

Web Visibility for Open Source Math Software

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08.11.2013

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Tier-1 Capital

High Impact

- Oberwolfach References of Mathematical Software:
<http://orms.mfo.de>
Reviewed mathematical software collection.
- Zentralblatt MATH Software Information:
<http://swmath.org>
Reviewed mathematical software database (beta).
- Academia.edu:
<http://academia.edu>
Custom contribution categories like “Software”.
- ResearchGate:
<http://researchgate.net>
Questions only, but parliament style interjections.

Public Repositories

- GitHub:
<http://github.com>
Git-Based project management (wiki, issues, ...)
- Sourceforge:
<http://sourceforge.net>
Open source project management (feedback, news, ...)
- FreeCode:
<http://freecode.com>
Formerly “freshmeat”, well categorized.
- Ohloh:
<http://ohloh.net>
Code metrics like language, LoC, activity, etc.

Ingredients

Code Documentation

- README

plain textfile, should contain:

Authors, Version, License Hint, Changelog Hint, FAQ Hint, Compatibility, Installation, Dependencies, Contact Hint

- LICENSE

plain textfile, should contain:

Software Name, Copyright Holders, Year, License Text

- Souce Header

Comment block for EACH source file, should contain:

Project Name, Version, Authors, License Hint, Website

Use markdown (<http://j.mp/markdown>) for text decorations.

The Big 4

Social Networks

- Google+:

<http://plus.google.com>

G+ posts are indexed by the Google search.

- Facebook:

<http://facebook.com>

FB posts are indexed by the Bing search.

- Twitter:

<http://twitter.com>

Tweets can be far reaching news feeds.

- Youtube:

<http://youtube.com>

Common format and good bandwidth.

Hashtag Definitions: <http://tagdef.com>

Hashtag...

Communities

- Content specific communities
For example: MoRePas
<http://morepas.org>
- Programming language specific communities
For example: Matlab FileExchange
<http://mathworks.com/matlabcentral/fileexchange>
- Presentation sharing communities
For example: Slideshare
<http://slideshare.net>
- Scientific communities
For example: MyScienceWork
<http://mysciencework.com>

Hey Hey Wiki

Wikis

- Topic specific Wikis
For example: MORwiki
<http://modelreduction.org>
- WikiBooks:
<http://en.wikibooks.org>
Open content books for many scientific topics.
- Wikipedia:
<http://en.wikipedia.org>
Strict quality guidelines, checks and balances.
- Own Wiki
For example via GitHub

Just Browsing

Web Directories

- Open Science <http://openscience.org>
Small open science software directory
- Science Central <http://sciencecentral.com>
Scientific web directory
- FSF <http://directory.fsf.org>
Moderated free software directory
- DMOZ <http://dmoz.org>
Largest but slow moderated web directory
- NOMOZ <http://nomoz.org>
Mainly paid web directory
- Softpedia <http://softpedia.com>
General software directory

Freeze!

Archiving

- Wayback Machine <http://archive.org>
- Web Citation: <http://archive.is>
- Show last-changed-date
Best practice: ISO8601 format: YYYY-MM-DD
Javascript:

```
var l = new Date(document.lastModified).toLocaleString("iso8601");  
document.getElementById("last").innerHTML = l;
```

- Provide BibTeX citation
@misc{mysite
title = {My Title},
howpublished = {\url{http://mysite.url}},
note = {Accessed: YYYY-MM-DD}}

DIY Ranking

OnPage SEO

- XHTML5 = XML rules + HTML5 features
- title-tag and h1-tag: length and information is essential!
- title-attributes for each link tag (a) and image tag (img);
- meta-tags (charset, keywords, description)
- HTML5-tags: article, section, header, footer, figure, figcaption
- Semantic Web:
 - Microdata: <http://schema.org>
 - Microformats: <http://microformats.org>

Validators

- W3C validator: <http://validator.w3.org>
- Validator.nu: <http://validator.nu>
- Rich Snippets: <http://google.com/webmasters/tools/richsnippets>
- Mobile Test: <http://ready.mobi>

SEO Analyzers

- SeitWert: <http://seitwert.de>
- Seitenreport: <http://seitenreport.de>
- Designministerium: <http://designministerium.com>
- WooRank: <http://woorank.com>
- PowerMapper: <http://powermapper.com>
- Seorch: <http://seorch.eu>
- Open Site Explorer: <http://opensiteexplorer.org>
- Site Report Card: <http://sitereportcard.com>
- GTmetrix: <http://gtmetrix.com>

Bonus

- Octave suggests to place keywords in source header
- Test reading offline (Save As PDF, Firefox for Android)
- View website in textbrowser like lynx
- Connect with Google: link rel=author to google plus profile
- Connect with personal profile: link rel=me to staff page
- Post screenshots at Pinterest (<http://pinterest.com>)
(place hashtags in alt=)
- Safe Share Buttons:
 - 2-Click: <http://heise.de/-1333879>
 - Pure Link: <http://addtoany.com>
- If-this-than-that
<http://ifttt.com>
For example: if github commit then tweet

Thanks!