Creating Indexes on Web Sites and Intranets

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Welcome

- Heather Hedden is an information taxonomist with Viziant Corporation in Boston and a freelance book and Web site indexer through Hedden Information Management. Previously she worked as a controlled vocabulary editor with Gale (formerly Information Access Company).
- Heather teaches online workshops in Web site indexing and taxonomies through the continuing education program of Simmons College Graduate School of Library and Information Science and has given live conference workshops on Web site indexing.
- In 2007 she published the book *Indexing Specialties: Web Sites* by Information Today Inc. She has also published numerous articles on the subject. Heather was past manager of the ASI Web Indexing Special Interest Group.
Overview

- Background to Site Indexes
  - Navigation and Searching
  - Definition, types and structure of an index
  - Web site index examples
  - Advantages of A-Z indexes
  - Sites best suited for indexes

- Creating Site Indexes
  - HTML coding for index entry links and subentry indenting
  - Indexing techniques
  - Choosing what to index, wording entries, cross-references
  - Handling multiple topic instances (multiple locators)

- Indexing tools
- Resources
Navigation and Searching

- **Navigation**
  - Find your way around
  - Menus, site map, table of contents

- **Searching**
  - Find specific information
  - Search engine, A-Z index
What is an Index?

“A systematic arrangement of entries designed to enable users to locate information in a document.” -- *British indexing standard (BS3700:1988)*

- Alphabetical (A-Z)
- Second-level terms (subentries)
- Variant terms (multiple entry points)
- Cross-references (See, See also)
Web or HTML Indexes

- Content types
  - Web sites, intranets, or sub-sites
  - Online articles, periodicals
  - Online courses
  - HTML document management

- Index types
  - HTML keyword meta tag indexing
  - Databases
  - A-Z book style with hypertext index entries
Structure of HTML A-Z Indexes

- Hyperlinked main entries and subentries
- Hyperlinked cross-references
- Hyperlinked navigational letters
- Single page, or a page per letter
- Icons or notes for non-HTML or restricted documents
Web Site Index Examples

- Public library
- Membership organization
- Periodical
- Online customer support
Site Alphabetical Index

A

address of the library
art exhibits
  current exhibit
  past exhibits
author events

B

blog for readers' reviews
Board of Trustees
book club kits
book discussion forum
book donations policy
book groups
book groups for teens
book lists
  children
  teens
books on tape
borrowing policies
borrowing policies for nonresidents
borrowing records
bulletin board postings
business databases
A–Z Index (* denotes members-area pages)

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | Y | Z

Life Sciences Thesaurus
Linzer, Naomi
   History/Archaeology Special Interest Group
   Professional Development Committee
listserver lists
   discussion groups
   tile.net search engine
Literature about Search Services
LitQuotes (literary quotations)
Locator Committee
*logos (ASI)
Louisiana, ASI chapter serving (South Central Chapter)
Lycos

M

MacIndexers (discussion group)
Macrex (discussion group)
Macrex (indexing software)
Magellan (search engine)
mailing lists
   *ASI members
   discussion groups
   tile.net search engine
Maislin, Seth
   international representative
   Vice President & President Elect
NSW Public Health Bulletin Subject Index

Note: Articles prior to 2000 can be accessed via PDF versions of the online Public Health Bulletin. Links to these are shown in *khaki*. Articles from 2000 onward are stored separately as HTML files. Links to these are shown in *dark red*. Within each subject articles are shown in descending order by date.

A

Aboriginal people

NSW Health Aboriginal Health Impact Statement: references and resources about Aboriginal people and Aboriginal Health *Volume 14 Number 7 (July 2016)* page 147-148

Innovative sexual health medication order system for the Far West Area Health Service *Volume 14 Number 6 (Jun 2003)* page 113-116

NSW Aboriginal Vascular Health Program *Volume 13 Number 7 (Jul 2002)* page 152-154

Mid North Coast Aboriginal injury surveillance project *Volume 13 Number 4 (Apr 2002)* page 81-82

Aboriginal Men’s Health Implementation Plan *Volume 12 Number 12 (Dec 2001)* page 318-321

Improving the identification of Aboriginal and Torres Strait Islander peoples in health–related information collection systems in NSW *Volume 11 Number 12 (Dec 2000)* page 204-206

