NorthernEntries

Tricia Waters

This year the American Society of Indexers and the Indexing and Abstracting Society of Canada/Société canadienne pour l'analyse de documents held a joint annual conference in Vancouver, B.C., Canada on 19–21 June. Madeleine Davis and Tricia Waters were the Australian delegates.

The conference ran over three days. Workshops were held on the first day, followed on the second day by concurrent specialist (breakout) sessions, and on the final day there were general interest (plenary) sessions. It was difficult to choose which of the sixteen breakout sessions to attend because of the great variety of topics covered. Following is a report of some of the sessions that I attended.

The opening keynote speaker, Bill Richardson, a local radio broadcaster, captured the scene eloquently and with humour in his musings on living in Vancouver. He recalled the odd, tangential, memorable moments that occur in his neighbourhood. Bill graduated from Library School in Vancouver. He has a great admiration for libraries as democratic institutions and is impressed by the people who work there: people who are funny, political, radical and deeply committed to the idea of the public library. Bill sees indexing as bringing an order to the universe, as aiding and abetting the perpetuation of the telling of stories and making these stories accessible.

Excellence in indexing

In the opening series of breakout sessions, I thought this would be an excellent place to begin. Janet Perlman and Laura Moss Gottlieb discussed the process used by the Wilson Award for Excellence in Indexing Panel to judge indexes, and ways of applying Wilson Award criteria during the indexing process.

The criteria can be found at www.asindexing.org/site/awards.shtml#awcrit

Janet Perlman's benchmarks of a quality index are:
❏ Provides entries for all significant information in text
❏ Represents text—not indexer's ideas or views
❏ Brings together similar concepts scattered in the text, or expressed in varying terms
❏ Uses synonyms and cross-references for multiple access
❏ Uses cross-references appropriately
❏ Is arranged in a recognisable, searchable order
❏ Is consistent in form and usage
❏ Provides accurate page numbers of links
❏ Provides only five to seven references at a main entry without subentries
❏ Abbreviations and acronyms are explained in an appropriate manner .

Janet and Laura showed examples of award-winning indexes and there

What's inside

Special!

Conference program insert

Notice

Victorian Branch Book Indexing Workshops 23 & 24 September

Are your indexing skills rusty or lacking? The Australian Society of Indexers (Vic Branch) is conducting full-day introductory and intermediate level indexing workshops in Melbourne. Introductory indexing, covering basic indexing principles and techniques, will be held on Tuesday 23 September. Cost $160 AusSI and Society of Editors members; $200 non-members.

Intermediate indexing, where participants fully index a 60-page technical publication using dedicated indexing software, will be held on Wednesday 24 September. Cost $180 AusSI and Society of Editors members; $220 non-members.

Flyers and information from Max McMaster, phone/fax: (03) 9500 8715, email: mindexer@optusnet.com.au

Indexing Workshops, Satellite Events 28 August in Adelaide

Two indexing workshops are being held on 28 August in Adelaide, as Satellite Events following the 10th Asia Pacific Special Health and Law Librarians Conference:

Basics of electronic indexing

This course will focus on database indexing (for electronic information services and online databases) with a small amount of discussion on the options available for indexing Web sites. The course will describe various types of electronic indexing and provide practical exercises in bibliographic description, abstract writing and the use of thesauri.

MeSH and The Health and Ageing Thesaurus

This course will focus on the use of MeSH (Medical Subject Headings) for database indexing. MeSH is one of the world's best examples of a hierarchical thesaurus. The course will show how to access it and how to find the right terms for medical indexing. There will be some discussion of a related thesaurus, The Health and Ageing Thesaurus, which is used in Australia for subject cataloguing and indexing health material.

These courses will give participants an understanding of indexing principles and some practical experience. Even if you are not an indexer, understanding the indexing principles can be useful for searching databases.

