

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*)

A

access of web pages. *See* web page access
algorithms. *See* computational approaches
anchor points. *See* entries for landmarks
artificial intelligence, 14–16

B

bookmarks, web, 22
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buildings as landmarks, 24–26, 118

C

Chi, E. H., 2, 113–114
cognitive landmarks. *See* semantic landmark characteristics
cognitive maps, 1, 9, 26. *See also* spatial cognition
 landmarks and, 28–29, 110
computational approaches, 32–33, 43, 47, 118–119
content, text, in web pages. *See* semantic landmark
 characteristics

D

data. *See* statistical data
design, urban, 8–9
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E

environments, types of, 7

F

favorite sites. *See* bookmarks, web

G

Golledge, R. G., 1, 26, 28
graph theory, 12–13
graphical overview maps, 22
graphics, web. *See* visual landmark characteristics
guided tours, web, 22, 112

H

hierarchies, 22
Hight, S. C., 2, 25, 27, 108, 110

I

information architecture, 2
 research implications, 111–112
Information Science, 5

K

knowledge, navigational, 6, 26

L

landmarks, physical, 6, 37
 characteristics, 24–26, 34
 as navigational aids, 28–30, 110
 types of, 35–36
landmarks, semantic web. *See* semantic landmark
 characteristics
landmarks, structural web. *See* structural landmark
 characteristics
landmarks, visual web. *See* visual landmark characteristics
landmarks, web, 30–33, 32, 110–111. *See also* web page
 elements
 types of, 30
 objective value
 hypotheses, 40–41
 computational approaches, 42–44
 characteristics, 44–46
 experiments, 48–50, 55–59, 91
 analysis, 94–109
 conclusions, 110–111
 subjective value
 hypotheses, 41
 evaluation, 46–53
 experiments, 80–91
 analysis, 101–109
 conclusions, 111
 statistical analysis, 56–58
 weighted analysis, 105–107, 118–119
learning, spatial knowledge, 26–27
links, 18–19, 42–44. *See also* structural landmark
 characteristics
 statistical data, 104
Lynch, K., 8–9, 24–26

Web or HTML Indexes

■ Content types

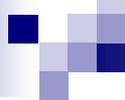
- Web sites, intranets, or sub-sites
- Online articles, periodicals
- Online courses
- HTML document management

■ 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](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [L](#) [M](#) [N](#) [O](#) [P](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [Y](#)

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](#)

C

[Link](#)

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](#)

[listserv 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](#)

[Link](#)

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](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

[Go to top of page](#)

A

Aboriginal people

NSW Health Aboriginal Health Impact Statement: references and resources about Aboriginal people and Aboriginal Health [Volume 14 Number 7 \(July 2003\) 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](#)

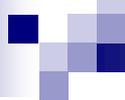
Quality of reporting of Aboriginality to the NSW Midwives Data Collection [Volume 11 Number 12 \(Dec 2000\) page 206-210](#)

Related Links

- [Learning Center](#)
- [eBay University](#)
- [Security Center](#)
- [Contacting Customer Support](#)
- [Community Answer Center](#)

- [About Me Pages: Creating](#)
- [About Me Pages: Guidelines \(Policy\)](#)
- [About Me Pages: Linking to \(Policy\)](#)
- [About Me Pages: Special HTML Tags](#)
- [Abuse of Final Value Fee Credit](#)
- [Abuse of the Feedback System](#)
- [Academic Software \(Policy\)](#)
- [Accepted Payments \(Policy\)](#)
- [Account Balance: Rounding](#)
- [Account: Closing Your eBay Account](#)
- [Account Guard and eBay Toolbar](#)
- [Account Status: Viewing](#)
- [Account Theft: Overview](#)
- [Account Theft: Protecting Your Account](#)
- [Account Theft: Reporting Account Theft and Securing Your Account](#)
- [Account: Setting up for Selling](#)
- [Accounts: Combining Two User IDs](#)
- [Acronyms: Used in eBay Listings](#)
- [Active Listings: Viewing Using Selling Manager](#)
- [Ad Format \(known as Classified Ads\) for Buyers](#)
- [Ad Format \(known as Classified Ads\) for Sellers](#)
- [Adding a Photo to Your Listing](#)
- [Adding to Your Item Description](#)
- [Adult Materials \(Policy\)](#)
- [Adult Materials: Finding](#)
- [Advertising: Real Estate Listing](#)
- [Affiliate Program](#)
- [Age Requirements for eBay \(Policy\)](#)
- [Airbag Sales: Restrictions \(Policy\)](#)
- [Airline Industry Items \(Policy\)](#)
- [Airline Uniforms \(Policy\)](#)
- [Alcohol \(Policy\)](#)
- [Alerts: Instant Messaging](#)
- [Alerts: Setting Using eBay Toolbar](#)
- [Alerts: Text Messaging](#)
- [Alerts: Using My Messages in My eBay](#)
- [Alerts: Using Selling Manager Pro](#)

