Increase Visibility of Publisher Content in EBSCOhost Databases...

Serving the Needs of Both Publishers and Libraries

EBSCO is the world's largest intermediary between publishers and libraries. As the only database aggregator that is also a subscription agent, EBSCO has a unique understanding of the needs and concerns of publishers, and offers various ways for publishers to gain exposure for their publications, including EBSCOhost Connection.

Bridging the Gap Between Commercial Search Engines and EBSCOhost Content

According to a 2009 study, 70% of students use a commercial search engine (CSE) such as Google for their initial search strategy, bypassing library resources. As this trend grows, it has minimized the perceived value of the library and we are concerned that publishers are losing revenue because library budgets are decreasing.

EBSCOhost Connection helps publishers capture the attention of potential and current subscribers by bridging the gap between CSEs and their content securely stored on EBSCOhost. Publisher content is promoted by infusing brief, citation-only records from EBSCOhost databases within CSE results lists.

Providing Easy, Yet Secure Access to Publisher Content

When a user selects a publisher’s title from the result list, they will see approximately 100-300 characters of the abstract. The complete full-text content of EBSCOhost databases is only made available to authenticated users who have access courtesy of a subscribing library with which the user is appropriately affiliated.

Increased Exposure for Publisher Content

Through EBSCOhost Connection, Publishers gain increased exposure for their publications in the world's most prestigious institutions, and develop their presence in markets where these publications may not currently have strong penetration. Increased, secure exposure in non-core markets can lead to proliferation of scholarship, improved brand recognition, additional home page traffic, and increased journal subscriptions in these regions.

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FAQs:

Q: Are you exposing my Full Text free to the Internet?
A: No. Full Text would only be exposed to 5 select CSE crawlers and not to unauthorized users. Only a small portion of your content will be made available in the CSE results. Access to EBSCOhost databases is only provided to users who are authorized to use the databases via their affiliation with one of our institution customers. Authentication is required.

Q: Which CSEs will EBSCOhost Connection’s content be exposed to?
A: EBSCOhost Connection content will be exposed to a select group of CSEs. Specifically Google, Yahoo, MSN, ASK, and AOL. These search engines were picked exclusively because of their reputation, popularity and strict codes of conduct for indexing websites.

Q: Is EBSCO getting paid by the CSEs?
A: No.

Q: How much of the end content will be exposed to the general Internet user?
A: On an EBSCOhost Connection landing page (citation page), we are exposing the subject headings, basic citation data and abstract.

Join EBSCO’s other Publishing Partners already benefiting from this great feature!

An introduction to EBSCO Publishing and EBSCOhost Connection benefits to publishers also appears on the EBSCOhost Connection website at:

http://connection.ebscohost.com/content/forPublishers.html