Bowker® | Full Content Indexing
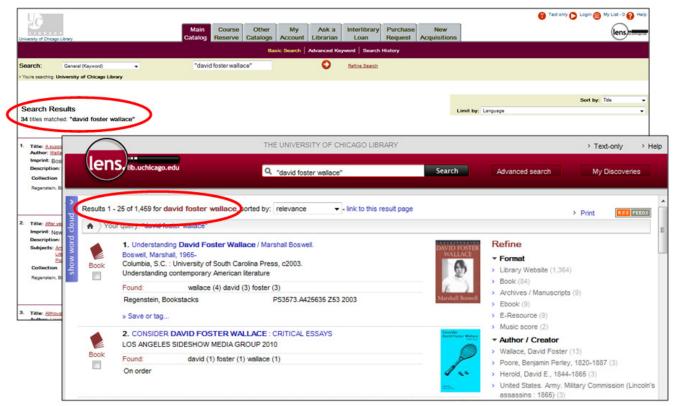
Mechanics of Search

Metadata has been a key focus of the book industry for the past couple of years. Most conferences have sessions on the topic, and webinars are offered regularly. Bowker has recently studied the mechanics of search and how increased amounts of metadata affect outcomes. This research compares search results using basic metadata (fields such as author, title, and subject) and enhanced metadata (fields such as description, author biography, and table of contents). The results are significant, as indicated in the illustrations below:

Basic metadata search shows 34 results. Enhanced metadata search retrieves 1,459 results.

Machine Indexing Creates Even More Metadata

Bowker has developed a method of machine indexing, which allows substantially more metadata to be created than can be done by hand. Our program extracts keywords and word phrases from an electronic version of a book's full text. It also stores the contextual use of the keyword and the frequency which it appears within the text. By looking at other words within the document and within our lexicon, it assigns a relevancy score to each keyword. This metadata can then be used to enhance the publisher-supplied record and improve search rankings for the indexed title. It also suggests similar works. Machine indexing works for many types of titles (i.e. in print, out of print, ebook) and aids discoverability for publishers of all sizes.

Essentially Bowker creates additional metadata for your titles, which translates to:
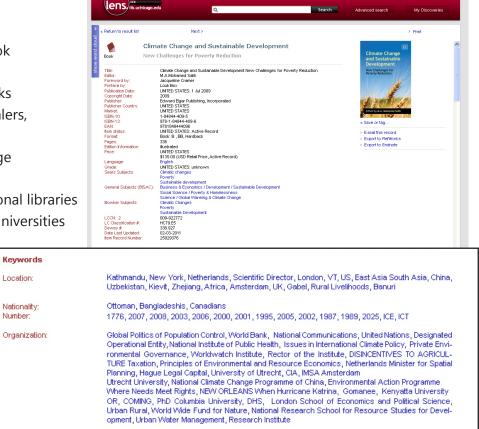- Every title being equally discoverable - Marketing expenditures, bestseller mentions, reviews, and media attention are no longer a requirement for a high search rank.
- More relevant search results - Tables of contents and indexes are now tools for users to understand the complete content of a work during the keyword search.
- Quicker results - Dedicated book buyers and readers quickly find title information within their search that matches their interests.

Besides improving search results, machine indexing means more (and smarter) metadata for our users to view on screen.

Audience for Indexed Content

Bowker's goal is to embed this indexing into our products, Bowker Syndetic Solutions, and Bowker Books In Print. Bowker's customer base for indexed metadata includes:

- Library online catalogs
- Ebook retailers
- Librarians purchasing ebook subscriptions
- Library platforms for ebooks
- Textbook retailers, wholesalers, and rental companies
- Service providers for college bookstores
- 2-year and 4-year institutional libraries
- 4-year private and public universities
- Online education software providers

To participate in the full content indexing program, contact:
Patricia.Payton@bowker.com

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630 Central Avenue • New Providence, NJ 07974 • USA • 888-269-5372 • www.bowker.com