[Link](#)

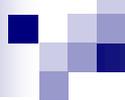


Advantages of A-Z Indexes

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

Advantages over Search Engines

- Indexed to substantive information
- Browsible 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.

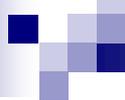
Ideally have both: like a book's table of contents and index

Sites Best Suited for Indexes

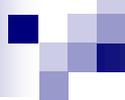
- Not a high level of change
- Repeat users
- Small-medium number of pages, documents (10s – 100s)
- Specifically: institutions, membership organizations, intranets, information-oriented sites or sub-sites

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

`text`

- Links to anchors within a page:
`text`
- Links between pages within a web site:
`text`
- Links to anchors within other pages within a web site:
`text`
- Links to other web sites (external links):
`text`

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: ** **

main entry

** **subentry

main entry

** **
**subentry
**

2. Definition lists

<dl>

<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 (Bulleleted) 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](#)

[Return to top](#)

F

[fax number](#)
[fines](#)
[forum for readers' reviews](#)
[Friends of Gleason Public Library](#)
[Friends of Gleason Public Library, book group](#)
[funding for the library](#)

Definition Lists

I

[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](#)

[IXgen](#)

Definition Lists

<p>

I-

<dt> Index-L</dt>

<dt> IndexCheck</dt>

<dt> Indexer (for Interleaf)</dt>

<dt> <i>The Indexer</i></dt>

<dt> Indexing and Abstracting Society of Canada
(IASC)</dt>

<dt> "Indexing Art and Art History Materials" (Rowland
and Brenner)</dt>

<dt> indexing process</dt>

<dd> "The Cognitive Half of Indexing" (Maislin)</dd>

<dd> "Indexing Art and Art History Materials" (Rowland
and Brenner)</dd>

<dd> "Making the Indexing Process More Productive"
(Blum and Rowland)</dd>

<dt> indexing rates</dt>

<dt> "Marketing Your Indexing Services" (Holbert)</dt>

<dt> indexing software</dt>

<dd> dedicated indexing programs</dd>

<dd> utilities and add-ons</dd>

<dt> IXgen</dt>

<p>

Unordered Lists

|B

- [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

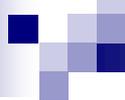
```
<h2><a name="b" id="b"></a>B</h2>
```

```
<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  
<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>  
<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
```

```
<P CLASS="index01"><A HREF="thessoft.shtml#topic" TARGET="_top">TheMa (thesaurus manager)</A></P>
<P CLASS="index01">thesauri</P>
