The WOW Factor and the URL Checker -Fact or Fiction?





The WOW Factor and the URL Checker – Fact or Fiction?

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How Many Have the URL Checker?







When was the last time you used the URL Checker and said

"WOW, that's terrific?"

The program will present an overview of how the URL Checker works, does not work, and what we as users can do to make it better and more efficient.

Ideas and conversations among those attending should help all of us, company and customer alike, to think how we can use this functionality and grow it into the future.











wow fac-tor

noun Informal

a quality or feature that is extremely impressive.

"its funky, futuristic looks would add a definite wow factor to any kitchen"





TOP DEFINITION



wow factor

A set of **properties** belonging to an object that pleasantly surprise a **watcher**. From commercials to cool electronics, **the wow factor** is an important thing to consider when designing it.

The <u>IBM</u> computers in middle <u>90's</u> had a certain degree of the 'wow factor' to them. Sadly enough, their users weren't mostly able to <u>recognize</u> it.

by Zdenek December 30, 2004



Literal Interpretation

A literal interpretation of the "Wow" factor is a customer experience with your product or service that causes her to immediately say or think "Wow!" because of her pleasant surprise. This experience is sometimes referred to in marketing as a moment of magic. This is a point at which a customer has an overwhelmingly positive experience that will make her excited about the opportunity to come back to your business and buy from you again.



Objectives

- How To....
- Why ...
- What If...



