# Spotlight Web Assessment

## Relevant Spotlight Blog Posts

<http://digitisation.jiscinvolve.org/wp/>

* User Discovery Channels

<http://digitisation.jiscinvolve.org/wp/2013/11/04/top-discovery-channels-in-online-user-behaviour/>

* Early findings

<http://digitisation.jiscinvolve.org/wp/2013/09/18/initial-findings-from-survey-of-discoverability-of-digitised-collections/>

* Discovery of Collections versus Items

<http://digitisation.jiscinvolve.org/wp/2013/11/18/discovery-of-digitised-collections-vs-items/>

* How social media can help

<http://digitisation.jiscinvolve.org/wp/2013/10/14/does-social-media-increase-discovery-of-digitised-collections/>

* How Wikimedia can help

<http://digitisation.jiscinvolve.org/wp/2013/12/05/what-wikimedia-can-do-for-digitised-content/>

## Top 12 Scores – highest ranked out of 177 resources assessed

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Max 111** |  | **Start** | **Fund** | **Lead** |
| 94.5 | Archival Sound Recordings 2 | 2007 | Jisc | BL |
| 94 | Complete work of Charles Darwin online | 2005 | Jisc | Cambridge |
| 93 | Enriching the WW1 Poetry Archive | 2008 | Jisc | Oxford |
| 89 | Windows on Genius | 2011 | Jisc | Sussex |
| 89 | Bombsight | 2011 | Jisc | Portsmouth |
| 88.5 | Screen Online |  | NOF | BFI |
| 83.5 | Medical Journal Backfiles | 2004 | Jisc | Wellcome |
| 83 | Observing the 80s | 2011 | Jisc | Sussex |
| 81 | Opening Veterinary Access to Literature | 2011 | Jisc | RVC |
| 81 | Zandra Rhodes Digital Study Collection | 2011 | Jisc | UCA |
| 80.5 | Cabinet Papers 1915-1978 | 2007 | Jisc | TNA |
| 80 | Shakespeare Quartos Archive | 2008 | Jisc+ | Oxford |

## Some examples to investigate

1) Darwin Online collection - <http://darwin-online.org.uk>

* Publication item - <http://darwin-online.org.uk/EditorialIntroductions/Freeman_ZoologyOfBeagle.html>
* Manuscript item - <http://darwin-online.org.uk/content/frameset?itemID=CUL-DAR1.(0-73)&viewtype=image&pageseq=1>

2) Zandra Rhodes collection - <http://www.zandrarhodes.ucreative.ac.uk>

* Style Bible item - <http://uca.onlineculture.co.uk/zandra_rhodes/>
* Dress item - <http://www.vads.ac.uk/large.php?uid=200649>

3) Old Maps Online aggregation – <http://oldmapsonline.org>

* Isothermal Chart item - <http://www.oldmapsonline.org/map/nypl/465012>

4) 19th Century British Pamphlets Online aggregation - <http://www.britishpamphlets.org.uk>

* Hume Tracts item - <http://www.britishpamphlets.org.uk/collections/ucl-hume-tracts.html>

## Related Spotlight Guidebook Topics and Tips

Note – The Guidebook is currently in draft and final URLs are not yet available

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| --- | --- | --- |
| Approaches | Tested by | |
| 1 - Use well structured URLs for collections and items | Manual |  |
| 2 - Use unique and accurate page titles in HTML pages | Manual | Auto |
| 3 - Use the description ‘meta’ tag in HTML pages |  | Auto |
| 4 - Ensure images have appropriate ‘alt’ text |  | Auto |
| 5 - Embed structured metadata for items into HTML pages using [Schema.org](http://schema.org/) |  | Auto |
|  |  |  |
| 6 - Use sitemaps to help search engines index content effectively |  | Auto |
| 7 - Use robots.txt to ensure search engines can index content effectively |  | Auto |
|  |  |  |
| 8 - Republish items on popular web services | Manual |  |
| 9 - Establish a presence for a collection on Twitter | Manual |  |
|  |  |  |
| 10 - Remove registration or authentication barriers where poss | Manual | Auto |
| 11 - Use appropriate licensing to enable reuse of resources in other contexts (such as CC-BY) | Manual |  |
| 12 - Publish metadata describing digitised resources under an extremely permissive licence (such as CC0) | Manual |  |