

0:00:52.590,0:02:49.310

0:02:49.310,0:02:53.370

Okay, good morning! Welcome to

0:02:53.370,0:02:54.989

the webinar. We're going to talk about

0:02:54.989,0:02:59.370

Luggage today in regards to search. But

0:02:59.370,0:03:01.500

before we do that we have a few house

0:03:01.500,0:03:02.610

rules.

0:03:02.610,0:03:06.629

It looks like we have some people that

0:03:06.629,0:03:08.220

are joining us

0:03:08.220,0:03:10.230

um maybe for the first time. I'm just

0:03:10.230,0:03:13.170

looking at the list here so welcome!

0:03:13.170,0:03:17.819

Please make sure to mute your microphone.

0:03:17.819,0:03:22.950

I have muted someone who's on the phone

0:03:22.950,0:03:25.560

today. I'm sorry I don't know who that is,

0:03:25.560,0:03:28.709

but you are on mute. I'm going to

0:03:28.709,0:03:31.049

open up the chat here so that i can see

0:03:31.049,0:03:32.760

it.

0:03:32.760,0:03:37.560

Just a second, alright so we have a group

0:03:37.560,0:03:46.799

chat. If you cannot hear me, please let me

0:03:46.799,0:03:49.379

know. I do have some developers standing

0:03:49.379,0:03:52.140

by that are watching this webinar and

0:03:52.140,0:03:53.640

paying attention to some of your

0:03:53.640,0:03:56.909

questions. So thank you! They are letting me

0:03:56.909,0:04:01.379

know that I am coming through ok. We

0:04:01.379,0:04:04.109

ask that you not use video. I think it's

0:04:04.109,0:04:06.900

okay maybe at a future date, we'll try to

0:04:06.900,0:04:10.650

use video. It's really for me, because it

0:04:10.650,0:04:13.109

gets a bit distracting when I see a

0:04:13.109,0:04:15.989

bunch of movement on the screen, so I

0:04:15.989,0:04:19.350

really appreciate you turning videos off

0:04:19.350,0:04:21.359

for now.

0:04:21.359,0:04:24.930

Also remember to ask questions in the

0:04:24.930,0:04:28.470

chat. As I said, we do have a chat box if

0:04:28.470,0:04:32.610

you are online on your computer you can

0:04:32.610,0:04:35.340

ask questions and I encourage you to do

0:04:35.340,0:04:38.460

that throughout the webinar. We like I

0:04:38.460,0:04:41.190

said do have people standing by able to

0:04:41.190,0:04:44.639

answer those chat questions, so I may not

0:04:44.639,0:04:47.250

actually see them as I'm speaking in

0:04:47.250,0:04:51.389

some cases, and ah so I just want to make

0:04:51.389,0:04:52.919

sure that those answered, and we'll do

0:04:52.919,0:04:56.310

so. If your questions do not get answered

0:04:56.310,0:04:59.880

during the webinar, we will follow up

0:04:59.880,0:05:02.160

with you and answer those questions for

0:05:02.160,0:05:02.940

you.

0:05:02.940,0:05:09.330

Through email, and and other methods.

0:05:09.330,0:05:11.310

Generally the first 20 minutes is a

0:05:11.310,0:05:13.710

presentation, so today we're going to

0:05:13.710,0:05:16.349

talk about search, categories, and tags.

0:05:16.349,0:05:20.430

The second 20 minutes we have open for

0:05:20.430,0:05:23.669

office hours, kind of thing, where I will

0:05:23.669,0:05:26.879

be here are and can answer questions. In

0:05:26.879,0:05:29.909

order for us to stick around we'll need

0:05:29.909,0:05:32.909

to have questions in the chat to answer.

0:05:32.909,0:05:35.520

So please think of those questions

0:05:35.520,0:05:38.639

throughout this webinar and prepare them

0:05:38.639,0:05:42.120

for the the chat ... your kind of open

0:05:42.120,0:05:45.419

session at the end. The last few webinars

0:05:45.419,0:05:49.349

we haven't had many questions and so I

0:05:49.349,0:05:52.199

encourage you to please ask those

0:05:52.199,0:05:55.650

questions. And then of course be

0:05:55.650,0:05:57.719

respectful of others which I know that

0:05:57.719,0:06:03.449

we all are. So without further ado I can

0:06:03.449,0:06:09.840

move forward here ... just a minute ... maybe

0:06:09.840,0:06:12.539

Alright! We're going to talk about

0:06:12.539,0:06:16.680

Punxsutawney Phil! So happy groundhog day!

0:06:16.680,0:06:20.580

I had mentioned this in the post. In case

0:06:20.580,0:06:22.949

you don't know apparently we have six

0:06:22.949,0:06:24.509

more weeks of winter.

