

## Google Indexing

---

**From:** Teresa Brinati [mailto:[tbrinati@archivists.org](mailto:tbrinati@archivists.org)]  
**Sent:** Tuesday, January 10, 2012 10:45 AM  
**To:** Pamela Manasco  
**Cc:** American Archivist Editor  
**Subject:** Google indexing of American Archivist Online?

Hi Pamela-

I recently heard from a member of the American Archivist Editorial Board who is frustrated and disappointed that American Archivist articles on MetaPress are not showing up in Google searches. Here is what he reported:

\*\*\*

In working through an article for the in-progress American Archivist Online Supplement 75th anniversary issue, I needed to track down a full citation for the Spindler/Pearce-Moses article "Does AMC Mean 'Archives Made Confusing?'" in the American Archivist. I did what I think most 21st century denizens would do, which was to do a Google search. I used the keywords "amc archives made confusing american archivist pearce-moses spindler", which seems like a pretty darned specific Google search to me. Much to my surprise, I don't get the AA Online version of the article at [archivists.metapress.com](http://archivists.metapress.com) anywhere in the first 3 screens of results! I gave up looking after 3 screens, as it was clear that I was getting articles that cited the Spindler/Pearce-Moses article. Interestingly, the JSTOR version of the article was the first hit, which is potentially very frustrating to most Internet searchers since they won't be able to access it.

I'm very disappointed that all of the work that went into getting the American Archivist online doesn't appear to be paying off, or perhaps only paying off spottily, at least based on my tiny little experiment. I was under the impression that one of the big benefits of having the American Archivist corpus in the Metapress site was that it would be out there in the Googlesphere, but it doesn't appear to be. I also looked in the results for the above search in Google Scholar, where the article also does not appear on the first 3 results screens (and where JSTOR is once again the first result). Funnily enough, the first results screen does contain 3 hits on [archivists.metapress.com](http://archivists.metapress.com) articles that \*cite\* the Spindler/Pearce-Moses article, so obviously the [archivists.metapress.com](http://archivists.metapress.com) site \*is\* being indexed by Google.

I also tried a Google and Google Scholar search on "illusion omniscience mary jo pugh" and got the same results: JSTOR first, no [archivists.metapress.com](http://archivists.metapress.com) hit on article itself on the first page of results, and several [archivists.metapress.com](http://archivists.metapress.com) results for articles that \*cite\* "The Illusion of Omniscience".

When I go to the [archivists.metapress.com](http://archivists.metapress.com) site and search "amc archives made confusing pearce-moses spindler", it pops up as the first result, so it doesn't appear to be a problem of bad metadata.

\*\*\*

Please share the above with your team at MetaPress and let me know why the article isn't showing up in a Google search, and how it might be fixed, so that I can get back to my Editorial Board with an explanation.

Thanks and looking forward to your reply.

Teresa Brinati / Director of Publishing / Society of American Archivists

-----  
**From:** Meghan Frost - MetaPress [<mailto:meghanfrost@metapress.com>]  
**Sent:** Thursday, January 19, 2012 8:29 AM  
**To:** Teresa Brinati  
**Subject:** RE: Google indexing of American Archivist Online?

Hi Teresa,

My contact at Google has requested that we add first page preview to your article pages. This preview will appear after the abstract and references as an image of the first page of the PDF. Once this has been done, possibly with the next build, Google will then re-index your content and this should improve the situation.

I will keep an eye on the indexing and let you know if I hear anything back from Google.

Thank you,  
Meghan Frost  
[meghanfrost@metapress.com](mailto:meghanfrost@metapress.com) / (205)980-3910 / [www.metapress.com](http://www.metapress.com)

[at the end of the email:]

Darcy J. Dapra  
Partner Manager, Google Scholar  
Google, Inc.  
Tel: +1 (650) 214-1394  
Cell: +1 (650) 933-0761  
Email: [darcyj@google.com](mailto:darcyj@google.com)

-----  
**From:** Teresa Brinati [<mailto:tbrinati@archivists.org>]  
**Sent:** Thursday, January 19, 2012 3:35 PM  
**To:** Meghan Frost - MetaPress  
**Subject:** RE: Google indexing of American Archivist Online?

Meghan-  
Thanks for your reply. Now for some specifics: When you say "possibly with the next build," could you provide a date? That's the first question the Editorial Board will ask!  
Teresa

-----  
**From:** Meghan Frost - MetaPress [<mailto:meghanfrost@metapress.com>]  
**Sent:** Thursday, January 19, 2012 4:35 PM  
**To:** Teresa Brinati  
**Subject:** RE: Google indexing of American Archivist Online?

Hi Teresa,

The next build will be towards the end of February. I will let you know as soon as I hear something about when we can add the first page previews.

Please note however that once we add these previews, Google will still need to re-index the site. This often takes them some time. I can ask my contact to put it in the queue, but it may be a couple of months before you see any changes to the Google results. Neither I nor my contact at Google would be able to say when you might see changes.

Thank you!  
Meghan Frost

-----  
**From:** Pamela Manasco [mailto:PamelaManasco@metapress.com]  
**Sent:** Monday, January 30, 2012 1:15 PM  
**To:** Teresa Brinati  
**Cc:** Meghan Frost - MetaPress  
**Subject:** RE: Google indexing of American Archivist Online?

Hello, Teresa!

There's not too much to update regarding the Google indexing/page previews for American Archivist—Meghan did a wonderful job of investigating this problem; all credit for getting the ball rolling so quickly goes entirely to her. She has already requested that our developers enable the first page previews for the journal. This request is currently set to be completed in our next build, which should go live sometime in the beginning of March (tentative date is March 1<sup>st</sup>). I will update you if the date changes, or if for some reason the request has to be moved to a later date.

As Meghan said, we'll have to wait for Google to index the site again before the changes show up in Google search results. As soon as the development request is complete, we'll send a request for re-indexing to Meghan's Google contact.

Please let me know if you have any questions, Teresa!

Thank you,

Pamela Manasco  
MetaPress Account Services  
[PamelaManasco@metapress.com](mailto:PamelaManasco@metapress.com)  
(205)-408-4956  
<http://www.metapress.com>