BLUEcloud Visibility

Over 3.5 billion Google searches are performed each day. What if even a fraction of them pointed to your library? Using the power of linked data, BLUEcloud Visibility gives your library its next greatest advocate: search engines.

Get your library on Google

MARC records are invisible to search engines, but when you transform them to linked data, users can find your library resources with a simple web search. With your records in the search results, you can attract attention and bring users to the library—without any extra effort.

Connect with your users

Whether your users are families looking for the latest bestseller or scholars searching for special collections, you can reach them through the search engines they use every day.
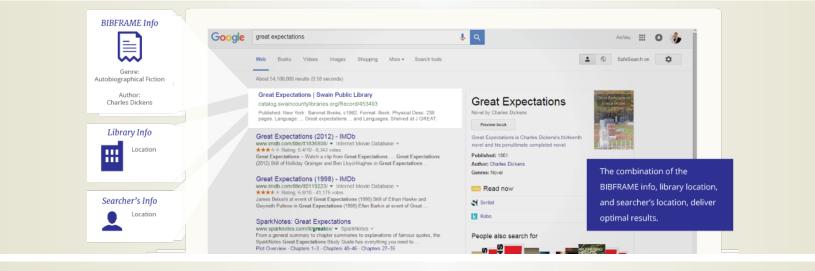
Highlight your library with enriched data

Your library is more than a collection of information: it's a physical place in your community. With linked data, users can view your library's address and hours directly from the search engine—no confusion or extra clicks.

Let us do the hard work

Don't worry about taking on a time-consuming data project. Just sign up for BLUEcloud Visibility, and let SirsiDynix do the rest.

Features

– Service to extract your MARC records and transform them into BIBFRAME resources

– Records are enhanced with library location data making them geographically relevant to patrons in your area

– Creates linked data for your library resources, so search engines can index, link them to other resources, and make them discoverable

– Consortial option to purchase BLUEcloud Visibility for only the sites that want it

– Committed to working with multiple ontologies and linked data frameworks as they emerge