

# Linked Data

*Get visible on the web with Linked Library Service and NoveList Select for Linked Data*



## **Linked Library Service**

This service transforms your library records into structured formats, then links the data together and publishes it to the library.link network. End result: search engines “see” your resources, and patrons discover them when they are searching.



## **NoveList Select for Linked Data**

Enriches your linked data with curated, structured data from NoveList, including read-alike recommendations, appeal factors, and more. End result: 2-10x more access points added to your data so your library is more visible.

## **○ Drive Traffic and Results**

Wondering how to attract more people to your library? The first step is making sure they know what you have. You can do that by showing up in the places where they search every day. Libraries in the library.link network are part of a huge web of linked data and as a result see increased traffic to their catalog (sometimes as much as 45% more traffic).

## **○ Build the Future of Libraries**

As leaders in the digital world, libraries need to invest a new way of organizing and sharing information. The library.link network is part of that shift towards a more connected world of libraries. NoveList and Zepheira are partners in building this new world. When you join the library.link network, you become part of a web of data teaching search engines how to understand the rich resources available in libraries.

**Learn more: [www.ebscohost.com/novelist](http://www.ebscohost.com/novelist)**

# How It Works

## Transform

Library records are transformed into structured data formats including BIBFRAME, schema.org, and more.

## Link

Data is knit together in a way it wasn't before and enriched with additional data from NoveList.

## Publish

Structured and enriched data is published on the web as part of a massive network known as the library.link network.

## Consume

Search engines like Google and Bing consume and use the data (because it is now structured and linked).

The library.link network is a hub of data that is **both** people-friendly and machine-friendly for maximum impact. We envision a future where the data can be used in new, creative ways. Join us in creating that future!

What  
People  
See

The screenshot shows a library catalog entry for the book "A is for alibi: a Kinsey Millhone mystery, by Sue Grafton". The page includes a book cover, a summary, and various metadata fields such as Creator (Grafton, Sue), Subject (Mystery, Fiction), Genre (Fiction), and Publication (New York, Holt, Rinehart, and Winston, 1982). It also features an "Appeal Terms" section with sliders for Pace (Fast-paced), Tone (Suspenseful), Writing style (Conversational), and Character (Authentic, Likeable, Strong female). Below this, there is an "In Series" section showing other books in the Kinsey Millhone mysteries series.

What  
Computers  
See

The screenshot displays a JSON-LD data structure for the book "A is for Alibi". It includes fields for Entity (the book title), Attributes (various schema.org and library.link URIs), dcterms:description (the book's summary), rdfs:useVocabulary (schema.org), schema:thumbnail (a URL to the book cover), schema:name (the book title), rdfs:label (the book title), schema:creator (Sue Grafton), dcterms:creator (Sue Grafton), schema:description (the book's summary), and language (eng).

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