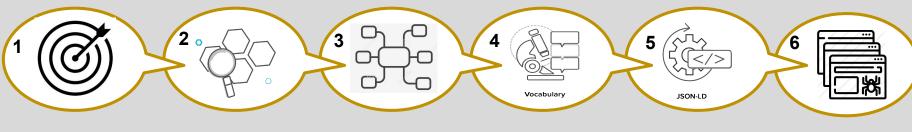
Nine recommendations for publishing structured metadata on the web



RDA Research Metadata Schemas Working Group

- **1.** Clarify the purpose(s)
 - Web data discovery
 - Metadata exchange
 - Connect to other relevant research resources
- 2. Identify resources to be added
 - Dataset, data catalogue, software, workflow, publication, training material, etc.
 - Provide a persistent identifier for each resource and property wherever possible
- 3. Adopt/develop a crosswalk
 - Map as many properties as needed for the identified purpose(s)



- **4.** Incorporate external vocabulary if it helps to improve data discoverability and interoperability
- **5.** Implement markup syntax consistently by following community practices
- **6.** Be friendly to web crawlers
 - Add only recent versions to the sitemap, avoid duplicates
 - Organise the sitemaps for increasing the chance of being crawled

- **7.** Make the best use of available tools for mapping, generating and validating structured data



8. Document and share every step



9. Find and join a community, and follow their established practices

For detailed recommendations, please visit: https://bit.ly/3tpcxj8