  <P CLASS="index02"><A HREF="thesbuild.shtml" TARGET="_top">building</A></P>
  <P CLASS="index02"><A HREF="thessoft.shtml" TARGET="_top">management software</A></P>
  <P CLASS="index02"><A HREF="thesonet.shtml" TARGET="_top">online</A></P>
  <P CLASS="index02"><A HREF="bibliog.shtml#niso" TARGET="_top">standards</A></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)

 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 \(Apr 1969\)](#)

ABL (American Basketball League), [58\(1\):4 \(Win 1996\)](#)

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](#)

anti-slavery vigilance committee, Anthony Burns case and, [37\(4\):13-15 \(Oct 1975\)](#)

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 \(5/00\)](#)

▲ TOP

P

[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

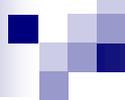
indexes
on web sites

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.



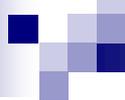
Q&A on Creating Web Site Indexes

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

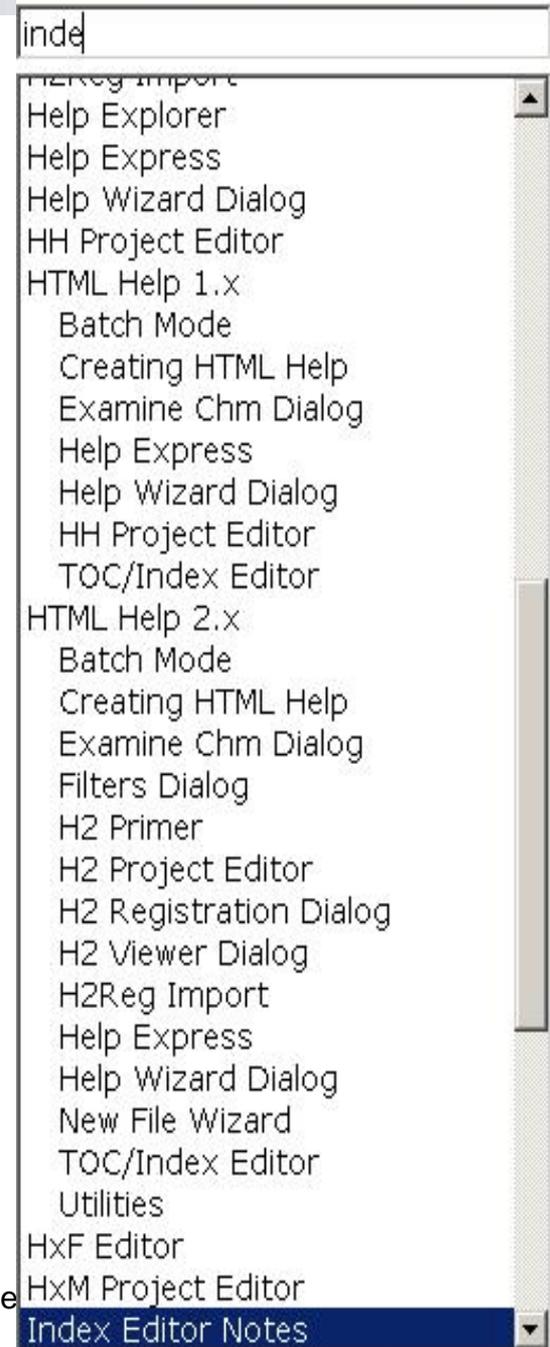
- RoboHelp, HTML Help, etc.
- Create a margin/frame index
- Index has type-ahead scrolling
- Content needs to be imported
- Used by online help technical writer

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