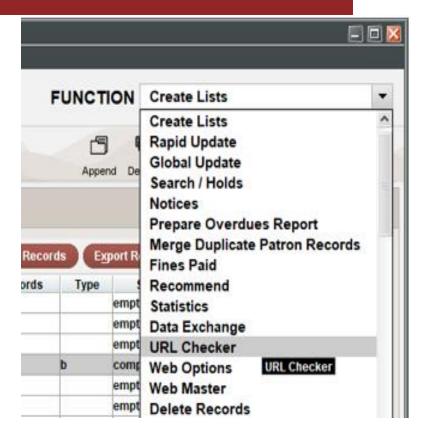








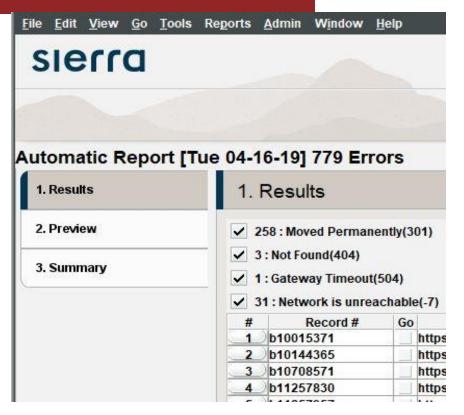
Functions





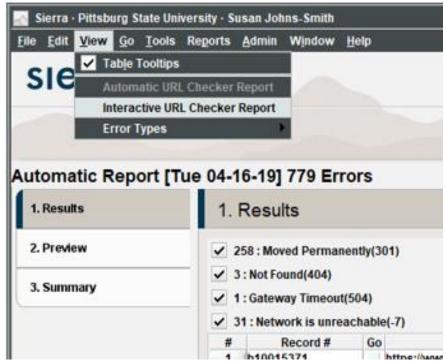


Automatic















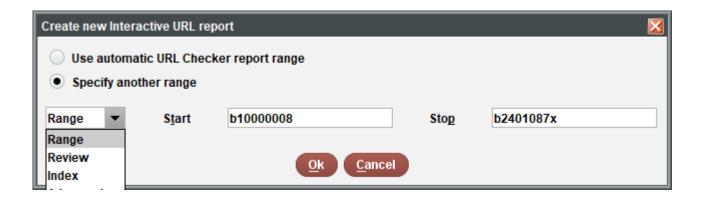






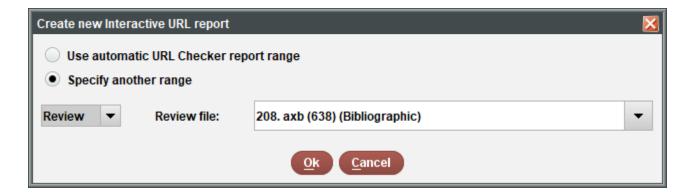
















All Errors

```
258 : Moved Permanently(301)
300 : Moved Temporarily(302)

✓ 0: Bad Request(400)

✓ 0: Unauthorized(401)

✓ 0: Unauthorized(402)

✓ 20 : Forbidden(403)

✓ 3: Not Found(404)

   0: Method Not Allowed(405)
0: Not Acceptable(406)

    0 : Proxy Authentication Required(407)

✓ 0 : Timeout(408)

✓ 0 : Conflict(409)

✓ 0: Gone(410)

0 : Length Required(411)

    0 : Precondition Failed(412)

   0: Request Entity Too Large(413)

✓ 0: Request-URI Too Long(414)

    0 : Unsupported Media Type(415)

    0 : Requested Ranged Not Satisfiable(416)

    0: Expectation Failed(417)

✓ 1: Internal Service Error(500)

    0: Not Implemented(501)

    0 : Bad Gateway(502)

25 : Service Unavailable(503)
   1: Gateway Timeout(504)

    0: HTTP Version Not Supported(505)

    0 : Connection Refused(-1)

✓ 0 : Malformed URL(-2)

0: Host not found(-3)
1: Connection Timeout(-4)
4: Host Unreachable(-5)

✓ 0 : Timeout(-6)

31 : Network is unreachable(-7)

    0 : Item not available(-18)

✓ 0:Try(-19)
0 : Item has moved(-20)
0 : Gopher Error(-21)

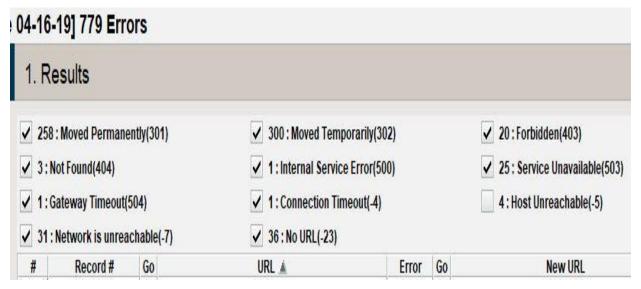
✓ 0: Other(-22)

   36: No URL(-23)
```





