Learn how to link CONTENTdm data to bibliographic records in WorldCat using the single-item or serials workflow. There are two workflows to link CONTENTdm data to bibliographic records in WorldCat:

1. **Single-item workflow**
2. **Serials workflow**

Preservation archive users have a one-time set-up and ingest steps. See [For preservation archive users](#).

### Single-item workflow

1. Add the items/objects to a CONTENTdm collection using either the [Project Client](https://help.oclc.org/Metadata_Services/CONTENTdm/Site_management/LinkCONTENTdm_data_to_bibliographic_records_in_WorldCat) or [CONTENTdm Administration](https://help.oclc.org/Metadata_Services/CONTENTdm/Site_management/LinkCONTENTdm_data_to_bibliographic_records_in_WorldCat) Web Add.
   - See [Project Client, Add items and objects](https://help.oclc.org/Metadata_Services/CONTENTdm/Site_management/LinkCONTENTdm_data_to_bibliographic_records_in_WorldCat).
   - See [CONTENTdm Administration, Add items](https://help.oclc.org/Metadata_Services/CONTENTdm/Site_management/LinkCONTENTdm_data_to_bibliographic_records_in_WorldCat).
2. Approve and index the collection.
3. Set up a profile for the collection in the [Digital Collection Gateway](https://help.oclc.org/Metadata_Services/CONTENTdm/Site_management/LinkCONTENTdm_data_to_bibliographic_records_in_WorldCat).
   - The Gateway will synchronize records from your CONTENTdm collection to create WorldCat records with viewonline links back to CONTENTdm.
   - See [Digital Collection Gateway](https://help.oclc.org/Metadata_Services/CONTENTdm/Site_management/LinkCONTENTdm_data_to_bibliographic_records_in_WorldCat) for information on setting up a profile.

### Serials workflow

1. Set up the [OCLC number](https://help.oclc.org/Metadata_Services/CONTENTdm/Site_management/LinkCONTENTdm_data_to_bibliographic_records_in_WorldCat) search in CONTENTdm. For each collection that contains content linked from WorldCat bibliographic records, set up the **OCLC number** metadata field:
   1. From [collections](https://help.oclc.org/Metadata_Services/CONTENTdm/Site_management/LinkCONTENTdm_data_to_bibliographic_records_in_WorldCat) tab in the CONTENTdm Administration, select **fields**.
   2. Select the desired collection from the **Current collection** dropdown menu and click **change**.
   3. Under the **Administrative Fields** section, select **edit** on the **OCLC number** field.
1. **Required**: Ensure the **Searchable** option is set to **Yes**.
2. **Recommended**: Set the **DC map to Identifier** to benefit cross collection search.
3. **Optional**: Set the **Hidden** option to **No**. This will display the OCLC number in the item's metadata view in the end-user interface.

4. Click **save changes** and then Index the collection.

2. Add search link in WorldCat.
   - In the WorldCat bibliographic record for your series, ensure the 856 field’s $u is set up with a search query URL to CONTENTdm. See [Entering viewonline links in WorldCat for serials](https://help.oclc.org/Metadata_Services/CONTENTdm/Site_management/Link_CONTENTdm_data_to_bibliograph...).
   - Note the OCLC number of the record.

3. Add items to CONTENTdm.
   - If using the Project Client, add the noted OCLC number to the OCLC number metadata field of the item.
   - If using CONTENTdm Administration Web Add, add the item first, then **edit** the item in the Approval Queue where you can add the noted OCLC number.

4. Approve and Index the collection.

**Entering viewonline links in WorldCat for serials**

Enter your base URL, Collection Alias, and the OCLC Number into the URL:
For preservation archive users

To store master files in the preservation archive, see CONTENTdm Preservation Archive for more information.

- See Prepare content for submission to the preservation archive using CONTENTdm for the one-time setup for each collection.
- See Packaging and shipping your content to the preservation archive for the ongoing workflow.

For additional questions or assistance with CONTENTdm, Digital Collection Gateway, or the OCLC Preservation Archive, contact OCLC Support.