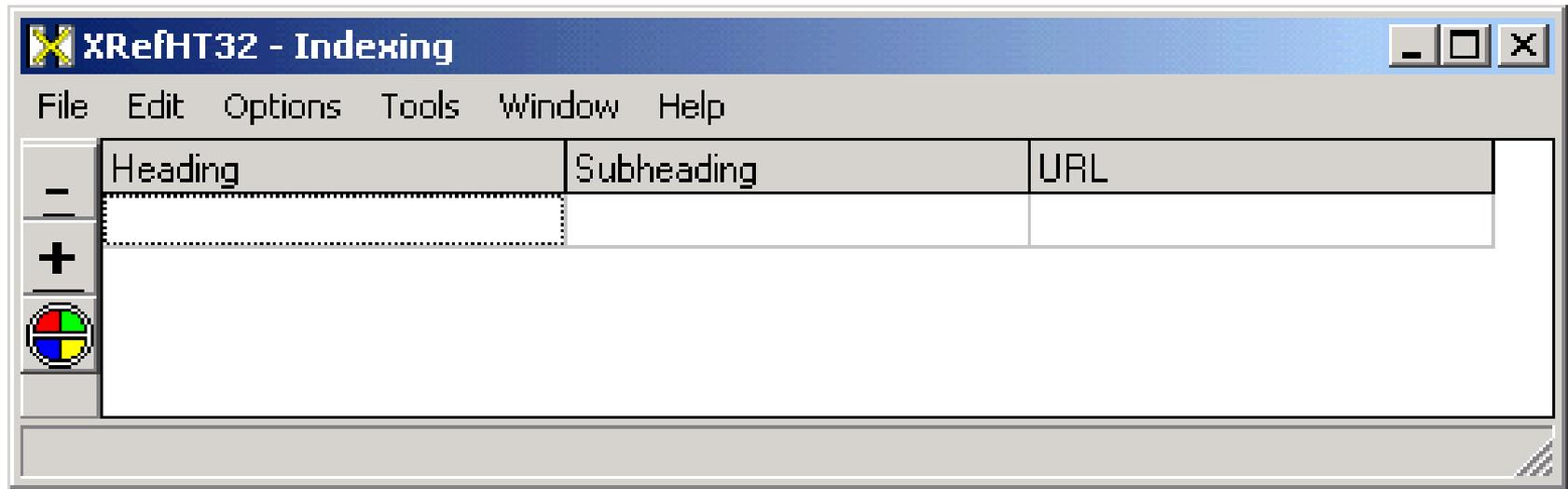
[http:// publish.uwo.ca/~craven/freeware.htm](http://publish.uwo.ca/~craven/freeware.htm)

- 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

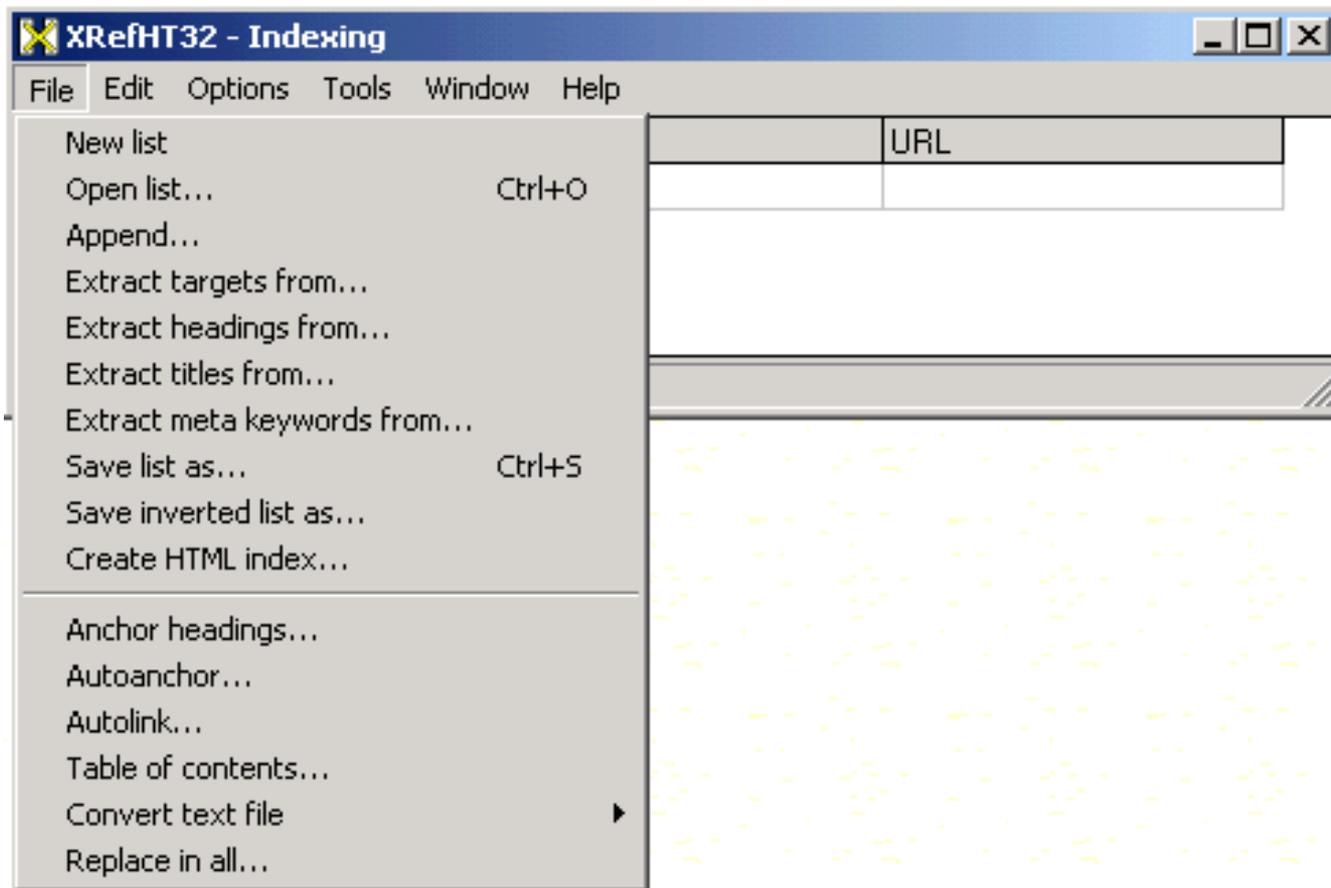
XRefHT Features

- 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



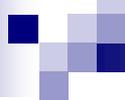
XRefHT32 - Indexing		
File Edit Options Tools Window Help		
Heading	Subheading	URL
-	About Web Indexing	about-web-indexing.htm
+	A-Z Indexes to Enhance Site Searching	article-broccoli-contentious.htm
+	Why Create an Index	article-brown.htm
+	A-Z Indexes to Enhance Site Searching	article-hedden-digitalweb.htm
+	Why Create an Index	article-leise.htm
+	Articles on Web Indexing	articles.htm
+	Contact Information	contact.htm
+	Web Index Examples by SIG Members	faq.htm
+	Web Indexing SIG	index.htm
+	Links to Articles and Resources Links We	links.htm
+	Membership in the Web Indexing SIG	membership.htm
+	Other Examples of Indexes on the Web	other-web-index-examples.htm
+	Resources for Indexers on Web Indexing	resources-for-indexers.htm
+	Web Site Indexing by Marilyn Rowland	resources-rowland-webindexing.htm
+	HTML Indexing by L. Pilar Wyman	resources-wyman-HTML-indexing.htm
+	Types of Web Indexing and Related Serv	types-of-web-indexing.htm
+	Types of Web Indexing and Related Serv	types-of-web-indexing.htm
