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FROM DESIGN TO DEEP PLUMBING: WRITING AND DISSEMINATING ON WWW.STATCAN.CA

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ABSTRACT

Publishing a document on the Internet involves a great deal more than producing a PDF and loading it to a server. It requires authors and publishers to change the way they structure, write, produce and describe documents so that search engines can find them and all kinds of readers (not just the local cognoscenti) can access them.

This paper describes how to design a document that can be navigated on the Web and then takes authors on a short tour of the plumbing that underlies www.statcan.ca - the metadata and processes that determine where their document "lives" on the website, how it links to related resources, and how various search engines find it.

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