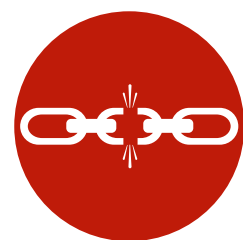


# Persistent Identifiers Explained

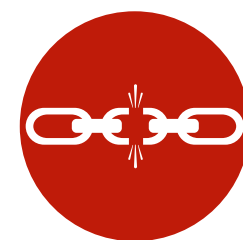
Do you know that the average URL lifespan is 100 days and most of them become non-resolving links?



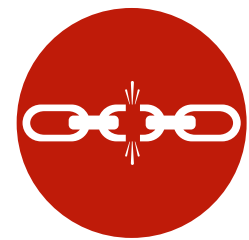
What is wrong with URLs?



Domains change



Resources relocate

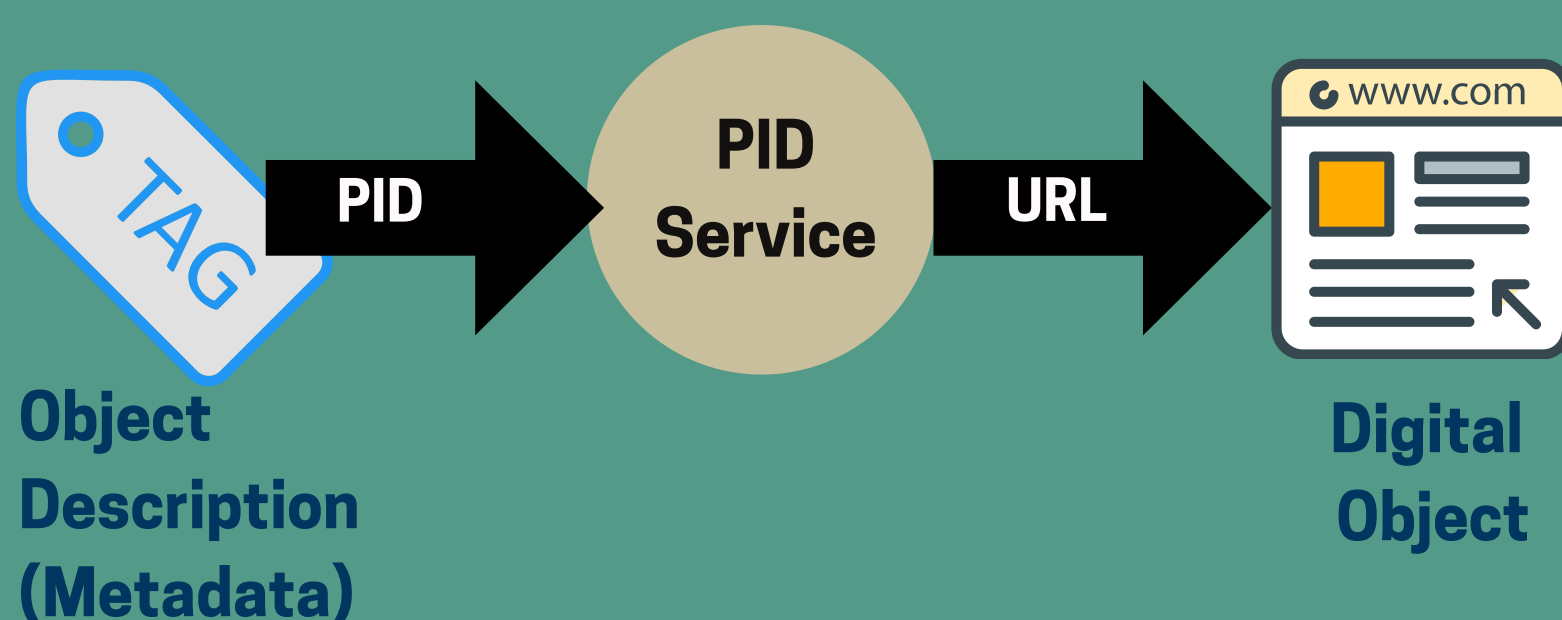


Links modify

## Avoid broken URLs, use PIDs!

“Persistent Identifiers (PIDs) are unique and permanent digital references that make it possible to find, access, reuse, and cite digital information objects of any type on the web.”

### How do PIDs work?



Users are redirected to the URL that is associated with the identifier. If the physical location of the object changes, the URL is the only modification required; the PID itself does not change

At UCSB, we support two PID systems, at no cost to affiliates:



Digital Object Identifier



Archival Resource Key

Need to assign DOIs or ARKs to your digital resources? We can help you!

[rds@library.ucsb.edu](mailto:rds@library.ucsb.edu)