



# Creating Quality Content

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This document outlines suggestions for creating high quality records in ServCat.

## Introduction

Creating high quality metadata is no easy task. However by focusing on certain areas and asking the right questions will ensure that the content added to ServCat is as valuable as possible. There are no specific answers on how to make a quality content, since there are so many variables among the Reference Types. This guide's purpose is to outline suggestions that generally improve content.

## Quality

### Reference

#### Accountable:

- Reference owners are active in the FWS
- Owners have a vested interest in the integrity of the records they own
- Owners are familiar with the content and could answer follow-up questions from another FWS users or the public

#### Accurate:

- For all of the attached files/links, the Reference is not misleading when describing
  - the type of information
  - Authorship
  - Publication dates
- The Reference is linked to an organization because it mentions this organization by name or geography

#### Complete:

- All the important fields are completed with meaningful information. The most important fields being:
  - Title
  - Author
  - Date of Publication
  - Description
- Fields that do not apply, or where information is unknown, are left blank

#### Consistent:

- Ensure that metadata is entered in a similar manner, to aid discoverability

### **Clear:**

- Confirm that duplicates do not already exist in ServCat
- The text has been spell-checked and proofed

### **Compliant:**

- When uploading geospatial information, attach a FGDC-compliant XML record with the data
- Check that the proper sensitivity and proprietary levels are selected

### **Utility:**

- The Reference has obvious value, which is why it should be added to ServCat
- There are enough description/ keywords/subject categories that users should be able to easily locate the Reference

## **Files and Links**

### **Accessible and Available**

- Can be accessed consistently easily from any computer, regardless of web browser.
- Files sizes are not so large to make downloads prohibitive due to poor connectivity
- File access is secure and for the correct people, thereby ensuring sensitive, proprietary and/or poor quality information is not distributed broadly
- Files are not too large and in common non-proprietary formats that enable them to be read by at least all FWS staff using standard software installation, and ideally by the public

### **Utility**

- There is appropriate metadata to understand how the files should be used
- The files clearly point back to the full metadata record
- The content of the files has value in informing resource management decisions