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## CONTENTDM TO DSPACE- WHY?

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Citation	Perrin, J. (Author), Texas Conference on Digital Libraries, 2013, "Moving from CONTENTdm to DSpace- Why?" Poster.
Citable Link	<a href="http://hdl.handle.net/2346/67414">http://hdl.handle.net/2346/67414</a>
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# Moving from CONTENTdm to DSpace- Why?

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### Introduction

We are moving our collections from CONTENTdm to DSpace. This decision is not sudden. It is the result of defining our goals for our digital collections, looking at our systems objectively, and creating a plan to bring our systems and our goals into alignment.

### Goals

We decided our Institutional Repository's audience was primarily external researchers. The TTU community was the secondary audience.

This meant that we were interested in traffic coming in from mostly search engines and sites that referred to our content, and less traffic coming from the Libraries' webpage.

We started by investigating how well our systems worked with search engines.

### Search Engine Optimization

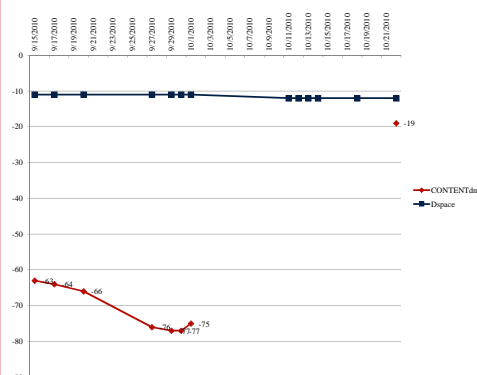
In 2010, we copied a small collection to both CONTENTdm and DSpace. We waited a few months and then tested the collections with pre-set searches in Google to see in which position our materials were.

In the chart SEO Effectiveness of Historical Book Collection, you can see the result.

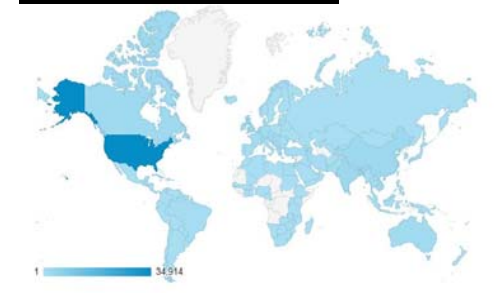
The Collection in DSpace showed up consistently around the 10th position, often showing up on the first page or second page of results while the items in CONTENTdm showed up around position 60, then down to 77, before finally disappearing all together from the results for the rest of the test.

This seemed to indicate that CONTENTdm was not helping us get search engine traffic to our Institutional Repository

SEO Effectiveness of Historical Cookbook Collection 2010



### DSpace Visit Coverage



We get a lot more visits, and from a wider audience, with DSpace.

Google Analytics stats From July 26, 2012 to April 16, 2013

	Total Visits	Search Engine Visits	Referral Visits
CONTENTdm	6,107	841	3,753
DSpace	70,806	50,917	13,454

### Usage Stats

We have had Google Analytics on our CONTENTdm collections and DSpace collections since 2009. We moved DSpace to TDL in July of 2012, and enabled Google Analytics from July 26<sup>th</sup> onward. I have included those statistics here as examples.

We noticed that DSpace was getting 10 times the total traffic that CONTENTdm was getting. We also saw that the percentage of search engine traffic was much greater in DSpace.

We had more content in CONTENTdm, and even though some of that content was not open access, we still expected it to have more usage than it was getting.

We know that part of the reason could be that CONTENTdm doesn't work well with search engines from our test in 2010.

We had

It was clear that our intended audience was getting to DSpace, but not getting to CONTENTdm.

### Discussion

From what we knew about our intended audience, and our desire for more search engine traffic, it made more sense to combine our collections into a single system that we knew worked well with search engines.

We could tell that the collections in DSpace were more popular than the collections in CONTENTdm. We realized it wouldn't hurt the unpopular collections to put them with the popular ones in the popular system.

In 2012, we decided to try to work toward moving as many collections from CONTENTdm to DSpace as possible.

We are not the only ones moving to something else. For another perspective:

In code(4)lib, the article "Breaking Up With CONTENTdm: Why and How One Institution Took the Leap to Open Source," discusses the College of Charleston's decision to move from CONTENTdm to Fedora Commons.

### Reasons to Move

- Right now, we want more search engine traffic. DSpace works better with search engines. OCLC has told us they are working to make CONTENTdm work better with search engines in the future.
- It is very appealing to have all of our collections in the same place instead of spreading them between two content management systems.
- Our DSpace is hosted by TDL. They do an amazing job.
- Moving all our stuff to DSpace will hopefully make moving to our next system easier in the future.
- With most of our users coming in through Google, Google Scholar, and our own federated search, we realized we could focus on item metadata instead of making a system look pretty since our users are mostly bypassing our system.
- DSpace has checksum checks for our content. We couldn't find that option for CONTENTdm.

Evaluate your systems to see if they are really serving your institution's needs.