+	Web Index Examples by SIG Members	web-index-examples.htm
	Resources for Indexers on Web Indexing	resources-for-indexers.htm#discussiongrou
	Resources for Indexers on Web Indexing	resources-for-indexers.htm#tools
	Resources for Indexers on Web Indexing	resources-for-indexers.htm#courses
	Resources for Indexers on Web Indexing	resources-for-indexers.htm#books
	Resources for Indexers on Web Indexing	resources-for-indexers.htm#html
	Resources for Indexers on Web Indexing	resources-for-indexers.htm#award
	Resources for Indexers on Web Indexing	resources-for-indexers.htm#resourcelinks

HTML Indexer Overview

- From Brown Inc. <http://www.html-indexer.com>
- 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

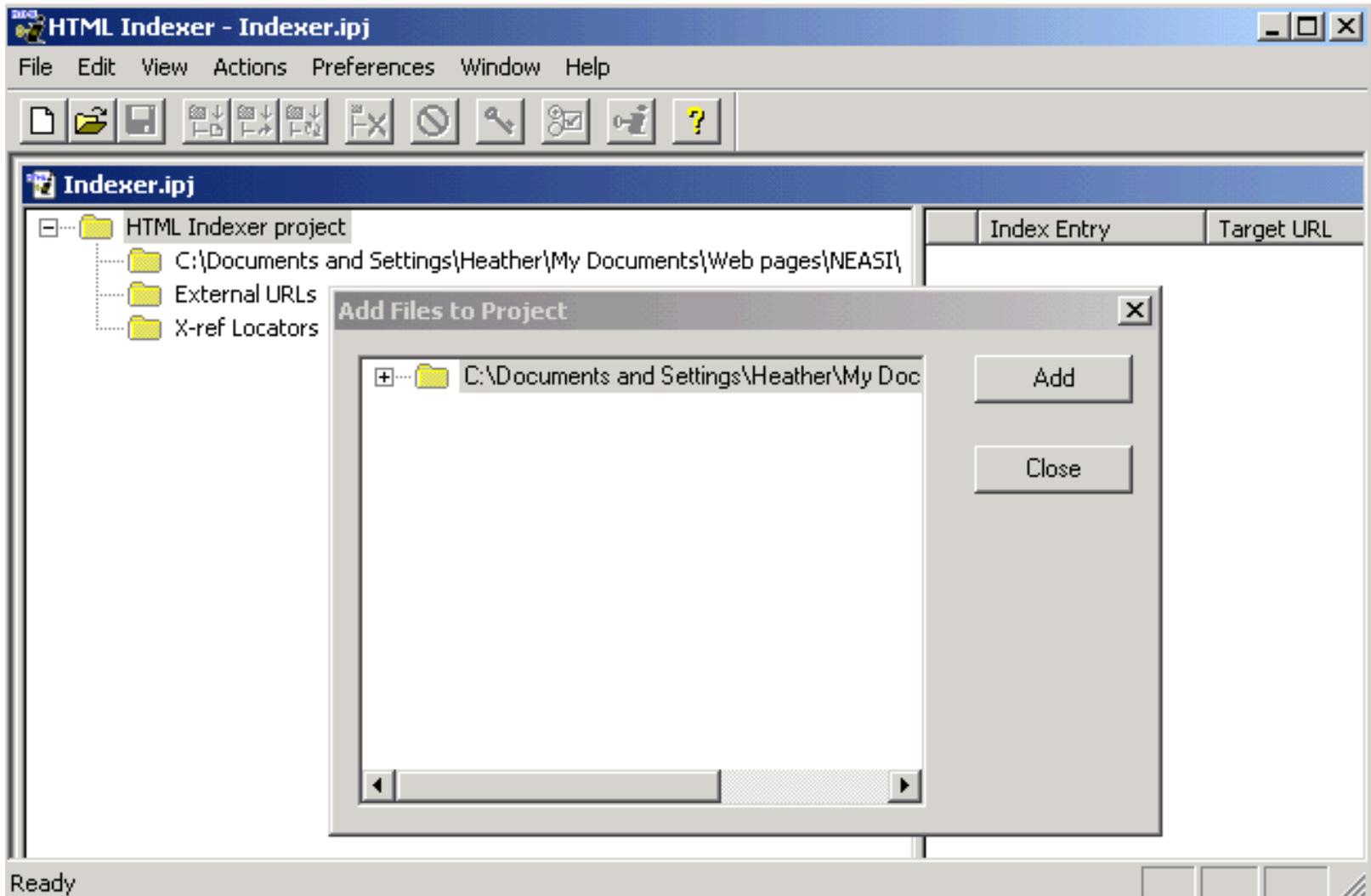
- Extracts titles and anchors in a single step
- Extracts from all subfolders in a single step
- Creates cross-references automatically
- Opens window of web page to view in designated browser
- Opens window of web page to edit in designated HTML editor
- Automatically updates index when indexed pages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



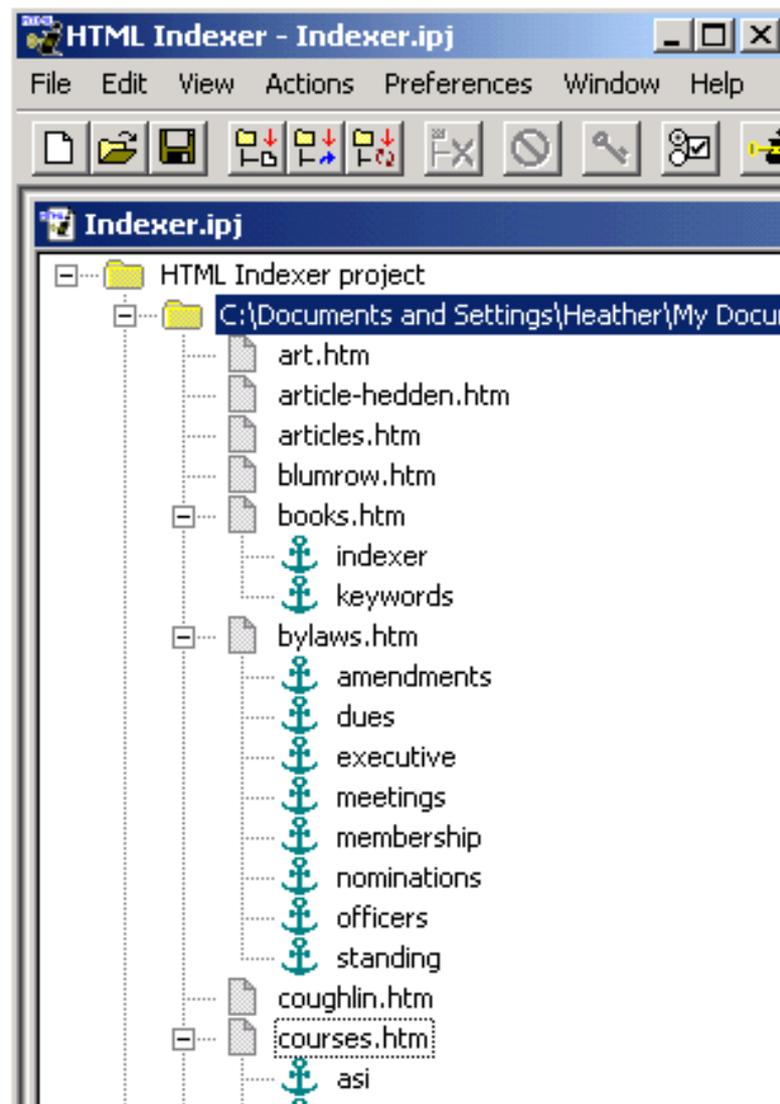
HTML Indexer Output Options

- 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

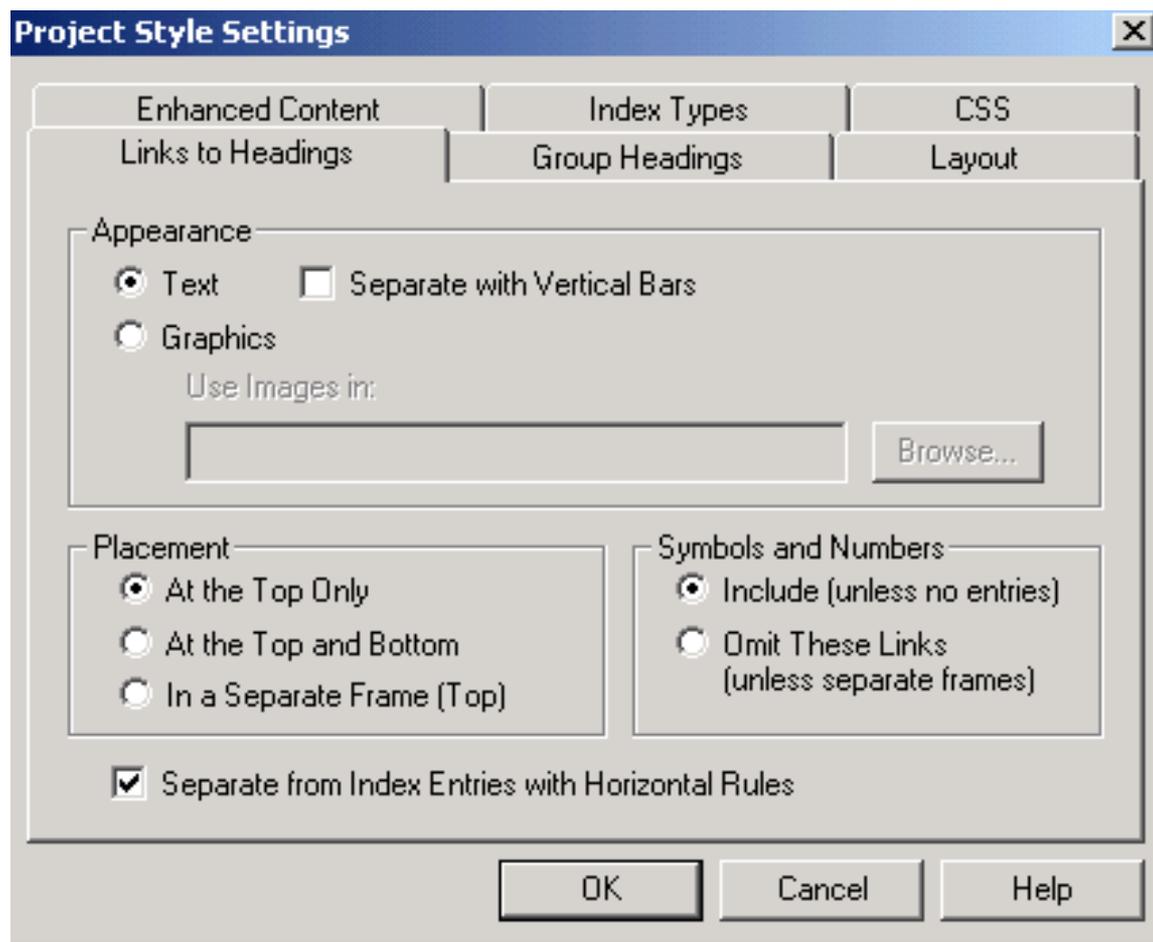
	Index Entry	Target URL