Further details and registration forms are at http://conferences.alia.org.au/shllc2003 /satelite.html or at http://www.alia.org.au/events/sa.html

Intranet & CMS events (Brisbane & Sydney)

BRISBANE: Choosing the Right Content Management System, Friday, 22 August 2003, Bardon Centre http://www.steptwo.com.au/seminars/ 030822/

This one-day seminar provides a vendor-neutral introduction to selecting a content management system (CMS) that is right for your organisation.

Intranet Peers in Government, Wednesday & Thursday, 20 & 21 August 2003 Bardon Centre http://www.steptwo.com.au/seminars/ 030820/

This two-day facilitated forum provides a unique opportunity to meet with other hands-on intranet managers working in the public sector.

SYDNEY Techniques for Building a Better Intranet, Friday, 8 August 2003 Mercure Hotel, Sydney http://www.steptwo.com.au/seminars/ 030808/

This one day workshop will explore a range of practical techniques for improving the design and effectiveness of your intranet. Through a mix of presentations, discussions and exercises, you will come away bubbling with ideas about how to tackle your intranet issues.

James Robertson
Step Two Designs Pty Ltd
Knowledge Management / Content Management /
Intranets
http://www.steptwo.com.au/
jamesr@steptwo.com.au

Thesauri and Taxonomies: an international conference and workshop

http://www.multites.com/conference03.htm

This conference will be held at the British Library in London, on September 29 & 30, 2003. For additional

board

information please visit:
`www.multites.com/conference03.htm`

Speakers include Denise Bedford (US), James Brooks (UK), Stella Dextre Clarke (UK), Hector Echeverria (US), Alan Gilchrist (UK), Joke Hoogenboom (NL), Adeline Kwok (CAN), Richard Light (UK), Jessica Milstead (US), Bella Weinberg (US), Leonard Will (UK)

Hector Echeverria, President & Founder,
www.multites.com
Thesaurus Management Software since 1983

UC Berkeley basic indexing course

I am developing an on-line distance learning basic indexing course with UC Berkeley. I expect the course to be completed and ready for student registrations by the end of the year. This course will have some unique features including but not limited to:

❑ Email delivery and return of assignments.
❑ Students are expected to complete course in six months or less.
❑ Indexing exercises and assignments will be completed using course provided indexing software versions of Cindex, Macrex, and SKY. The provided software will not include full versions of these software programs but will be sufficient to complete all exercises and indexing assignments.
❑ Course is designed using a hands-on approach to both BOB (back of the book) and embedded indexing techniques using indexing software.

For more information, and to receive notification when the course development is completed and ready for student enrolment, you can access
`http://learn.berkeley.edu/indexing/`

Sylvia Coates

Software website

Ann Philpott sends the following link which may be of interest to our members. Have a look see at
`http://members.aol.com/Indexers/indexers.html`

New members

AusSI warmly welcomes the following five new members:

❑ **Ms Kerrianne Robertson** of Coolum Beach Queensland
❑ **Mrs Annette Lewis** of Glen Waverley, Vic
❑ **Ms Catherine Tully** of Elsternwick Vic.

[*I will ask for some brief details from these three members for the next newsletter—Ed.*]

❑ **Carole Pearce**, of Carlton North, Victoria, a freelance editor of tertiary academic work, specifically academic journals, and other similar material, working for non-publishers like UNESCO and UNICEF. Her areas of expertise are the humanities and social sciences. She became very interested in indexing two years ago when she did an index for a UNDP booklet in Zimbabwe. She jumped at the chance to do two courses in Melbourne with AusSI last month and is now eager to practice her new skills.

❑ **Glen Turnbull** of Riddells Creek, Victoria. Glen comes from an audiovisual/library background and has worked in schools for seventeen years. He has written two books—including their indexes. One, called *Fly Like a Falcon*, which tells the history of The Knox School in Wantirna South, will be launched on 26 June. He has worked in local history and is currently the Archivist at The Knox School. He would be happy to index local history publications.

new elist aliaCATLIBS

Tony Brooks has just started a new elist called aliaCATLIBS. This list is for all Australian cataloguers, indexers, and any other interested people who are concerned with issues that affect current and developing methods of ensuring consistency and access to information.

