### Increasing the discoverability of *SAGE Stats* on your campus

The following outlines suggested steps and additional information that will help ensure your users can easily locate data provided on the *SAGE Stats* platform, which includes the products *Business Stats, State Stats and Local Stats*.

**Adding *Business Stats,* *State Stats* and *Local Stats* to your catalog and library websites:**

* + *SAGE Stats* platform URL: <http://data.sagepub.com/sagestats>
	+ We suggest cataloging *SAGE Stats* as data and statistical products. We also suggest listing them in your A-to-Z and/or subject database listings.
		- If your library has access to only *State Stats,* you may wish to catalog it as *State Stats* and use the following short description for your users:
			* *State Stats is a data download and visualization tool hosting social science data about all 50 U.S. states and the District of Columbia from more than 80 different government and non-government sources. It spans topics like healthcare, crime, education, and more. The data series are standardized allowing you to easily find, compare, visualize, and export.*
		- If your library has access to only *Local Stats,* you may wish to catalog it as *Local Stats* and use the following short description for your users:
			* *Local Stats is a data download and visualization tool hosting social science data about U.S. counties, cities, and metropolitan statistical areas from more than 100 different government and non-government sources. It spans topics like employment, crime, religion, and more. The data series are standardized allowing you to easily find, compare, visualize, and export.*
		- If your library has access to only *Business Stats,* you may wish to catalog it as *Business Stats* and use the following short description for your users:
			* ***Business Stats****is a data download and visualization tool hosting business and industry data down to the zip code level. It contains more than 5,000 data series, and over 300 million data points from public and private sources, including Woods & Poole's extensive historical and projected statistics. The data series are standardized allowing you to easily find, compare, visualize, and export.*
		- If your library has access to *all three products,* you may wish to:
			* Catalog *State Stats, Local Stats and Business Stats* separately using each individual short description for your users.
				+ ***Business Stats****is a data download and visualization tool hosting business and industry data down to the zip code level. It contains more than 5,000 data series, and over 300 million data points from public and private sources, including Woods & Poole's extensive historical and projected statistics. The data series are standardized allowing you to easily find, compare, visualize, and export.*
				+ *State Stats is a data download and visualization tool hosting social science data about all 50 U.S. states and the District of Columbia from more than 80 different government and non-government sources. It spans topics like healthcare, crime, education, and more. The data series are standardized allowing you to easily find, compare, visualize, and export.*
				+ *Local Stats is a data download and visualization tool hosting social science data about U.S. counties, cities, and metropolitan statistical areas from more than 100 different government and non-government sources. It spans topics like employment, crime, religion, and more. The data series are standardized allowing you to easily find, compare, visualize, and export.*

OR

* + - * Catalog it as *SAGE Stats* and use the following short description for your users:
				+ *SAGE Stats is a data download and visualization tool hosting social science data about U.S. states, counties, cities, and metropolitan statistical areas from more than 150 different government and non-government sources. It spans topics like employment, crime, religion, and education. The data series are standardized allowing you to easily find, compare, visualize, and export.*
	+ An online demonstration of the platform can be found on the tour page, <http://data.sagepub.com/sagestats/static.php?type=public&page=tour>, and other help can be found in our frequently asked questions page, <http://data.sagepub.com/sagestats/static.php?type=public&page=help>. If you need *SAGE Stats* brochures or other materials, please contact us at librarymarketing@sagepub.com.
	+ We’ve created a [SAGE Stats LibGuide](http://sagepub.libguides.com/sagestats), so you can pull relevant pages into your own online subject guides.
	+ SAGE Stats metadata is delivered weekly to e-resource management services, such as: Serials Solutions (360 Search, AquaBrowser, etc.); CUFTS; EBSCO Information Service; Ex-Libris; Openly Informatics (OCLC); WorldShare (WMS); and TD-Net.

**FAQs about SAGE Stats Indexing:**

* Due to the numerical nature of SAGE Stats products, inclusion in text-based search engines is limited. Statistical indexing is a technological challenge for mainstream and academic search products alike.
* Mainstream search: SAGE Stats is partially indexed in most open-web search engines, such as Google and Bing.
* Library discovery services: Currently, we are working with discovery service providers to accurately index all content hosted in SAGE Stats, so these data series are findable via search tools provided by ProQuest (for Summon) and EBSCO (for EDS). However, we are not fully indexed in these services and recommend libraries consider other discovery channels for this product. (see EBSCO Discovery Service widget below)

**Adding *SAGE Stats* as a search results widgetto your EBSCO Discovery Service:**

* If you have an EBSCO Discovery Service, you may wish to embed in it a *SAGE Stats* widget that we have created for library use in collaboration with EBSCO. Instructions to add a widget to your EDS can be found here: <http://support.epnet.com/knowledge_base/detail.php?id=4713>. The iFrame URL for our *SAGE Stats* widget is: <http://data.sagepub.com/sagestats/widget.php?q=eb.searchterm>
* If a patron searches a term or phrase in your EBSCO Discovery Service, and the *SAGE Stats* widget is embedded on the search results page, the widget will allow patrons to easily link out to that same search in *SAGE Stats*. For example, if a user searches ‘unemployment,’ the results in EBSCO might look something like this:



* And the link within the widget will take patrons to that same search but within *SAGE Stats*:



* You may control the widget’s label, size, and whether it stays on or off using your administrator controls through EBSCO.