

Seeding links from Wikipedia to BHL (2008 – 2012)



Chris Freeland, Technical Director, BHL
[@chrisfreeland](https://twitter.com/chrisfreeland)

Seeded links to BHL from Wikipedia pages

1. Reviewed top 5,000 requested pages in Wikipedia for May 2008.*
2. Selected pages about organisms.
 - BHL contains original descriptions and connecting those to species pages was and is a priority for BHL.
3. Added links to BHL from Wikipedia page.

Rationale: Linking from popular pages is likely to result in more traffic.

Top 20 organismal pages in Wikipedia requests*

Rank	Page	Views	View (per day)	URL
229	Cat	331,968	10,708	http://en.wikipedia.org/wiki/Cat
250	Lion	318,300	10,267	http://en.wikipedia.org/wiki/Lion
279	Dog	306,228	9,878	http://en.wikipedia.org/wiki/Dog
321	Tiger	286,232	9,233	http://en.wikipedia.org/wiki/Tiger
571	Absinthe	215,477	6,950	http://en.wikipedia.org/wiki/Absinthe
636	Platypus	203,842	6,575	http://en.wikipedia.org/wiki/Platypus
660	Horse	200,893	6,480	http://en.wikipedia.org/wiki/Horse
670	Shark	199,450	6,433	http://en.wikipedia.org/wiki/Shark
717	Snake	192,434	6,207	http://en.wikipedia.org/wiki/Snake
729	Dolphin	190,938	6,159	http://en.wikipedia.org/wiki/Dolphin
746	Fish	188,358	6,076	http://en.wikipedia.org/wiki/Fish
848	Elephant	175,547	5,662	http://en.wikipedia.org/wiki/Elephant
924	Spider	169,772	5,476	http://en.wikipedia.org/wiki/Spider
1009	Polar bear	163,231	5,265	http://en.wikipedia.org/wiki/Polar_bear
1127	Dinosaur	154,818	4,994	http://en.wikipedia.org/wiki/Dinosaur
1180	Wolf	151,437	4,885	http://en.wikipedia.org/wiki/Wolf
1211	Rose	149,352	4,817	http://en.wikipedia.org/wiki/Rose
1221	Cheetah	148,680	4,796	http://en.wikipedia.org/wiki/Cheetah
1248	Cannabis	146,971	4,741	http://en.wikipedia.org/wiki/Cannabis

*Entire list at: http://dl.dropbox.com/u/695158/2008_WikipediaOrganisms.xls

Mechanics of entries: Reference citation vs. External link to Names Bibliography

Reference citation http://en.wikipedia.org/wiki/Lion#cite_note-Linn1758-2

```
<ref name="Linn1758">{{cite book
| last = Linnaeus
| first = Carolus
| authorlink = Carolus Linnaeus
| title = Systema naturae per regna tria naturae :secundum classes, ordines, genera, species,
cum characteribus, differentiis, synonymis, locis.
| publisher = Holmiae (Laurentii Salvii)
| year = 1758
| pages = 73
| url = http://www.biodiversitylibrary.org/page/726976
| accessdate = 2008-09-08
| volume = 1
| edition = 10th edition}}</ref>
```

External Link http://en.wikipedia.org/wiki/Polar_bear#External_links

* View occurrences of [http://www.biodiversitylibrary.org/name/Ursus_maritimus "Ursus maritimus"] in Biodiversity Heritage Library.