Relevant Errors





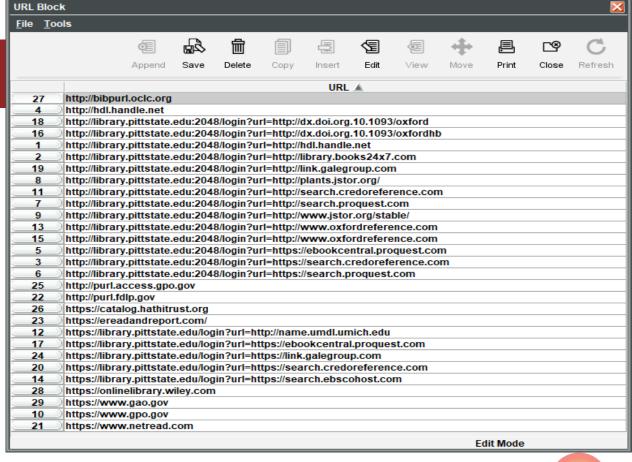


Block List



Phoenix, AZ

Block List







Display

1. Results

2	58 : Moved Permane	ently(3	01) ✓ 300 : Moved Temporarily(302)			✓ 20 : Forbidden(403)
3	: Not Found(404)		✓ 1: Internal Service Error(500)			✓ 25 : Service Unavailable(503)
1	: Gateway Timeout(504)	✓ 1 : Connection Timeout(-4)			4: Host Unreachable(-5)
3	1 : Network is unrea	chable	e(-7) 36 : No URL(-23)			
#	Record #	Go	URL	Error 🛦	Go	New URL
235	b18356588		http://aupress.au.af.mil/digital/pdf/book/Whitcomb.pdf	302		http://www.airuniversity.af.edu/aupress
236	b18356564		http://aupress.au.af.mil/digital/pdf/book/Book%20-%20Reilly.pdf	302		http://www.airuniversity.af.edu/aupress
237	b18313875		http://aupress.maxwell.af.mil/digital/pdf/paper/ap_brand_mcchrys als_assessment.pdf	t 302		http://www.airuniversity.af.edu/aupress
238	b18307103		http://aupress.au.af.mil/digital/pdf/paper/wp_0018_eldridge_The_C redibility_of_Americas_Extended_Nuclear_Deterrent.pdf	302		http://www.airuniversity.af.edu/aupress
239	b18306895		http://aupress.au.af.mil/digital/pdf/paper/dp_0009_locke_air_superiority_red_flag.pdf			http://www.airuniversity.af.edu/aupress
240	b18306779		http://aupress.au.af.mil/digital/pdf/paper/dp_0007_spaven_usaf_st rategy_africa.pdf	302		http://www.airuniversity.af.edu/aupress
241	b18306561		http://aupress.au.af.mil/digital/pdf/paper/dp_0008_mastilir_us_res ponse_china_asat.pdf	302		http://www.airuniversity.af.edu/aupress
242	b18306482		http://aupress.au.af.mil/digital/pdf/paper/dp_0006_judge_who_has _the_puck.pdf	302		http://www.airuniversity.af.edu/aupress
243	b18306056		https://www3.epa.gov/otaq/climate/documents/420r12016.pdf	302		https://www.epa.gov/air-pollution-transportation
244	b18305106		http://aupress.au.af.mil/digital/pdf/paper/dp_0005_alfonso_femme _fatale.pdf	302		http://www.airuniversity.af.edu/aupress
245	b18304357		http://aupress.au.af.mil/digital/pdf/paper/mp_0046_mcaneny_red_i s_good.pdf	1		http://www.airuniversity.af.edu/aupress
246	b18303985		http://aupress.au.af.mil/digital/pdf/paper/wp_0014_patterson_richo ux_rethinking_qdr.pdf	302		http://www.airuniversity.af.edu/aupress
247	b18303638		http://www.arlis.org/docs/vol1/173483819.pdf	302		https://www.arlis.org/docs/vol1/173483819.pdf
248	b18303638		http://www.arlis.org/docs/vol1/173483819fig1.pdf	302		https://www.arlis.org/docs/vol1/173483819fig1.pdf
49	b18301885		http://www.arlis.org/docs/vol1/122896164.pdf	302		https://www.arlis.org/docs/vol1/122896164.pdf
250	b18266691		http://aupress.au.af.mil/digital/pdf/paper/AFRI_2012-1_Currie.pdf	302		http://www.airuniversity.af.edu/aupress
251	b18265546		https://www3.epa.gov/otaq/regs/hd-hwy/ncp/420f12049.pdf	302		https://www.epa.gov/air-pollution-transportation
252	b18261292		https://www3.epa.gov/otaq/climate/documents/420f12051.pdf	302		https://www.epa.gov/air-pollution-transportation
253	b18233831		http://www.arlis.org/docs/vol1/75286535/index.html	302		https://www.arlis.org/docs/vol1/75286535/index.html
254	b18181703		http://www.arlis.org/docs/vol1/70273001/index.html	302		https://www.arlis.org/docs/vol1/70273001/index.html
255	b18181363		https://www.osti.gov/scitech/biblio/875761-cmFnex/	302		https://www.osti.gov/biblio/875761-cmFnex/
256	b18181351	7.7	https://www.osti.gov/scitech/biblio/875331-gVgDor/	302		https://www.osti.gov/biblio/875331-gVgDor/
_	b18181338	100	https://www.osti.gov/scitech/biblio/875330-NrFX3u/	302		https://www.osti.gov/biblio/875330-NrFX3u/
	Lanananaa		LM//	202		L44



Display

#	Record #	Go	URL
235	b18356588		http://aupress.au.af.mil/digital/pdf/book/Whitcomb.pdf
236	b18356564		http://aupress.au.af.mil/digital/pdf/book/Book%20-%20Reilly.pdf
237	b18313875		http://aupress.maxwell.af.mil/digital/pdf/paper/ap_brand_mcchrys als_assessment.pdf
238	b18307103		http://aupress.au.af.mil/digital/pdf/paper/wp_0018_eldridge_The_0 redibility_of_Americas_Extended_Nuclear_Deterrent.pdf
239	b18306895		http://aupress.au.af.mil/digital/pdf/paper/dp_0009_locke_air_supe iority_red_flag.pdf
240	b18306779		http://aupress.au.af.mil/digital/pdf/paper/dp_0007_spaven_usaf_strategy_africa.pdf
241	b18306561		http://aupress.au.af.mil/digital/pdf/paper/dp_0008_mastilir_us_res ponse_china_asat.pdf
242	b18306482		http://aupress.au.af.mil/digital/pdf/paper/dp_0006_judge_who_has _the_puck.pdf
243	b18306056		https://www3.epa.gov/otaq/climate/documents/420r12016.pdf
	of an		