Feel free to write in to this list with any topics about seminars, news, initiatives, discussion about DDC, MaRC or subject headings/thesauri terms, jobs or any thing else that you think would be of interest to the people on this list. The URL for subcription is:
`http://lists.alia.org.au/mailman/listinfo/aliacatlibs`

Letter to the Editor

I'm writing in response to the report on the Victorian panel session on indexing as a business. The report was a compact summary of the practical issues that are crucial to indexers. My comment is on Max McMasters' typical page-per-hour rates. Perhaps these are typical for Max—my typical speeds are closer to half of those. So for any slow indexers out there who are feeling daunted, you're not alone.

Glenda.Browne

Dates *for your* Diary

8, 20–22 Aug
Intranet & CMS events, Sydney & Brisbane — see Noticeboard.

28 Aug   Indexing workshops, Adelaide, satellite events to 10th Asia Pacific Special, Health and Law Librarians — see Noticeboard for registration details.

11–13 Sep
Indexing the World of Information, AusSI International Conference, Carlton Crest Hotel, Sydney — see Conference Program insert in this issue

23 & 24 Sep
Victorian Branch Book Indexing Workshops, Max McMaster, ph/fax 03 9500 8715,
`mindexer@optusnet.com.au`

29 & 30 Sep
London. Thesauri and Taxonomies. `www.multites.com/conferenc03.htm`

Who's Done What!

In this issue we introduce a new column about 'Who's Done What!' So please send along some information about your current projects or anything you feel will interest other indexers—Ed.

Edyth Binkowski of the ACT Region Branch has just completed an index for *Children and Childhood in Roman Italy* by Beryl Rawson, Professor Emerita of Classics at the Australian National University. Edyth has been Prof. Rawson's research assistant for 24 years, and has indexed three previous books edited by Professor Rawson, consisting of papers presented at conferences on aspects of the Roman family. The new book should appear in September 2003, and is published by OUP.

Northern Entries

was general discussion about the finer points of indexing such as:
- ❑ Subheadings should be succinct, preferably using only one or two words
- ❑ Don't try to put too much information into a subheading — the reader should go to the text
- ❑ Include prepositions and linking words for readability
- ❑ Strings of undifferentiated locators can convey the importance of the topic
- ❑ Using chapter page spans will lead the reader to the main body of the text, (but don't simply reproduce the table of contents), then break down the topic into more succinct subheadings
- ❑ Ask the editor to send you a PDF version of the index as typeset so you can check style, runovers, indents, etc.

The content of the book has a major influence on the quality of the index.

Indexing is both an art and a science. It is a creative process, which will be executed differently by different indexers. The panel evaluates indexes for their accuracy, style and analysis and looks for elegance in indexing. Janet and Laura exhorted us to aim for excellence.

Developing a style guide

Deborah Patton and L. Pilar Wyman presented a practical session on devel-

oping a style sheet which gives the indexer control over the product. Indexers should aim to establish guidelines with the editor before beginning the index so that you are both in agreement over what is required. Considerations should include:

❑ Which editorial style guides to use: house, Chicago, MS Manual of Style, etc.
❑ Which dictionaries and reference guides to be used according to subject specialty
❑ Which parts of the documents will be indexed: text, illustrations, tables, footnotes, etc.
❑ Levels of analysis: how many entries per page
❑ Type of index: subject, author, subject and author combined, keyword, etc.
❑ Terminology: gerunds, singular vs plural, prepositions (leading or following), etc.
❑ Names: full names vs initials, punctuation of initials
❑ Format: run-in vs indented
❑ Embedded index: placement of index tags (beginning of section, paragraph, sentence or phrase); format of references (sequential page ranges or discrete pages)
❑ Subheadings: number of levels of entry
❑ Turnovers or runovers or word wraps
❑ Alphabetisation; letter-by-letter vs word-by-word, alphabetisation of prepositions and link words
❑ Cross-references: punctuation and style
❑ Locators: format, punctuation.

