



STANFORD UNIVERSITY LIBRARIES

# Outreach to Campus Webmasters for a Better Web, and Better Web Archiving

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[Web Archiving](#) Service Manager  
[Stanford University Libraries](#)

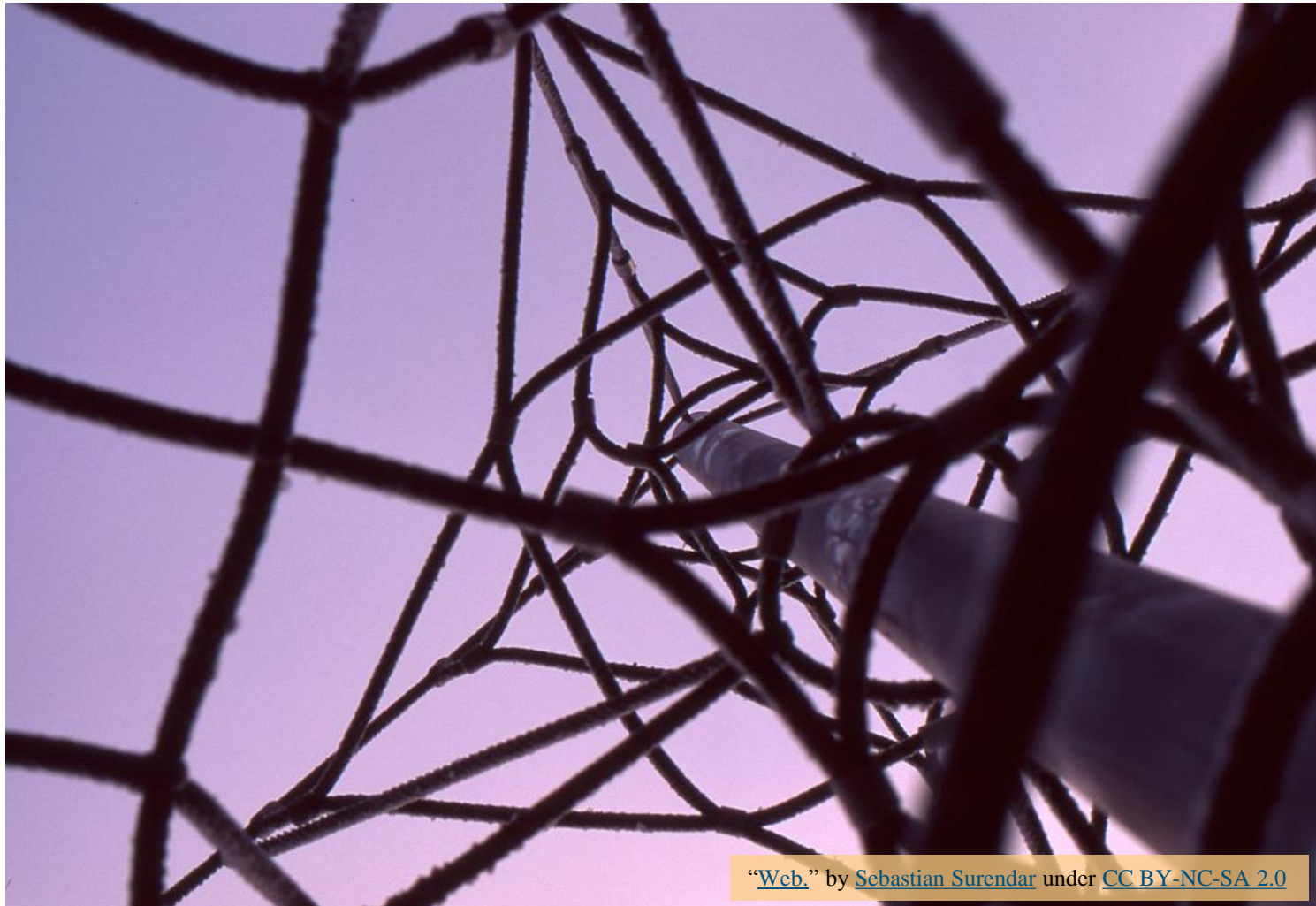
[Archives 2015 Session 306 – Seeding Engagement:  
Web Archiving Outreach Opportunities and Strategies](#)  
August 21, 2015

# webmasters don't care about web archiving



“[Le mur de l'indifférence...](#)” by [mamasuco](#) under [CC BY-NC-SA 2.0](#)

# webmasters more concerned w/ Web-mastery



“Web.” by [Sebastian Surendar](#) under [CC BY-NC-SA 2.0](#)



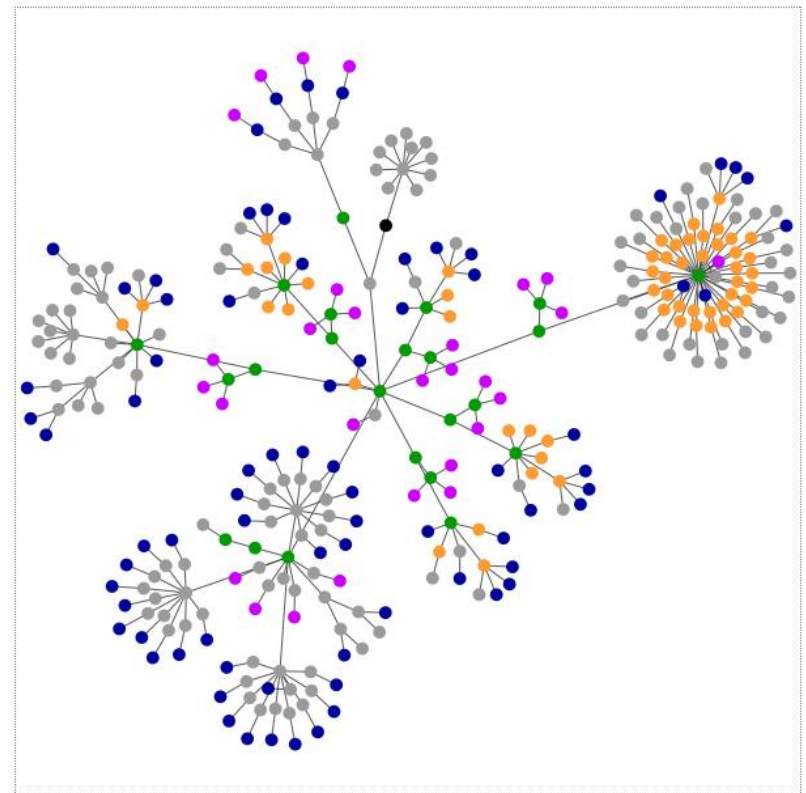
# look for points of alignment



“[Alignment](#)” by [Miguel Virkkunen Carvalho](#) under [CC BY 2.0](#)

