STANFORD UNIVERSITY LIBRARIES

Advocating for Web Archivability

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archivability?

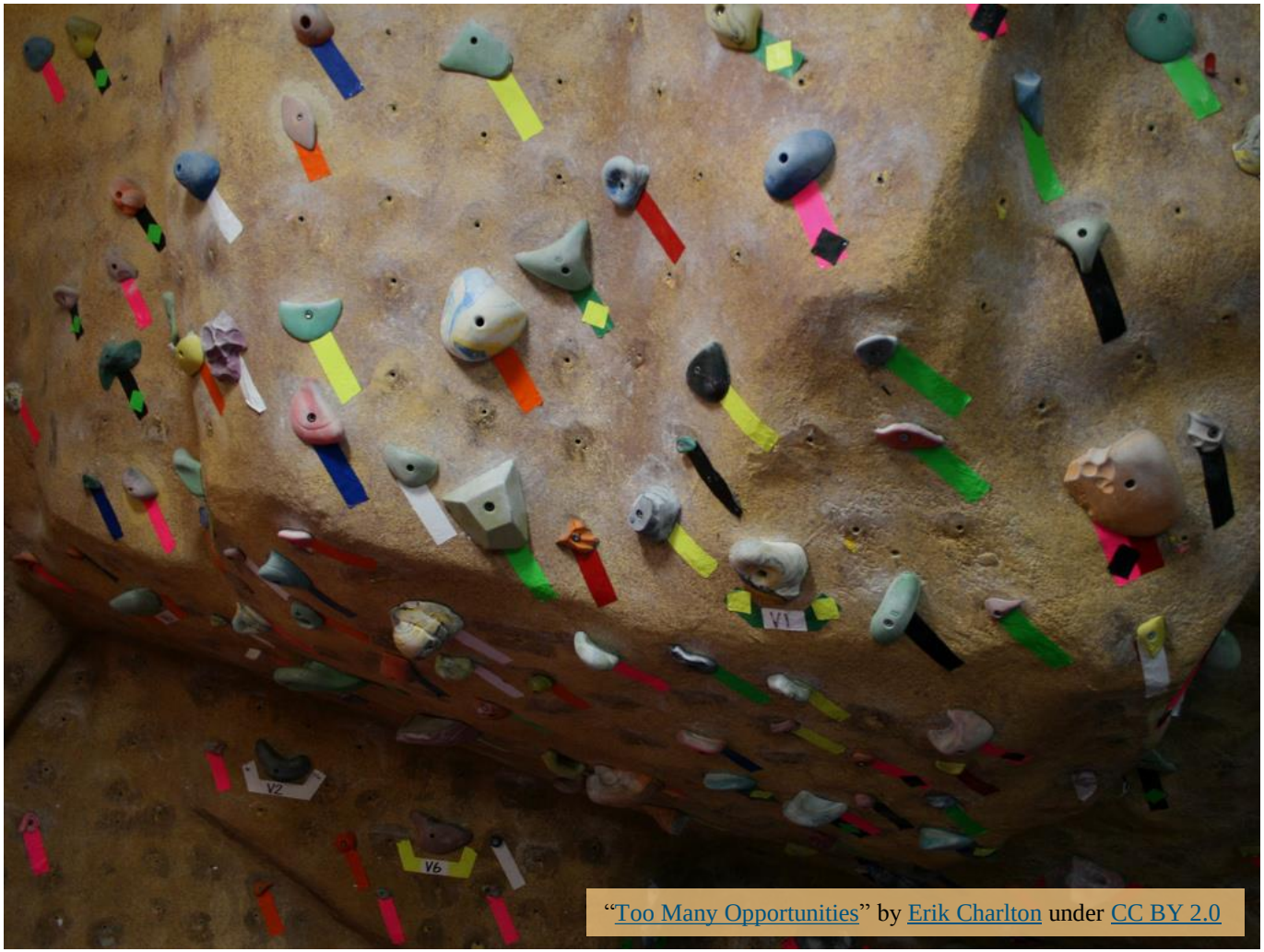
Why

ADVOCATE?