Additions to Wikipedia pages

8 September 2008

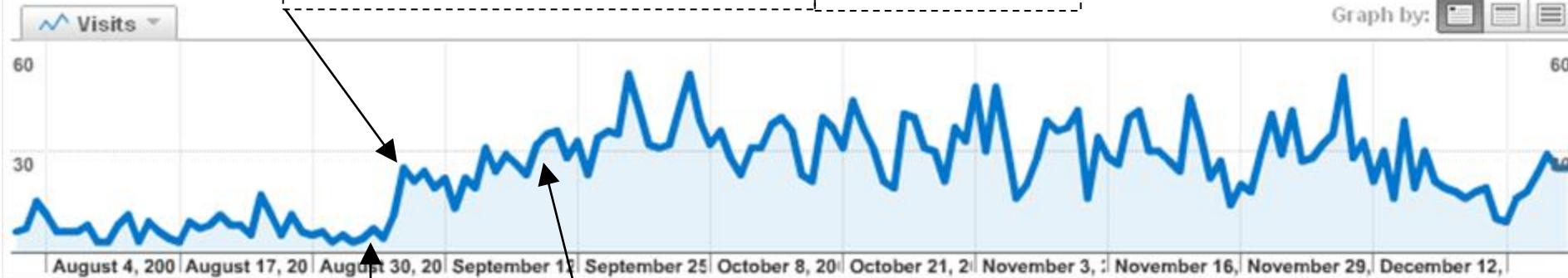
[Cheetah](#) (→External links)
[Polar bear](#)
[Polar bear](#) (→External links)
[Snake](#) (→External links)
[Horse](#)
[Platypus](#) (→External links)
[Artemisia absinthium](#) (→External links)
[Artemisia absinthium](#)
[Tiger](#) (→External links)
[Tiger](#) (→Naming and etymology)
[Tiger](#)
[Dog](#) (→External links)
[Dog](#) (→Taxonomy)
[Lion](#)
[Lion](#) (→External links)
[Lion](#) (→Naming and etymology)
[Megalodon](#) (→Taxonomy)

9 September 2008

[Hortus Malabaricus](#)

Referring Site:
en.wikipedia.org

Aug 1, 2008 - Dec 31, 2008



5 September 2008

[Cat](#)
[Cat](#) (→Scientific classification)
[Cat](#) (→External links)
[Lion](#) (→External links)
[Lion](#)

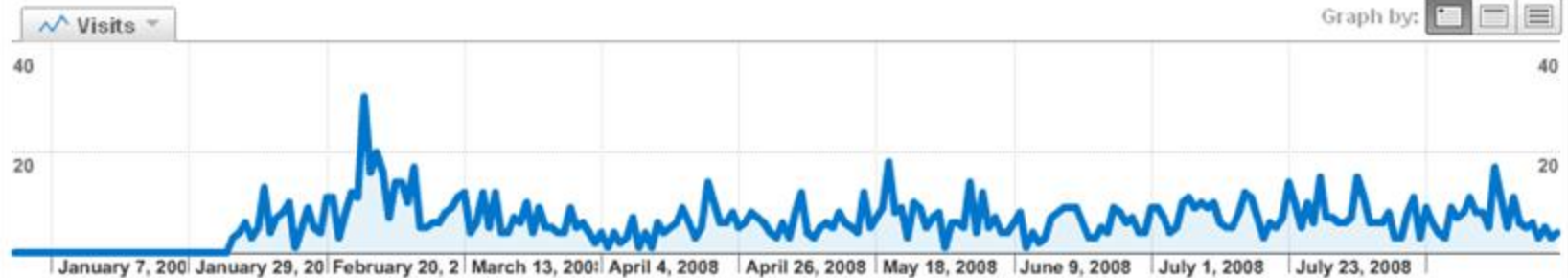
22 September 2008

[Systema Naturae](#)
[Systema Naturae](#) (→References)

