Poster proposal
From the Bibliographic Stream to the Bibliographic Ocean
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While discussions of digital libraries often focus on digitization methods, it is just as important to ensure that the digitized materials can be found by users. Numerous studies have shown that information seekers are more likely to consult Web search engines before, or even instead of, library catalogs for their scholarly information needs.[1] Therefore, creating website links and OPAC records for the digital objects will do little to make the resource easier to find. New, small digital library projects will have difficulty generating enough publicity to rise near the top of search engine rankings, and, furthermore, since many digital resources (and nearly all OPACs) are located in the "Deep Web"[2], the resources themselves and their metadata are usually impenetrable to search engines.

It is imperative to ensure that these resources are accessible directly from major search engines, and this is best accomplished through any number of special metadata feeds that exists outside regular crawling mechanisms. The poster will present a flowchart showing how metadata in MARC or Dublin Core format, when loaded into an OPAC, institutional repository, or OAI repositories, can "trickle up" to union catalogs like OCLC WorldCat and institutional search tools like MetaLib and then to registered OAI harvesters[3], regional projects like TEL[4], and domain-specific search engines like BASE[5] and Scirus[6], eventually reaching major, general-purpose commercial search engines like Google and Yahoo!.

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[1] For references see Carol A. Wright, "The Academic Library as a Gateway to the Internet: An Analysis of the Extent and Nature of Search Engine Access from Academic Library Home Pages," *College and Research Libraries*, v. 65, no. 4 (July 2004): 276-286.
[2] Also "Hidden Web" or "Invisible Web".
[3] See <http://www.openarchives.org/service/listproviders.html>.
[4] See <http://www.europeanlibrary.org/>.
[5] See <http://base.ub.uni-bielefeld.de/>.
[6] See <http://www.scirus.com/>.