ignorance not indifference

good return on investment

opens up new opportunities



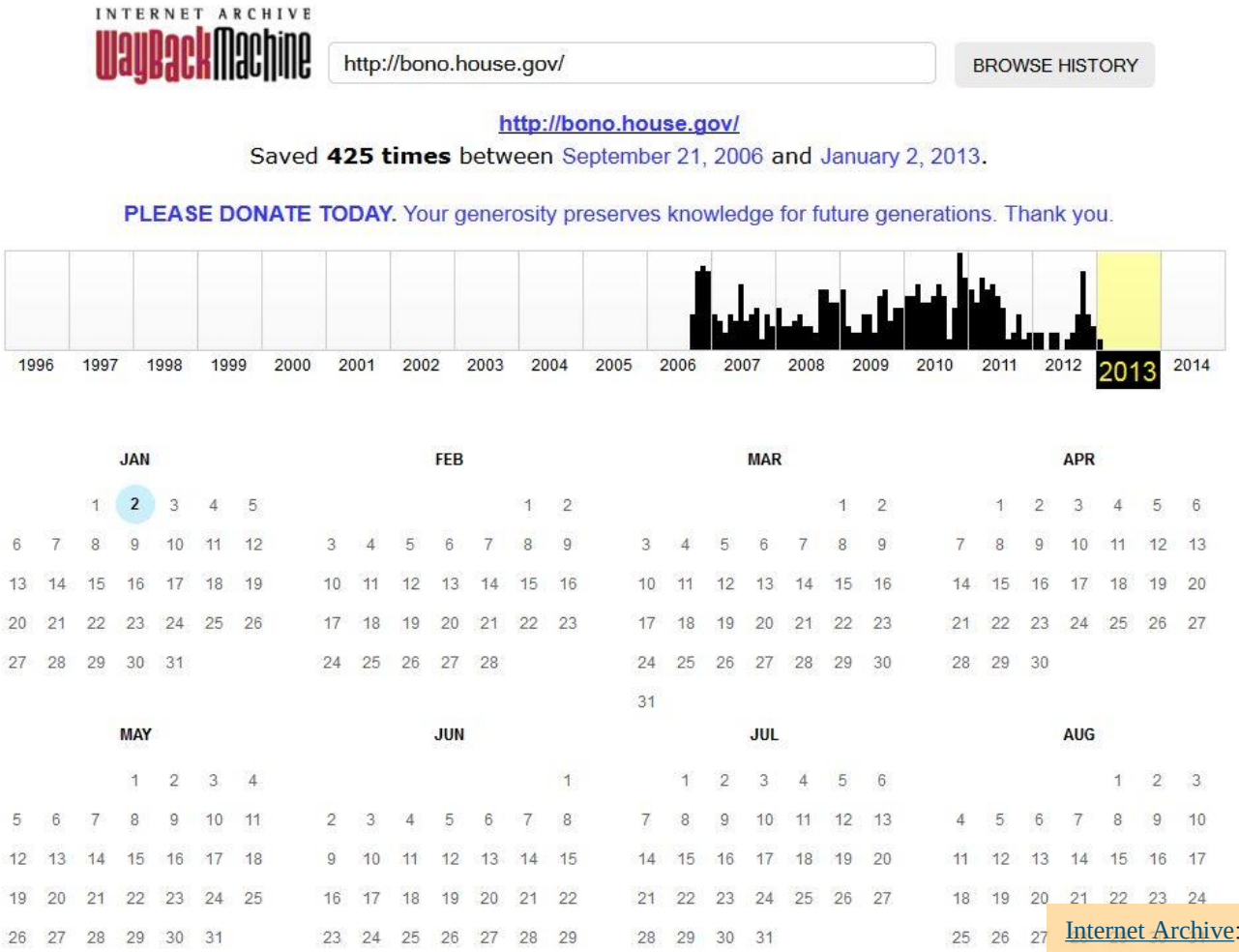
Making a

COMPELLING CASE

future users are users, too

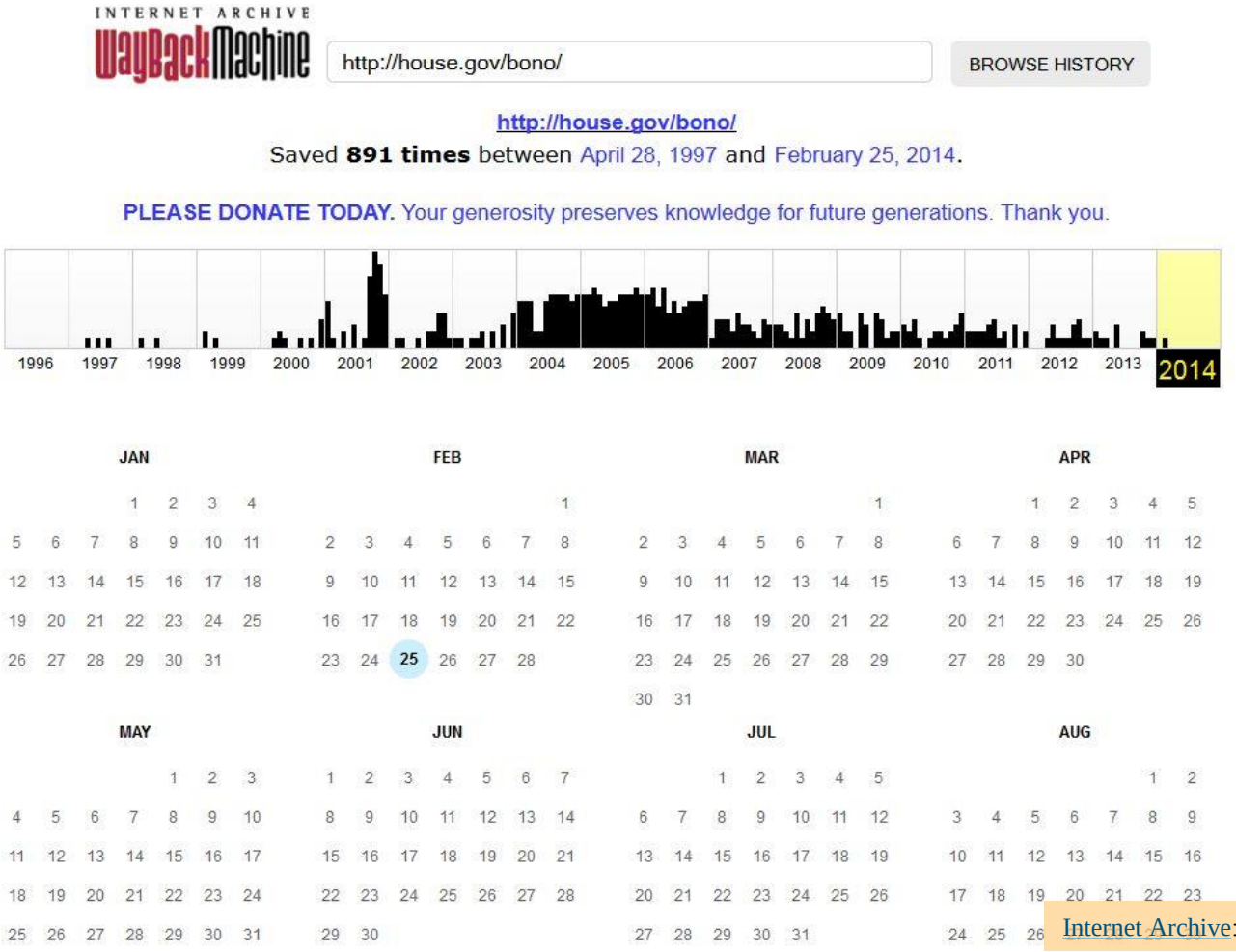
maintain web usability

improve temporal web usability



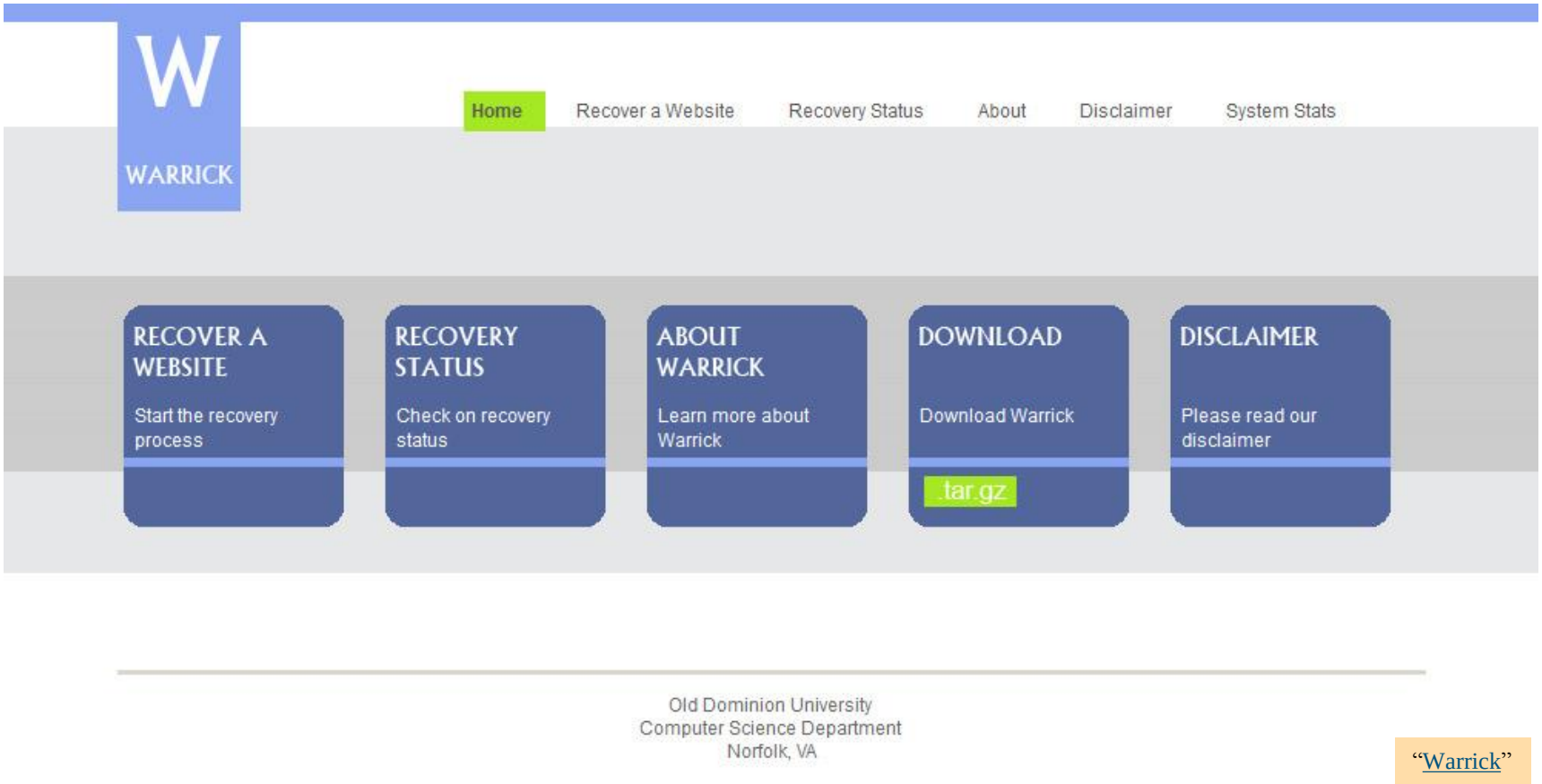
Internet Archive: "Wayback Machine"

improve temporal web usability



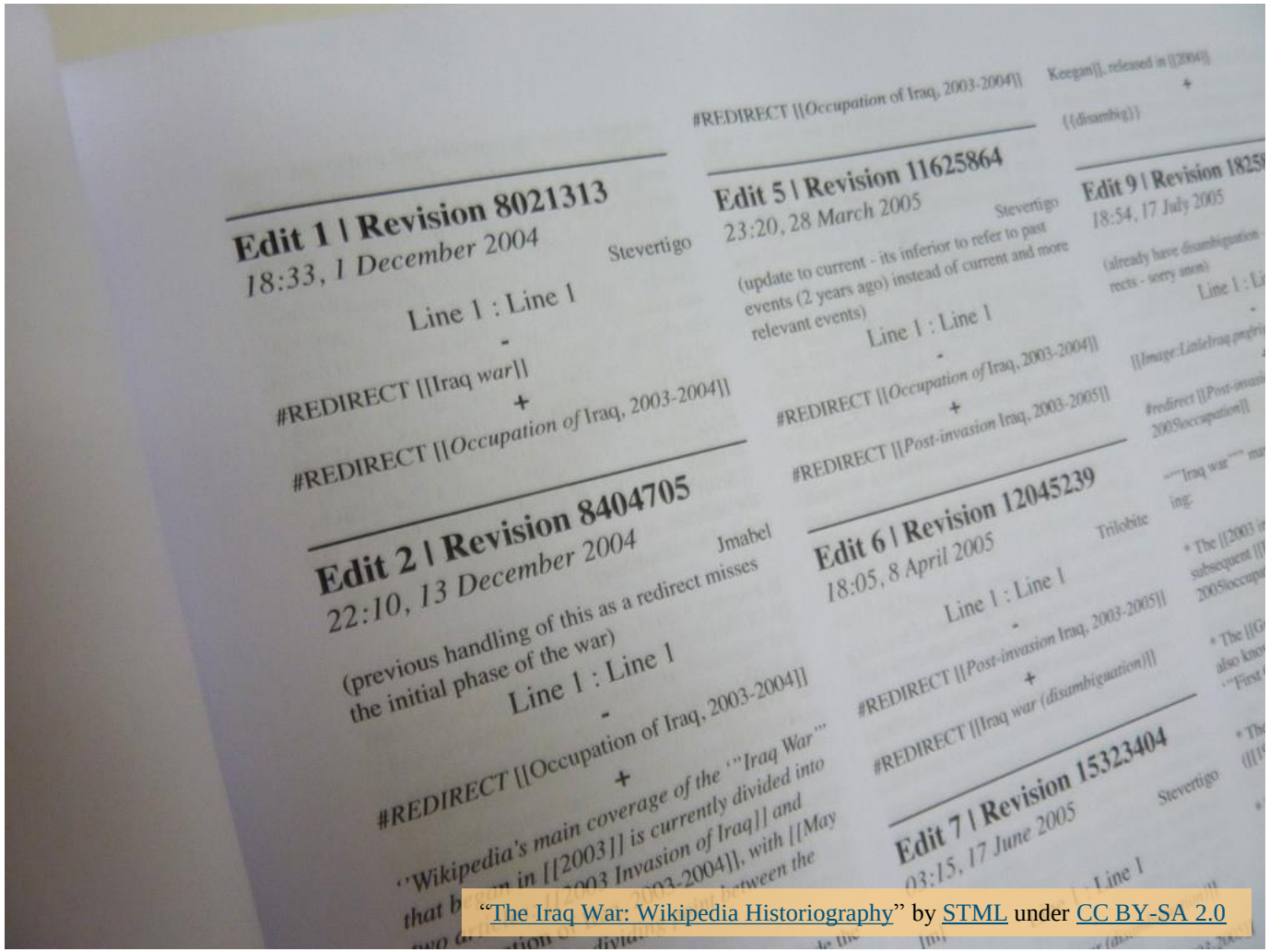
Internet Archive: "Wayback Machine"

