

Web Indexing SIG Survey June-July 2010

Completed online by 30 SIG member and 28 additional non-members (but eligible to be SIG members, as members of ASI or affiliated indexing societies).

Numbered questions in table below:

1. Member: yes/not
2. Scope of SIG is right focus now, should be replaced by a different focus, or it needs to be expanded to a broader area of focus.
3. Areas of additional focus (allowed multiple responses so omitted here as cannot be sorted)
4. Suggested new names
5. In addition to supporting general information sharing and networking, the SIG should purchase advertising and pays for marketing costs in order to market the freelance services of its members, which is paid for by SIG dues; or the SIG limits its activities to professional exchange of information/networking and general educational outreach through its web site, but does not engage directly in advertising or marketing.
6. If this SIG were to advertise/market on behalf of its members, what potential types of clients should it market to?
7. Additional comments or suggestions

1	2 Scope	4. New Names	5. Activities	6. Markets	7. Comments
y					I've refocused my business on embedding indexing -- mostly for computer books. I've not found a lot of demand for website indexing.
y	Expand	Electronic Indexing SIG			I think there needs to be a combination for #5. There are a lot of ways to advertise for free. Developing a marketing plan would be helpful. Also, the SIG should create a directory of members on its site who want to promote their freelance services. The link to this directory would be included in the promotions for the SIG.
y	Expand	-- a new name that that encompasses not only web indexing, but also indexing of online documents, electronic books and any other types of electronic format outputs.		Publishers of e-books, businesses/organizations creating a lot of online content, bloggers. Web site developers and copywriters who are developing online content that may need indexing or perhaps help with keywording for SEO.	
y	Expand	Electronic indexing Electronic media indexing	Limit activities		an effective listserv/discussion group, please
y	Expand	Online and web indexing technologies	Limit activities	Ebook publishers computer and high-tech companies	Under #5 I would love to see advertising and marketing done for me. The problem is the costs in doing so and having the responsibility to do this. I would support outreach to such companies as mentioned in #6 with more minimal costs than full scale marketing.
y	Expand	Electronic Indexing SIG	Limit activities		
y	Expand		Limit activities		
y	Expand	Web and Electronic Format Indexing	Limit activities		
y	Expand	Electronic Indexing	Limit activities		

y	Expand	Web and Electronic Indexing SIG	Limit activities		
y	Expand	Index Metadata SIG	Limit activities		
y	Expand	Digital Indexing	Purchase advertising	e-publishers	Sounds like a good idea to expand the scope of the Sig. I know I need help with marketing and education in this field.
y	Expand		Purchase advertising		<p>More exploration and how-to's for accommodating e-books, which is an emerging client base. I'm starting to get requests for this kind of work.. Perhaps there can be a training element to help indexers adjust to a client base asking about the emerging e-book market...pointing folks to reliable resources might be a good start.</p> <p>I support marketing, but believe folks in the SIG need to learn more about methods and practice in elements such as e-books. When we market, we need to understand more of what methods of marketing we're talking about to strategize as a group.</p>
y	Expand		Purchase advertising	Larger web design firms.	When I think of web indexing, I think of the more general concept of findability (since A-Z web indexes have such limited application). However, that gets into a lot of overlap with the taxonomy SIG. They should be distinct.
y	Expand	Web, Electronic, and Embedded Indexing	Purchase advertising		I do think with expansion of ePub, electronic and embedded indexing will continue to expand so a broader scope to this SIG makes sense to me.
y	Expand	Indexers of Electronic Information	Purchase advertising	Corporations who appreciate electronic document storage and retrieval and who can still afford to pay us!	Thanks for spearheading this movement. I think these issues are at the heart of the future of indexing (and employment) for all of us.
y	Expand	Electronic Format Indexing Electronic Document Indexing Digital Document Indexing	Purchase advertising	Text book publishers, software publishers	I think trying marketing is worth a try but continuing it over a long period would depend on the results.
y	Expand		Purchase advertising	Those who publish on the Web or Internet	I think of the Web Indexing SIG members as those who index_for_the Web. Might that be our focus?
y	Expand	Web Indexing	Purchase advertising		I have interest in the WI SIG but am not actively marketing for web indexing work.
y	Expand	Digital Content Indexing	Purchase advertising	any company that currently produces/will produce digital content: publishers, web designers, e-commerce sites	There is no SIG that addresses digital content. The majority of SIGs are subject-based, rather than material-based. Since it seems that the time has come to expand on the scope of this SIG, perhaps this is an opportunity to fill this void. Indexers are going to need to expand their skill set and services to accommodate more and more digital content in the near future.
y	Expand	Electronic Document Indexing	Purchase advertising	Universities, libraries, educational organizations	
y	Expand	-- Something to indicate	Purchase	Corporations and	