# decentralized Web production

- Stanford Web Services
- Stanford Communications
- tens of distributed webmasters for administrative units
- many more individual content creators
- no central coordination
- centralized services available (Drupal, AFS) but diversity of platforms used





# become a free SEO consultant



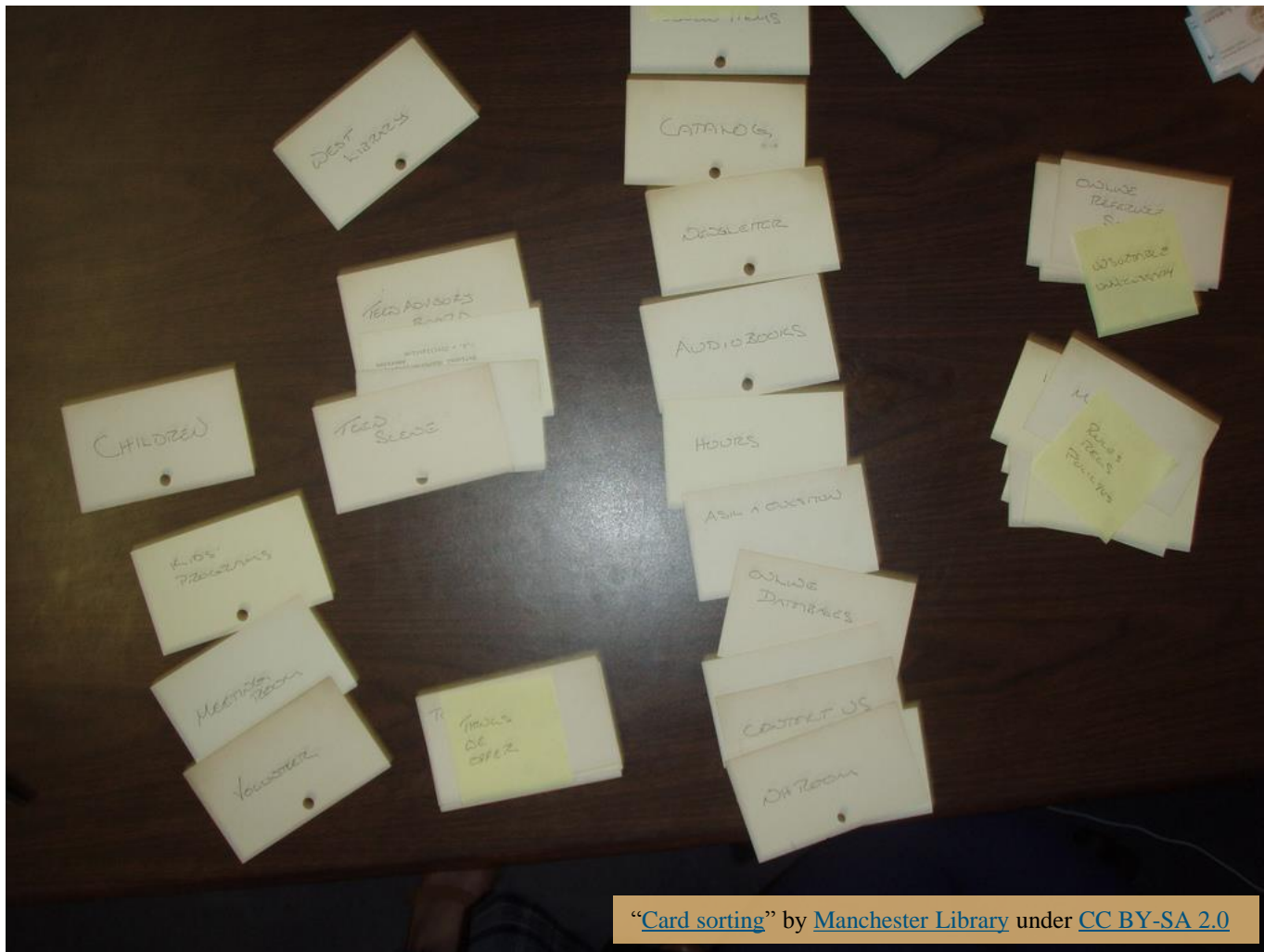
“SEO Scrabble” by Jonathan Rolande under [CC BY 2.0](#)



# discoverable links



"arrows" by [Dean Hochman](#) under [CC BY 2.0](#)