recover your lost website

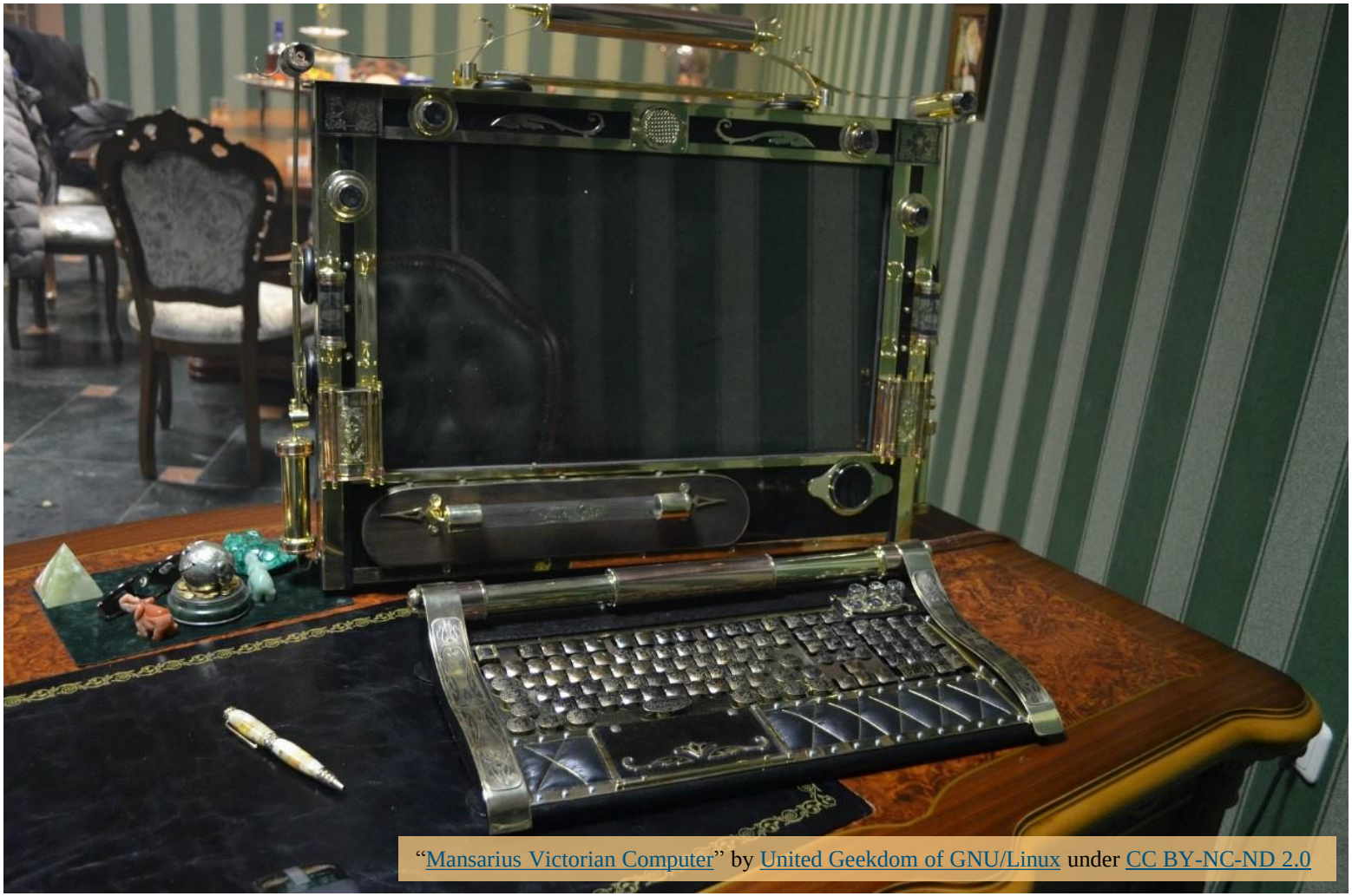


"Warrick"

