UF/IFAS
EDIS NEWS

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About EDIS News

EDIS News is intended for an "inside–UF/IFAS" audience, particularly anybody with an interest in EDIS publishing: authors, potential authors, department chairs, and program leaders. Please share with anyone you think would be interested. Back issues are on the IFAS Communications website (http://ics.ifas.ufl.edu/edis.shtml).

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EDIS at the holidays

SEASON'S GREETINGS FROM UF/IFAS EXTENSION

November and December are as busy in the world of EDIS as they are everywhere, and they're shorter months because of all the lovely vacation. That means more writing, more photo-taking, and more chart-and-graph-creating for you; and more editing, more inputting, and more software wrangling for your EDIS team—packed into fewer days. If you have a big project or one with an urgent deadline, discuss it with your editor at your earliest convenience. We're fully staffed and ready to take on the challenge. (If your project needs to have a 2013 publication date, you don't have to write it while you're basting the bird and mashing the potatoes. If you submit it to us in December, it gets dated December 2013, even if it isn't online until the new year.)

EDIS dot IFAS dot OOFALLYDOO*

Serving up A's to every Q.

Q: How can I get a list of my archived documents?

A: Try the print ordering catalog, here: http://edis.ifas.ufl.edu/dosearch.html. Type your name into the author field to see all your publications—archived, print-only, and available. (If you share a last name with another author, include both your first and last names, and if you're A. Lee Smith on some of your publications and Ann L. Smith on others, remember to search both.) To see your archived documents, select "availability" in the "Order By" field, then scroll past your available publications to find your archived publications.

Please send your EDIS website questions to skgilder@ufl.edu or dihagan@ufl.edu. Thank you!

*edis.ifas.ufl.edu

EDIS talk: terminology for EDIS insiders

IPN

- Stands for IFAS Publication Number.
- Appears on the physical document, usually in the upper right corner of the first page and in the title footnote at the bottom of the first page.
- Is the "legal," historical, public number of the document.
- Usually has a departmental prefix followed by three or four numbers, except in some departments where the IPN and the DLN are the same, which leads us to...

DLN

- Stands for Digital Library Number.
- Appears at the end of the EDIS URL for the publication: **http://edis.ifas.ufl.edu/fr379**. **Pro tip:** When communicating in email about a particular publication, always include the DLN somewhere in your subject line.
- Is the "EDIS-insider" number. Our end users know a publication by its title, its author, or, if they've used the document for years, occasionally its IPN. Behind the scenes, though, your EDIS team typically refers to publications by DLN because the authoring tool requires that number, rather than title, IPN, or author's name, to call up a document, and our InDesign PDF names are DLN-based.
- Usually has a two-letter prefix followed by three or four numbers.

Diana's EDIS data in a blink

In the last article, I looked at the specific keywords driving traffic from Google to EDIS. Now I'll tell you what's become more important.

If you've used Google lately, you may have started with keywords but refined your search by using added content powered by Google's **Knowledge Graph**. It backs the increasingly useful autocomplete option offered in the search box and provides new elements on the search results page such as the "search carousel," encyclopedic articles, and structured listings for things like movie times. This technology is great for getting answers quickly, but it means that keyword data is less available to online marketers. Keywords have also become less important for page ranking.

Search engines are now making use of semantic relationships between topics and entities on the web. **Author Rank**, personalization, and the Knowledge Graph mean that in addition to what your content says and who links to it, Google also cares about who created it, what else they've done, and who's shared it. They've become so good at figuring out topical relationships that if it's coming from a "trusted source," content can rank in personalized results for related keywords even if no keywords were included.

So now "quality content" and "topical authority" are hot topics in search engine optimization. The new, "Real Company Stuff" (RCS) techniques may seem familiar:

- Develop specific content based on your knowledge of the needs of your target audiences
- Promote your content to those target audiences
- Collaborate with experts outside your organization, especially those who are in your geographical area, develop new content together, and share each other's content.

Adapted from Burr, R. **"What Is SEO Now that Everything Is (Not Provided)?"**

Take-home message

These advances in search engine technology place high value on the specific, audience-targeted publications we produce. "Real-life" collaborative relationships should be reflected in hyperlinks and in social media connections and interactions so that search engines can establish the trustworthiness of the content.

GOOGLE KEYWORD REFERRALS TO EDIS

PERCENTAGE

Other **17.8** (Not Provided) **81.9**
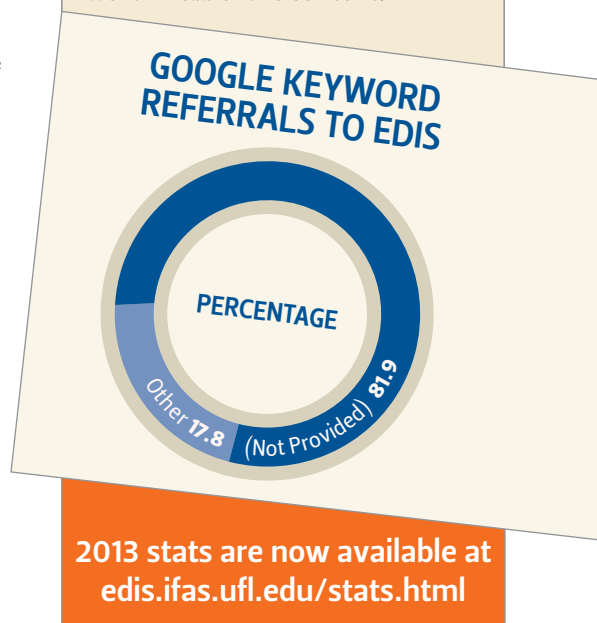
2013 stats are now available at edis.ifas.ufl.edu/stats.html

