Introducing...

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.

Your newsletter, your news

We’d like to start with you, our audience, and fill the newsletter with news for you and about you. Please let us know what you’d like to see here—and elsewhere in the newsletter, for that matter. Q and A? Author profiles? A showcase of notable EDIS publications? Above all, we want the newsletter to be useful to you. What would you like to see?

If you have a question about the EDIS collection, the EDIS publishing process, the EDIS website, or any EDIS publication, please let us know. If you’re wondering, others will be, too. Please also tell us about issues you’d like to see us explore. We welcome your input to help us tailor the newsletter to suit your needs. Call Susan Gildersleeve or Diana Hagan at 392-2411, extension 275 and extension 289, respectively, or e-mail skgilder@ufl.edu and dihagan@ufl.edu.

EDIS dot IFAS dot OOFALLYDOO*

Here’s how to fine-tune the website for you

Q: How can I get a list of my EDIS publications?

A: Click the “Authors” tab on the left side of the EDIS home page and find yourself in the alphabetical author index. While you’re there, explore “Web usage statistics” under “Information for Authors.” 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

**EDIS**
- **EDIS** stands for “Electronic Data Information Source.”
- **EDIS** is what we call the website on which we publish our publications: “Will your phone work way out here? Can you go to EDIS and figure out what kind of snake it is that just crawled into our tent?”
- **EDIS** is also what we call our collection of publications: “Is it in EDIS?” “Is it appropriate for EDIS?” “The dean wants the new BMPs in EDIS in time for Thursday’s meeting.”
- **EDIS** is sometimes used to indicate individual EDIS publications: “I have a new EDIS about soil pH and how it affects your lawn.”

**Peer Review and Approval: Which is which and what’s the difference?**
- Peer Review is the first step in the publishing process after the writing is done. Each new manuscript proposed for publication in EDIS must first undergo peer review within its sponsoring department according to that department’s established policy.
- Approval is the final step before publication. After the peer-reviewed manuscript is edited, typeset, proofread, and has the author’s final okay, we send the document “into approval,” so that the department chair, the REC director, and the program leader have a chance to check it and approve it for publication.

Diana’s EDIS data in a blink

If we chose our programs based on web traffic, we’d have a very different organization. In this regular feature on web analytics for EDIS, I’m taking a look at data provided by Google Webmaster Tools. Search engines have proprietary techniques for ranking pages, matching them with search queries and with individual searchers’ preferences. Google Webmaster Tools shows search queries (phrases) leading searchers to pages on your site, and it lets you see how many times those queries were made, how many times the links were followed, and where they were in the results list. Over 1,500 queries were first in the results, but some of these were uncommon queries, so I compiled a list of the queries made more than 500 times in the last month that appeared among the top five search results. Then I broke them down into general categories to produce the following chart.

As you can see, the majority of search queries bringing people to EDIS were for landscape plants. Specifically, landscape plant names. Similarly, names of specific arthropods, animals, invasive species, and pesticides ranked high. General terms such as snakes, spiders, or coyotes would find us if “Florida” was included in the term.

![Take home message](image)


**Sunsets and Archiving**

- Sunsets are publications that were last reviewed more than three years ago and are therefore slated to be removed from the public website. UF/IFAS Communications sends out periodic e-mails to warn authors about publications that are about to sunset.

- Archiving a document is removing it from public view. Did one of your publications “disappear from EDIS” July 1 this year? Chances are we archived it because we didn’t hear from you after we sent out last month’s sunset final notice e-mail. Never fear: as the word suggests, the publication is in our archives. We’ve taken it off the EDIS website so that the public can’t access it, but it’s still available for review and revision, and you can get it back on the site quickly. Read it over, make any necessary revisions, and let us know it’s good for another three years. Questions? Call us and we’ll help.

UF/IFAS Extension and the George A. Smathers libraries maintain many older EDIS publications within the Science and Technology section of the University of Florida Digital Collections at the Smather’s library website. More on this in future issues of EDIS News.

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**Meet your team**

**Wesley Croom**

Wesley is one of a team of three “EDIS inputters.” He is noted for working wonders with complicated, multi-part figures. Phrase most often heard when he is around: “Wow…! Thanks, Wes!”

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**Publishing pointers**

**Figures**

**jpegs, jpegs, jpegs**

Word documents with figures embedded are fine—they make it easy to see where figures should go in the document—but don’t forget to send us the pictures separately as well. Figures harvested from Word are low-resolution, so they can be fuzzy, with illegible text. High-resolution jpegs work best for EDIS.

**Worth 1k words—and worth some time**

It’s sunset time again as we go to press with EDIS News. That means much last-minute scrambling to get our three-year-old publications revised in time for the deadline. (By the time you read this, the deadline will have passed. If a publication of yours has “disappeared from EDIS,” it may have been archived. To bring it back again, contact your editor, or you may also call Melanie Mercer or Diana Hagan. Archived publications are not gone from EDIS. They are easy to retrieve and, if they’re not in need of lengthy revisions, they can be restored in a few keystrokes. We do want to make sure we move them off the public site until we hear from authors that they’re still accurate and up to date.)

The fact sheets pictured are from a series of publications about trees that were nearly three years old and scheduled to be archived this review cycle. None of them were illustrated, and with a looming deadline and many articles to revise, it would have been much easier to simply leave them that way and toss them back into the collection for another three years. In this case, however, Michael Andreu and Niels Proctor devoted themselves to finding photos to illustrate each of the trees described in each of the fact sheets.

(Continued on Page 4)
Most of the pictures in this series are creative commons photos from Flickr. To help ensure he cited the pictures properly, Niels used imagecodr.org, a website that automatically sets up html code to properly credit creative commons Flickr images for you. If you can’t take your own photos, try searching Flickr, or see the inset below for a list of databases with images you can use to illustrate your EDIS documents. Please provide credit information and captions when you submit your pictures, and let us know where in the document you want them. With Thinkstock images, include the item number and a brief description. Usually the title provided with the image is fine. If you don’t have time to search for images yourself, we’d be glad to help you hunt (do be aware that it can be time consuming).

Even a generic stock photo users may have seen before is vastly better than no picture at all, but of course best of all are the photos you take yourself. Fresh, original, and tailored to fit. For this series, all the Flickr photos Niels found worked well except in the case of the ribbon fan palm. He couldn’t find photos that illustrated the “tall and stately” ribbon palm with its “dangling leaf tips” that “look like ribbons dangling from a hand-held fan,” so he went to Kanapaha Botanical Gardens and took the photographs that took the ribbon fan palm to a new level and created another EDIS success story! Thanks, Niels Proctor!

Check these databases for photos that fit:

http://ics.ifas.ufl.edu/pictures
http://www.insectimages.org
http://www.thinkstockphotos.com
http://www.ars.usda.gov/is/graphics/photos/search.htm
http://photogallery.nrcs.usda.gov
http://snap.nal.usda.gov/photo-gallery