

Link to the VMC from the Institution's Web Site

One of the more effective means of increasing the search engine visibility of the institution, the product, and the VMC, is to establish reciprocal links between the VMC, the product, and the institution. For CHIN's part, wherever the institution's name or content appears in the VMC, a link to the institution's Web site is added. Reciprocal links from the institution to the product and the VMC serve to further emphasize, in the eyes of search engines, the relationship between them, thereby increasing their visibility on the Web.

Required

- A.** The institution must add, in a predominant location on its Web site (e.g., its homepage), a link to the VMC. This link must include the VMC logo, which will be provided by CHIN, and next to it, the phrase, "Member of the Virtual Museum of Canada" and/or "Membre du Musée virtuel du Canada," depending on the language(s) of the Web page under consideration. The VMC logo must be displayed without any image border.

Both the logo image and the words "Virtual Museum of Canada" or "Musée virtuel du Canada" (i.e. "Member of the Virtual Museum of Canada" or "Membre du Musée virtuel du Canada") must link to <http://www.virtualmuseum.ca> and <http://www.museevirtuel.ca> respectively.

- B.** The institution must add to its Web site the product's title and a short, textual description of the product in the language(s) of the Web page under consideration. The title must be linked to the product, whether or not the product is hosted on CHIN's server. If the institution's Web site is unilingual, at least the title for each of the product's other language versions must be provided and link to the relevant product version.

Recommended

It is suggested that the institution add to its Web site, in addition to the link to the VMC, the titles and textual descriptions for all content and collaborative projects that the institution has created in partnership with the VMC (e.g. virtual exhibits, Artefacts Canada contributions, Community Memories exhibits). In each case, the title should be linked to the relevant project or product in question. If the institution has participated in several such projects, it is suggested that an entire Web page dedicated to the institution's VMC projects be added to the institution's Web site.

It is also recommended that the institution request that all institutional partners involved with the product add to their Web sites the product's title and a textual description, making sure to add a link from the title to the product.