Why should libraries maintain catalog deep links in the registry?

WorldCat registry data is syndicated across the Web sites that millions of information seekers use every day, through partnerships with major search engines such as Google and Yahoo!, and through OCLC Web services.

When you maintain catalog deep links in the Registry, more people will link to, discover and use your content. If your registry information doesn't include deep-linking information, Web users following syndicated WorldCat data cannot reach an individual item record in your catalog; they're taken instead to your catalog's main search page, where they must repeat their search.