Traffic from Wikipedia: Pre-seed

Referring Site:
en.wikipedia.org

Jan 1, 2008 - Sep 4, 2008

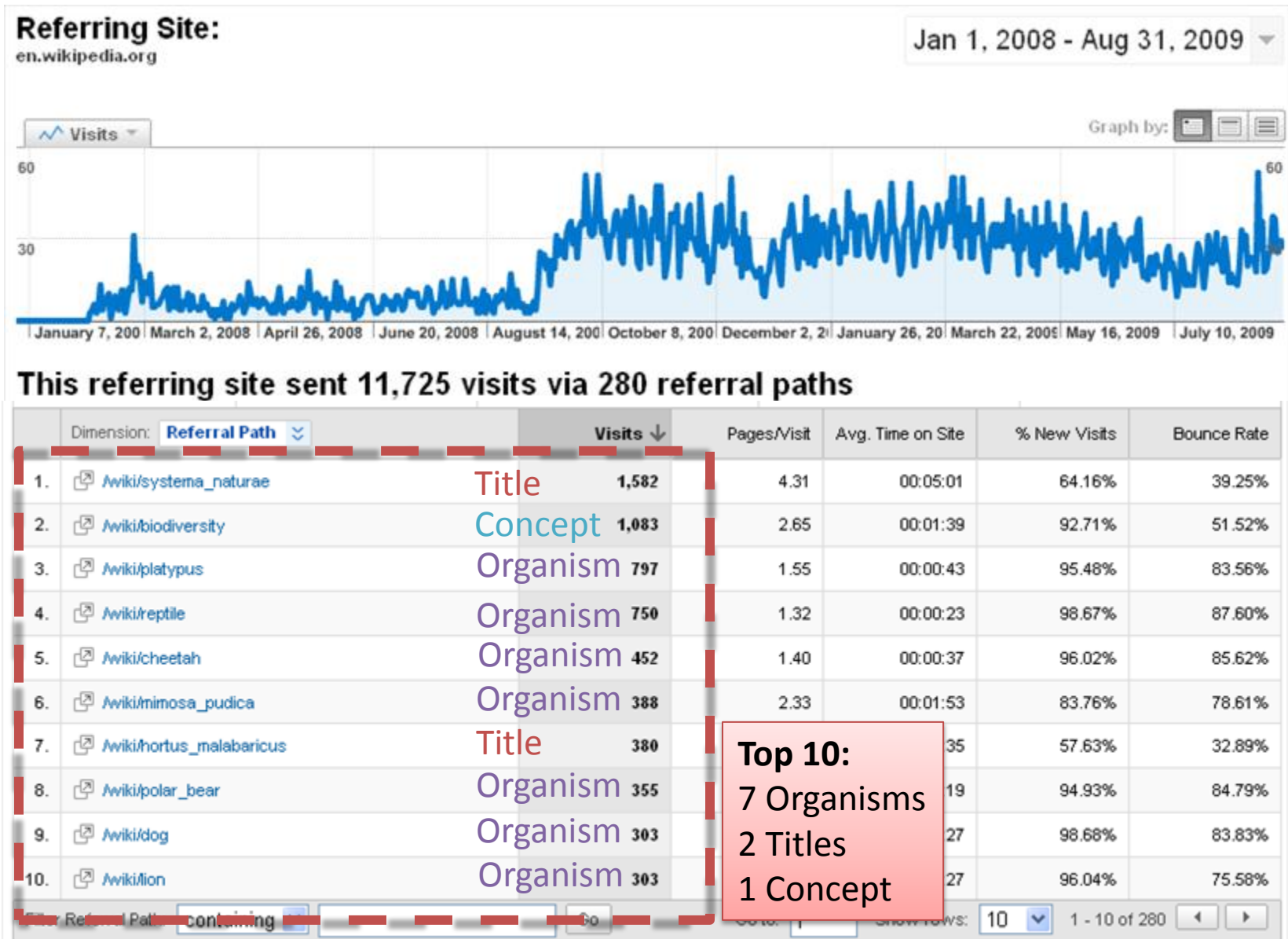


This referring site sent 1,504 visits via 63 referral paths

Dimension: Referral Path	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. /wiki/biodiversity	362	2.61	00:01:29	95.03%	52.49%
2. /wiki/mimosa_pudica	195	2.73	00:02:24	75.38%	74.87%
3. /wiki/hortus_malabaricus	136	3.58	00:04:30	55.88%	39.71%
4. /wiki/sensitive_plant	100	1.28	00:00:28	100.00%	83.00%
5. /wiki/biodiversity_heritage_library	95	4.44	00:02:46	82.11%	33.68%
6. /wiki/blue-and-yellow_macaw	90	1.12	00:00:12	97.78%	93.33%
7. /wiki/digital_library	72	7.22	00:07:54	45.83%	31.94%
8. /wiki/tarpon	69	1.09	00:00:24	100.00%	95.65%
9. /wiki/historia_naturalis_palmarum	63	4.65	00:09:31	34.92%	36.51%
10. /wiki/cymbopogon_citratus	52	1.63	00:01:35	94.23%	80.77%