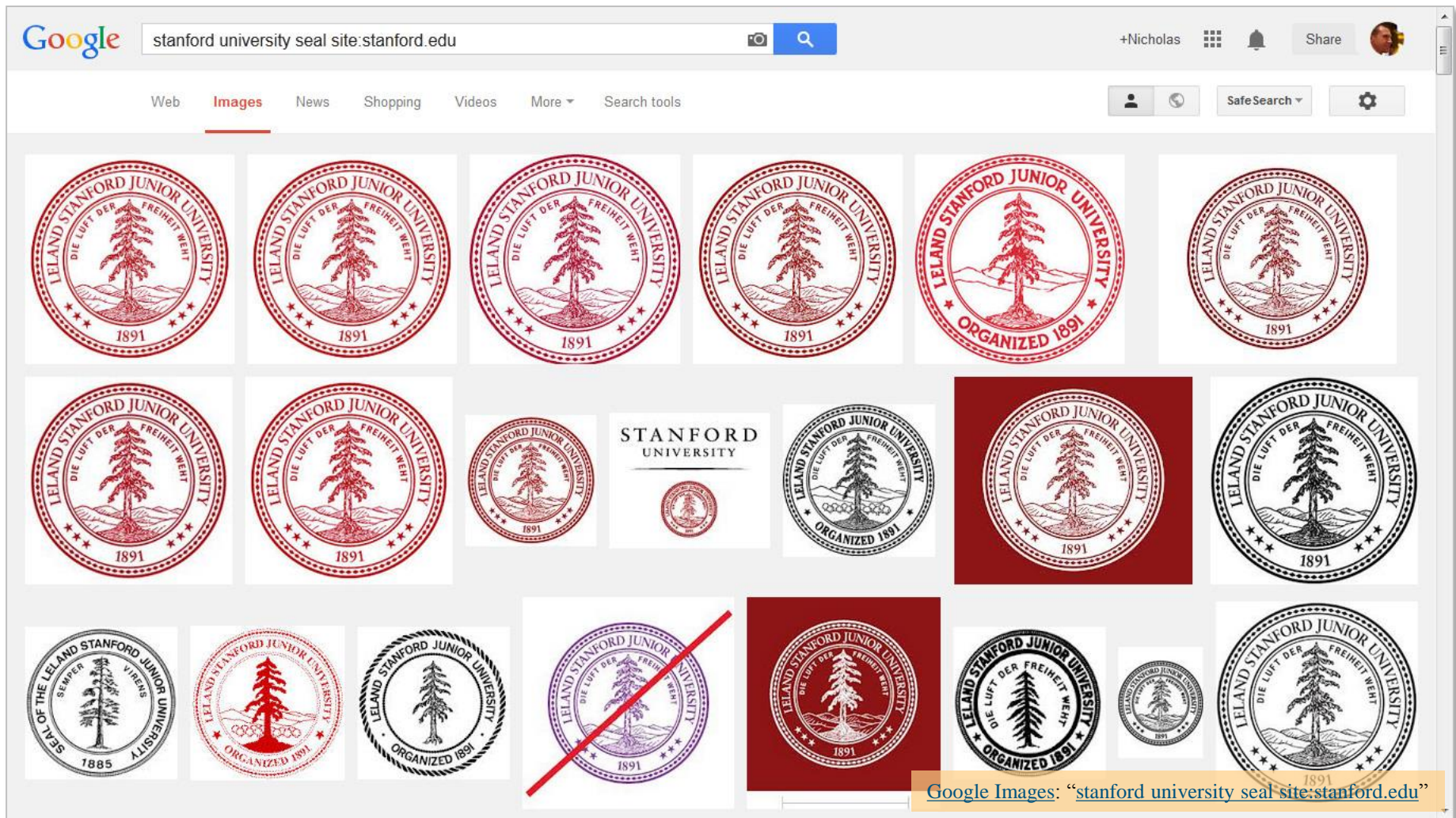


# responsive design



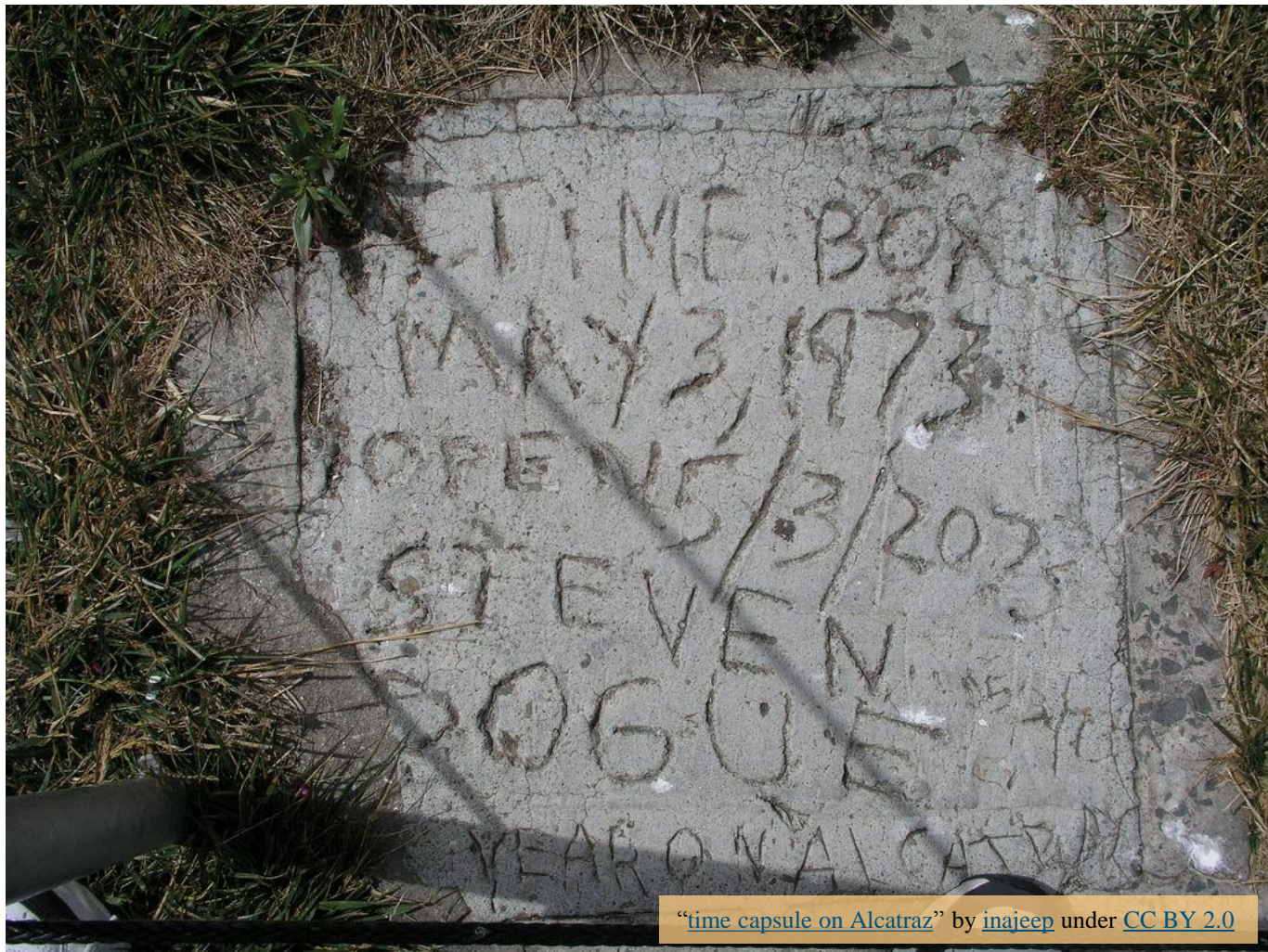
“«Responsive web design» - 217/366” by [Roger Ferrer Ibáñez](#) under [CC BY-NC-SA 2.0](#)

# reusable assets





# caching headers



"time capsule on Alcatraz" by [inajeeep](#) under [CC BY 2.0](#)

# reduce reliance on external assets

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“In the long run, a people is known, not by its statements or its statistics, but by the stories it tells.” –Flannery O’Connor

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Internet Archive Wayback Machine: “Stanford Department of English”

Affiliated Programs

Creative Writing Program

Center for the Study of Novels



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charlotte's web

in our time

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the handmaid's t

the silver chalice

death comes for the archbishop

the lord of the rings

dune

the color purple

e.t., the extraterrestrial

the cardinal of the kr

the old man and the sea

anthem

v.

winnie-the-pooh

checkerboard trilogy: go in beauty, the bronze people, portrait of the artist with 26 horses

skippy legs and all

as i lay dying

the u. p. trail

wise blood

brideshead revisited

the magus

gone v

bonfire of the vanities

ulysses

the age of innocence

the golden notebook

the cunning man

the maltese falcon

sons and lovers

darconville's cat

the sheltering sky

lord jim

girl who kicked the hornets nest

tender is the night

the grapes of wrath

genoa

women in love

the jungle

mulligan-stew native son

nightwood

pricksongs and descants

the adventures of augie march

johnathan livingston seag

w york trilogy: city of glass, ghosts, the locked room

lola

always coming home

the prime of miss-jean brodi

the lord of the flies

the ambassadors

tender is the night

the wood wife

henderson the rain king

English Today

"In the long run, a people is known, not by its statements or its statistics, but by the stories it tells."