Once you have considered all of these factors, then you can begin indexing. When indexing is finished, offer to proofread the typeset index.

Mapping the meanings

Christine Jacobs outlined the principles of back-of-book indexing, focusing on reader's expectations and what the indexer has to do to create a good index. An index is a map to the meaning and contents of a book, not just an alphabetised list of the keywords in the text. The indexer must analyse the writer's meaning. Making 'trees' of concepts can be useful to see how they relate to each other.

Participants in the workshop were divided into small groups and given a chapter of a book to index. Each person in the group was assigned one section of the text to index, then after fifteen minutes the group combined their entries into one index. Discussions ensued on choice of concepts, their relevance, terms used, cross-references, levels of subheadings, etc. This exercise clearly demonstrated that no two indexers will come up with the same terms. It was helpful to hear how others saw the meaning in the text.

We were then given an example of a poor index and asked to edit it for conceptual and mechanical errors. This was an interesting exercise. It is much easier to tear apart someone else's index than to create one's own.

This workshop was a great opportunity to brush up on skills, to think about the multiple layers of meaning, and to discuss the issues with other indexers.

Index comparison project

Cheryl Landes, a technical indexer, and Debra Spidal, a non-technical indexer explored how an indexer's background can affect the way in which he or she indexes. They both indexed the same book, a software manual, following a basic set of guidelines, but without seeing each other's work until it was completed. They then compared the results.

The non-technical indexer took 22 hours to complete her index of 787 lines, compared with ten hours for the technical indexer's index of 1006 lines. While the non-technical indexer indexed one component at a time and then edited the result, the technical indexer typed entries into Macrex while reading the book and edited the index as she went. There was not a great difference in depth of indexing: the non-technical averaged 3.25 entries per page, while the technical averaged 3.5 entries. The non-technical indexer made greater use of typography to differentiate illustrations, keyboard shortcuts and exercises. Being more familiar with the book's subject and the terms readers would be likely to look up, the technical indexer used many more cross-references, 38 compared to 11 for the non-technical indexer.

The goal of this project was not to determine whether one index was better than the other, but to discover whether an indexer's background affected the way he/she approached indexing a technical document. The results showed that indexing styles did differ and that approaches to the text varied according to the background and experience of the indexer.

Teaching indexing

Ina Fourie looked at a socio-cognitive approach in teaching indexing and abstracting. Indexers and abstractors face a rapidly changing environment. From card-based systems for back-of-book indexers they have moved on to automatic indexing, computer-assisted indexing programs and web-based indexing. There is also increasing demand for relevant information and for ways of avoiding information overload. Indexing, abstracting and information retrieval systems provide the link between the user and information.

Ina looked at how to train indexers and abstractors to create documents which meet users' 'desires' by looking at what users want and recognising what is going on in the minds of the users. People belong to various socio-cultural environments that share a common vocabulary. They use this vocabulary when searching for and using information. Employing the socio-cognitive approach, indexers consider the culture, interests, language and vocabulary used by their target audience and assign terms accordingly. Indexers need to understand their subject literature and information infrastructure and to get to know the vocabulary of the target audience.

There is no guarantee that a socio-cognitive approach will make a difference. It is certainly more time-consuming, but perhaps it will result in happier users and students.

Following Ina's talk was a panel discussion on the USDA (distance education) indexing course. More information can be found at `http://grad.usda.gov`

Conclusion

I thoroughly enjoyed the conference, from the funky folders to the seamless presentation of events. The sessions that I attended were all interesting and well presented. I am looking forward to putting some of the ideas into practice. It was stimulating to meet so many people who are passionate about indexing.

Visit to *Herald and Weekly Times* Library 26 June

Members of the Victorian Branch of the Australian Society of Indexers were fortunate to visit the *Herald and Weekly Times* Library in Melbourne on Thursday 26 June 2003.

