



Search.
Discover.
Share.



An open-source resource
discovery portal.

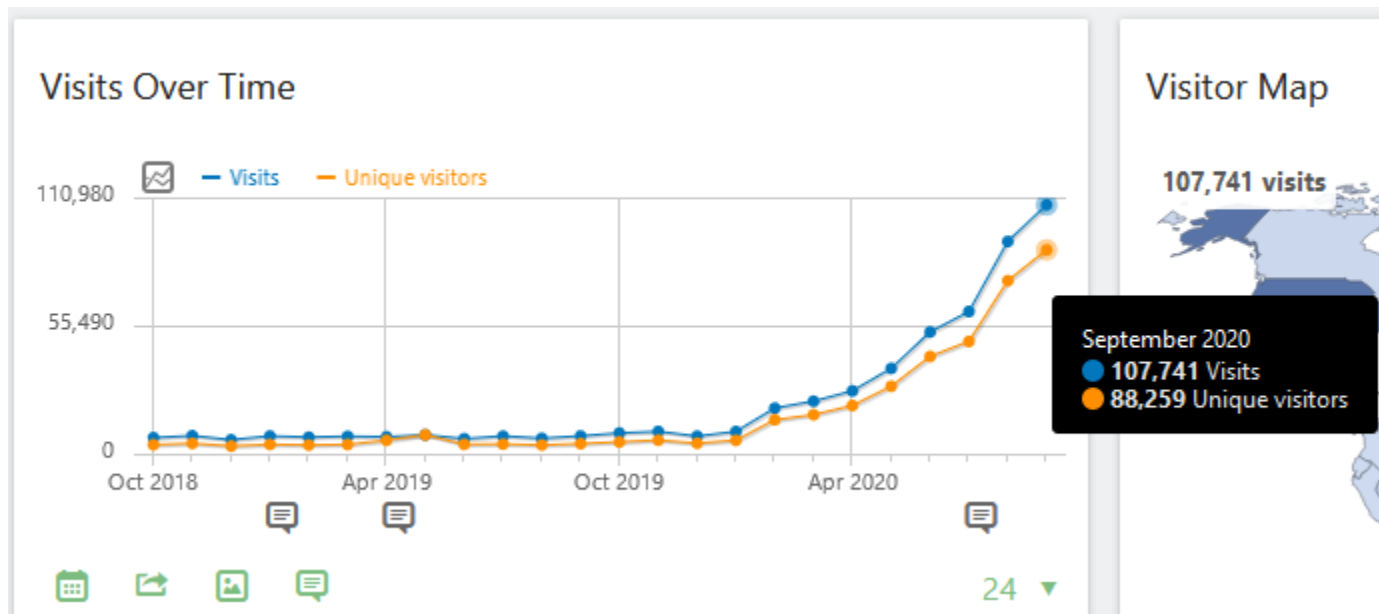
Lightning Talk VuFind SEO for IxTheo (Update)

2020-10-01, Mario Trojan



Usage Statistics (Matomo)

- January 2020: 9.632 Visits, 5.872 Visitors
- September 2020: 107.741 Visits, 88.259 Visitors





Changes

- 2019
 - Sitemap
 - Robots.txt
 - Schema.org
 - Google Search Console
- Problems
 - Sitemap errors
 - Low Crawl Rate
 - Low Index Rate
 - => Only ~ 40.000 of total 2.200.000 pages really indexed by Google

https://vufind.org/wiki/administration:search_engine_optimization



Changes

- 2020

- Google Updates

- Several Core Updates in January, May, August:
<https://moz.com/google-algorithm-change>
 - 40.000 indexed pages => 1.800.000 indexed pages

- Cooperation with Google Scholar

- MetadataVocabulary Feature
 - VuFind 6.1 / Pull Request #1529
 - HighwirePress tags

```
<meta name="citation_author" content="Moo, &#x20;Douglas&#x20;J.">
<meta name="citation_date" content="2020">
<meta name="citation_firstpage" content="3">
<meta name="citation_issn" content="0006-1921">
<meta name="citation_issue" content="705">
<meta name="citation_journal_title" content="Bibliotheca&#x20;sacra">
<meta name="citation_language" content="English">
<meta name="citation_lastpage" content="14">
<meta name="citation_title" content="&#x27;Because&#x20;of&#x20;His&#x20;Mercy&#x27;">
<meta name="citation_volume" content="177">
```



Channels














✕

Channel Types						
CHANNEL TYPE		▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
⊕ Search Engi...		56.2% 60,556	136,114	2.2	1 min 20s	63%
⊕ Websites	Maximise	33.5% 36,136	88,681	2.5	1 min 41s	58%
Direct Entry		10.1% 10,928	58,846	5.4	5 min 23s	48%
⊕ Social Netw...		0.1% 120	320	2.7	1 min 29s	38%
⊕ Campaigns		0% 1	1	1	0s	100%

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Search Engines

SEARCH ENGINE	VISITS
 Google	58,068
 Google Scholar	1,952
 Bing	367
 DuckDuckGo	67
 Yahoo!	47
 Google Custom Search	23
 Ask	13
 T-Online	7
 Sogou	5
 Qwant	3
 MyWebSearch	2
 Ecosia	1
 Startsiden	1



Websites

WEBSITE	▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
⊕ scholar.google.com	56.8% 20,519	47,577	2.3	1 min 35s	58%
⊕ scholar.google.de	20.8% 7,508	16,405	2.2	1 min 27s	61%
⊕ scholar.google.es	4.6% 1,678	3,857	2.3	1 min 26s	61%
⊕ scholar.google.com.br	2.2% 781	2,200	2.8	2 min 13s	57%
⊕ scholar.google.fr	1.1% 382	877	2.3	1 min 50s	64%
⊕ scholar.google.at	1% 365	809	2.2	1 min 2s	64%
⊕ scholar.google.co.uk	0.9% 331	620	1.9	1 min 12s	71%
⊕ scholar.google.co.id	0.8% 284	787	2.8	1 min 31s	49%
⊕ scholar.google.ch	0.8% 278	577	2.1	1 min 1s	64%
⊕ scholar.google.com.au	0.6% 209	432	2.1	1 min 24s	64%



Special thanks to:

- Monica Westin:
 - <http://www.monicawestin.com/>
 - https://eifl.info/sites/default/files/resources/final_google_scholar_indexing_for_ojs_2.pdf
- Demian Katz:
 - <https://github.com/vufind-org/vufind/pull/1529>

=> Any questions?



Thanks!

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