



# DATA DISCOVERABILITY:

## USER RESEARCH FINDINGS

Marianne Pope





# Geospatial Commission

Working with our Partner Bodies



The Coal  
Authority

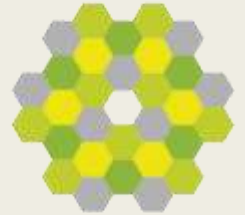


Ordnance Survey



United Kingdom  
Hydrographic Office

HM Land  
Registry



Valuation Office  
Agency

# Headline findings

- People use Google to find geospatial data
- The granularity of a dataset affects its findability
- Users want all data to be available in a single place
- Specialised terminology is inaccessible to geospatial novices

# Next steps

- Carry out further targeted research
- Focus on SEO of our metadata content to improve findability by Google
- Test the impact of different levels of dataset granularity
- Critically review the landscape of data portals and catalogues
- Promote the use of plain English and controlled vocabularies



# DATA DISCOVERABILITY:

EMBEDDING SCHEMA.ORG TO ENHANCE SEARCH  
RANKINGS

Peter Parslow

# Searching for “OS Open Names” by name

- Landing page at data.gov.uk:
- <https://data.gov.uk/dataset/4949c88e-89b7-49b5-a0cf-8a3a2a4dac9d/os-open-names>
- *Not a pretty URL, but it is a landing page!*

## OS Open Names

**Published by:** Ordnance Survey  
**Last updated:** 29 March 2019  
**Topic:** Not added  
**Licence:** Other Licence  
[View licence information](#)

### Summary

**Keywords:** Cities, Towns, Rivers, Postcodes OS Open Names is a geographic directory that contains basic information about identifiable places (Named Place). The content of the Product is divided into themes based on their type and local type classification values. The primary use of the product is to provide the location for a named place to support discovery or identification and visualisation, geocoding, routing and navigation

[View full summary](#)

### More from this publisher

[All datasets from Ordnance Survey](#)

### Related datasets

[Boundary-Line&t](#)  
[OS Towns data](#)  
[OS Open Names Camden And Surrounding Boroughs](#)  
[OS Open Roads](#)

### Search

### Data links

Link to the data	Format	File added	Data preview
<a href="#">Product description</a>	HTML	29 March 2019	<a href="#">Go to site</a>
<a href="#">API description</a>	HTML	29 March 2019	<a href="#">Go to site</a>
<a href="#">Atom feed</a>	XML	29 March 2019	Not available

### Additional information

[View additional metadata](#)

### Contact

#### Enquiries

Ordnance Survey Customer Service Centre  
[customerservices@os.uk](mailto:customerservices@os.uk)

#### Freedom of Information (FOI) requests

Ordnance Survey Customer Service Centre  
[customerservices@os.uk](mailto:customerservices@os.uk)

### Licence information

0

# With embedded HTML & schema.org metadata

```
<meta name="dc:title" content="OS Open Names">  
<meta name="dc:creator" content="Ordnance Survey">  
<meta name="dc:date" content="2019-03-29">
```

```
<script type="application/ld+json">  
  {"@context":"http://schema.org",  
   "@type":"Dataset",  
   "name":"OS Open Names",  
   "url":"https://data.gov.uk/dataset/4949c88e-89b7-49b5-a0cf-8a3a2a4dac9d/os-open-names",  
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   "creator":{"@type":"Organization","name":"Ordnance Survey"},  
   "description":"Keywords: Cities, Towns, Rivers, Postcodes \n OS Open Names is a geographic directory that contains basic information about identifiable places (Named Place). The content of the Product is divided into themes based on their type and local type classification values. The primary use of the product is to provide the location for a named place to support discovery or identification and visualisation, geocoding, routing and navigation and linking diverse information about a place (for example, statistics or descriptions). The name of the place will be the key property used for querying. It is also recognised that a place may have multiple names; an official name, which may be defined in multiple languages (English/Welsh or English/Gaelic), for example, Cardiff (English) and Caerdydd (Welsh). Names are not unique so additional location information is provided to enable users to refine their query to select the Named Place they are interested in. These include: postcode district, populated place, district/borough, county/unitary authority, European region and country. The OS Open Names specification will extend the Infrastructure for Spatial Information in the European Community (INSPIRE) Geographical Names theme to ensure that it is compliant with European open data initiatives.",  
   "license":{"@type":"CreativeWork","name":null,"text":"[]","url":null},  
   "dateModified":"2019-03-29T16:53:34.448Z",  
   "distribution": [  
     {"@type":"DataDownload","contentUrl":"https://os.uk/xml/atom/OSOpenNames.xml", "fileFormat":"XML","name":"Atom feed"},  
     {"@type":"DataDownload","contentUrl":"https://www.ordnancesurvey.co.uk/business-and-government/products/os-open-names-api.html","fileFormat":"HTML","name":"API description"},  
     {"@type":"DataDownload","contentUrl":"https://os.uk/business-and-government/products/os-open-names.html","fileFormat":"HTML","name":"Product description"}  
  ]  
</script>
```

# Results?

- Now comes fourth in my generic Google search results
- Try yours – a few weeks ago, it was on my second page!
- Behind two references on os.uk – own web page – and one from EDINA (a distributor)
  
- The data.gov.uk landing page comes first in Google Dataset Search
  
- *But if I search for “OS Town names” – which matches words in the abstract – it isn’t in the first five pages*