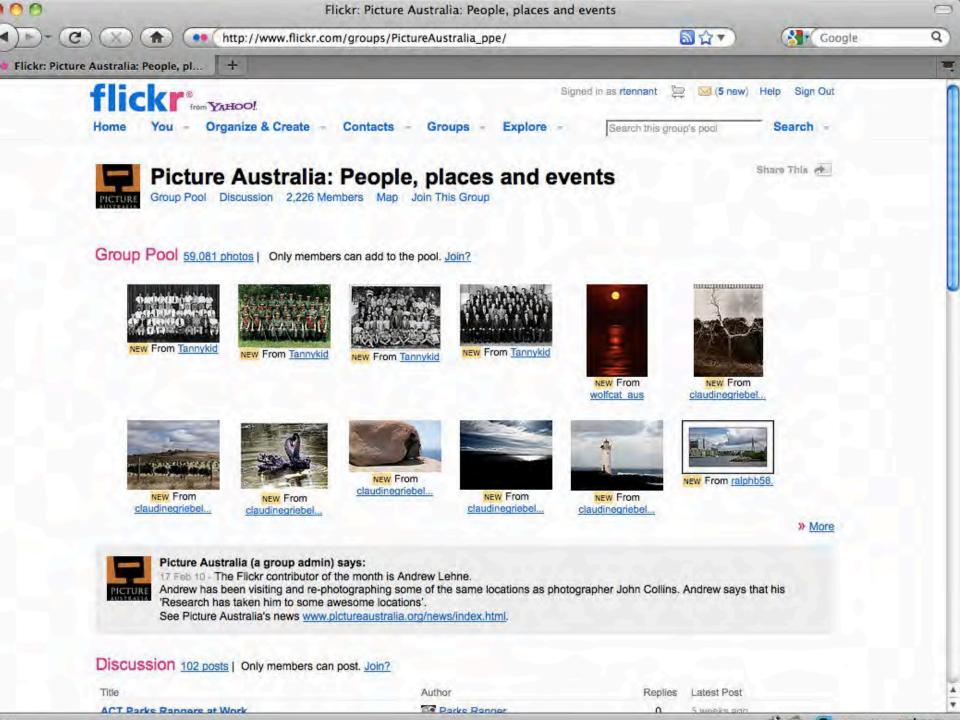
- 5. Click on the 'Join this group' link and follow the prompts
- Read through the group descriptions for guidelines about contributing to Picture

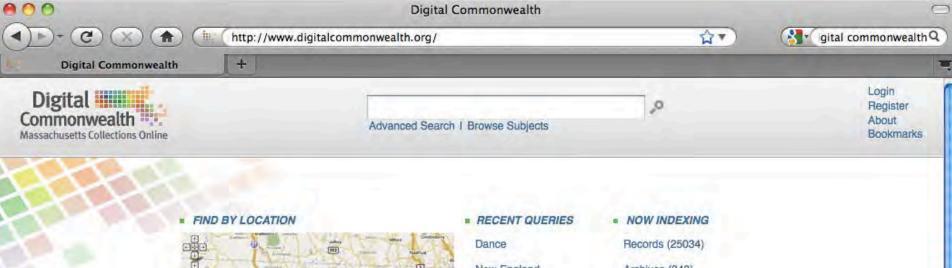




'Sambafrog' - photo by Ben Bishop









#### HIGHLIGHTS FROM THE ARCHIVES





"Working for victory Lawrence CLU AFL" Northeast Massachusetts Regional Library System

Bridge Street Canal UMass Lowell, Center for Lowell History: L.B7642 CN 01



In the rag room, Holyoke, Mass. C/WMARS Digital Treasures Respository



- 1. Know your audience both natural affinity and free floating and what motivates them
- 2. Be where they are
- 3. Engage their passions
- 4. PROFIT!