

## GeoPub: Free GEOscientific PUBlication Download and Marketing Website http://geopub.nrcan.gc.ca/

Canada

GeoPub provides our users with real time access to our information and knowledge products, our publications. GeoPub's Key Roles include:

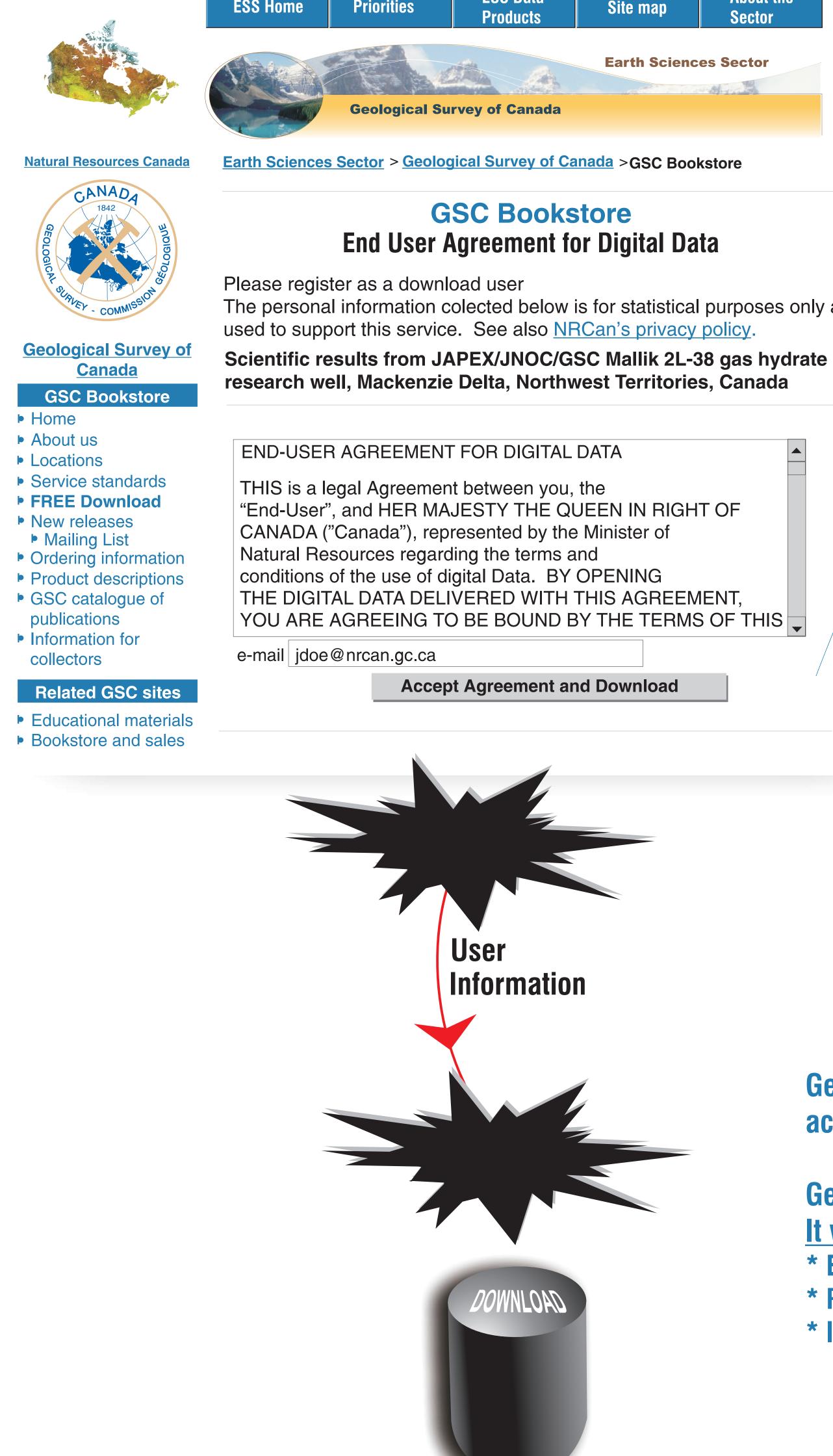
- \* Meeting client demand for our publications in real time
- \* Cross marketing and promoting our publications
- \* Leveraging existing publication databases and service technologies
- \* Providing access to order all media formats available for our publications and will be ready to support connections to an e-commerce solution

