

# Making the INSPIRE Geoportal discoverable by search engines

INSPIRE Geoportal Team

# Problem statement

- Resource available from the INSPIRE Geoportal are not yet discoverable by search engines since they are not associated with stable/persistent URLs
- The reason is that not all the harvested catalogue services include information (as stable identifiers) that would enable the unambiguous identification of a record over time
- Other SEO mechanisms (as embedding metadata in Web pages) can be implemented relatively easily, but stable URLs for the harvested resources may require the use of stable URLs / identifiers also on the data providers' side

# Questions for discussion

1. Should the records available from the INSPIRE Geoportal be discoverable from popular search engines? In such a case:
  - a. How can we ensure that “authoritative” data are listed among the first search results?
2. Should the INSPIRE Geoportal use stable URLs for harvested records? In such a case:
  - a. Should the INSPIRE Geoportal use stable URLs only for those records having themselves a stable URL / identifier, and use the current approach for the other ones?
  - b. Should the INSPIRE Geoportal use stable URLs for all harvested records? Which techniques can be used for achieving this?
  - c. Should other options be considered? E.g., should we start with priority datasets?

# Summary of break-out session

- The decision on whether the INSPIRE Geoportal should take into account a number of issues, e.g.:
  - Consultation with all the relevant stakeholders is needed to agree on whether and how to proceed
  - If the URL pointing to the actual data is broken, there is not much value of making that dataset discoverable
  - It is probably better to focus on making the “data” discoverable
  - It is to be decided which should be the canonical URL – it should be the one of the INSPIRE Geoportal or of the source catalogue?
  - It is no assurance that “authoritative” data will be shown first

# Summary of break-out session

- Possible reasons / benefits to make this happen:
  - It meets users' requirements
  - The INSPIRE Geoportal can act as a proxy to the source data
- How to do this:
  - Support stable URLs in the INSPIRE Geoportal only for those data providers already doing that – i.e., the responsibility for supporting stable URLs should be on the provider side
  - An alternative – but not mutually exclusive option – is to start pilots based, e.g., on priority datasets