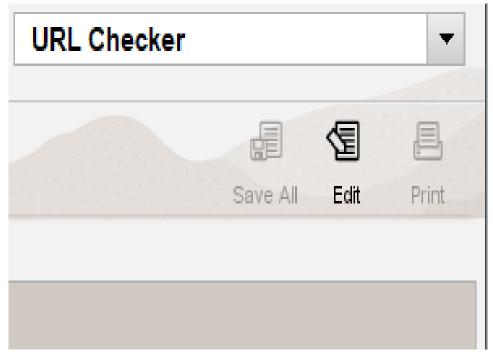


Display

Error A	Go	New URL
302	LAT.	http://www.airuniversity.af.edu/aupress
302	10	http://www.airuniversity.af.edu/aupress
302	101	http://www.airuniversity.af.edu/aupress
302	Ш	http://www.airuniversity.af.edu/aupress
302		http://www.airuniversity.af.edu/aupress
302	Ш	http://www.airuniversity.af.edu/aupress
302	10	http://www.airuniversity.af.edu/aupress
302		http://www.airuniversity.af.edu/aupress
302		https://www.epa.gov/air-pollution-transportation
		to describe a construction of the construction

Phoenix, AZ

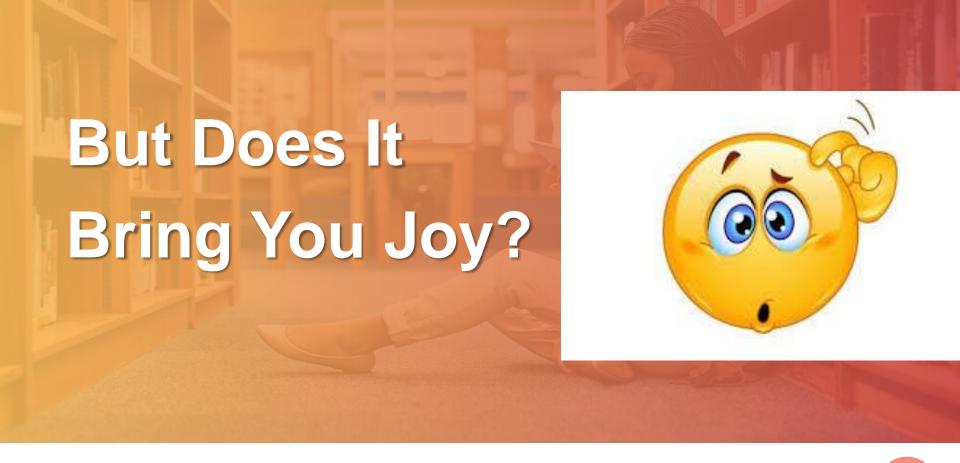
Bib Record Options





















Things that are correct show up as errors





t [Tue 03-05-19] 3243 Errors

	. Results				
Ī	2816 : Moved Perman	ently(301) 253 : Moved Temporarily(302)			✓ 16 : Forbidden(403)
	8 : Not Found(404)	✓ 1: Not Acceptable(406)			✓ 3: Internal Service Error(500)
	12 : Service Unavailab	le(503) 1: Host Unreachable(-5)			✓ 1: Network is unreachable(-7)
		1.11031.011104.0104.01104.01104.01104.01104.01104.01104.01104.01104.01104.01104.01104.01104.01104.01104.01104.01104.01104.0104			1. Hethork is directidable(-1)
	36 : No URL(-23) # Record #	Go URL	Error A	Col	New URL
	7 b11832812	https://www.census.gov/prod/ec97/97f52-ks.pdf	503	GO	New URL
	8 b11832915	https://www.census.gov/prod/ec97/97n21-ks.pdf	503		
	9 b11832873	https://www.census.gov/prod/ec97/97s56-ks.pdf	503		
18	0 b1166535x	http://www.dtic.mil/get-tr-doc/pdf?AD=ADA467870	503		
15	1 b10949562	http://www.dtic.mil/get-tr-doc/pdf?Location=U2&doc=GetTRDoc.pdf&AD=ADA532587	503		
	2 b10095652	https://www.census.gov/prod/cen2010/cph-2-29.pdf	503		
	3 b22517704	http://nationalacademies.org/hmd/Reports.aspx	500		
	4 b18225585	http://www.thewartapes.com/	500		
	5 b1117559x	https://www.hippocampus.org/	500		
	6 b14958272	https://openknowledge.worldbank.org/handle/10986/2124	429		
	7 b1170455x	http://www.carolemarshmysteries.com	406		
	8 b23205118	https://media.defense.gov/2018/Mar/01/2001885059/-1/-1/0/B_0149_MARION_BROTHERS_IN_BERETS.PDF	404		
	9 b2320509x	https://media.defense.gov/2018/Feb/13/2001877664/-1/-1/0/B_0150_JAREN_BROWN_BAG_LESSONS.PDF	404		
	0 b18955782	http://seabeemagazine.navylive.dodlive.mil/	404		
1	1 b16657573	https://www.ncjrs.gov/ondcppubs/publications/pdf/mdpsmaller09.pdf	404		
	2 b11149991	http://library.pittstate.edu/univarchives//CCNA/index.html	404		
	23 b11149991	http://library.pittstate.edu/univarchives//CCNA/CCNA.pdf	404		
100	04 b11149991	http://library.pittstate.edu/univarchives/	404	1-1	
	25 b11149991	http://library.pittstate.edu/univarchives//CCNA/CCNA.doc	404	1-1	
	26 b23460817 27 b23078935	https://www.hrw.org/	403 403		
	28 b22655773	https://fas.org/asmp/library/handbook/cover.html https://africacenter.org/publication/enhancing-civilian-protection-in-peace-operations-africa/	403		