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MAR 25 2014 | STANFORD REPORT

Teaching to and

1

The Social Network of Benjamin Franklin,

"Stanford Department of English"

Creative Writing Program

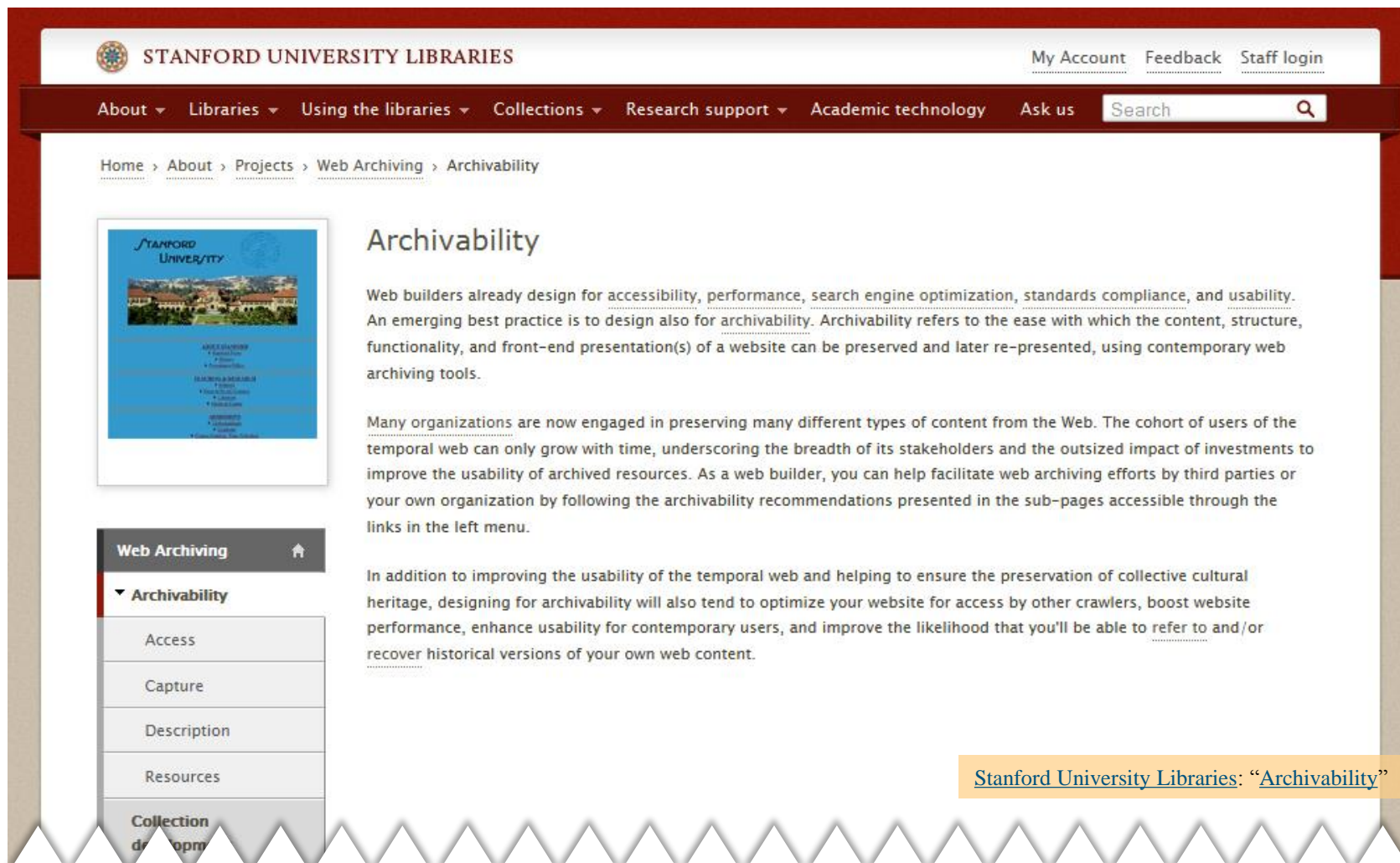
# partnership opportunities



“Sunset High Five” by [John Wiechecki](#) under [CC BY-NC-SA 2.0](#)



# archivability guidance



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## Archivability

Web builders already design for accessibility, performance, search engine optimization, standards compliance, and usability. An emerging best practice is to design also for archivability. Archivability refers to the ease with which the content, structure, functionality, and front-end presentation(s) of a website can be preserved and later re-presented, using contemporary web archiving tools.

Many organizations are now engaged in preserving many different types of content from the Web. The cohort of users of the temporal web can only grow with time, underscoring the breadth of its stakeholders and the outsized impact of investments to improve the usability of archived resources. As a web builder, you can help facilitate web archiving efforts by third parties or your own organization by following the archivability recommendations presented in the sub-pages accessible through the links in the left menu.

