

# Integrations - Search Engine Optimization

<b>Title (Goal)</b>	Optimize Search Engine Discoverability and Usability
<b>Primary Actor</b>	Admin
<b>Scope</b>	Principally User Interface, or other interfaces seen by indexing services (such as sitemaps,etc)
<b>Level</b>	Summary level - no specifics for indexers or techniques (Google, vs Google Scholar, schema.org, etc)
<b>Story (A paragraph or two describing what happens)</b>	<p>The user interface for indexable content should be structured and annotated/decorated to enable maximal</p> <p>use by indexing / discovery services. Specific expressions of metadata in prescribed vocabularies should be supported</p> <p>and administrative tools to configure and operate these expressions should be offered. Additionally, dissemination copies</p> <p>should conform to indexing requirements, or copies made specifically available to indexers.</p>