



# *BLUEcloud Visibility*

Over 3.5 billion Google searches are performed each day. What if even a fraction of them pointed to your library? Using the power of linked data, BLUEcloud Visibility gives your library its next greatest advocate: search engines.

## *Get your library on Google*

MARC records are invisible to search engines, but when you transform them to linked data, users can find your library resources with a simple web search. With your records in the search results, you can attract attention and bring users to the library—without any extra effort.

## *Connect with your users*

Whether your users are families looking for the latest bestseller or scholars searching for special collections, you can reach them through the search engines they use every day.



## Highlight your library with enriched data

Your library is more than a collection of information: it's a physical place in your community. With linked data, users can view your library's address and hours directly from the search engine—no confusion or extra clicks.

## Let us do the hard work

Don't worry about taking on a time-consuming data project. Just sign up for BLUEcloud Visibility, and let SirsiDynix do the rest.

The image shows a Google search for "great expectations". On the left, three callout boxes highlight enriched data: "BIBFRAME Info" (Genre: Autobiographical Fiction, Author: Charles Dickens), "Library Info" (Location), and "Searcher's Info" (Location). The main search results include a library record for Swain Public Library, IMDb entries for the 2012 and 1998 film versions, and a SparkNotes study guide. On the right, a book preview for "Great Expectations" by Charles Dickens is shown with a "Read now" button. A blue callout box on the right states: "The combination of the BIBFRAME info, library location, and searcher's location, deliver optimal results."

## Features

- Service to extract your MARC records and transform them into BIBFRAME resources
- Records are enhanced with library location data making them geographically relevant to patrons in your area
- Creates linked data for your library resources, so search engines can index, link them to other resources, and make them discoverable
- Consortial option to purchase BLUEcloud Visibility for only the sites that want it
- Committed to working with multiple ontologies and linked data frameworks as they emerge



SirsiDynix®

For more information contact us at 800.288.8020 or visit [sirsi-dynix.com](http://sirsi-dynix.com)