

No Website? No Knowledge? No Problem!

ROBIN PIKE

Abstract: Ten years into the twenty-first century, many small archives are still not using present web technology. Other archives allow their limited resources and knowledge to dictate a limited web presence. This limited web presence eliminates many potential users who turn to search engines for answers. These users are not aware of the archives' resources because they are not web-accessible.

This presentation will focus on innovations in web design, hosting platforms, and other tools that can be employed by archivists to expand access to their collections. Many of these services are free, open source programs, or are very affordable. This generation of customizable sites offers a hosting service and tools for site creation without the user needing to know HTML or other coding languages. Additionally, widgets such as blog feeds (promote events or collections), galleries (display online exhibits), or file storage (upload non-EAD finding aids), can be seamlessly integrated into the site design. The hosts, programs, and platforms featured will be limited, and will focus on common and well-supported hosts and tools.

Indexing and SEO (Search Engine Optimization) are also important parts of developing a website. Without indexing, search engines will not be able to locate the website; without SEO, the site might be found on page five of the search results instead of page one. The presentation will also feature SEO techniques and rules for content development for increased search engine ranking and promotion.

Combining this knowledge and these tools, an archivist can create or modify an existing website, further promoting their collections, and gaining new researchers.

About the author:

Robin C. Pike currently serves as the Audio Visual Archivist at The Catholic University of America Archives. She received a BSEd in Music Education from the Indiana University of Pennsylvania in 2006, and an MLIS with a specialization in Archives and Records Management from the University of Pittsburgh in 2007.

At the CUA Archives, Robin works with internal departments and external donors to acquire and accession collections, processes, preserve, digitizes, and performs reference for photographic, audio, and moving image media. Combining her unique experiences, she has developed an in-house audio digitization program for the Archives for several formats, and plans to expand this program. She also trains and manages students on processing projects, and guest co-lectures in classes at the School of Library and Information Science at CUA. Robin also developed the expanded audiovisual website for the CUA Archives, in addition to her own website and blog hosted at www.robincpike.com. She is becoming more active in SAA and ARSC, the Association for Recorded Sound Collections, by serving on various committees, such as the Web Committee and the Education and Training committee in ARSC. In April 2010, she presented "Audio Preservation in a Reel Archives: A Case Study" at the Washington Research Library Consortium Spring Forum.