

A photograph of a fluffy, light-colored cat walking across a stage. The stage is decorated with a large, brightly lit Christmas tree in the background, covered in ornaments and glowing lights. In the foreground, a group of people, mostly children, are sitting and clapping, watching the cat. The lighting is warm and festive, creating a cozy atmosphere.

ASTUN TECHNOLOGY DATA DISCOVERABILITY

Jo Cook

BACKGROUND

Data Discoverability is the new cool thing in government

Geospatial
Commission
Search engine optimisation
(SEO) for data publishers:
Best practice guide

Speaker notes

Geospatial commission guidelines at <https://www.gov.uk/government/collections/best-practice-guidance-and-tools-for-geospatial-data-managers>. Lots of focus on making it easier to share data inside and outside of government

BEST PRACTICE

Geospatial Commission Best Practice Guides state that data should be Findable, Accessible, Interoperable, and Reusable (FAIR)



Speaker notes

FAIR Principles emphasise machine-actionability, eg capacity of computational systems to find, access, interoperate, reuse data with minimal human intervention, but can be taken to encompass human interactions with data/metadata as well

RECOMMENDATIONS

Data sharing is good (obvs) but most searches come from search engines, not direct searches in portals

To help people find things we need to treat data and metadata as web content and employ search-engine optimisation (SEO) techniques

We need to use structured data to help search engines provide a richer view of our content

SEO is about making sure search engines display our content as high up in search results as possible

We do this by ensuring that we don't have any data quality issues that might cause down-ranking

DATA QUALITY REPORTS IN ZEPPELIN ANALYTICS

Show all records where the title is greater than 50 characters in length, or the abstract is less than 150

READY ▶ 🔍 📁 ⚙



settings ▾

uuid	title	titlenght	abstractlength	owner	
a4845b40-c937-4e98-8412-f7fbc023a84c	Aberdeen Primary School Catchments	34	78	aberdeen	Export all data as csv
59fb4b40-d308-46a4-bb22-c2125f90105d	Local Authority boundaries - Scotland in Gemini 2.3 format	58	222	address	Export visible data as csv
31de199f-6261-468c-bach-e2ad3018d851	Conservation Areas and Article 4 Directions - Scotland	54	1921	address	Export all data as excel
938cfaac-3940-4a12-92ad-fb2495ca22d3	All Sources (within agglomerations) Noise Contours Lden Round 2	63	488	aecom	Export visible data as excel
7283a81e-4722-4c67-bf8d-e5852c699081	Industry (within agglomerations) Noise Contours Lden Round 1	60	445	aecom	Columns:
346bec4d-a12a-4b35-8f55-91090cc68e99	All Sources (within agglomerations) Noise Contours Lnightr Round 2	65	485	aecom	✓ uid
24bda07b-1821-4ed7-90ae-a2bc9b71df24	Roads (within agglomerations) Noise Contours Lnightr Round 1	59	440	aecom	
d5402a9e-8de3-4547-86f3-20fdac4e1e06	Industry (within agglomerations) Noise Contours Lnightr Round 1	62	442	aecom	
dac98505-1a00-4336-ba8f-d4d209b9082c	Roads (within agglomerations) Noise Contours Lnightr Round 2	59	440	aecom	
d92e0d81-603d-4adc-96ae-b5e1321af9b3	All Sources (within agglomerations) Noise Contours Lnightr Round 1	65	485	aecom	
1164aef-e5a9-4fd0-a836-ad4b9cb2d003	Roads (within agglomerations) Noise Contours Lden Round 1	57	443	aecom	
2e67d1be-d32e-463e-b6e5-6c086293c96a	Railway (within agglomerations) Noise Contours Lden Round 2	59	446	aecom	
b9f58d3c-8ecc-4bbb-bb84-ec2b27685ea3	All Sources (within agglomerations) Noise Contours Lden Round 1	63	488	aecom	
37f84402-e9f5-45a9-8482-9bb4d5887b3a	Roads (within agglomerations) Noise Contours Lden Round 2	57	443	aecom	

Structured data is the fun part!

By mapping terms in our content to [schema.org](#) types
we tell google what our page is about
which in turn helps it decide how to display the result

About 6,110,000,000 results (0.92 seconds)

COVID-19 alert

Coronavirus disease

Overview

Statistics

Health Info

Coping

News

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Top stories >



RTE RTE.ie

Ireland turning tide again in Covid-19 battle - Henry

36 mins ago



THE IRISH TIMES

Covid quarantine centre: Many are 'completely destitute, they have nothing'

10 hours ago

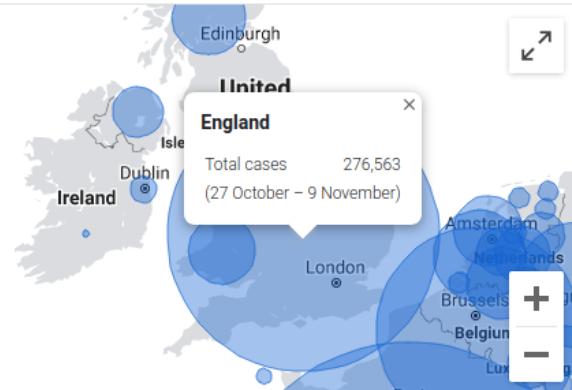


thejournal.ie

Passengers from 'red' regions will be allowed to move freely once they pass a Covid-19 t...

13 hours ago

Map of cases (last 14 days)



Statistics

Daily change

New cases

United Kingdom

All time



Cases overview

England

Total cases

1.05M

+18,622

Recovered

0

+0

Deaths

43,826

+460

United Kingdom

Total cases

1.23M

+20,412

Recovered

-

Deaths

49,770

+532

Worldwide

Total cases

8.19B

+1,000,000

Recovered

7.39B

+1,000,000

Deaths

1.80B

+100,000

All

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About 531,000,000 results (0.82 seconds)

Recipes

[Ultimate apple pie](#)

BBC Good Food

4.5 (194)

2 hrs 30 mins

Whipped cream, bramley apples, cinnamon, plain flour, eggs

[Apple Pie](#)

Taste of Home

4.6 (218)

1 hr 5 mins

Brown sugar, egg white, double crust pie, butter, cinnamon

[Apple Pie by Grandma Ople](#)

Allrecipes

4.8 (15K)

1 hr 30 mins

Brown sugar, granny smith apples, double crust pie, all



Show more

www.bbcgoodfood.com › Recipes ▾[Ultimate apple pie recipe - BBC Good Food](#)

A traditional, comforting dish where simplicity is the key to success – one for all the family.

Rating: 4.5 · 194 reviews · 2 hrs 30 mins · Calories: 695

We can also use web analytics to provide insight on how people are using our data and our portals providing insights into numbers of visitors, what data is being downloaded, where people are from, etc

EXAMPLES FROM SCOTTISH SPATIAL DATA INFRASTRUCTURE

Metadata in GeoNetwork/Structured Data/Google
Dataset Search/Twitter Card Validator/Web Console

THIS IS NOT LIMITED TO METADATA

Structured data could be applied to lots of our products, like spotlight or other single-use maps

Web analytics could help us and customers understand how data and pages are being used

Speaker notes

Unfortunately the schema.org type "map" is tied to a place, not a subject, so most of what we do currently works best as a "dataset"



WHAT'S IN IT FOR US?

No one else seems to be doing it!

It's very topical

It adds value to our offering

It's a relatively quick win!



THANK YOU!