Indigenous status a key issue for health services *Volume 11 Number 12 (Dec 2000)* page 203-204

Quality of reporting of Aboriginality to the NSW Midwives Data Collection *Volume 11 Number 12 (Dec 2000)* page 206-210

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Advantages of A-Z Indexes

- Compared to search engines
  - Index, Search Engine Combined
- Compared to taxonomies, site maps
Advantages over Search Engines

- Indexed to substantive information
- Browsable pick-list precludes typos, singular/plural, variant term issues
- Points to specific information at anchors within pages
Index, search engine combined

- On large, changing sites, where index is not so specific
- With meta tag keywords from controlled list/thesaurus
Advantages over Site Maps, Taxonomies

- Index has multiple variant entries.
- Site maps and taxonomies are structured only one way.
- Index can be any length; scrolling is not a problem.

Ideally have both: like a book’s table of contents and index
Sites Best Suited for Indexes

- Not a high level of change
- Repeat users
- Small-medium number of pages, documents (10s – 100s)
- Specifically: institutions, membership organizations, intranets, information-oriented sites or sub-sites
Content Best Suited for Indexes

- Content not easily categorized into a taxonomy (e.g. policies, instructions)
- Content that is varied or broad (e.g. a general site or intranet)
- A combination of topics and names
- Content for varied users
Q&A on types, uses, and benefits of web site indexes
Participant Poll

Why do you want to create an site index?
1. Users have been asking for an index.
2. Management is asking for an index.
3. You like indexes and indexing.
4. Your search engine is not achieving desired results.
5. Users have difficulty navigating your site.
6. Other/none of the above.
Creating Site Indexes

- HTML tags/coding for web indexes
  - Hyperlinks for index entries and page navigation
  - Subentry indenting
- Indexing techniques
  - Choosing what to index
  - Wording of entries
  - Cross references
  - Handling multiple topic instances
  - Index formatting and style
HTML Hyperlinks

- Links within a page: link to “anchors”
  - specify anchor name; create the anchor
- Links between pages within a web site
  - specify page/file name (possibly folder)
- Links to other web sites (external links)
  - specify complete Web URL http://www...
Hyperlinks for Indexes

- Internal links (to named anchors within a page) for:
  - letters of the alphabet navigation
  - Certain See or See also references

- Links to other pages for:
  - Index entries
  - Other See and See also references
HTML Hyperlinks

\(<a \text{href=}"link\ destination"\text{>text</a>\n
- Links to anchors within a page:
  \(<a \text{href=}"#anchorname"\text{>text</a>\n
- Links between pages within a web site:
  \(<a \text{href=}"filename.htm"\text{>text</a>\n
- Links to anchors within other pages within a web site:
  \(<a \text{href=}"filename.htm#anchorhame"\text{>text</a>\n
- Links to other web sites (external links):
  \(<a \text{href=}"http://www.website.com"\text{>text</a>\n
HTML Codes for Subentry Indenting

There are no tabs HTML. Indents (blockquote) result in extra blank line. Instead, use one of four methods:

1. Repeated spaces
2. Definitions Lists
3. Bulleted Lists
4. Style Sheets
1. Repeated Spaces

- Called “Nonbreaking spaces”
- The code is: &nbsp;

main entry<br>
&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;subentry<br>

main entry<br>
&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&n...
2. Definition lists

\(<dl>\n  \<dt\>main entry\</dt\>  
  \<dd\>subentry\</dd\>  
  \<dt\>main entry2\</dt\>  
  \<dd\>subentry2\</dd\>  
  \<dd\>subentry3\</dd\>  
\</dl\>
2. Definition lists

<dl>
  <dt><a ref="home.htm">main entry</a></dt>
  <dd><a ref="contact.htm">subentry</a></dd>
  <dt><a ref="links.htm">main entry2</a></dt>
  <dd><a ref="about.htm">subentry2</a></dd>
  <dd><a ref="members.htm">subentry3</a></dd>
</dl>
3. Unordered (Bulleted) Lists

<ul>
  <li>main entry
    <ul>
      <li>subentry one</li>
      <li>subentry two</li>
    </ul>
  </li>
  <li>main entry 2</li>
</ul>
4. Style Sheets (CSS)

The class attributes are defined on a separate style sheet or in the head section of the web page.