refer to earlier website versions



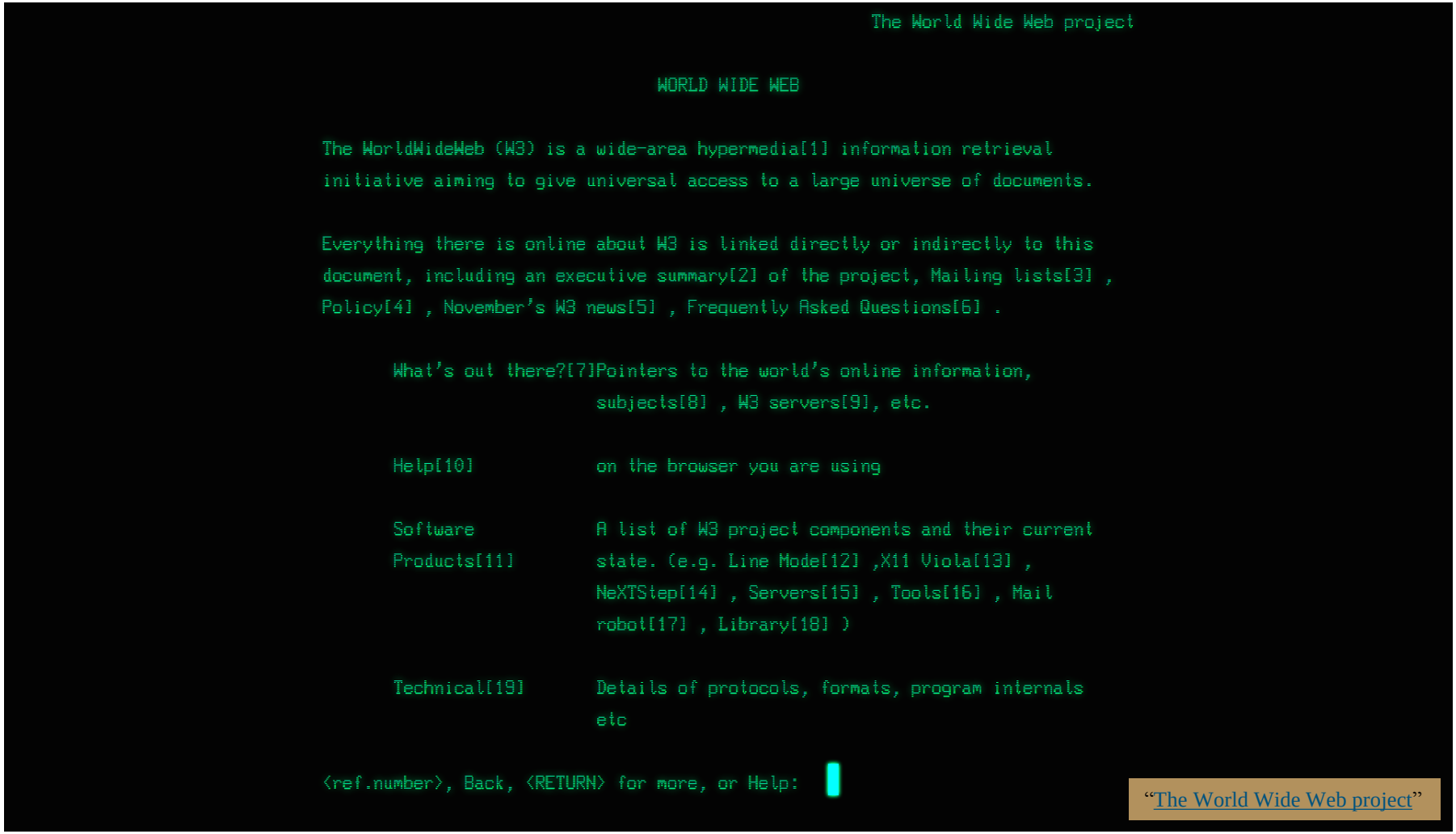
archivability is the new accessibility



institutional history

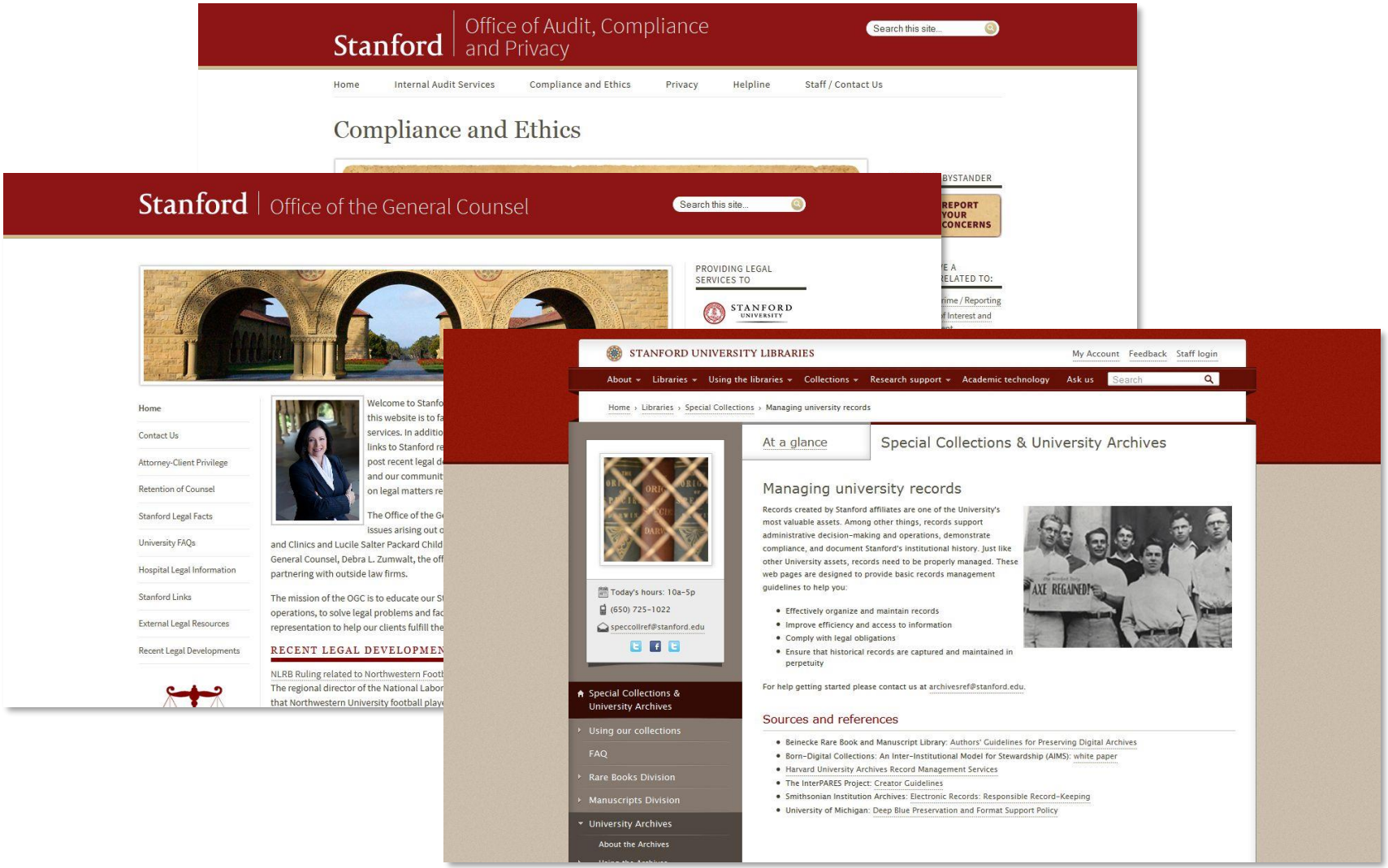
Internet Archive Wayback Machine: "Stanford University Homepage"

websites are cultural artifacts

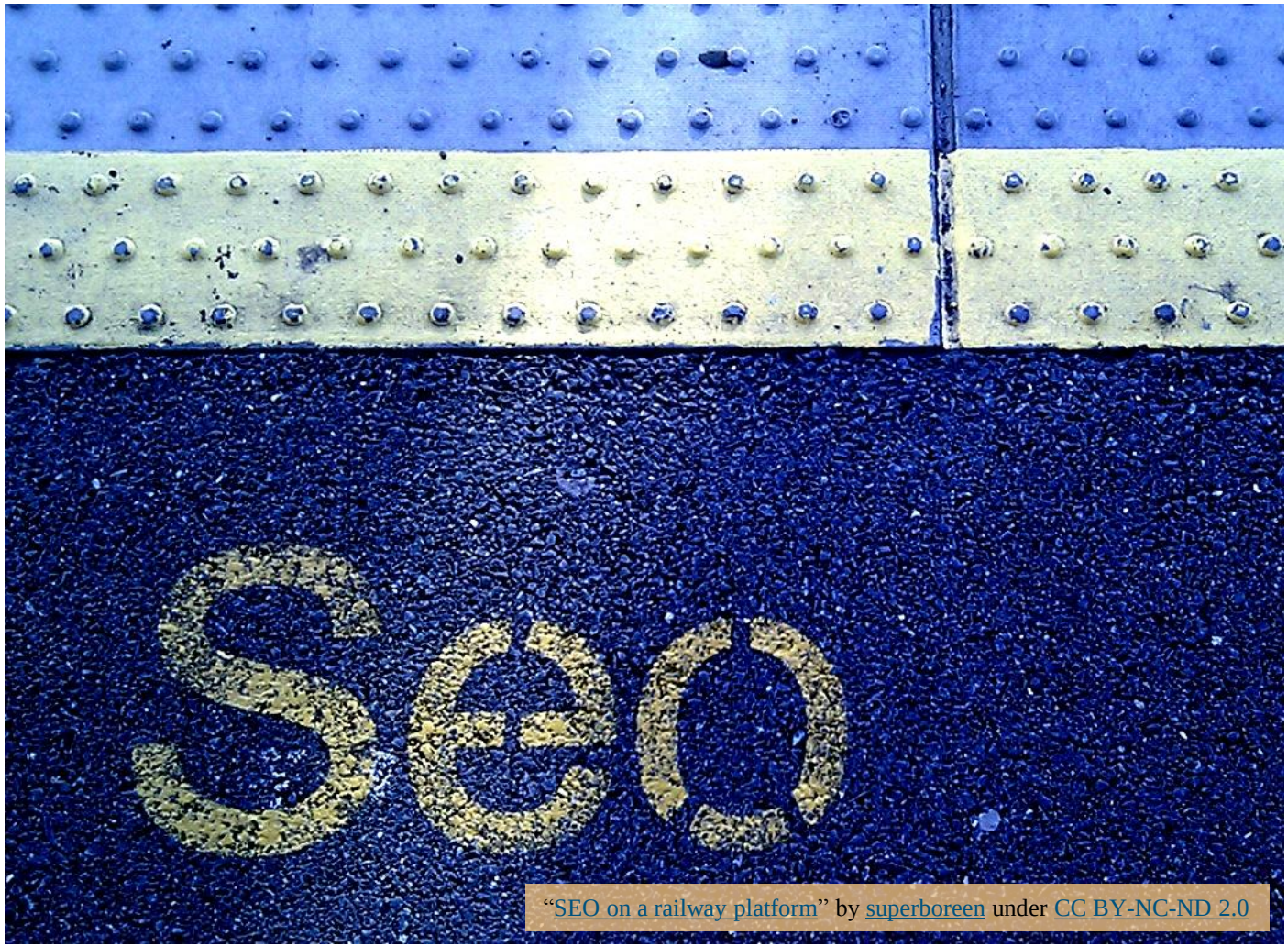


"The World Wide Web project"

