

# Your Library: Searchable & Visible



## DiscoverLocal™

Drive greater community awareness and demand for your library through enhanced online search results!



**Give Your Library Top Ranking in Search Results**  
**BOOKS • EVENTS • DVDs • PROGRAMS • eBooks**  
**AUDIOBOOKS • RECORDS • CLASSES • FILMS**

## Use Web Searches to Your Library's Advantage

Consider this: 89% of Americans use the internet. What if your library's valuable resources and programs started appearing at the top of their search results? It would be a game changer.

DiscoverLocal™ gives your library top ranking in local search engine results. **It doesn't get any easier!**

### How Your Library & Community Benefit:

- Increases awareness and usage of your library's resources
- Broadens the reach of your programming and event marketing
- Makes your collection searchable on Google and other search engines
- Encourages more people to sign up for library cards
- Provides real-time tracking of what your community is actually looking for

*40,000 Google searches are performed every second.*

Source: Internet Live Statistics



Learn more at [demcosoftware.com](http://demcosoftware.com), call us at **866.434.5098** or email us at [softwaresales@demco.com](mailto:softwaresales@demco.com)

# DiscoverLocal™: The Search Engine Results Booster

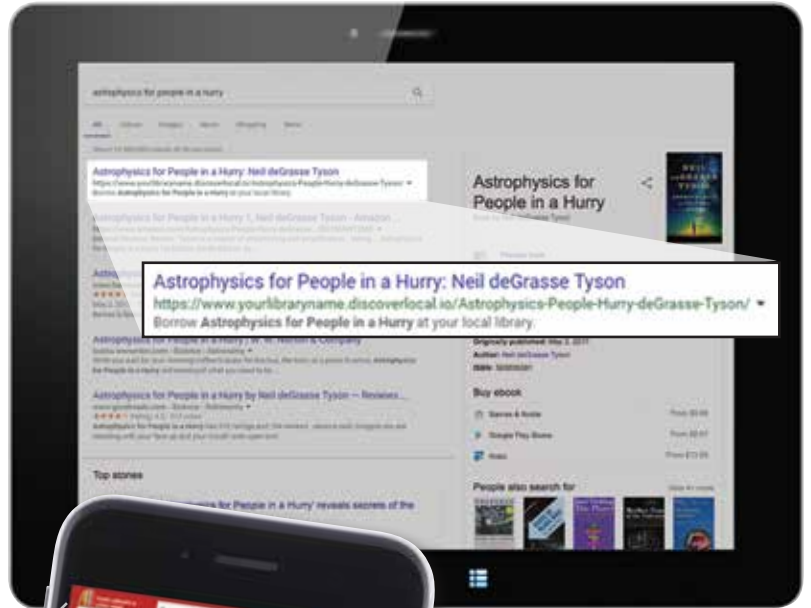
Effortlessly increase your library's relevance!



## The Search

### How DiscoverLocal Works:

1. **Upload** — Your library's collection via MARC records is uploaded into DiscoverLocal.
2. **Optimize** — Your collection & events are geo-tagged so search engines can discover them.
3. **Search** — Your community members search for book titles, media and events on their favorite search engines.
4. **Results** — Relevant programs and material(s) in your collection show up at the top of the search engine results, most likely outranking online retailers.
5. **Reserve** — People can immediately reserve the item or become a new patron and library user!
6. **Learn** — Robust, real-time reporting gives you greater insights into your community's interests.



## The Result

Your Library Logo

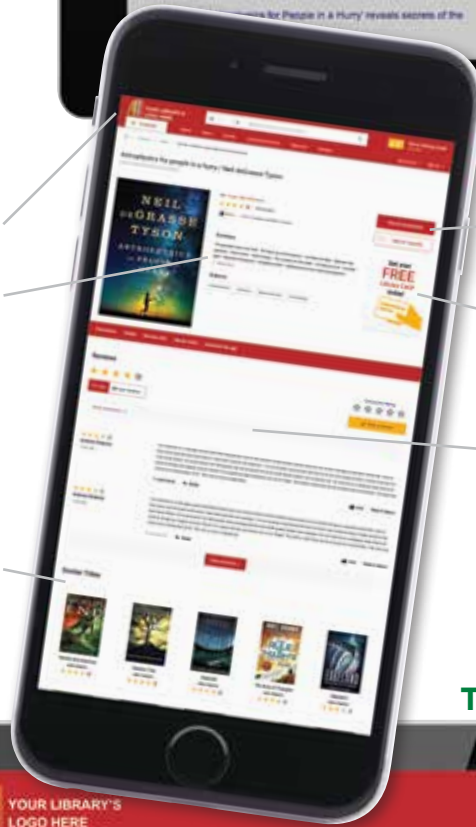
Basic Item Details

Availability

Get a Card

Customer Reviews

Similar Titles



## The Insights

Online author or topic searches drive 48% of all book choices.

Source: Forbes



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