		it is for non-paper-based materials.	advertising	publishing houses large enough to have large document sets or be interested in xml->-html->ebook work flows.	
y	Expand	Digital indexing SIG	Purchase advertising	Traditional publishers, ebook publishers, government agencies, nontraditional publishers	
y	Right focus	Electronic Indexing New Media Indexing	Limit activities		I believe the scope of the Web indexing SIG is OK as is, since there is still a tremendous amount of untapped material just in the realm of Web sites for members to index. However, e-books represent a form of electronic material that Web indexers would be well-placed to handle -- indeed, perhaps the best placed, given our knowledge of hypertext. We could not only be indexing these books, but helping to develop methods and standards for e-book indexing.
y	Right focus	eMedia Indexing SIG	Purchase advertising		possibly accept adds at least from a few vendors for a nominal annual fee (LevTech would pay something for this)
y	Right focus		Purchase advertising	nonprofit associations	I am new to this group, prior to this I was an information professional (librarian) responsible for multiple Web sites. I indexed them when I had time. I can tell you that many Web sites think that Search features are all that is needed and do not understand the conceptual nature of indexing much less why a Web site needs that for indexing and discoverability. So the role of this group should be broader than A to Z truly.
n			Purchase advertising		I would be interested in classes to learn this type of indexing.
n		WebDex sig Web Indexing sig Website Indexers sig HTML Indexers SIG	Purchase advertising	website associations, webmaster associations, teaching institutions, business schools, specific fields with larger websites, product websites, Fed, state and city government sites, brochures to leave in places where businesspeople meet, chambers of commerce, JayCees, non-profits, conference brochures for various fields...	Excellent Survey - good questions.
n	Expand	Web Indexing	Limit activities		The need for networking and professional development in relation to indexing of a wide range of electronic documents is definitely great. However, I think it's helpful to continue to have a SIG that focuses specifically on web-based indexing needs.
n	Expand	Virtual information indexing	Limit activities		
n	Expand	electronic file indexing	Limit activities	companies that produce websites, web-based	

				databases of all types, publishers of online publications	
n	Expand	Web and electronic indexing	Limit activities	Small website developers/businesses	
n	Expand	Electronic Indexing SIG	Limit activities		
n	Expand		Limit activities		Before marketing, you need to know WHAT your are marketing and WHO you plan to market to. I don't see a huge market for HTML.Web site indexing. XML/embedded indexes will be important in a few years, but there is no current standard now, nor is really adequate software available.
n	Expand	Web 2.0 or something more "trendy"	Purchase advertising	Publishers of computer manuals; general marketing using Google and other search engines.	If there is a way to earn money doing any of these types of indexing, and the SIG is interested in marketing, I will join.
n	Expand	Web Indexing	Purchase advertising		
n	Expand	Web and electronic format indexing	Purchase advertising		
n	Expand	e-media indexing	Purchase advertising	e-book creation services	
n	Expand	Online Indexes SIG Web and Embedded Indexing SIG	Purchase advertising	publishers, webmasters of large businesses	
n	Expand		Purchase advertising	publishers, website designers	
n	Expand	Digital Media Indexing	Purchase advertising	So many publishers are expanding into ebooks that I think this will be an important market. Marketing could stress the advantages of an index over a search feature or a concordance.	I'd love to learn more about embedded indexing and the market for indexing other types of media. An educational aspect (articles, webinars, tutorials) to the group would be a real incentive for me to join the SIG.
n	New focus	e-book indexing	Limit activities	e-book focused publishers	
n	Right focus			corporations, universities	It seems to me that any substantial website needs an index. The trick is to make the website owner see the need.
n	Right focus	Electronic Indexing SIG	Limit activities		I would love to see more educational resources/programs, not just from this SIG, but from all of the SIGs. Those indexers interested in learning more about a particular indexing niche are likely to turn to the appropriate SIG, after all.
n	Right focus	e-Indexing	Purchase advertising		I think Membership fee should be set to nominal rate and SIG should try to open its branches in some more countries like in ASIA, there are so many well groomed and experienced indexers, they just The SIG limits its activities to professional exchange of information/networking need support and moral boosters, Regards, Sheharyar Rafiq Khatri, Indexer, R & G Book Indexing Services
N	Right focus	Web and Embedded Indexing	Purchase advertising	higher education and corporate, those who	

