

# 5 Things Your Library Needs to Know About Linked Data

from Novelist

## 1 Linked data brings your library out from behind the curtain.

Most library information is called the “deep web” because it’s hidden from search engines. Linked data *uncovers* that information and makes it possible for people to discover your resources.

## 2 Linked data brings your library to them—at their point of need.

If someone in your community is looking for books or information held by your library, you want them to find you. With linked data, your library shows up at just the right time.

## 3 Linked data = greater ROI on your investments.

You spend a lot of money buying books and resources; make sure they get used! Libraries in the library.link network report significantly increased traffic to their catalog -- one library saw a 45% increase.

## 4 Linked data works with your existing data.

The average library has *thousands* of catalog records, waiting to be transformed into linked data. Turn those records into *millions* of connections. You don’t have to change your records at all.

## 5 Linked data requires minimal staff time.

Both the initial data transformation and the ongoing maintenance of records can be automated. Your staff is free to focus on their best work -- building collections and helping patrons.

### The Library.Link Network

Novelist is partnering with Zepheira to build the library.link network, which exposes library data to search engines so that people can discover it. When you purchase our linked data services, you join the thousands of libraries already in the network.

### Linked Library Service

Linked Library Service is the base service that transforms, links, and publishes your library’s data to the library.link network. Your existing MARC records are transformed into billions of linked data resources as a result. The end result is that your library is more visible on the web.

### Novelist Select for Linked Data

We also have an additional enrichment service using Novelist’s read-alike recommendations, appeal factors, and more to **increase the power of your linked data by 2-10x**. This enrichment is available to any library in the library.link network. Ask to see our before-and-after examples.

Learn more about our Linked Library Service:  
[www.ebscohost.com/novelist](http://www.ebscohost.com/novelist)