The class can also be incorporated into a division (section) code:

```
<div class="main">main entry<br/>
<div class="indented">subentry1<br/>subentry2<br/></div>
</div>
```
Nonbreaking Spaces

E

e-books
e-mail address
encyclopedias online
endowment
entertainers for children
events
calendar
special events
exhibits of art
current exhibit
past exhibits

F

fax number
fines
forum for readers' reviews
Friends of Gleason Public Library
Friends of Gleason Public Library, book group
funding for the library

Return to top
Nonbreaking Spaces

<a NAME="E">E</a>

<a HREF="index.php?ac=help_databases.htm#ebooks">e-books</a><br>
<a HREF="index.php?ac=index.htm">e-mail address</a><br>
<a HREF="index.php?ac=help_databases.htm#encyclopedias">encyclopedias online</a><br>
<a HREF="index.php?ac=trustees-endowment.htm">endowment</a><br>
<a HREF="index.php?ac=special_programs.htm">entertainers for children</a><br>

events<br>
<calendar><a HREF="index.php?ac=calendar.htm">calendar</a><br>
special events <a HREF="index.php?ac=special_events.htm">special events</a><br>

exhibits of art<br>
current exhibit<a HREF="index.php?ac=art.htm">current exhibit</a><br>
past exhibits<a HREF="index.php?ac=art_past.htm">past exhibits</a><br>

Return to top<a HREF="#top">Return to top</a> </p>

Fax number<a HREF="index.php?ac=index.htm">fax number</a><br>
fines<a HREF="index.php?ac=circulation_policies.htm#fines">fines</a><br>
forum for readers' reviews<a HREF="index.php?ac=help_readers_reviews.htm">forum for readers' reviews</a><br>
Friends of Gleason Public Library<a HREF="index.php?ac=friends.htm">Friends of Gleason Public Library</a><br>
Friends of Gleason Public Library, book g<br>
funding for the library<a HREF="index.php?ac=trustees-endowment.htm">funding for the library</a><br>

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Definition Lists

Index-L
IndexCheck
Indexer (for Interleaf)
The Indexer
Indexing and Abstracting Society of Canada (IASC)
"Indexing Art and Art History Materials" (Rowland and Brenner)
indexing process
  "The Cognitive Half of Indexing" (Maislin)
  "Indexing Art and Art History Materials" (Rowland and Brenner)
  "Making the Indexing Process More Productive" (Blum and Rowland)
indexing rates
"Marketing Your Indexing Services" (Holbert)
indexing software
dedicated indexing programs
utilities and add-ons
DXgen
Definition Lists

<p><br/>
  <a NAME="i"></a><b><font face="Arial, Helvetica"><font color="#009900"><font size="+2">Indexing and Abstracting Society of Canada (IASC)\</font></font></b></dt>
  <dt><a href="discgrps.htm#indexcheck">IndexCheck</a></dt>
  <dt><a href="tools.htm#indexer">Indexer (for Interleaf)</a></dt>
  <dt><i><a href="books.htm#indexer">The Indexer</a></i></dt>
  <dt><a href="index.htm#iasc">Indexing and Abstracting Society of Canada (IASC)</a></dt>
  <br/>
  <dt><br/>
  <dt><a href="art.htm">"Indexing Art and Art History Materials" (Rowland and Brenner)</a></dt>
  <dt>indexing process</dt>
  <dd><a href="seth.htm">"The Cognitive Half of Indexing" (Maislin)</a></dd>
  <dd><a href="art.htm">"Indexing Art and Art History Materials" (Rowland and Brenner)</a></dd>
  <dd><a href="blumrow.htm">"Making the Indexing Process More Productive" (Blum and Rowland)</a></dd>
  <dt>indexing rates</dt>
  <dt><a href="susanh.htm">"Marketing Your Indexing Services" (Holbert)</a></dt>
  <dt><a NAME="indexingsoftware"></a><a href="tools.htm">indexing software</a></dt>
  <dt><a href="tools.htm#dedicated">dedicated indexing programs</a></dt>
  <dt><a href="tools.htm#utilities">utilities and add-ons</a></dt>
  <dt><a href="tools.htm#ixgen">Ixgen</a></dt>
<br/>
Unordered Lists

- bibliography
- blindness, web accessibility tips
- BMC Software Inc.
- board of directors
- Boston-IA
  - board of directors
  - contacts
  - history
- braille devices (links to vendors)
Unordered Lists

