

## *Benefits of an A-Z Index*

- ◆ User-friendly back-of-the-book style, familiar to all users
- ◆ Synonyms and variant spellings provided
- ◆ More precise indexing with entries linked to anchored content
- ◆ Increased search engine optimization due to internal links
- ◆ Single-click access to content, compared to using hierarchical categories (taxonomies)
- ◆ Overall improved site usability

## *Sites Best Suited for A-Z Indexes*

- ◆ Medium-sized (25-500 pages)
- ◆ Static sections of large sites
- ◆ Content-rich sites
- ◆ Sites with repeat visitors (membership organizations, education institutions, libraries, financial services, etc.)
- ◆ Intranet subsites
- ◆ Online periodicals or e-zines
- ◆ E-learning / online courses



P.O. Box 1687  
Aldergrove, BC V4W 2V1

## Indexes for Web Sites and Intranets

Services & Resources  
for  
Information Architecture  
and  
HTML Content Management

Provided by the  
Web Indexing  
Special Interest Group

## *What is a Web Site Index?*

1. An alphabetical back-of-the-book style index, in which each index entry is hyperlinked to the relevant place on a web page
2. An index based on the assignment of controlled keywords (metadata) for each web page, for retrieval by a search tool or within a database

A web index can be an index of an entire site, subsite, intranet, collection of online articles, online course, or ebook.

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## *Why Use an Indexer?*

Automated indexing software or site search engines alone cannot identify concepts. They retrieve only undifferentiated occurrences of words in the text.

When an index is created by a professional human indexer, your text is analyzed to identify concepts. Trained indexers are also able to identify topic relationships to create subtopics (subentries) and cross-references. They can anticipate how users will look for information and thus create multiple synonyms.

## *Working with a Freelance Indexer*

Most web indexers are freelancers trained in book or periodical indexing. They use software tools to facilitate the process. Web indexing rates are only slightly higher than book indexing. Fees may be charged on an hourly, per-entry, or total project rate.

For A-Z hyperlinked indexes, the indexer typically works off-site, reading the files you provide off-line. The finished index is delivered as one or more HTML files to be added to your web site. For metadata keyword indexing, the indexer may either work remotely or onsite.

## *We Can Help You...*

**Learn more about web indexes** on our web site <http://www.web-indexing.org>, where you will find:

- ◆ a list of best practices
- ◆ a web indexing bibliography
- ◆ courses and software tools
- ◆ links to web index examples

**Find an expert indexer** through our searchable freelance indexer database on our web site.

**Find someone to speak** to your group through our speakers bureau.

**Get your questions answered** by joining our online discussion group:

<http://groups.yahoo.com/group/web-indexing>

**The Web Indexing SIG** has been a recognized special interest group of the American Society of Indexers and its affiliated indexing society in Canada, the Indexing Society of Canada, since 1998.

**The Indexing Society of Canada/ Société canadienne d'indexation (ISC/SCI)** was established in 1977 to encourage the production and use of indexes, to promote the recognition of indexers, to improve indexing techniques, and to provide a means of communication among indexers across Canada.

Learn more about **ISC / SCI** at:  
<http://www.indexers.ca/>

The **Web Indexing SIG** is also an official partner of the international **Information Architecture Institute**  
<http://ia institute.org>

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Learn more about the **Web Indexing SIG** at :

<http://www.web-indexing.org>

Or contact the Web Indexing SIG Coordinator at:  
[info@web-indexing.org](mailto:info@web-indexing.org)