# EBSCO Discovery Service Publisher Linking Recommendations

EBSCO works closely with publishers to ensure that EBSCO Discovery Service (EDS) increases end-user exposure to content. We do this by including your content in the EDS base index and facilitating access to your platform by way of CustomLinks.

As partners in EDS, it's important to provide our mutual customers with accurate linking from EDS to their subscriptions on your site. While every publisher's linking setup will be different, we have gathered the following guidelines to help produce the best linking syntax possible. EBSCO's support team is also available to discuss linking options and work with you to improve the flexibility and consistency of your links. Please contact your EBSCO Publisher Relations representative for more information.

## What is a CustomLink?

CustomLinks are an EBSCO feature that dynamically creates links from an EDS search result to related information on another web site. CustomLinks allow the library to provide seamless integration of the user's EDS session with the library's online subscriptions, link resolver, or other web-based services.

CustomLinks use specific metadata in the EDS record, such as the unique identifier, author, journal name, ISSN, or title, to construct the link. The accuracy of the link will depend on the quality of the record's metadata and your platform's ability to accept the link.
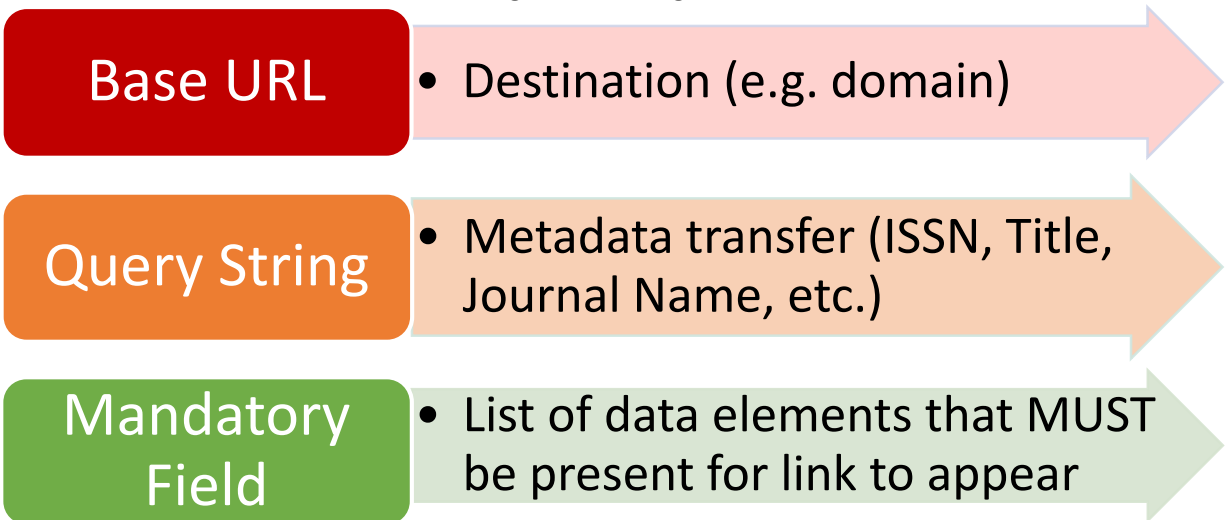
## What's the best link syntax?

There's no set syntax that works with all content and for all publishers, but here are some general guidelines:

- Direct links that go from EDS to the same record on your platformi are ideal. Links that rely on going to your site and running a search are not.
- Unique identifiers are the most reliable means of constructing links from EDS to your site. DOI can also be used for linking, but should not be used alone since not all metadata records matching the publication may contain a DOI. See "Link Flexibility" for more information.
- Likewise, persistent or durable URLs are the most accurate but should not be used alone. See "Link Flexibility" for more information.
- Article/chapter-level linking is ideal, but if not available, journal/book-level linking may be acceptable.
- Many sites now accept OpenURL, which uses standard article metadata in order to connect to and from different locations. Some of the more common elements used in OpenURL are listed below in order from least to most specific:

Journal/Book Name
ISSN/ISBN
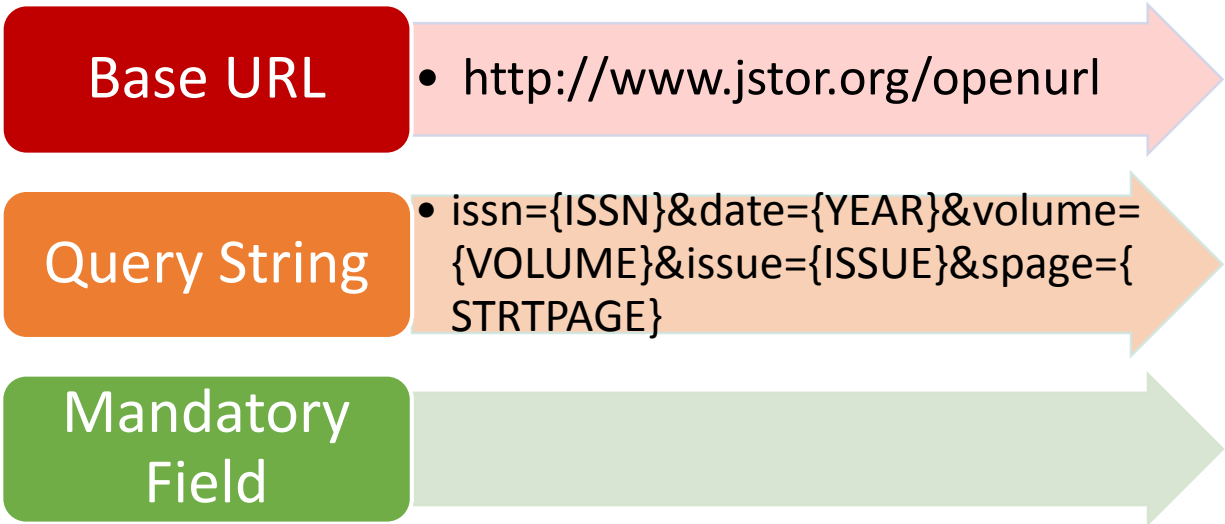Volume & Issue Number
Article/Chapter Title
Start page

