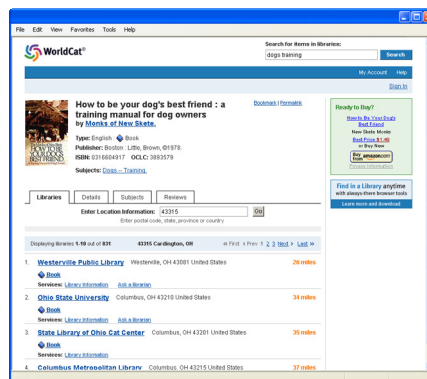


Broad Web exposure for our collection through WorldCat.org, Google and Yahoo!

- A new and substantial benefit of our OCLC membership and participation in WorldCat, the world’s largest and most comprehensive database of bibliographic and library ownership information
- Our holdings are exposed to people broadly searching the Internet at popular Web sites such as **Yahoo!** and **Google** (part of OCLC’s “Open WorldCat” program), and at WorldCat’s destination site **WorldCat.org**
- Our current library users find another way to reach us, and new customers discover our content and services
- More people in our community—especially those who don’t typically visit or use libraries—come to see our library as a primary resource
- WorldCat Web services help make our library part of a new generation’s electronic workspace

How it works

On Google or Yahoo!:	On WorldCat.org:
<ol style="list-style-type: none"> 1) A Web user enters a search term (and optionally the phrase “Find in a Library”) 2) Search results (based on a WorldCat <i>subset</i> focused on popular materials) include links for library-owned items with the prefix “Find in a Library” 	<ol style="list-style-type: none"> 1) A Web user enters a search term 2) Search results (based on the <i>complete</i> WorldCat database) display library-owned items in order of most-held; a “faceted browse” option lets user narrow results by subject, author, language, etc.
<ol style="list-style-type: none"> 3) Links lead user to the core WorldCat Web interface (<i>right</i>), displaying evaluative content for the selected item including author, publisher, format, and subject headings linked to “More like this” results 4) User enters their postal ZIP code or another geographic identifier 5) Results show libraries near them that hold the sought item 6) User clicks our library’s link and goes directly to our online catalog record for that item 7) User may also see links to our virtual reference desk or general information page 	



More benefits

- OCLC continues to expand open Web access to WorldCat, seeking partnerships with additional high-profile Web sites and piloting new services and features
- In addition to Yahoo! and Google, a variety of bibliographic and bookselling sites participate in Open WorldCat, including Alibris, Biblio and BookPage
- Our authenticated users who use WorldCat’s open-Web interfaces see a small box titled “My Library,” with links to our internal fulfillment options relative to the displayed item
- An OCLC reporting site lets us see how much traffic our online catalog receives from WorldCat Web services
- WorldCat.org encourages the viral spread and use of library resources with freely distributed Web services including:
 - Downloadable browser plug-ins providing always-there WorldCat searching
 - A modular version of the WorldCat search box any user can place on their Web site or blog
 - Simple URL linking syntaxes for creating links to WorldCat item records
 - Upcoming “Affiliate” Web services such as RSS feeds that push or pull WorldCat-based information

Learn more at www.oclc.org/worldcat/