	29 b19171419	https://www.aiga.org/	403		
1	0 b19158014	https://cinefiles.bampfa.berkeley.edu/cinefiles/	403	4 - 14	
1	b19155803	http://www.southernpoetryreview.com/	403		
	32 b19139731	https://history.nasa.gov/series95.html	403		
	3 b19139901	https://www.justice.gov/ust/eo/public affairs/annualreport/index.htm	403		
- Annual Contract of the last	b19076009	https://adc.bmj.com/	403		
	5 b18393998	https://www.justice.gov/oig/special/s0710/final.pdf	403		
	6 b18238282	https://www.usnews.com/education	403		
	7 b17988408	https://www.dhs.gov/xlibrary/assets/privacy/privacy%5Fpia%5Fice%5Fgems.pdf	403		
	88 b14980794	http://www.pophistorydig.com/	403		
	9 b12561186	https://www.glassdoor.com/index.htm	403		
	b11257076	https://www.nagb.gov/content/nagb/assets/documents/publications/frameworks/technology/2014-technology-frameworks/df	403	Ш	
	b11175394	https://pleiades.stoa.org	403		
	b20067719	http://www.coolspaces.tv/	-5		
0	13 b15703848	https://divediscover.whoi.edu/	-7		





- Things that are correct show up as errors
- Things that have error codes don't show up in the top table



Automatic Repor	rt [Tue 04-16-19] 779 Erro	rors					
1. Results	1. Results						
2. Preview	258 : Moved Permane	ently(301)	300 : Moved Temporarily(302)			20 : Forbidden(403)	
	3 : Not Found(404)		1: Internal Service Error(500)		25 : Service Unavailable(503)		
3. Summary	1 : Gateway Timeout((604)	1: Connection Timeout(-4)			4 : Host Unreachable(-5)	
		THE PARTY OF THE P					
	31 : Network is unrea	distribution of the second sec	36: No URL(-23)				
	# Record #	Go	URL	Error 🛦	Go	New URL	
	b14958272	https://openknowledge.worldbar	k.org/handle/10986/2124	429			
	2 b11384293	https://ustr.gov/sites/default/files	/Information on China Tires Safeguard.pdf	-25			
	3 b10905522	https://ustr.gov/sites/default/files	/06192013 Russia WTO Enforcement Report.pdf	-25			
	4 b23460945	https://civilrights.jfklibrary.org/	-25				
	5 b23460799	https://www.reuters.com/		-25			
	6 b23260002	https://www.nasa.gov/sites/defa	ult/files/atoms/files/iss-operating_an_outpost-tagged.pdf	-25			
	7 b20740177	https://www.nasa.gov/connect/e	books/researchers_guide_acceleration_environment_detail.html	-25			
	8 b20494841	https://www.dummies.com/softv	vare/microsoft-office/office-2016-all-in-one-cheat-sheet/	-25			
	9 b20287562	https://professionalartistmag.co	m/	-25			
	10 b20216786	https://www.lemonysnicket.com		-25			
	11 b19338867	https://www.deadseascrolls.org	il/	-25			
	12 b19338661	https://designobserver.com		-25			
	13 b1933865x	https://airnow.gov/		-25			
	14 b1931825x	https://ndupress.ndu.edu/Portals	/68/Documents/Books/NCO/NCO-Backbone.pdf	-25			
	15 b19188882	https://www.technologyreview.c		-25			
	16 b19161979	https://www.govtech.com/	50/900	-25			
	17 b19146875	https://www.flexography.org		-25	Til.		