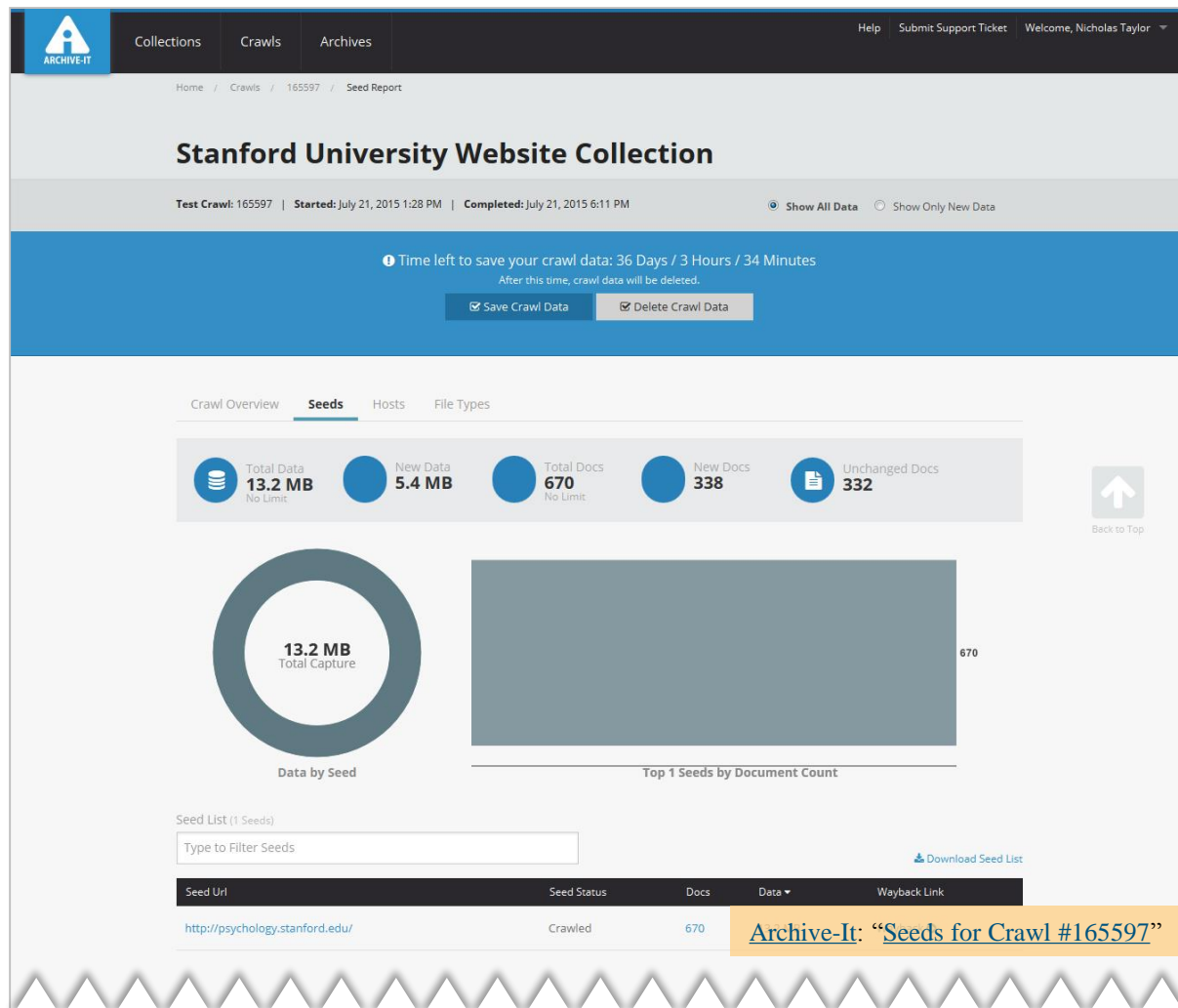
In addition to improving the usability of the temporal web and helping to ensure the preservation of collective cultural heritage, designing for archivability will also tend to optimize your website for access by other crawlers, boost website performance, enhance usability for contemporary users, and improve the likelihood that you'll be able to refer to and/or recover historical versions of your own web content.

**Web Archiving**

- Archivability
  - Access
  - Capture
  - Description
  - Resources
  - Collection development

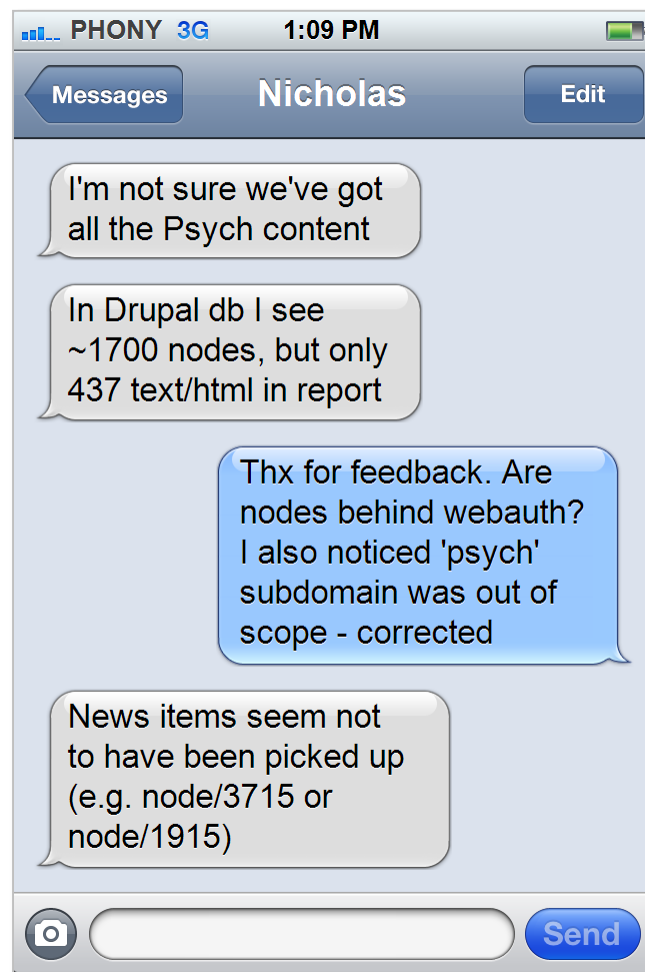
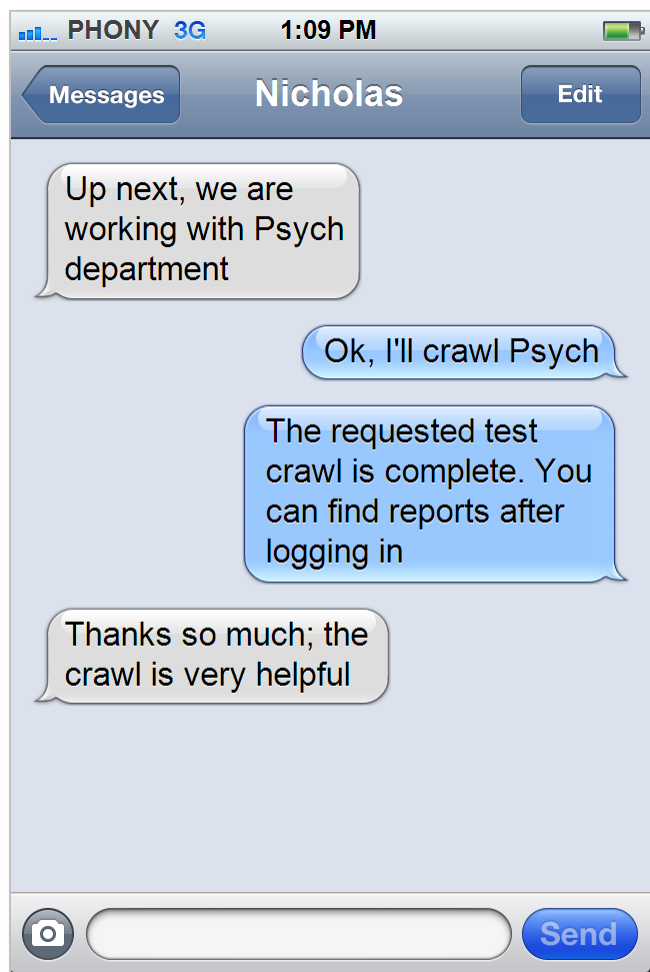
Stanford University Libraries: "Archivability"