<h2><a name="b" id="b"></a>B</h2>

<ul>
<li><a href="resources/bibliography.html#skipnav">bibliography</a></li>
<li><a href="news/article_8.html#skipnav">blindness, web accessibility tips</a></li>
<li><a href="institutions/bmc.html#skipnav">BMC Software Inc.</a></li>
<li><a href="profiles.html#board">board of directors</a></li>
<li>Boston-IA</li>
</ul>

<ul>
<li><a href="profiles.html#board">board of directors</a></li>
<li><a href="secure/contact.html#skipnav">contacts</a></li>
<li><a href="news/article_5.html#skipnav">history</a></li>
</ul>

<li><a href="resources/devices.html#braille">braille devices (links to vendors)</a></li>
</ul>
Styles and Classes

TheMa (thesaurus manager)
thesauri
  building
  management software
  online
  standards

A HREF="thessoft.shtml#topic" TARGET="_top">TheMa (thesaurus manager)</A></P>
<P CLASS="index01">thesauri</P>
  <P CLASS="index02">building</P>
  <P CLASS="index02">management software</P>
  <P CLASS="index02">online</P>
  <P CLASS="index02">standards</P>
Method for Subentry Indenting

Depends upon:

- What your indexing software supports
- What you are comfortable with
- What the webmaster/site owner wants
Indexing Technique

- Look at each page, each heading
- Decide what concepts are worth indexing
- Add named anchors as needed
- Decide what to call the concept to be indexed/how to label it
- Break complex concepts into main entries and subentries
- Add all variations of what to call it
- Edit
Indexing Technique - specifics

- **Web Indexing Approach** - more like periodical article indexing than book indexing
- Get an overview of the entire site (via navigation and site map).
- Understand the audience.
- Index pages in display order (Sequence does not matter)
- Find the existing anchors to which to link
- Create additional anchors.
- Switch screens to view web pages (Do not print pages)
Choosing What to Pages to Index

Pages to exclude

- Home page – except for specific information found only on this page
- Site map and site index pages
- Navigation pages – unless it provides a lengthy list of resources, or other information.
- Dynamically generated pages
- Frames for headers or margins of pages

Pages to include:

- Function pages: forms, database queries, etc.
- PDF and other non-HTML pages
Wording of Main Entries

- **Term length:** Succinct terms are easier to scan.
- **Term clarity and context:** Terms should be clear, because they are somewhat out of context.
- **First word of term:** Terms should have a prominent word, which is likely to be looked up, at the beginning.
- **Term grammar:** Main entries should be nouns (or noun phrases) or verbal nouns (also called gerunds), those ending in “ing.” Terms may start with an adjective, as long as it is an adjective likely to be looked up.
Wording of Subentries

- Subentries are refinements or narrower aspects of a main entry.
- Only some of the main entries within an index have subentries.
- Subentries must have a relationship with the main entry.
- They can take on most any grammatical form: nouns, verbal nouns, adjectives, or prepositional phrases.
- It is important that the relationship between the main entry and the subentry is clear to the user.
Variant Terms / “double posting”

Advantage of an index over a table of contents, site map, or directory

All variant terms for the same concept/link have equal standing in the index, and no cross-reference is used between them.

- Synonyms: lawyers and attorneys
- Acronyms: DVDs and digital versatile disks
- Phrase inversion: legal cases and cases, legal
- Main entry/subentry exchanges (“flips”):
  board of directors   elections
  elections           board of directors
Cross-references

- See references
  Indicate preferred name of a term, if significant.
  (Otherwise double-post.)

Personnel Dept. See Human Resources

- See also references
  Indicate related terms

Officers. See also Board of Directors

- If no subentries, link directly to content
- If there are subentries, link to the term within the index
Handling Multiple Topic Instances

Cannot have multiple links. Options include:

- Reword the entries to be more specific.
- Add a subentry (or sub-subentry) to one or both instances.
- Use parenthetical qualifiers or dates.
- Remove a duplicate entry if only introductory information is presented.
- With database, can generate an intermediate page with multiple links.
Handling Multiple Topic Instances

Parenthetical qualifiers:

BBC

Armenia (Country Profile)
Arsenal
  Arsenal (BBC London)
  Arsenal (BBC Sport)
Art
  Art homepage
  Art (Ages 11-16)
  Art (Ages 4-11)
  Art (BBC Learning)
  Art (Blast)
  Art (CBBC)
  Art (collective)
TV Art Crime
Handling Multiple Topic Instances

Use of Dates: Consumer Reports

- satellite-navigation systems, portable 6/04
- satellite-navigation systems, portable (Ratings) 6/03
- tires
  - all-season tires (Ratings) 11/02
  - all-season tires (Ratings) 11/01
  - all-season tires (Ratings) (FREE) 11/00
  - all-season touring-performance tires (Ratings) 11/02
  - expiration dates (FREE) 1/04
  - high-performance tires (Ratings) 11/03
  - plus-size 1/04
  - SUV tires (Ratings) 11/04
  - SUV tires (Ratings) (FREE) 11/00
  - SUV tires update (Ratings) 8/00
  - tire-pressure gauges 5/02
Handling Multiple Topic Instances

Abbott, Mrs. Helen Probst
city manager movement and-1920s, 23(3):22 (Jul 1961); 32(2):3 (Apr 1970)
club membership, 10(2&3):22 (Jul 1948); 31(1):23 (Jan 1969)
as suffragist, 10(2&3):20, 21, 22 (Jul 1948)

ABC. See Action for a Better Community

Abendpost (newspaper)
merger, 20(1):21 (Jan 1958)
World War I and, 5(4):14 (Oct 1943)

Abendpost und Beobachter (newspaper)
merger, 20(1):21 (Jan 1958)

Ability grouping
in city schools, 31(2):16 (Apr 1969)

Abolitionist movement, 10(2&3):10-11 (Jul 1948); 15(3):1-16 (Jul 1953); 24(3):15-16
(Jul 1962); 46(1&2):3-5, 11-25 with illus (Jan & Apr 1984)
abolitionists. See Abolitionists
Handling Multiple Topic Instances

What’s wrong with the subentries under Oxford English Dictionary?

overdue notices via email (12/97)
Oxford English Dictionary
  again available online (11/01)
  available online (3/01)
  new terms added (2/04)
  online trial (5/00)

page charge ordering (4/98)
Pandango search engine (3/01)
Parallax Project for astronomical research
particle physics website (9/03)
Single Subentries

- Single subentries are disallowed in book indexing
- In Web indexing, multiple locators are not supported, so single subentries are acceptable:

  Main entry – general discussion
  subentry – a specific aspect

indexes on web sites
Index Formatting and Style

- Single or multiple page index
- Case of entries
- Subentry levels
- Line spacing
- Font size
- Color use for links
- Bullets
- Explanatory notes
- Navigation letter location, grouping
- Column number
- Return to top links
Index Style Considerations

- Single subentries are permitted, due to the inability to have multiple locators.
- Sites may be smaller than books, so fewer subentries would result in small indexes.
- Longer entries are possible (single column)
- Restricted section of site can be indicated.
- Non-HMTL pages (pdfs, Word documents, etc.) can be indicated.
Q&A on Creating Web Site Indexes
Web Indexing Tools

- Add-on tools for automated site map creation and indexing
- HTML help authoring tools
- Book indexing tools & HTML conversion utility
- Dedicated web site indexing tools
- (Database index with thesaurus)
Add-on and Site Map Tools

- Extract and link file names (URLs) to page titles
- Do not support subentries, cross-references, index navigation letters
- “Index” is merely an alphabetical sort of titles
- Indexer must rewrite index entries and manually double-post.
Help Authoring Tools

- RoboHelp, HTML Help, etc.
- Create a margin/frame index
- Index has type-ahead scrolling
- Content needs to be imported
- Used by online help technical writer
Online Help Index

Example of an online help index:

Created in freeware FAR HTML

http://helpware.net/FAR/help/hh_start.htm
Book Indexing Tools

- CINDEX, SKY Index, or Macrex
- With HTML index conversion utility: HTML/Prep or XRefHT
- Converts a tagged ASCII index to create an HTML document
- Used by back-of-the-book indexers
Dedicated Web Indexing Tools

- XRefHT
  publish.uwo.ca/~craven/freeware.htm
- HTML Indexer www.html-indexer.com

