The European Commission's science and knowledge service

Joint Research Centre

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Making spatial data discoverable by mainstream search engines

Ispra, 3-4 July 2019

Conclusions & next steps

- Stable identifiers / URIs
- (Good) Web pages – which content?
- Indexing by mainstream search engines
- Indexing by thematic / specific catalogues / applications
- How to set up experiments
- How to provide more and better metadata

Stable identifiers / URIs

- Good practices
  - IDs should be implemented as HTTPS URIs
  - Mint (canonical) URIs that redirect to your API
  - Ensure redirection is updated

(Good) Web pages – which content?

- Good practices
  - Use a unique stable URL for that page
  - Useful for users – include and/or link to related information and links to actions on that resource (users' feedback)
  - Link to alternate representations of the resource
  - Use keywords matching users search terms
  - Schema.org annotations for the pages you want to be indexed
  - Use the right level of data granularity

- Tools
  - Use the Structured Markup tool to test the metadata in your pages
  - Use search console or tools able to monitor your pages

- Follow-up actions
  - Investigate the right level of granularity

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Indexing by mainstream search engines

- Good practices
  - Focus on useful Web pages – see previous point
  - Follow SEO guidelines
  - Decide what needs to be indexed
  - Think about what the user does when they arrive on your page
  - Monitor what happens
- Tools
  - Some data management tools offer these features natively (e.g., ldproxy, pygeoapi, CKAN)
  - Search engine services to monitor and advertise your pages
- Follow-up actions

Indexing by thematic / specific catalogues / applications

- Good practices
  - Identify the applications that need some additional information
  - Use an extended mapping to schema.org in case you need to add information that is used by applications other than search engines

How to set up experiments

- Good practices
  - Identify your target audience
  - Define your goals
  - Identify the best test you can do and see what happens measuring the access before and after the experiment
  - Share experience in the INSPIRE community forum
- Follow-up actions
  - Set up a community / discussion forum

How to provide more and better metadata

- Good practices
  - Take into account user feedback to improve the quality of your metadata, fix errors, etc.
  - "Once-only principle" for metadata: put in place solutions to
  - Eat your own food – try to use your metadata and see if your happy with it
- Follow-up actions
  - Tool providers may help simplify creation and management of metadata, e.g., linking it to the data management workflow

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Thanks!