	<H1 <font face="Arial,Helvetica"	Fall04sum.htm
		Fall04sum.htm#cindex
		Fall04sum.htm#thesauri
	<H1 <font face="Arial,Helvetica"	Fall97summary.htm
	<H1 <font face="Arial,Helvetica"	Fall98sum.htm
		Fall98sum.htm#broccoli
		Fall98sum.htm#business
		Fall98sum.htm#eerhart
		Fall98sum.htm#huse
		Fall98sum.htm#moody
		Fall98sum.htm#newman
		Fall98sum.htm#omoruyi
		Fall98sum.htm#rowland
		Fall98sum.htm#selling
		Fall98sum.htm#specialty
		Fall98sum.htm#webindexing
	<H1 <font face="Arial,Helvetica"	Fall99summary.htm
	<Ti New England Chapter, American :	home.htm
		home.htm#top
	<Ti New England Chapter, American :	index.htm
	<Ti Marisol Productions, Indexing, Wi	indexingadvice.htm
	<Ti New England Chapter, American :	letters3.htm
	<H1 <font face="Arial,Helvetica"	links.htm
	<H1 <font face="Arial,Helvetica"	members.htm

HTML Indexer: Add Entries

The screenshot shows a dialog box titled "Add Index Entry to Selected Targets" with a close button (X) in the top right corner. The dialog contains the following elements:

- A checked checkbox labeled "Auto-copy top to bottom" and a button labeled "Add Targets..." to its right.
- A text input field labeled "Formatted index entry" containing the text "bylaws, amendments to".
- Two text input fields: "Unformatted help index entry" (containing "bylaws, amendments to") and "Help title" (containing "Untitled").
- A text input field labeled "Sort as" containing the text "bylaws, amendments to".
- An unchecked checkbox labeled "Clear entries on Add".
- Two buttons at the bottom: "Add" and "Close".

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/continuingeducation
- Hedden Information Management online workshops in web site indexing: www.hedden-information.com
- “Writing Indexes for Books and Websites” online certificate course Middlesex Community College: <https://middlenet.middlesex.mass.edu>
- American Society of Indexers annual conference workshops: www.asindexing.org

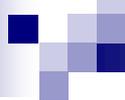
Resources: Books on Web Site Indexing

- Hedden, Heather. *Indexing Specialties: Web Sites*. American Society of Indexers and Information Today Inc., 2007.
- Lamb, James A. *Website Indexes: Visitors to Content in Two Clicks*. Ardleigh, Essex, England: Jalamb.com Ltd., 2006.
- Browne, Glenda and Jonathan Jermey. *Website Indexing: Enhancing Access to Information within Websites*, 2nd edition. Adelaide, South Australia: Auslib Press, 2004.



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.

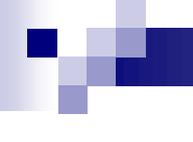


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<http://www.simmons.edu/gslis/ce>



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