# test crawls for content assessment






# more complete crawls




# locate deprecated but archived content

 STANFORD UNIVERSITY LIBRARIES

Stanford Web Archive Portal Home | Help

Showing <http://slacvm.slac.stanford.edu/FIND/slac.html> captured on Oct 4, 1994

◀ Previous capture | **Show overlay** | Next capture ▶



## WorldWideWeb SLAC Home Page

*SLAC 7 Sep 1994*

Use the [WorldWideWeb \(WWW\)](#) service to gain access to a wide range of information at SLAC and elsewhere around the globe. Emphasized text like [this](#) is a hypertext link.

You may view [WWW information](#) through GUI or line-mode [browsers](#). At least most SLAC pages have been tested on the [MidasWWW](#) X Window System browser.

Note that over time links may move around on a page, migrate to other pages, or be removed entirely, due to the dynamic nature of the Web. That there is no current [Hot Topic](#) illustrates this characteristic today.

### SLAC Information

**People and organizations:**  
[people at SLAC](#), [particle physics people](#) and [institutions](#); [ESnet white pages](#).

**Library:**  
[SPIRES-HEP](#), [Current PPF-list](#), [Books](#), [SLACspeak glossary](#), [Library News](#), [more databases](#).

**Physics Preprint Bulletin Boards (full-text postscript) :**  
[today](#), [yesterday](#), [last seven days](#), [week before that](#), [let me search](#).

**Seminars:**  
[today](#), [tomorrow](#), [this week](#), [next week](#), [this year](#), [let me search](#).

**Conferences:**  
[this month](#), [next month](#), [next summer](#), [next year](#), [all future](#), [let me search](#).

**News:**  
[APS What's New](#), [SLAC Netnews](#).

SWAP: "WorldWideWeb SLAC Home Page"

SLAC Physics



# take timely snapshots

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**STANFORD UNIVERSITY**  
*Urban Studies*

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**What is Urban Studies?** An interdisciplinary, undergraduate program at Stanford that combines academic approaches with real-world experience to understand cities. If you've ever wondered why people live in cities (or suburbs), how the physical environment influences behavior, or how to address seemingly intractable problems like urban poverty, homelessness, or troubled schools, Urban Studies may be for you. [Read more](#)

**Courses: Urban Studies Courses, Autumn, Winter and Spring 14/15**

**NEWS:**

- Urban Studies Senior Stefan Norrard explains how experiential learning impacted his experience as an Urban Studies Summer Fellow in Johannesburg this summer. [Read more.](#)
- URBANST143 International Urbanization Seminar focuses on urbanization in the world's two largest economies and biggest emitters of greenhouse gases—China and the United States. Read more in Commons, the Stanford Haas Center for Public Service newsletter [here](#).
- URBANST164 Sustainable Cities speak on KALW 91.7FM about their experience working with the Art-Ecology Mapping Project. Listen to the radio interview [here](#).
- URBANST164 Sustainable Cities students partner with San Francisco's *Red Chalk* to improve access to Golden Gate Park. [Read more.](#)

**Congratulations 2014 Graduates!** Good luck at UCLA Law School, University of Pennsylvania's Graduate School of Education, City Year, and all the other places you are headed!

**The Program on Urban Studies Presents:**

**Sharon Zukin**  
(Brooklyn College City Graduate Center)

**Tuesday, November 11th at 4:15pm**—we hope to see you there!  
(Building 200, Room 002)

For additional information please go

**The Program on Urban Studies Presents:**  
**The Patchwork Ecosystem of Local Shopping Streets: Globalization and Gentrification from New York to Shanghai**

Sharon Zukin  
Monday, October 13, 2014  
Tuesday, November 11, 2014  
4:15pm  
Building 200, Room 002  
See program details at [http://urbanstudies.stanford.edu](#)

**SWAP: "Stanford University Urban Studies"**  
Site by MARGA PUGH

Stanford University StanfordID Login

**Stanford** | Urban Studies

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**WHAT IS URBAN STUDIES?**  
An interdisciplinary, undergraduate program at Stanford that combines academic approaches with real-world experience to understand cities.

[READ MORE >](#)

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- [ADVANCE LEARNING >](#)
- [HOW TO DECLARE >](#)
- [COURSES >](#)
- [CONCENTRATIONS >](#)

**FEATURED STUDENT**  
**Caroline Scanlon**  
Urban Education  
COHORT: 2014

[I'm majoring in Urban Studies because I am especially interested in the design of cities and how it affects the lifestyles of the people that reside in them. >](#)

[MORE STUDENTS >](#)

**RECENT NEWS**

**JUN 22 2015 | STANFORD NEWS**  
Urban Studies Faculty Member Calls for New Civil Rights Movement

**MAY 15 2015**  
Urban Studies Major Presents at National Transportation Conference

[SEE MORE NEWS >](#)

**FEATURED COURSES**  
There are no courses available based on your search.

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What is Urban Studies  
Major  
Minor  
Location  
Make a Gift  
Web Accessibility