Automates:
- Inserting URL links
- Creating indented subentries
- Alphabetizing entries and subentries
- Creating navigational letters

Includes indexing non-HTML documents
XRefHT Overview

http://publish.uwo.ca/~craven/freeware.htm

- Freeware for Windows and Java
- Extracts URLs in association with page titles, anchors, headings, etc.
- Can even automatically add anchors
- Weak in term editing features
- Can be used with thesaurus tool
XRefHT Features

- Extracts page titles and URLs
- Extracts web page named anchors
- Extracts web page headings
- Automatically adds anchors at headings
- Automatically adds anchors at specified words (advise against this)
- Cross-reference anchors created but not the cross-reference link
XRefHT Interface
XRefHT File Menu

[Description of the XRefHT File Menu interface with options such as 'New list', 'Open list', 'Append', 'Extract targets from', 'Extract headings from', 'Extract titles from', 'Extract meta keywords from', 'Save list as', 'Save inverted list as', 'Create HTML index', 'Anchor headings', 'Autoanchor', 'Autolink', 'Table of contents', 'Convert text file', 'Replace in all'].

URL

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<table>
<thead>
<tr>
<th>Heading</th>
<th>Subheading</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Web Indexing</td>
<td></td>
<td>about-web-indexing.htm</td>
</tr>
<tr>
<td>A-Z Indexes to Enhance Site Searching</td>
<td></td>
<td>article-broccoli-contentious.htm</td>
</tr>
<tr>
<td>Why Create an Index</td>
<td></td>
<td>article-brown.htm</td>
</tr>
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<tr>
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<td>Other Examples of Indexes on the Web</td>
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<td>Resources for Indexers on Web Indexing</td>
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<td>Web Site Indexing by Marilyn Rowland</td>
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<td>resources-rowland-webindexing.htm</td>
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<td>HTML Indexing by L. Pilar Wyman</td>
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<td>Web Index Examples by SIG Members</td>
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<td>web-index-examples.htm</td>
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</tbody>
</table>

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HTML Indexer Overview

- US $239.95 (15% discount for workshop attendees for US $203.96)
- Free demo has unlimited time, but cannot save
- Does not extract headings or automatically create anchors
- Stronger than XRefHT32 in term editing features
- More formatting and output options
HTML Indexer Features

- Extracts titles and anchors in a single step
- Extracts from all subfolders in a single step
- Creates cross-references automatically
- Opens window of web page to view in designated browser
- Opens window of web page to edit in designated HTML editor
- Automatically updates index when indexed pages are deleted
HTML Indexer Output Options

- Indents with repeating spaces or style sheet
- Hanging or indented subentries
- Navigation letter styles and placement (including in a frame)
- Return to top of page links
- Number of columns
- Index on single page or a page for each letter
- Index page title and heading designation
HTML Indexer User Interface: Add files to a project
HTML Indexer: File List
### HTML Indexer: User Anchor List

<table>
<thead>
<tr>
<th>Index Entry</th>
<th>Target URL</th>
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<tbody>
<tr>
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</table>
HTML Indexer: Add Entries
HTML Indexer: Settings
Resources: Training in Web Site Indexing

- “Creating Website Indexes” online workshop
  Simmons Graduate School of Library and Information Science:  [www.simmons.edu/gslis/continuinged](http://www.simmons.edu/gslis/continuinged)

- Hedden Information Management online workshops in web site indexing:  [www.hedden-information.com](http://www.hedden-information.com)

- “Writing Indexes for Books and Websites” online certificate course Middlesex Community College:  [https://middlenet.middlesex.mass.edu](https://middlenet.middlesex.mass.edu)

- American Society of Indexers annual conference workshops:  [www.asindexing.org](http://www.asindexing.org)
Resources: Books on Web Site Indexing


Additional Resources

- Web Indexing SIG of the American Society of Indexers
  http://www.web-indexing.org

- Web Indexing Discussion group
  http://groups.yahoo.com/group/web-indexing/
Q&A on Software Tools, Resources, etc.
Contact

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Heather@hedden.net
http://www.hedden-information.com

http://www.viziantcorp.com

http://www.simmons.edu/gslis/ce
Thank you for joining us!

Our next seminar is on...

Preparing to Make a Business Case

**Date:** 19 March 2008  
**Time:** 2:00 - 3:30 p.m. Eastern U.S. Time