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.

Demco® 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
Demco® DiscoverLocal: The Search Engine Results Booster
Effortlessly increase your library’s relevance!

How It Works:

1. **Upload** — Your library’s collection is uploaded via MARC records into Demco® DiscoverLocal.
2. **Optimize** — Your collection & events are geotagged 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.

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