- Things that are correct show up as errors
- Things that have error codes do not show up in the top table
- Right side suggestions look valid but are instead landing pages



73 b17681443	https://www3.epa.gov/otaq/regs/fuels/rfg/stlouisf.pdf	302	https://www.epa.gov/air-pollution-transportation
74 b17604813	https://www3.epa.gov/otaq/regs/fuels/420f09018.pdf	302	https://www.epa.gov/air-pollution-transportation
75 b17603389	https://www3.epa.gov/otaq/regs/toxics/420f08030.pdf	302	https://www.epa.gov/air-pollution-transportation
76 b17603389	https://www3.epa.gov/otaq/regs/toxics/420f08030.htm	302	https://www.epa.gov/air-pollution-transportation
77 b17603316	https://www3.epa.gov/otaq/regs/toxics/420f06021.pdf	302	https://www.epa.gov/air-pollution-transportation
78 b17603286	https://www3.epa.gov/otaq/regs/toxics/420f04014.pdf	302	https://www.epa.gov/air-pollution-transportation
79 b17601629	https://www3.epa.gov/otaq/renewablefuels/420f08019.pdf	302	https://www.epa.gov/air-pollution-transportation
80 b17601629	https://www3.epa.gov/otaq/renewablefuels/index.htm	302	https://www.epa.gov/air-pollution-transportation
81 b17601629	https://www3.epa.gov/otag/renewablefuels/420f08019.htm	302	https://www.epa.gov/air-pollution-transportation





- Things that are correct show up as errors
- Things that have error codes do not show up in the top table
- Right side suggestions look valid but are instead landing pages
- Partial paths are returned as /suggestions





b16524767	1:02	https://askjan.org/topics/taxinc.htm	301	/topics/taxinc.cfm
b16522588		https://askjan.org/topics/servanim.htm	301	/topics/servanim.cfm
b18180863		https://www.drugabuse.gov/publications/research-reports/heroin	301	/publications/research-reports/heroin/overview
b17962092		https://www.cancer.gov/cancertopics/cancerlibrary/MDT-Workbook.pdf	301	/publications/health-communication/making-data-talk.pdf?redirect=true
b18217114		https://csrc.nist.gov/publications/nistpubs/800-56C/SP-800-56C.pdf	301	/publications/detail/sp/800-56c/final
b13968968		https://csrc.nist.gov/publications/nistpubs/800-111/SP800-111.pdf	301	/publications/detail/sp/800-111/final
b19186137		https://www.dvidshub.net/?script=pubs/pubs_show.php&id=20&name=The %2520Vanguard%2520Point	301	/publication/20/vanguard-point-the
b16530846	10	https://www.opm.gov/oig/pdf/RP_Paper%209-14-11.pdf	301	/our-inspector-general/reports/2011/stopping-improper-payments-to-decea sed-annuitants-in-washington-dc.pdf
b19193993		https://www.sciencedirect.com/science/journal/09265805	301	/journal/automation-in-construction
b23514991	19	http://www.scholastic.com	301	/home/
b13741512		https://www.opm.gov/strategicplan/pdf/OPM_SSPP.pdf	301	/about-us/budget-performance/strategic-plans/sustainability-strategic-plan. pdf





Why Continued

Proxy by Port triggers errors





Why

b17539006	http://library.pittstate.edu:2048/login?url=http://library.morning star.com/	301		http://library.morningstar.com/
b18002833	http://library.pittstate.edu:2048/login?url=http://www.mergento nline.com/compsearch.asp	- 100		http://www.mergentonline.com/compsearch.asp
b18002869	http://library.pittstate.edu:2048/login?url=http://infotrac.galegr oup.com/itweb/psu_main?db=OVIC	2-3827		http://infotrac.galegroup.com/itweb/psu_main?db=OVIC
b18002870	http://library.pittstate.edu:2048/login?url=http://www.reference usa.com/	301		http://www.referenceusa.com/
b18004532	https://library.pittstate.edu/login?url=http://search.ebscohost.c om/login.aspx?authtype=ip,uid&profile=ehost&defaultdb=b9h		7. 11	http://search.ebscohost.com/login.aspx?authtype=ip,uid&prof ile=ehost&defaultdb=b9h





