Nine recommendations for publishing structured metadata on the web

RDA
RESEARCH DATA ALLIANCE

RDA Research Metadata Schemas Working Group

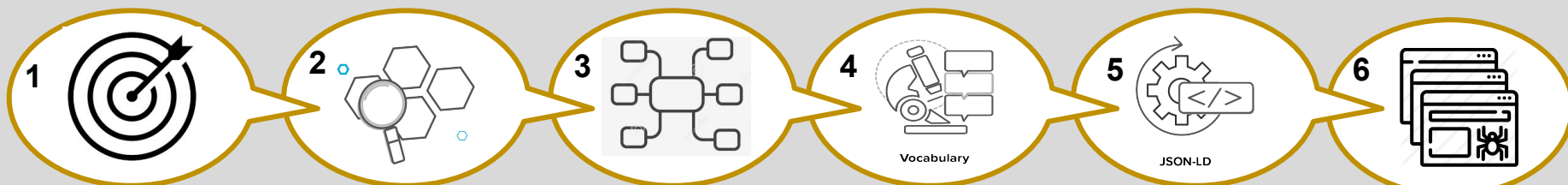**1.** Clarify the purpose(s)
- Web data discovery
- Metadata exchange
- Connect to other relevant research resources

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 to increase 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: 10.15497/RDA00066