## CustomLink Essentials

Your content's CustomLink will be built using the following elements:

**Base URL** • Destination (e.g. domain)

**Query String** • Metadata transfer (ISSN, Title, Journal Name, etc.)

**Mandatory Field** • List of data elements that MUST be present for link to appear

For example, the link below uses an OpenURL query string:

http://www.jstor.org/openurl?issn=00221090&date=2000&volume=35&issue=4&spage=499

This link is configured as follows:

| Base URL | • http://www.jstor.org/openurl |
|---|---|
| Query String | • issn={ISSN}&date={YEAR}&volume={VOLUME}&issue={ISSUE}&spage={STRTPAGE} |
| Mandatory Field | |

The link below uses DOI in the syntax:

http://www.jstor.org/stable/10.5406/jillistathistsoc.108.3-4.0211

This link is configured as follows:

| Base URL | • http://www.jstor.org/stable/{DOI} |
|---|---|
| Query String | |
| Mandatory Field | • {DOI} |
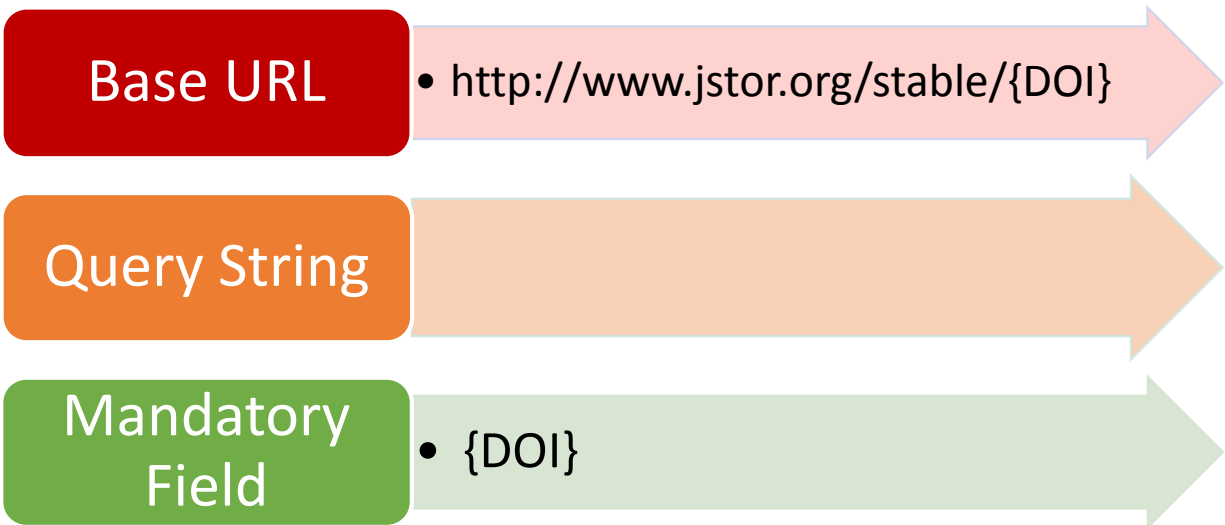
## Link flexibility

Your content may be integrated with EDS via a number of different sources, including the customer's library catalog and any bibliographic or full-text databases to which they may subscribe. This means that you have more opportunities for end-users to discover your content in EDS, but also that you will not always have control over the quality of metadata contained in the record.

Because of this, we recommend that you consider alternate link syntaxes for linking to your site. For example, you may include direct links in your metadata, or provide a static link syntax that leverages unique identifiers. A backup option may be to use DOIs instead of unique identifiers, or you may consider an openURL. EBSCO Support can help you construct a link syntax that works for you.

## Holdings Management

CustomLinks are often configured to help drive the "Full Text" and "Available in Library Collection" limiters in EDS. Generally, the customer uploads a title list or selects from pre-defined local collections in EBSCO's administrative tool in order to control which EDS records the CustomLink appears on and which are returned using the limiters.

If you are already providing KBART II or other accepted title lists to the EBSCO Knowledge Base team for inclusion in our Holdings Management tool, your packages are already available as local collections for customers to select. If not, please contact support@ebsco.com for assistance. Once your packages are included in the EBSCO Knowledge Base, they should be regularly updated to ensure CustomLinks appear on the correct records.

In cases where customers may subscribe to selected titles from your service, it is beneficial if you can supply a text file of the customer's entitlements upon request, ideally in KBART II.