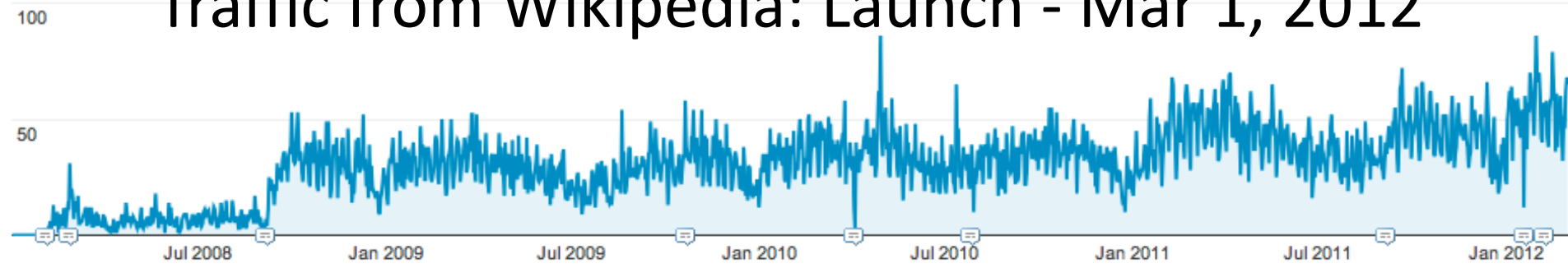
Filter Referral Path: containing [] Go [] Go to: 1 Show rows: 10 1 - 10 of 63

Traffic from Wikipedia: Post-seed



● Visits

Traffic from Wikipedia: Launch - Mar 1, 2012



	Referral Path	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<input type="checkbox"/>	1. /wiki/Systema_Naturae	Title 3,173	3.06	00:04:31	52.66%	52.88%
<input type="checkbox"/>	2. /wiki/systema_naturae	Title 1,604	4.31	00:05:00	63.59%	38.90%
<input type="checkbox"/>	3. /wiki/biodiversity	Concept 1,086	2.65	00:01:39	92.73%	51.47%
<input type="checkbox"/>	4. /wiki/Species_Plantarum	Title 1,029	3.12	00:03:38	63.75%	54.91%
<input type="checkbox"/>	5. /wiki/Hortus_Malabaricus	Title 991	3.32	00:04:18	51.97%	41.17%
<input type="checkbox"/>	6. /wiki/Platypus	Organism 932	1.48	00:00:29	96.57%	85.84%
<input type="checkbox"/>	7. /wiki/platypus	Organism 798	1.55	00:00:43	95.49%	83.58%
<input type="checkbox"/>	8. /wiki/Reptile	Organism 788	1.52	00:00:33	95.56%	84.90%
<input type="checkbox"/>	9. /wiki/reptile	Organism 759	1.33	00:00:23	98.55%	87.35%
<input type="checkbox"/>	10. /wiki/Polar_bear	Organism 716	1.27	00:00:25	84.50%	86.73%
<input type="checkbox"/>	11. /wiki/Cheetah	646		00:00:17	83.75%	87.15%
<input type="checkbox"/>	12. /wiki/Biodiversity	620		00:01:48	87.10%	59.68%
<input type="checkbox"/>	13. /wiki/Artemisia_absinthium	605		00:01:07	89.42%	80.17%
<input type="checkbox"/>	14. /wiki/Lion	592		00:00:43	95.44%	72.97%