Our guide, Librarian Leanne Easey, outlined the history of the Library, which was started in 1922. Currently the Library has a staff of fourteen and is open from 7.30 a.m. to midnight. It has two primary functions, one to provide reference services to *HWT* staff and advertisers and the other to archive the newspaper—both text and photographs.

Material kept on site includes bound volumes of newspapers and negatives going back three years, clippings files back to 1985 and every publication back to the *Port Phillip Herald* on microfilm. Archives at Westgate Park are predominantly filled with clippings files from 1922 to 1984, negatives from the 1970s onwards and bound volumes dating back to the 1870s.

Library staff catalogue every article and every photograph into customised databases, which are searched using key words. In-house subject headings are used and there are special fields for pictorial information. The text database is Newstext and the pictorial database is NewsImage.

Information is shared with the Fairfax newspapers, *The Age* and the *Sydney Morning Herald*. Data from these papers are downloaded into the library database and can be searched using text words.

Reference duties can vary from internal and external database / Internet searching to browsing old clippings, photographs or negatives. Reference services are available to all staff, primarily editorial—journalists, editors, and pictorial—but also sales, marketing, advertising, production and administration. Library staff provide a reader's help line and a search service covering articles and archival information. They are able to carry out business and student searches. The cost of the service varies from $12 for a basic article search to $25 per hour for a search of material published before 1985.

As journalists are able to do more of their own research online, the Library is now performing more of an archival function. Library staff are in the final stages of a project re-cataloguing their older negative collection, some of which go back to the 1890s. These are on glass and are quite rare.

The Society would like to thank the *Herald and Weekly Times* and Leanne for a very interesting and informative tour.

Jane Oliver

Indexing Challenge

A.S. Byatt, *Possession*, Vintage, 1991, p. 471

Here are three responses to the Indexing Challenge posed in the May issue. It's interesting to note Tricia Waters' comments from the comparative indexing done at the ASI/Canadian conference (see Northern Waters, this issue) where it seems no two indexers used precisely the same terms. Hazel Bell, who created an unpublished index to *Possession*, has also sent us the entries related to 'readings' from her index—see her note below.

    emotions
    knowledge
    readings
    textual analysis

    dutiful readings
    impersonal readings

    knowledge, readings and
    novelty, rereadings and
    personal readings
    readings
    writings, knowledge of

    knowledge, nature of
    readings *see* texts, readings of
    texts, readings of

readings: predictive 130; stereotypic 119; true 350; various 470–2; *see also* metaphors

I was interested to see in the latest AusSI Newsletter the suggestion that readers should index two paragraphs from A. S. Byatt's novel, *Possession*. I have actually compiled an index to that full volume, as I have to several other volumes of her fiction—see my articles 'Indexing fiction: a story of complexity' in *The Indexer*, Vol. 17, No. 4, October 1991, 251–256, or online at `http://www.aidanbell.com/html/hkbell/IFASOC.htm` and 'Should fiction be indexed? The indexability of text' in *The Indexer*, Vol. 18, No. 2, October 1992, online at `http://www.aidanbell.com/html/hkbell/SFBI.htm`

I have checked my own index to *Possession* to see what entries I made to the passage you quote (which in my edition runs over from p. 471 to 472). I found only one entry for it, a subheading:

                Best wishes,
                Hazel K. Bell

Indexing Annual Reports Workshop at the National Archives of Australia

Saturday 28 June 2003

This workshop was conducted by Michael Harrington, currently the Chair of the Registration Panel, who formerly worked in the Australian Government Publishing Service, and who indexes many of the annual reports for government departments each year.

Michael took us through a document, 'Requirements for Annual Reports, for Departments, Executive Agencies and FMA Act Bodies', produced by the Department of the Prime Minister and Cabinet, June 2003, and virtually unchanged from the previous year. FMA Act bodies are agencies created under the *Financial Management and Accountability Act 1997*.