facilitate compliance



optimize for other crawlers

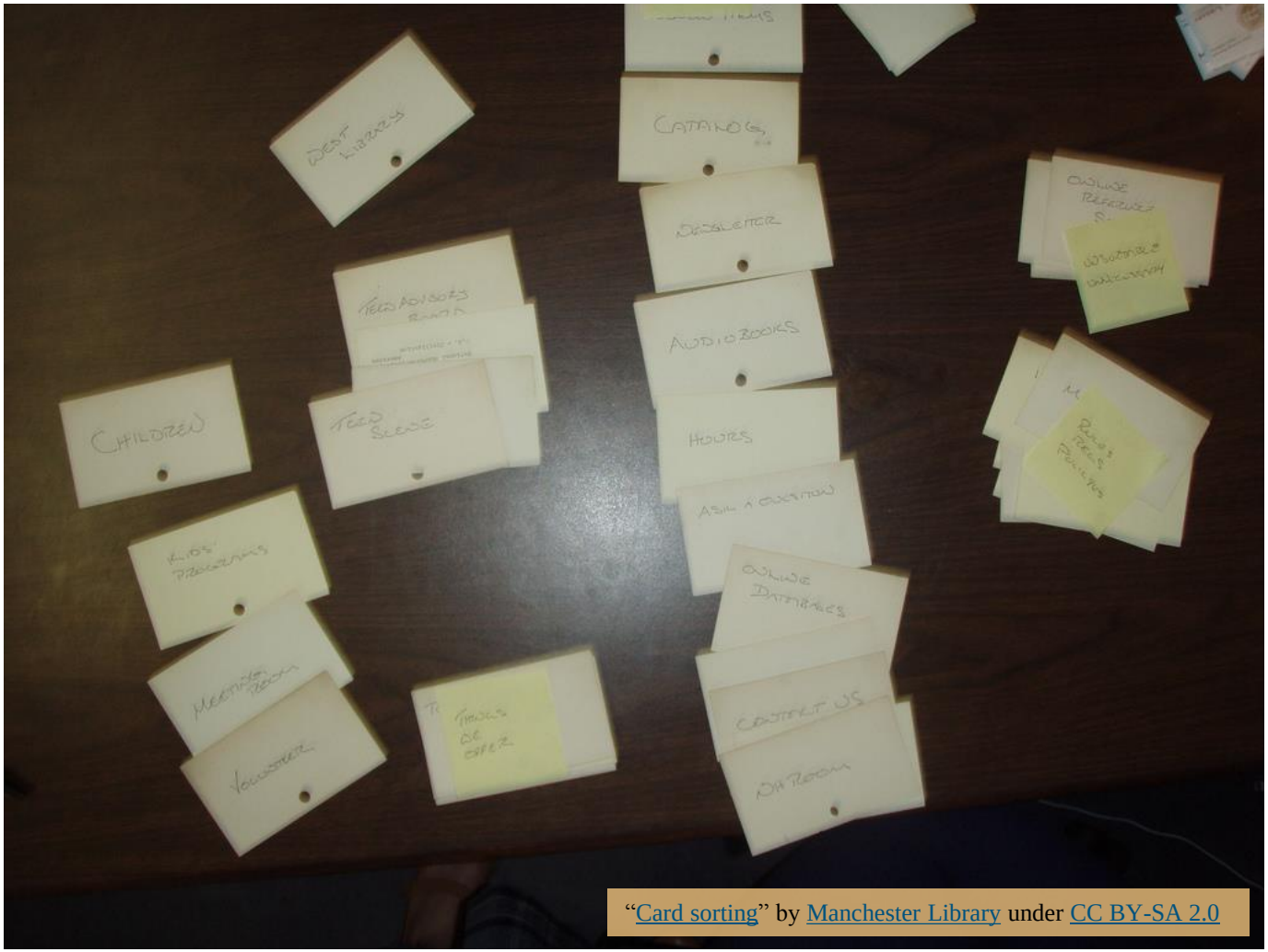


How to

IMPROVE ARCHIVABILITY

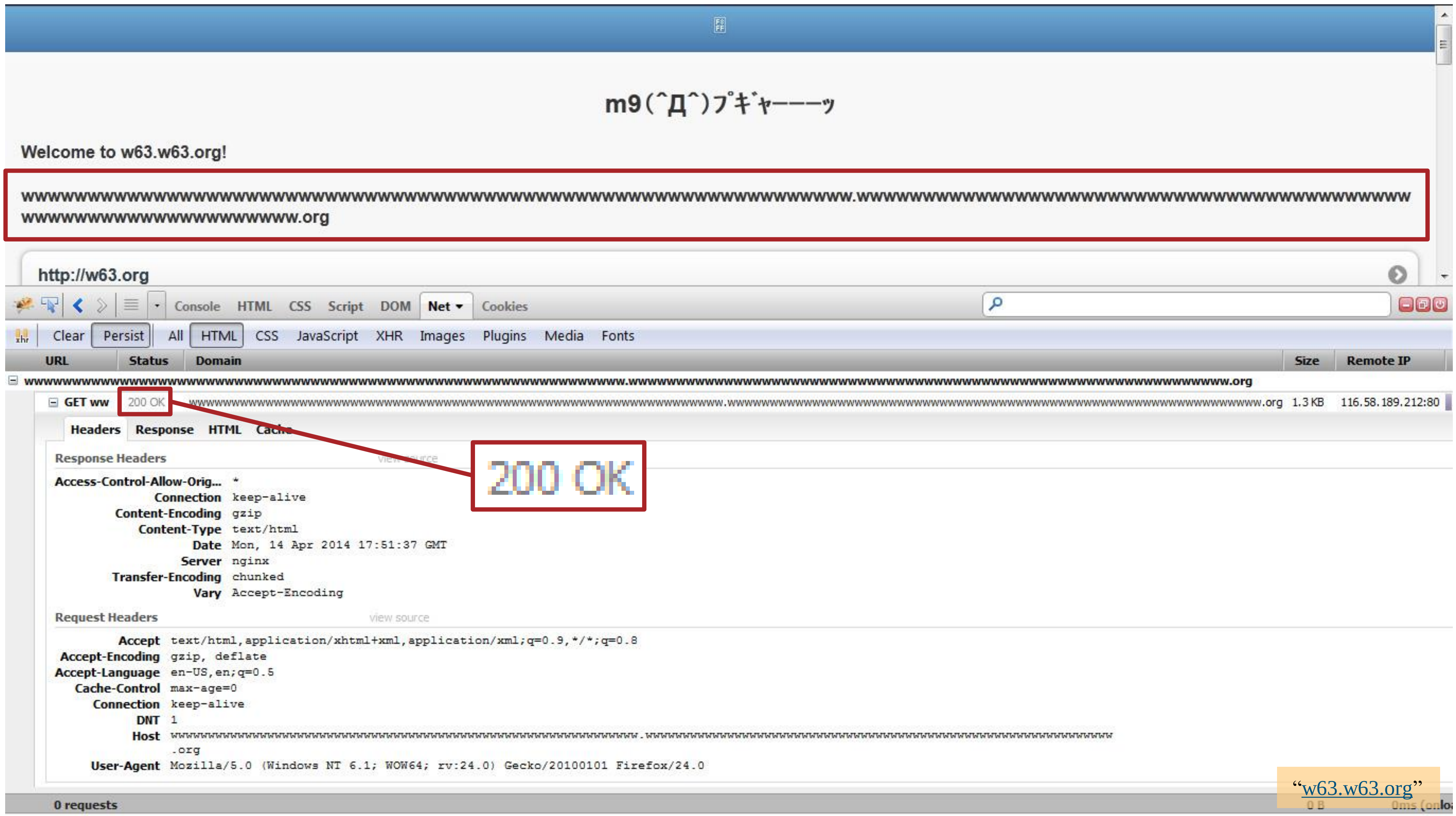
follow web standards and accessibility guidelines

use a site map, transparent links, and contiguous navigation



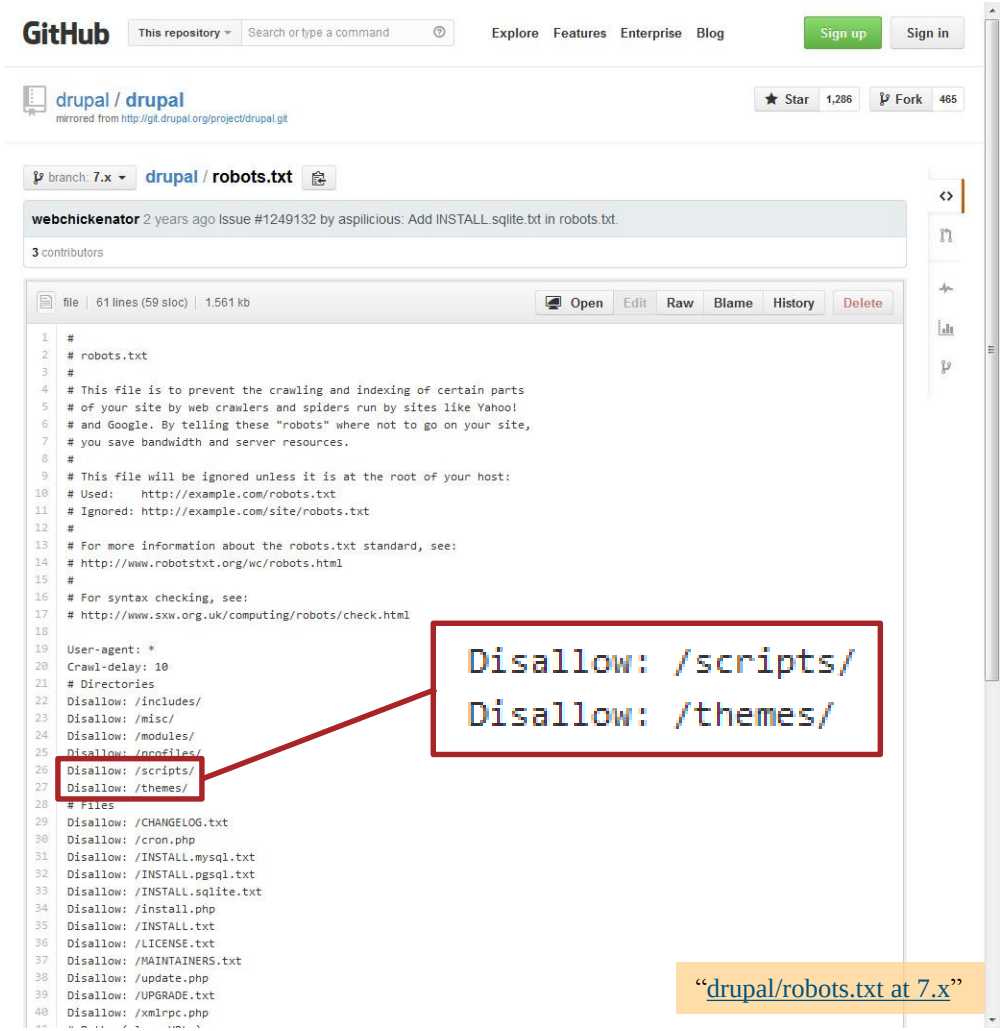
maintain stable URLs and redirect when necessary

use semantically-meaningful URLs



"w63.w63.org"