Top 10:
 5 Organisms
 4 Titles
 1 Concept

Traffic from Wikipedia: Jan-Mar 2012

	Referral Path		Visits	↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<input type="checkbox"/>	1. /wiki/Systema_Naturae	Title	273		3.64	00:08:15	42.12%	48.35%
<input type="checkbox"/>	2. /wiki/Species_Plantarum	Title	114		3.41	00:04:23	51.75%	53.51%
<input type="checkbox"/>	3. /wiki/Hortus_Malabaricus	Title	105		3.05	00:03:29	70.48%	42.86%
<input type="checkbox"/>	4. /wiki/Handbook_of_South_American_Indians	Title	94		2.97	00:06:19	41.49%	52.13%
<input type="checkbox"/>	5. /wiki/10th_edition_of_Systema_Naturae	Title	73		3.77	00:05:27	58.90%	61.64%
<input type="checkbox"/>	6. /wiki/File:Fringillaria_socotrana.jpg	Organism (Image)	58		1.07	00:00:42	0.00%	96.55%
<input type="checkbox"/>	7. /wiki/Johann_Conrad_Susemihl	Author	53		11.25	00:13:18	0.00%	20.75%
<input type="checkbox"/>	8. /wiki/Cheetah	Organism	50		1.10	00:00:12	56.00%	92.00%
<input type="checkbox"/>	9. /wiki/Galápagos_tortoise	Organism	49		1.45	00:01:14	48.98%	79.59%
<input type="checkbox"/>	10. /wiki/Hugo_de_Vries	Author	48		2.29	00:02:43	81.25%	68.75%
<input type="checkbox"/>	11. /wiki/John_Lindley	Author	45			00:10:08	48.89%	53.33%
<input type="checkbox"/>	12. /wiki/Bureau_of_American_Ethnology	Title	43			00:13:52	72.09%	13.95%
<input type="checkbox"/>	13. /wiki/Hortus_Cliffortianus	Title	40			00:06:07	47.50%	37.50%
<input type="checkbox"/>	14. /wiki/Dog	Organism	39			00:00:07	94.87%	89.74%
<input type="checkbox"/>	15. /wiki/Lion	Organism	39		1.62	00:00:54	94.87%	64.10%
<input type="checkbox"/>	16. /wiki/Polar_bear	Organism	38		1.55	00:00:54	94.74%	81.58%
<input type="checkbox"/>	17. /wiki/Artemisia_absinthium	Organism	37		1.54	00:01:07	89.19%	89.19%
<input type="checkbox"/>	18. /wiki/Platypus	Organism	37		1.30	00:00:43	100.00%	86.49%
<input type="checkbox"/>	19. /wiki/Frederic_Moore	Author	36		3.44	00:14:32	5.56%	25.00%

Top 10:
 5 Titles
 3 Organisms
 2 Authors

Takeaway: BHL succeeds with Wikipedia when linking from book-related pages.

Stay longer

Browse deeper

	Dimension: Referral Path	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	/wiki/systema_naturae	1,582	4.31	00:05:01	64.16%	39.25%
2.	/wiki/biodiversity	1,083	2.65	00:01:39	92.71%	51.52%
3.	/wiki/platypus	797	1.55	00:00:43	95.48%	83.56%
4.	/wiki/reptile	750	1.32	00:00:23	98.67%	87.60%
5.	/wiki/cheetah	452	1.40	00:00:37	96.02%	85.62%
6.	/wiki/mimosa_pudica	388	2.33	00:01:53	83.76%	78.61%
7.	/wiki/hortus_malabaricus	380	4.30	00:05:35	57.63%	32.89%
8.	/wiki/polar_bear	355	1.24	00:00:19	94.93%	84.79%
9.	/wiki/dog	303	1.46	00:00:27	98.68%	83.83%
10.	/wiki/lion	303	1.46	00:00:27	96.04%	75.58%

Takeaway, cont.

- Historic traffic is skewed because more of the “seeded” links were from organism pages
- Wikipedians, without any guidance or instruction, have made their own links to BHL resources
 - Those links are among the most active
- We can try to be organized about linking between Wikipedia & BHL, but any link is better than no link

Recommendations

- Keep linking BHL titles from Wikipedia entries
 - The rarer, the better
 - Determine things we've scanned that aren't widely held
 - The more useful & more cited, the better
- Link authors & other creators
- Keep linking charismatic organisms
- BHL should encourage the GLAM wiki (Galleries, Libraries, Archives, Museums) folks & other interested parties to focus on BHL content
- As you do research on Wikipedia, make links to BHL < You, too, can help increase BHL traffic

Seeding links from Wikipedia to BHL (2008 – 2012)



Chris Freeland, Technical Director, BHL

[@chrisfreeland](https://twitter.com/chrisfreeland)