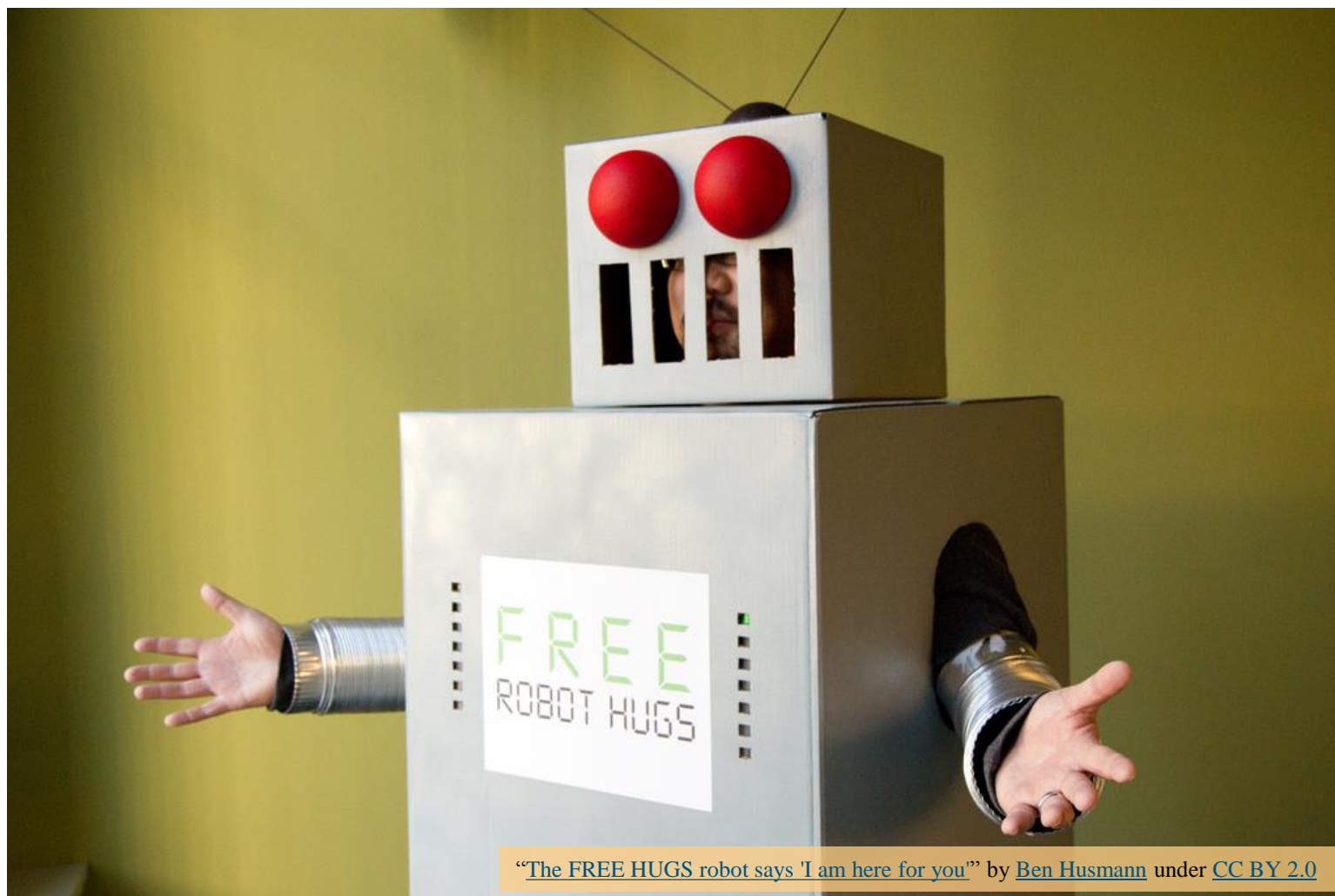
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480 Serra Hall  
Stanford, CA 94305-5048  
Phone: (650) 725-1731  
[urbanstudies@stanford.edu](mailto:urbanstudies@stanford.edu)  
Campus Map

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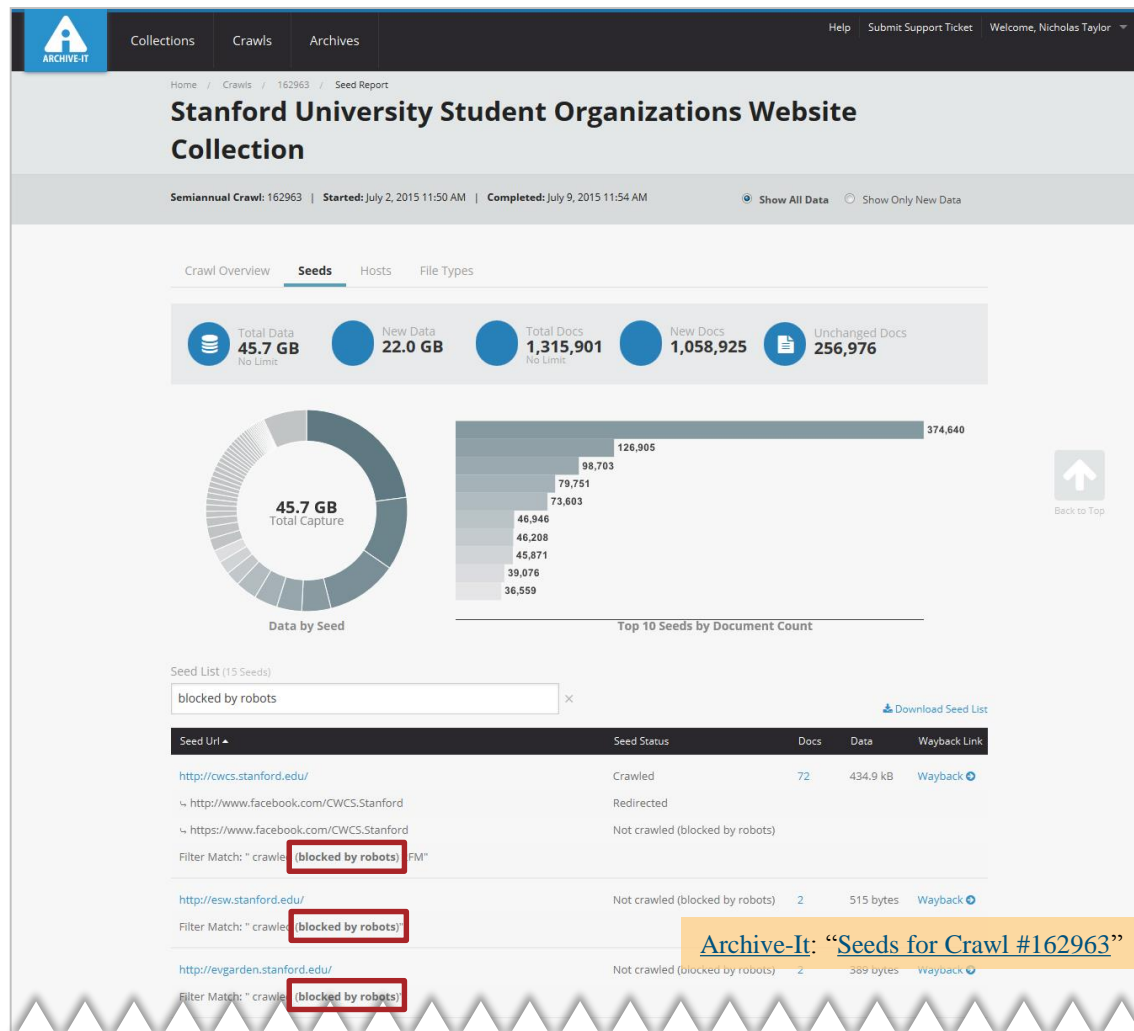
**"Stanford Urban Studies"**

