## Discoverability Assessment

We are using over 20 manually executed tests to evaluate the discoverability of digitised collections and of individual resources within them both on the open web and within the institution. In addition we’ll be conducting a range of automated tests to assess underlying technical characteristics.

Discoverability is based on a complex combination of characteristics, and needs to take of account of differing user styles of information seeking.

Given that contextualisation, we expect this basket of tests will provide some important indicators about the relative discoverability of resources and the practical steps that can make a difference.

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| **Research Test** | **Collection Level** | **Resource / Item Level** |
| **Basic Characteristics** |  |  |
| 1 - URL well formed | Y | Y |
| 2 - URL resolves | Y | Y |
| 3 - Page Title well formed | Y | Y |
| 4 - Google Hit List description effective | Y | Y |
| 5 – Clear Terms of Use | Y | Y |
| 6 - Licence for use | Y | Y |
| **Reach – discoverability on the open web** |  |  |
| 7 - Title search Google ranking | Y | Y |
| 8 - Find using ‘sensible’ related terms | Y | Y |
| 9 - Citations / links visible to Google in “.ac.uk” | Y | Y |
| 10 - Collection has its own Wikipedia entry | Y |  |
| 11 - Wikipedia entry is linked to the collection | Y |  |
| 12 - Collection ref’d in another Wikipedia entry | Y |  |
| 13 - That reference is linked to the collection | Y |  |
| 14 - Citations visible to Google in Wikipedia | Y |  |
| **Reach – discoverability inside the institution** |  |  |
| \* 15 - Listed in library catalogue | Y | Y |
| \* 16 - Listed in library discovery layer | Y | Y |
| \* 17 - Listed on Reading Lists | Y | Y |
| **Stickiness – engaging users** |  |  |
| 18 - Related online forum or Facebook page | Y |  |
| 19 - RSS or other awareness feed | Y |  |
| 20 - FAQ or guide openly available online | Y |  |
| 21 - Feedback mechanism offered online | Y | Y |
| 22 - Grabbing a citation made easy  |  | Y |
| 23 - Publicised Twitter hash tag | Y |  |

\* To be covered in survey