The first half of this document sets out the authority for these requirements, sections of the *Public Service Act 1999*, and what is to be included in them, with key terms highlighted in bold type. Such terms must be indexed, so Michael explained how to search for synonyms if necessary. The second half consists of attachments, elaborations of some sections of the requirements where these are needed.

Michael gave us the following guidelines:
- ❑ use the text of the document for indexing terms
- ❑ index names of organisations, but not personal names, unless people are the subject of a paragraph, such as donors or sponsors
- ❑ some sections need only be indexed to title, such as contracts, tables, appendixes
- ❑ such items as "letter of transmittal", "aids to access" are essential parts of the report, but being preliminary matter do not need indexing
- ❑ a "compliance index" is no longer necessary.

Michael then worked systematically through the document, page 5 of which sets out the six items essential in an annual report.

a   Review by departmental secretary or chief executive officer (CEO). The contents of this will determine whether or not it should be indexed.

b   Departmental overview. This includes terms such as "machinery of government", "administrative arrangements (orders)", "structure and organisation", "role and functions". (Michael prefers "functions".) It also includes "outcomes" and "outputs".

c   Report on performance. This is the body of the report. Looking at "outcomes" and "outputs" will assist with the indexing. There may be tabular presentations which need to be indexed in detail. Look for phrases such as "performance standards", "performance indicators", "effectiveness", "quality", "quantity".
"Outcomes" include "purchaser/provider arrangements", usually in an appendix. Don't index to individual arrangements. Look for other key words, for instance, as in the dot points on p.7, such as "evaluations" (reviews, audits), "service charters" (client/customer service charters), "social justice and equity" which relates to the status of women, indigenous peoples, people with a disability, culturally and linguistically diverse peoples.

d   Management and accountability. The key phrase here is 'corporate governance', which includes the roles of senior executives (names not indexable), the corporate plans (strategic plans), the risk management plans, as well as ethics, the Australian Public Service values and code of conduct, and remuneration for senior executive staff, though this may be in the financial section. What used to be called internal scrutiny is now internal audit or review, but there is still external scrutiny from outside the institution. This also includes "human resources" (employees, staff,

personnel), their training and development, their workplace agreements (workplace relations, industrial relations), and their productivity. They may be referred to as permanent, non-ongoing and casual.

e   Financial statements. These may be called "financial performance", "financial results" or similar terms. They are always in a separate section, with their own contents list, and usually only the phrase and the covering page numbers need to be indexed. If the institution had dealings with other similar bodies, their names may need to be indexed.

f   Other mandatory information. Some items may be included either in the financial statements or in the section on management and accountability, These include remuneration, performance pay, revenue and expenditure, purchasing, procuring, tendering and contracting (eg, outsourcing), consultancy services (usually a long table), and net savings (financial performance). There may be relevant legislation, environmental issues, advertising, consultations with clients and/or shareholders, information on discretionary grants. There may also be a correction of the record if wrong information was given in a previous annual report. This must be indexed.

Much of our work in August-September in the ACT is the indexing of annual reports, so all this information, explained very clearly and precisely, was extremely useful to all those who attended the workshop. Michael also showed us his standard quote letter for the indexing of annual report, and his standard tax invoice. We are grateful to him for sharing his expertise with us.

Edyth Binkowski
Secretary, AusSI ACT Region Branch.

From the
literature

Glenda Browne

Sydney Morning Herald
21–22 June 2003, 'News' p. 21

'High tomes' is the report of an appealing thief—a book lover who puzzled the monks of Mont Saint-Odile, by removing 1100 books from a monastery over a few years without any trace of a break-in. Technology caught him in the end, and he was captured on video. He had discovered a forgotten map in public archives, revealing secret access to the locked library from the attic. He received a suspended sentence of 18 months, so the judge was obviously moved by his defence. He had told the court: 'I'm afraid my burning passion overrode my conscience. It may appear selfish, but I felt the books had been abandoned. They were covered with dust and pigeon droppings, and I felt no one consulted them any more.' Father Donius forgave the thief and told him he was welcome to continue using the library—through the front door.