# Archive-It crawler isn't malicious





# contacts to unblock robots



# custom 404 page

```
(function() {
  var s = document.createElement('script');
  s.type = 'text/javascript';
  s.async = true;

  var page_url = window.location.href;
  page_url = page_url.replace('//www-ilya.', '/'); //strip
  page_url = page_url.replace('//www-ilya.', '/'); //strip test host
  var wb404_url = 'https://archive.org/wayback/available.php?callback=wb404_callback&url='+page_url;
  s.src = wb404_url;
  var h = document.getElementsByTagName('head').item(0) || document.documentElement;
  h.appendChild(s);

  var l = document.createElement('link');
  l.rel = 'stylesheet';
  l.type = 'text/css';
  l.href = 'https://archive.org/web/wb404.css';
  h.appendChild(l);
})();

wb404_callback = function(obj) {
  var archived_text = "Would you like to <a href='$url' onClick='wb404_record_click(this); return false;'>see an archived version of this page</a> in the Internet Archive's Wayback Machine?";
  var maybe_text = "Would you like to <a href='$url' onClick='wb404_record_click(this); return false;'>check the Internet Archive's Wayback Machine</a> for an archived version of this page?";
  var wb_image = 'https://archive.org/images/wayback404.png';

  if (!obj.archived_snapshots || !obj.archived_snapshots.closest || !obj.archived_snapshots.closest.available) {
    return false;
  }

  var url = obj.archived_snapshots.closest.url;
  var html = "<br/><div class='wb404_imagediv'><a href='"+url+"' onClick='wb404_record_click(this); return false;'><img class='wb404_image' src='" + wb_image +
  "'/></a></div>";

  if (true) {
    html += "<div class='wb404_text'>" + archived_text.replace('$url', url) + "</div><br clear='both'>";
  } else {
    //Not supporting this for now
    html += "<div class='wb404_text'>" + maybe_text.replace('$url', url) + "</div><br clear='both'>";
  }

  var wb404_div = document.getElementById('wb404');
  wb404_div.innerHTML = html;
}

wb404_record_click = function(link) {
  var img = new Image(1,1);
  img.src = 'https://analytics.archive.org/0.0.0/f?wb404_clickthrough=';
  img.onload = function() {
    //do something here
  };
}
```

INTERNET ARCHIVE



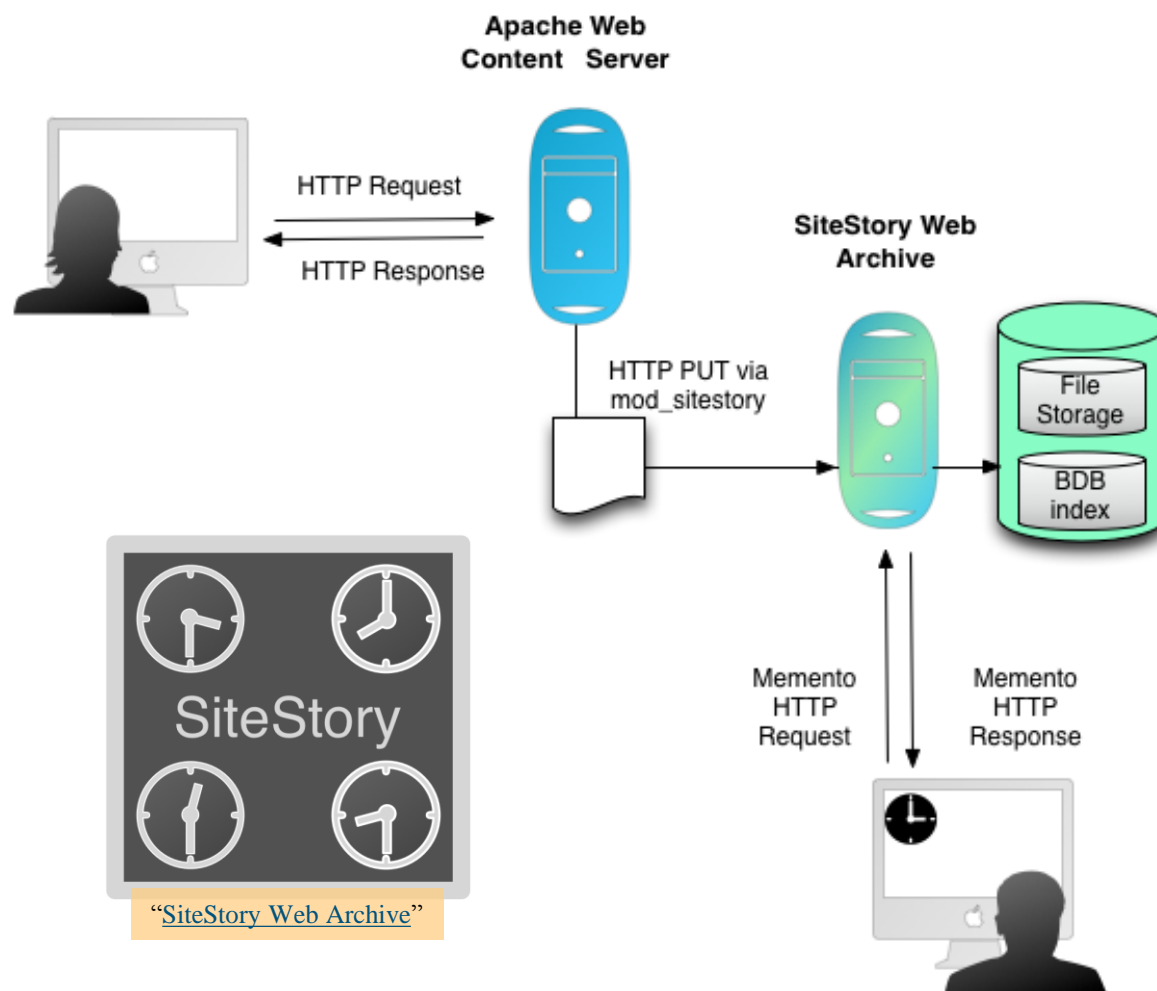
Would you like to [see an archived version of this page](#) in the Internet Archive's Wayback Machine?

<https://archive.org/wayback/available.php>

Internet Archive: "Free "404: File Not Found" Handler for Webmasters to Improve User Experience"



# transactional web archiving



# webmasters don't care about web archiving



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# webmasters *may* care about web archiving