				don't have a-z indexes on their sites	
--	--	--	--	---------------------------------------	--

Question #2: Which is closest to your feelings on the Web Indexing SIG's focus (primarily on creating A-Z website indexes and with lesser emphasis on indexing HTML documents in general)?

It is the right focus.	15	23.4%
It needs to be replaced by a different focus.	2	3.1%
It needs to be expanded to a broader area of focus.	47	73.4%

Questions #3: Which areas do you feel are important enough for an indexing SIG to cover that you would choose to belong/stay a member of a SIG covering such? (May choose more than one)

Creating an A-Z site index of a web site, sub-site, intranet, or blog	53	80.3%
Indexing of HTML files/documents	45	68.2%
Embedded indexing in any wordprocessing/authoring software (Word, InDesign, etc.)	44	66.7%
Indexing of XML files/documents	42	63.6%
Assigning controlled vocabulary terms into the HTML keyword metadata field to support retrieval by internal site/enterprise search engines	40	60.6%
Creating multiple electronic format outputs (including online/Web) of indexes	39	59.1%
Creating indexes for (software) online help files	30	45.5%
Other/write-ins:		
Hyperlinked indexes for direct document access.		
online tutorials		
all ebook formats		
specialized areas such as image retrieval software		
electronic media ie. ebooks and similiar off-web products		
Indexing related to emerging technologies, e.g. ebooks, semantic web		
Indexing of e-books		

Question #4: Suggested New Names

Digital Content Indexing
Digital Document Indexing
Digital Indexing
Digital Indexing
Digital Media Indexing
e-book indexing
e-Indexing
Electronic Document Indexing
Electronic Document Indexing
Electronic File indexing
Electronic Format Indexing
Electronic indexing
Electronic Indexing
Electronic Indexing
Electronic Indexing
Electronic Indexing
Electronic Indexing
Electronic Indexing
Electronic Indexing
Electronic Indexing
Electronic media indexing
eMedia Indexing
e-media indexing
HTML Indexers

Index Metadata
Indexers of Electronic Information
New Media Indexing
Online and Web Indexing Technologies
Online Indexes
Virtual information indexing
Web 2.0 (or something more "trendy")
Web and Electronic Format Indexing
Web and Electronic Format Indexing
Web and Electronic Indexing
Web and Electronic Indexing
Web and Embedded Indexing
Web and Embedded Indexing
Web Indexing
Web Indexing
Web Indexing
Web Indexing
Web, Electronic, and Embedded Indexing
WebDex
Website Indexers
-- a new name that that encompasses not only web indexing, but also indexing of online documents, electronic books and any other types of electronic format outputs.
-- Something to indicate it is for non-paper-based materials.

Questions #5: Preference of activities:

In addition to supporting general information sharing and networking, the SIG purchased advertising and pays for marketing costs in order to market the freelance services of its members, which is paid for by SIG dues.	37	56.9%
The SIG limits its activities to professional exchange of information/networking and general educational outreach through its web site, but does not engage directly in advertising or marketing. (SIG dues would be eliminated, at least for a few years, as we have enough funds to pay for our web site for a long time.)	28	43.1%