Why Continued

- Doesn't like Proxy by Port
- Doesn't like Proxy Not by Port
- Doesn't like PURLs
- Doesn't like DOIs



Why

http://digitalarchive.oclc.org/request?id%3Doclcnum%3A56433253	302	http://worldcat.org/oclc/56433253/viewonline
http://digitalarchive.oclc.org/request?id%3Doclcnum%3A56727032	302	http://worldcat.org/oclc/56727032/viewonline
http://digitalarchive.oclc.org/request?id%3Doclcnum%3A56798112	302	http://worldcat.org/oclc/56798112/viewonline
http://digitalarchive.oclc.org/request?id%3Doclcnum%3A56895504	302	http://worldcat.org/oclc/56895504/viewonline
http://digitalarchive.oclc.org/request?id%3Doclcnum%3A57012460	302	http://worldcat.org/oclc/57012460/viewonline
http://digitalarchive.oclc.org/request?id%3Doclcnum%3A57121737	302	http://worldcat.org/oclc/57121737/viewonline
http://digitalarchive.oclc.org/request?id%3Doclcnum%3A57121846	302	http://worldcat.org/oclc/57121846/viewonline
http://dx.doi.org/10.1017/CBO9781316402351	302	http://ebooks.cambridge.org/ref/id/CBO9781316402351





Why Continued

- Doesn't like Proxy by Port
- Doesn't like Proxy NOT by Port
- Doesn't like PURLS
- Doesn't like DOIs
- Loves to Redirect https to http at LOC





Why Does

b23953822	https://www.loc.gov/catdir/enhancements/fy1618/2015953870-d.html	301	http://catdir.loc.gov/catdir/enhancements/fy1618/2015953870-d.html
b23953822	https://www.loc.gov/catdir/enhancements/fy1618/2015953870-b.html	301	http://catdir.loc.gov/catdir/enhancements/fy1618/2015953870-b.html





Why

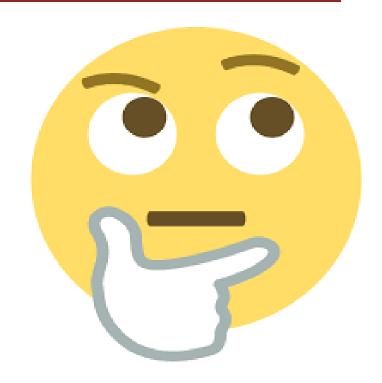
So Why Use it?







What If ...







- Help us do our jobs efficiently
- Report accurate changes, including when updated
- Allow use by multiple logins
- Utilize multiple fields throughout the bib, item, copy, and other data fields / metadata
- Index the url for easy retrieval within the database (keyword searching)





- Allow printing and sorting of subsets of data
- Provide meaningful clues on redirection (errors)
- Keep current with html coding (headers, CMS features
- Identify last "refresh" (updated) data or other metadata associated with the web page



Can we think of more?





- Idea Lab https://idealab.iii.com
- Listservs and Forums





Resources

- Program for Cooperative Cataloging: URI FAQs (2018), https://www.loc.gov/aba/pcc/bibframe/TaskGroups/URI%20FAQs.pdf
- Formulating and obtaining URIs: a guide to commonly used vocabularies and reference sources (2017), https://www.loc.gov/aba/pcc/bibframe/TaskGroups/formulate_obtain_URI_guide.pdf
- Designating Open Access and License Information for Remote Online Resources in the MARC
 21 Formats (2018), http://www.loc.gov/marc/mac/2019/2019-01.html MARC PROPOSAL No.2019-01
- 856 Electronic Location and Access (R) (2018), https://www.oclc.org/bibformats/en/8xx/856.html
- 856 Electronic Location and Access (R) (2019), https://help.oclc.org/Metadata_Services/Local_Holdings_Maintenance/OCLC_MARC_local_holdings_f
 ormat_and_standards/8xx_fields/856_Electronic_Location_and_Access





Questions?

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Thank you for attending - Have a great conference!