Key Words
Vol. 11, No. 1, Jan–Mar 2003

The film *Possession* (2002) was adapted from the 1990 Booker Prize-winning novel by A.S. Byatt.

'A telling portrayal of indexing occurs in a scene in which put-upon American research assistant Roland Michell (Aaron Eckhart) must answer obscure inquiries about one of the Victorian authors. In a (presumably musty) back room stacked high with shoebox-like files, he is faced with the question of how many jars of gooseberry jam the author's wife preserved in a certain summer. He ponders briefly, says, "Cooking!" and wheels his chair over to a box of index cards (presumably under the C's). As he starts flipping through them, we fade to another scene, never learning whether he found the answer through a series of well-chosen cross-references.'

Search engine optimisation

Since searches rarely look beyond the first 30 hits they retrieve from an Internet search, it pays to spend some time working out how to get your site to rank as highly as possible. For Google the important things are words in the title, headings, and early sentences, as well as the importance of your site as shown by links to it from other important sites. It even helps if the sites that link to you have the keywords being searched in the name of their link. Subject metadata doesn't help much (if at all) in getting people to your site.

For articles on search engine optimisation try:

❑ Dunn, Ross. 'A 10 minute search engine optimization', 21 April 2003. `www.searchengineguide.com/dunn/2003/0421_rd1.html`

❑ Beal, Andy. 'Getting back to search engine optimization basics (again)', 20 January 2003. `www.searchengineguide.com/beal/2003/0120_ab1.html` (then click on 'Back to article index' to read the three articles that follow)

Of course, a search on 'optimisation' wouldn't have found these sites (unless the search engine suggested alternative spellings). Without metadata, it is very difficult to promote access through all the reasonable alternative wordings that people might use to search on. One suggestion I have read is to use alternative spellings on different pages within your website, thus hoping that each spelling will bring someone to at least part of your site, from which they can browse to other parts. Using the alternatives on the same page would work, but looks sloppy.

For discussion on the current value of metatags in Internet search try:

❑ Goodman, Andrew. 'An end to metatags (enough already, Part 1), 2 September 2002. `www.traffick.com/article.asp?aID=102`

❑ Goodman, Andrew. 'Google uses meta tags sparingly, but should you? (enough already, Part 2). `www.traffick.com/article.asp?aID=105`
followed by the response from:

❑ Sullivan, Danny. 'Death of a meta tag', 1 October, 2002. `http://searchenginewatch.com/sereport/article.php/2165061`

Sullivan is all for declaring the end of the keyword metatag era, saying that of the major search engines, only Inktomi still supports them. Inktomi has recently been split, with corporate search purchased by Verity, and rebadged as Ultraseek (its original name), and the remainder of the company bought by Yahoo. It will therefore be interesting to see if any changes occur because of this. Goodman does acknowledge in his second article (after reader responses) that keyword metatags are still crucial in areas where they are likely to thrive (such as intranets and libraries), and for site search once someone has arrived at your site.

To enhance your visibility you can also try submitting your site to online directories. Have a look at `www.yahoo.com` and find out how to suggest sites. But beware—the first link you come to tells you the paid approach—you have to scroll to the bottom to find out how to suggest any site for free inclusion. Other sites have now blocked general suggestions due to bulk submission of thousands of sites by search engine optimisation companies.

Newsletter, Webmaster and Registration contacts

National and Branch Committee contacts

This newsletter is sent free to all members of the Australian Society of Indexers. It is published 11 times a year, with a combined issue for Jan/Feb. Opinions expressed in the newsletter are those of the individual contributors, and do not necessarily reflect the opinions of the Society.

We are delighted to receive contributions, both large and small, from members. Please contact us if you have any questions about suitable items for publication. The editor reserves the right to cut and edit material. If greater than one A4 page, please send files on a disk or via email in Rich Text Format, Word for Windows, or plain text (ASCII). Do *not* embed footnotes in Word files.

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