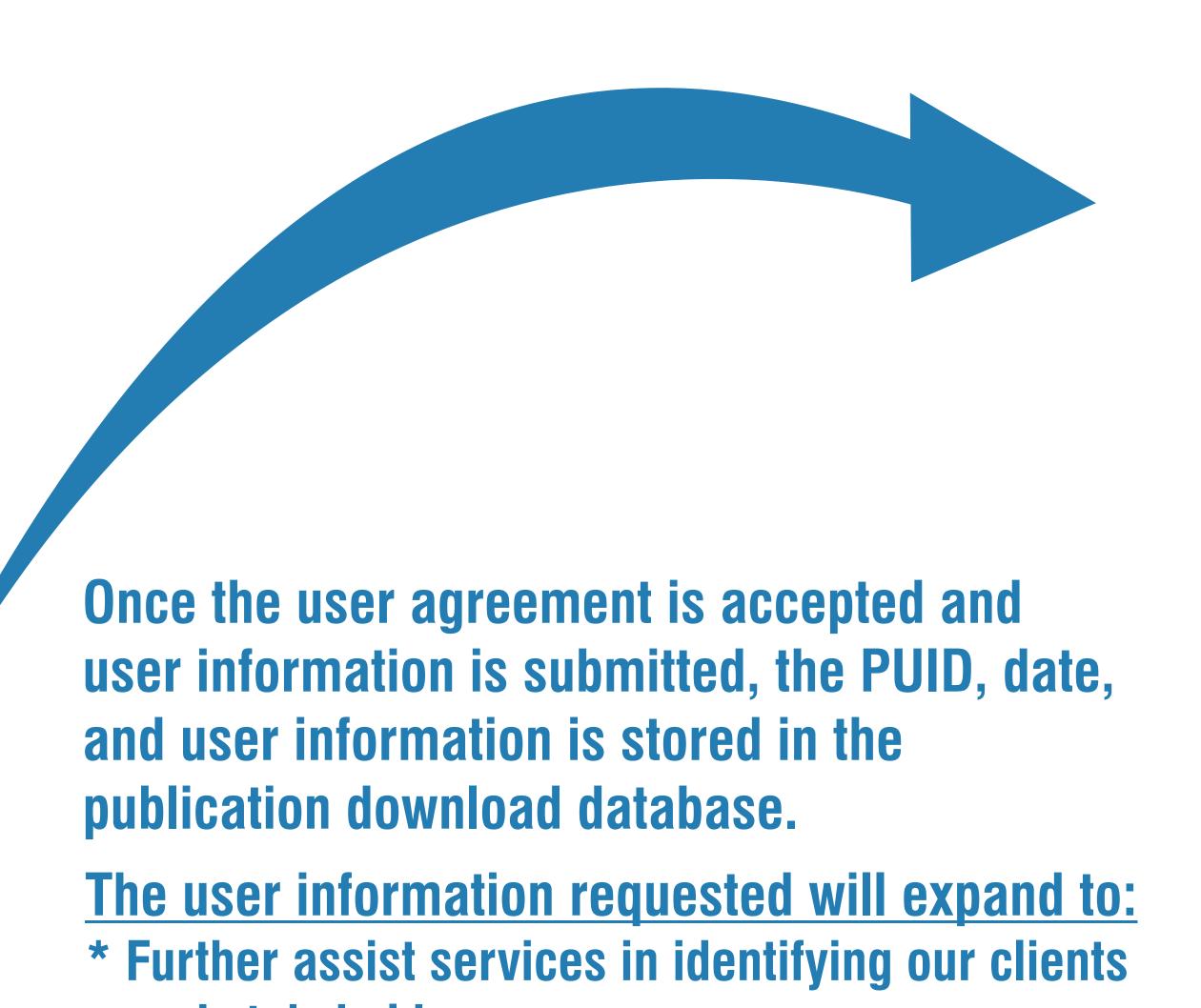
# GeoPub's marketing components are used throughout the site as a promotional tool. Currently the user is presented with the top three "most popular downloads" and "newest available downloads."

Future expansion of the marketing section will include the following:

- \* Publication theme-based promotion (for eg. "Other geochemistry publications")
- \* Spatial area-based promotion (for eg. "Other publications covering this area")
- \* More user-based promotion (for eg. "Other users that download this also downloaded these publications")







and stakeholders

\* Ensure collection of user and downloaded publication statistics



The PUID is dynamically submitted to the data provider. A download hyperlink and file size is passed back and displayed to the user.

GeoPub is a download and marketing web site built on non-proprietary technology including php, MySQL and XML. It provides access to over 500 free Earth Science Sector publications.

GeoPub does more than just provide download links to geoscientific publications. It will accomplish the following:

- \* Expand our present client base by appealing to a larger segment of the Canadian public
- \* Promote more of our quality products