be careful w/ robot exclusion rules



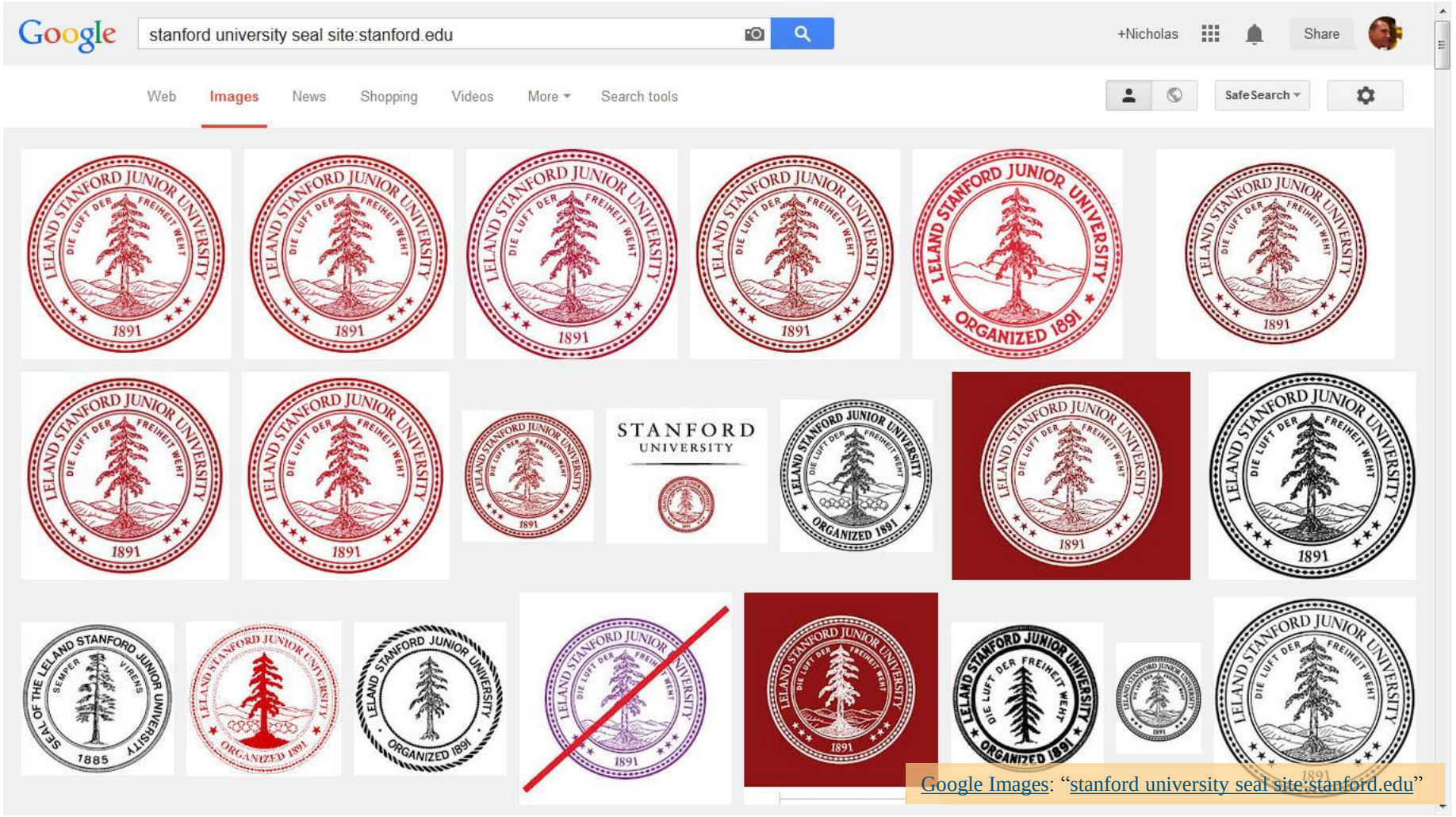
minimize reliance on external assets necessary for presentation

Internet Archive Wayback Machine: "Stanford Department of English"

minimize reliance on external assets necessary for presentation

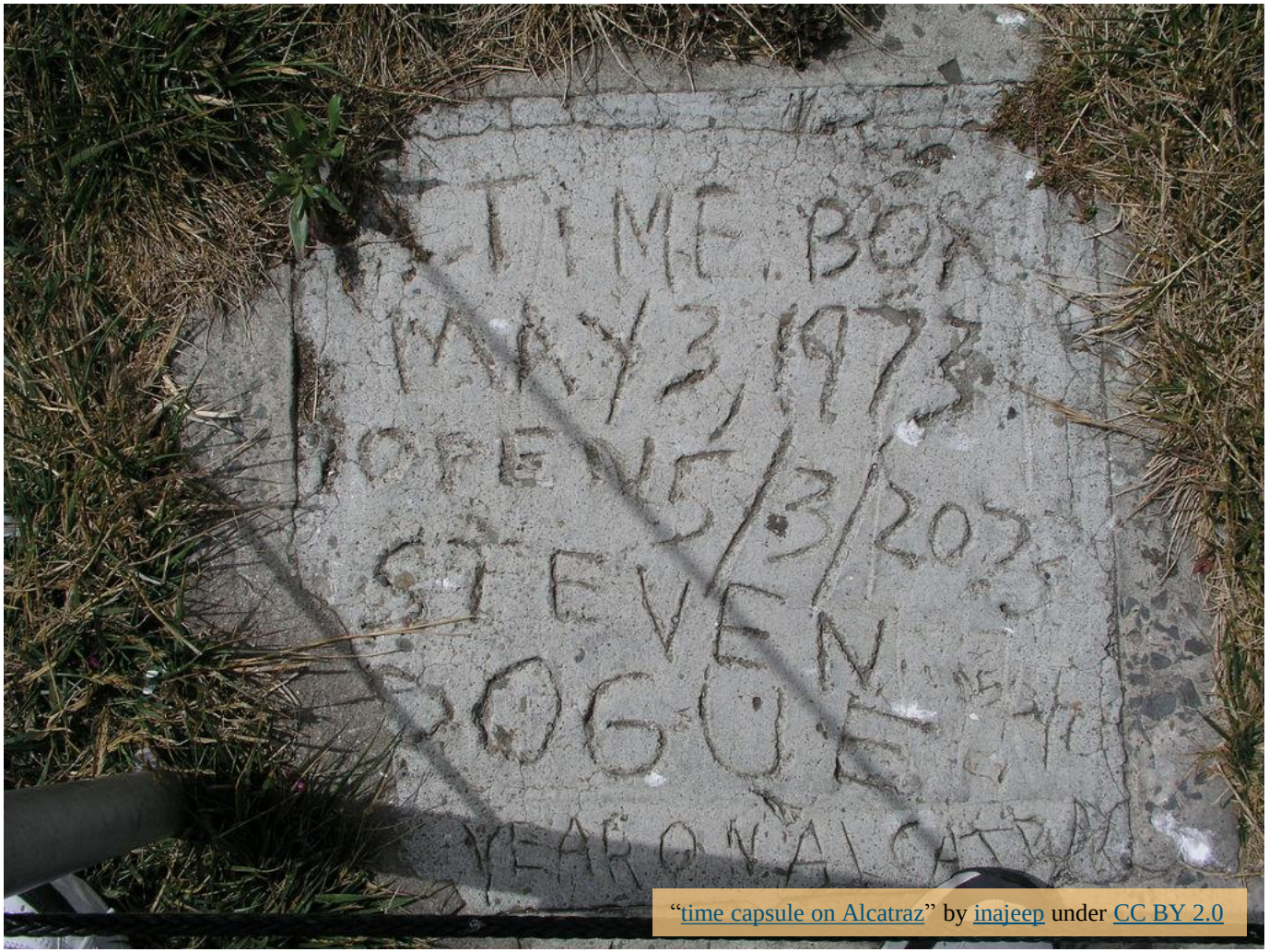
"Stanford Department of English"

serve reusable assets from a single, common location

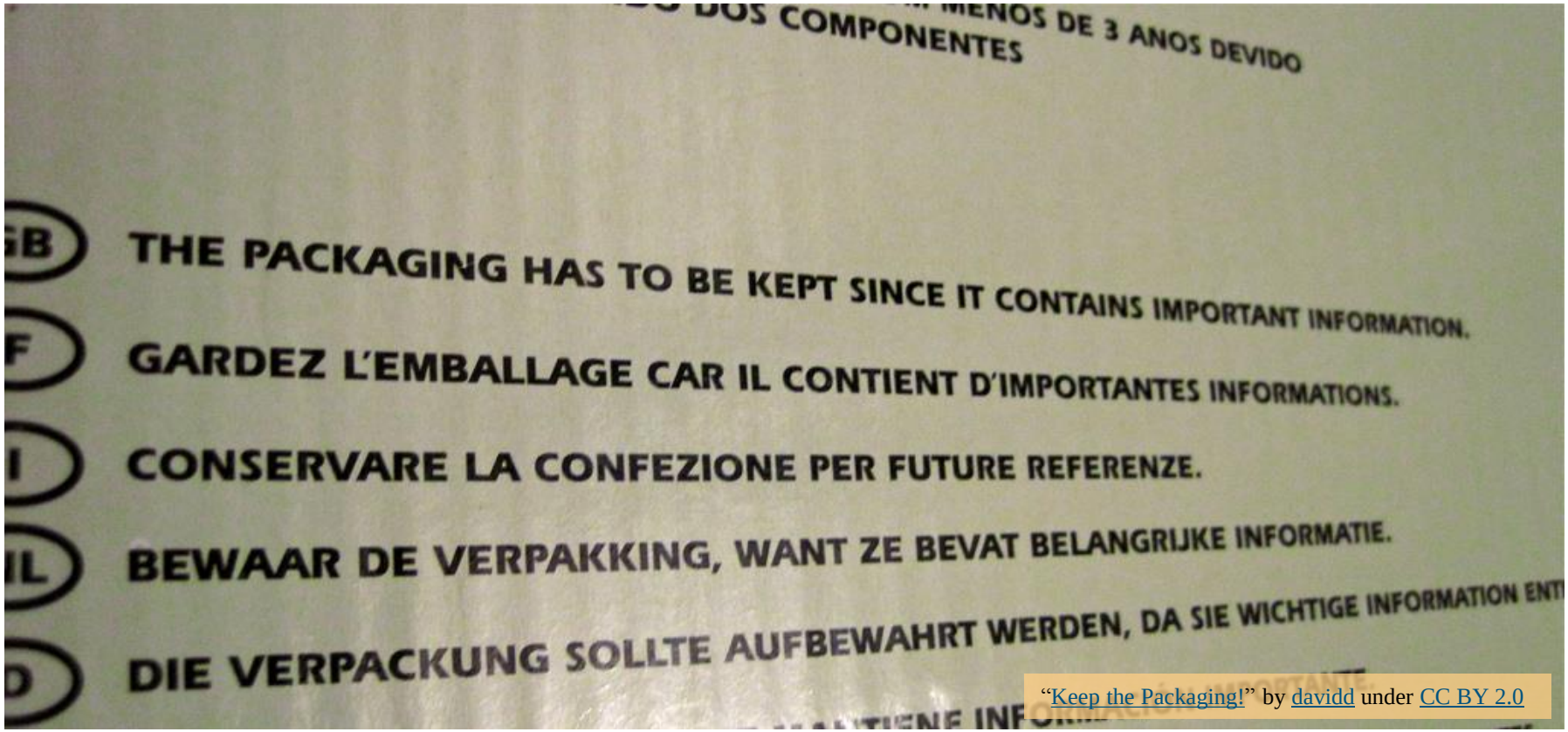


Google Images: "stanford university seal site:stanford.edu"