Meet your team

Jewel Midelis

Lila Sadkin

Jewel Midelis and Lila Sadkin

Jewel Midelis and Lila Sadkin are our newest EDIS editors. Jewel, who is taking over Caleb Sheaffer's departments, is a Florida native and a UF graduate who loves the beach, the outdoors, and her two adopted pups. Previously, Jewel worked as a news service clerk at the New York Times Editing Center. Lila, who comes to us from the University of Florida Libraries, is taking over Amanda Aubuchon's departments. Lila studied linguistics and library science. She loves science fiction and fantasy and makes up languages for fun. She is looking forward to reading about plants, agricultural education and communication, and food science. We are proud and happy to welcome these new members of our team.

Your newsletter, your news

If you have an idea for a story for the newsletter or an issue you'd like us to explore, please let us know. Questions about the EDIS collection, the EDIS publishing process, the EDIS website, or any EDIS publication? If you're wondering, others will be, too. We welcome your input to help us tailor the newsletter to suit your needs. Call Susan Gildersleeve at 352-294-3318 or Diana Hagan at 352-294-3315, or email **skgilder@ufl.edu** and **dihagan@ufl.edu**.

Publishing pointers
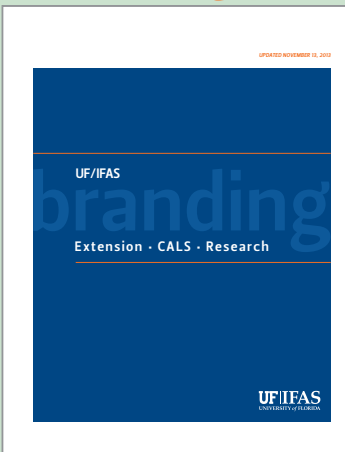
Branding
Check out the branding guide!

The recently published guide to branding for UF/IFAS Extension, CALS, and Research is available on the IFAS Communications site, here: **http://ics.ifas.ufl.edu/docs/pdfs/branding/UFIFAS_BrandingGuide.pdf** . The guide can help you not only with publishing questions but with all things UF/IFAS, from answering the phone to presenting at a conference or Extension program to communicating on social media.

Branding for EDIS PDFs

UF/IFAS Communications' Adobe InDesign template serves well for most EDIS publications, but you may wish to create a custom PDF to suit special program requirements. Your custom PDF must include the following:

- The current UF/IFAS Extension wordmark (logo). The wordmark should appear prominently on the front page. The best place for it is in the upper left corner, as in standard EDIS publications. The wordmark must be as large as or larger than any other logos that appear on the document. You can download the current wordmark here: **http://ics.ifas.ufl.edu/branding.shtml**.

- The document's publication number (IPN). The IPN should appear on the first page, preferably in the top right corner, where it appears on standard EDIS documents.

- The publication history (current publication date and publication dates of any previous versions) and the EDIS equal opportunity statement. These can go anywhere on the publication.

- Orange and blue! (But not just any orange and blue, and you're not limited to those two colors. See page 19 of the branding guide for details.)

Let us know if you need assistance with any of these requirements, or if you're not sure whether your PDF complies with branding guidelines. Contact your EDIS editor or anybody on the EDIS team and we'll help.

Leviathan: a case study

How we can help make big, difficult jobs doable

They're out there: the gigantic outsourced PDFs of yesteryear, archived and lost to the world. Many valuable publications are inaccessible now because they were laid out with then-state-of-the-art software that has since gone the way of Betamax and Myspace. These publications are often hobbled by excessive length and unwieldiness and by design elements that don't work in the contemporary world of five years later. They represent years of research, months of writing, and great potential benefit to the public—all sunk in the abyss.

Do you have a White Whale? A venerable and massive project, the updating of which has proved difficult for technical reasons? Are you haunted in quiet moments by the thought of it floating in the dark? Do you long to raise it from the depths of the digital archive and bring it into the bright sun of EDIS once again? Well, now you can! There's a way, now, to get these treasures updated and back online in a usable form without sacrificing your time or sanity.

An author came to us recently with an excellent and extremely useful publication he'd been struggling to update. The trouble was, there was no HTML: all he had was a PDF he'd paid an outside designer to create in the 1990s, before the EDIS team existed. The author knew that the EDIS team would need his text in Microsoft Word in order to create the HTML version that makes it accessible to the most people and a cinch to update. He had tried exporting the PDF to Word, but the resulting document was so scrambled, it was too difficult to edit. He was spending all his time struggling to move sections of text back where they belonged and none of his time updating the material.

Finally, our hero took the troublesome monster PDF to the EDIS team. We exported it to Word and then quadruplewashed—the technical term—the Word file to get rid of all the formatting glitches. We passed it through our graphics inputter, the librarian, the proofreader, and an editor. Once the editor is finished writing EDIS News and can go through it one last time, we'll send the author a clean, simple Word document with the text in the right order and all traces of the 1990s expunged from it. Then he can breeze through it using track changes to make his updates, we'll divide it into streamlined, reader-friendly sections, update the layout and graphic elements for the new century, and make it available to the public again, turning what threatened to be an epic tragedy into just another EDIS success story.

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