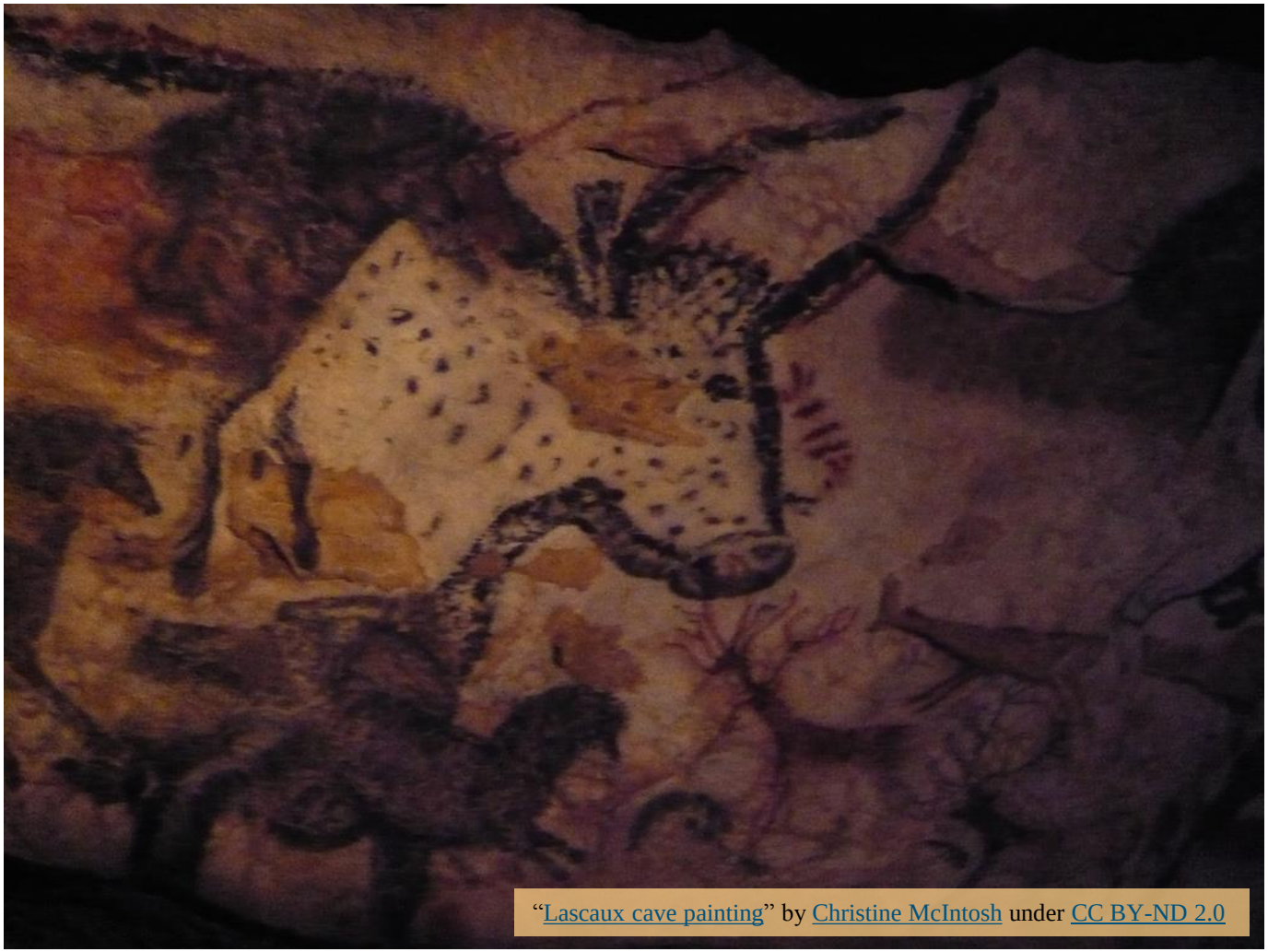
specify HTTP response headers for caching and content encoding



embed metadata, especially character encoding

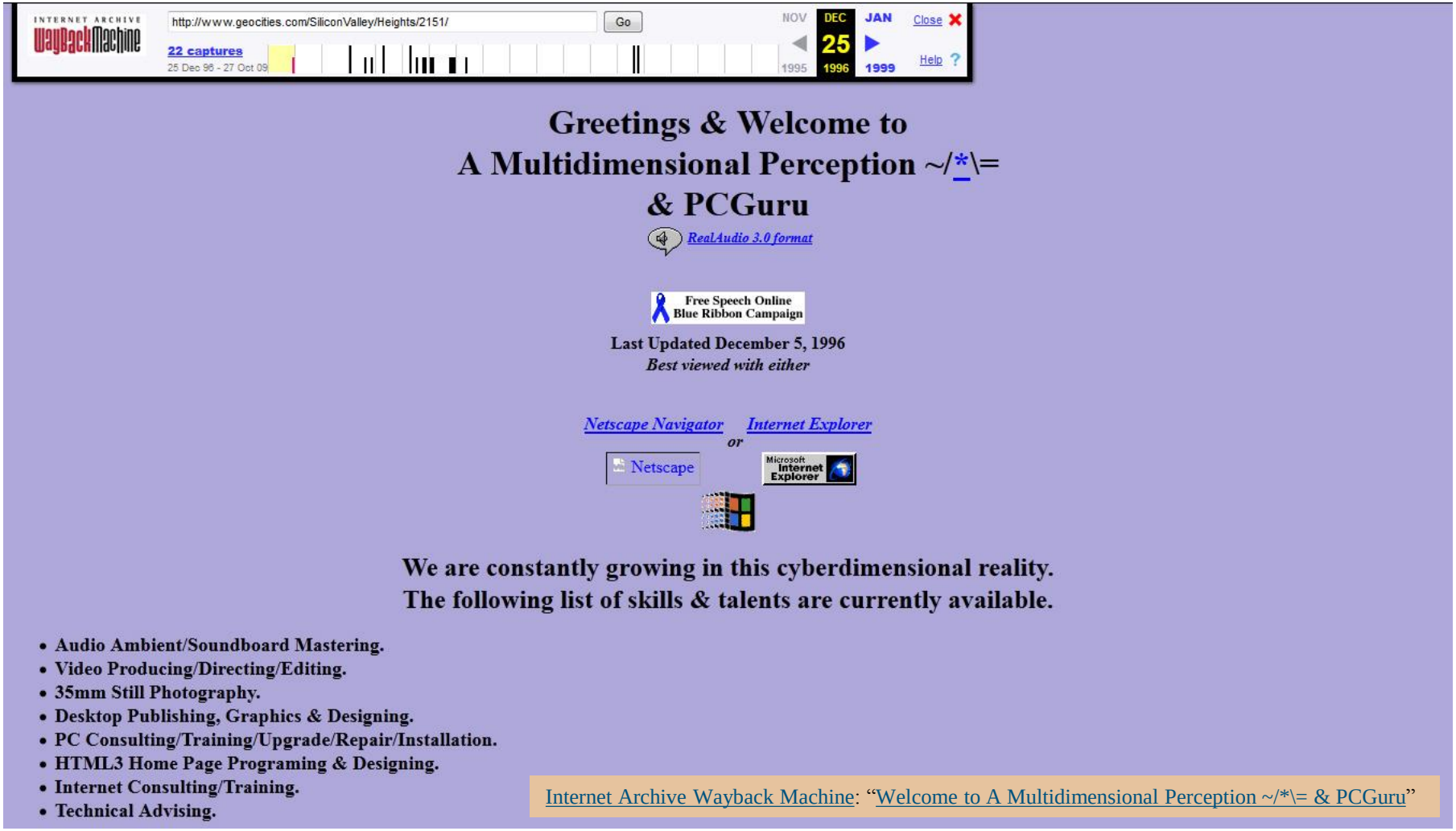


use durable data formats



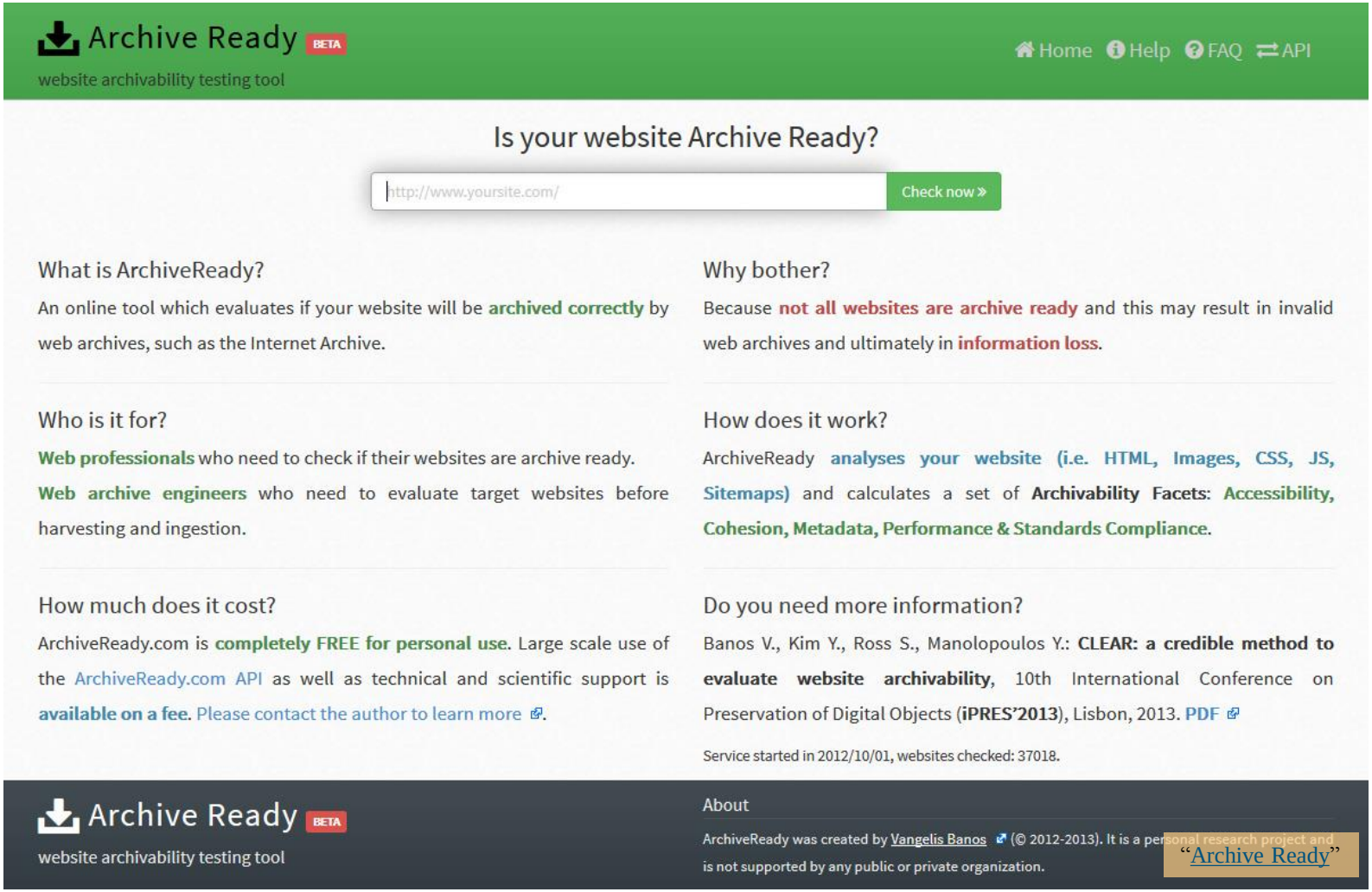
prefer responsive design over user-agent personalization

examine your site in the Internet Archive Wayback Machine



Internet Archive Wayback Machine: "Welcome to A Multidimensional Perception ~/*\= & PCGuru"

assess archivability w/ Archive Ready

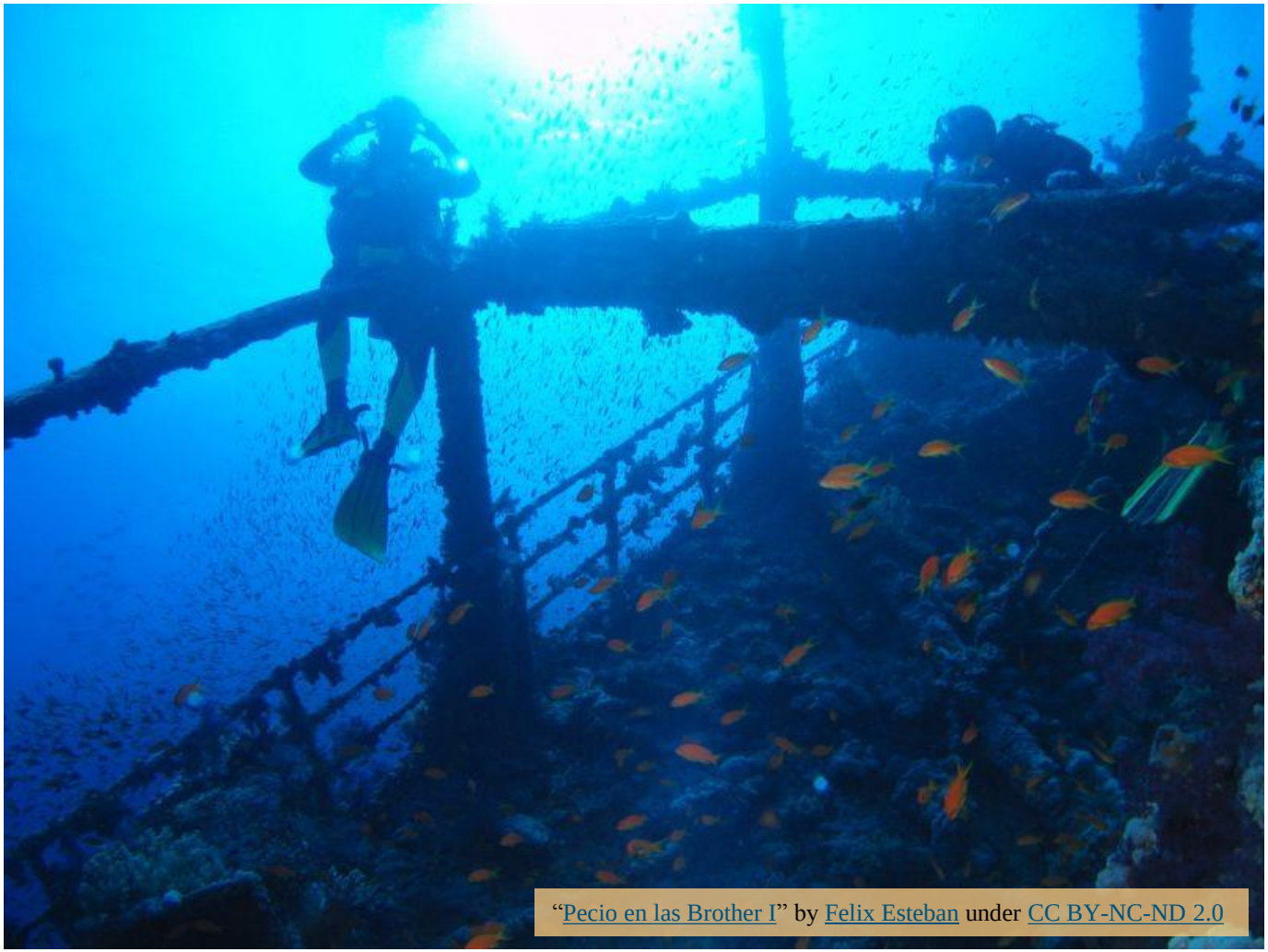


"Archive Ready"

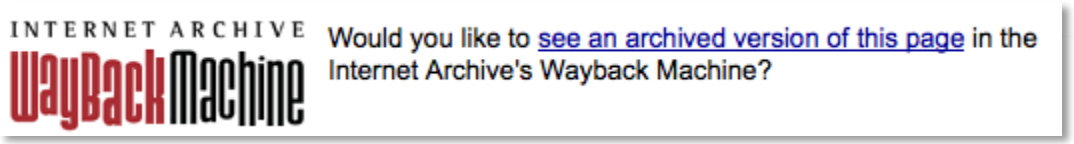
Opportunities for

COLLABORATION

discover content to be archived



custom 404 page




```
(function() {
    var s = document.createElement('script');
    s.type = 'text/javascript';
    s.async = true;

    var page_url = window.location.href;
    page_url = page_url.replace('//www-ilya.', '//');   //strip test host
    page_url = page_url.replace('//www-ikumar.', '//'); //strip test host
    var wb404_url = 'https://archive.org/wayback/available.php?callback=wb404_callback&url='+page_url;
    s.src = wb404_url;
    var h = document.getElementsByTagName('head').item(0) || document.documentElement;
    h.appendChild(s);

    var l  = document.createElement('link');
    l.rel  = 'stylesheet';
    l.type = 'text/css';
    l.href = 'https://archive.org/web/wb404.css';
    h.appendChild(l);
})();

wb404_callback = function(obj) {
    var archived_text = "Would you like to <a href='$url' onClick='wb404_record_click(this); return false;'>see an archived version of this page</a> in the Internet
Archive's Wayback Machine?";
    var maybe_text    = "Would you like to <a href='$url' onClick='wb404_record_click(this); return false;'>check the Internet Archive's Wayback Machine</a> for an
archived version of this page?";
    var wb_image = 'https://archive.org/images/wayback404.png';

    if (!obj.archived_snapshots || !obj.archived_snapshots.closest || !obj.archived_snapshots.closest.available) {
        return false;
    }

    var url = obj.archived_snapshots.closest.url;
    var html = "<br/><div class='wb404_imagediv'><a href='"+url+"' onClick='wb404_record_click(this); return false;'><img class='wb404_image' src='" + wb_image +
"'/></a></div>";

    if (true) {
        html += "<div class='wb404_text'>" + archived_text.replace('$url', url) + "</div><br clear='both'/>";
    } else {
        //Not supporting this for now
        html += "<div class='wb404_text'>" + maybe_text.replace('$url', url) + "</div><br clear='both'/>";
    }

    var wb404_div = document.getElementById('wb404');
    wb404_div.innerHTML = html;
}

wb404_record_click = function(link) {
    var img = new Image(1,1);
    img.src='https://analytics.archive.org/0.gif?wb404_click=1';
    setTimeout(function(){window.location.href = link.href},
}
```

https://archive.org/wayback/available.php

Internet Archive: "Free "404: File Not Found" Handler for Webmasters to Improve User Experience"

deprecate without deletion

archive and redesign

thank you!