0:06:24.509,0:06:27.210

So this is the little clip from the

0:06:27.210,0:06:29.400

Today Show and if you're interested you

0:06:29.400,0:06:33.180

can watch the little video of of him and

0:06:33.180,0:06:34.949

the presentation that was kind of cute.

0:06:34.949,0:06:39.029

So anyway unfortunately we'll have we'll

0:06:39.029,0:06:41.190

have more winter. But isn't he cute?

0:06:41.190,0:06:41.729

Very cute.

0:06:41.729,0:06:46.199

Ok so next we're going to talk about

0:06:46.199,0:06:49.349

some online resources. Again this is

0:06:49.349,0:06:50.759

something that we do at the beginning of

0:06:50.759,0:06:54.120

the presentation, just to help you make

0:06:54.120,0:06:55.589

sure that you have resources available

0:06:55.589,0:06:59.339

to you for the Luggage platform and

0:06:59.339,0:07:03.990

accessibility etc. So we are Biology

0:07:03.990,0:07:05.909

IT. I apologize I don't know that I

0:07:05.909,0:07:07.770

actually introduced myself today.

0:07:07.770,0:07:10.650

My name is Ann Greazel. I work for this

0:07:10.650,0:07:13.919

group and essentially my role is project

0:07:13.919,0:07:16.349

management and training. So most of what

0:07:16.349,0:07:20.520

I do involves training all of you and

0:07:20.520,0:07:22.650

helping you learn a little bit

0:07:22.650,0:07:25.919

more about adding content to your

0:07:25.919,0:07:32.610

website. We have a Luggage Showcase.

0:07:32.610,0:07:34.680

You can find this by going to the luggage

0:07:34.680,0:07:36.750

docks dot info website and then

0:07:36.750,0:07:39.840

clicking on showcase. It's very nice way

0:07:39.840,0:07:42.539

to search and find other sites that are

0:07:42.539,0:07:45.270

like yours, that are using Luggage.

0:07:45.270,0:07:47.130

It's also nice to see what other people

0:07:47.130,0:07:48.539

are doing, you know what are other

0:07:48.539,0:07:49.889

departments doing? What are other

0:07:49.889,0:07:51.870

collaborative groups doing? What are other

0:07:51.870,0:07:54.330

faculty members doing on their sites

0:07:54.330,0:07:55.979

that have luggage?

0:07:55.979,0:07:59.280

This is a very nice way to browse those.

0:07:59.280,0:08:01.860

We have Extension sites. We have sites

0:08:01.860,0:08:03.810

from other groups on campus that are

0:08:03.810,0:08:05.460

using Luggage, that aren't just Biology

0:08:05.460,0:08:09.510

IT sites. So please feel free to browse

0:08:09.510,0:08:12.660

browse the showcase.

0:08:12.660,0:08:16.979

We also show feature examples. If you

0:08:16.979,0:08:18.720

have been using Luggage for a little

0:08:18.720,0:08:21.180

while and would like to learn how people

0:08:21.180,0:08:24.240

are creating banners, you know which

0:08:24.240,0:08:26.970

sites do banners well? Which sites have a

0:08:26.970,0:08:29.460

great blog? This is the this is the page

0:08:29.460,0:08:32.789

for you. If you're interested in

0:08:32.789,0:08:35.700

accessibility and usability the Digital

0:08:35.700,0:08:38.010

Access website at iowa state is a great

0:08:38.010,0:08:42.209



resource for you. Zayira is our web

0:08:42.209,0:08:43.589

accessibility coordinator for the

0:08:43.589,0:08:45.240

University and she would be more than

0:08:45.240,0:08:46.860

happy to talk with you about web

0:08:46.860,0:08:49.050

accessibility. I spoke with her yesterday

0:08:49.050,0:08:53.190

and I believe she will be able to join

0:08:53.190,0:08:56.430

us in April for for our webinar in April

0:08:56.430,0:08:58.050

and we are going to be talking about

0:08:58.050,0:09:04.290

accessibility. Here we go! We're going

0:09:04.290,0:09:09.240

to talk about search and tags. It looks

0:09:09.240,0:09:11.940

like we're getting a little bit of of

0:09:11.940,0:09:16.709

noise in the audio, so I'm not sure what

0:09:16.709,0:09:19.230

that's coming from or if it's if it's

0:09:19.230,0:09:20.790

really terrible or not? [laughing]

0:09:20.790,0:09:23.970

Okay, so please let us know if it is...

0:09:23.970,0:09:28.350

We'd like to know those things. Also, pay

0:09:28.350,0:09:31.560

attention to that chat. We have developers,

0:09:31.560,0:09:35.529

like I said, that are putting in

0:09:35.529,0:09:37.329

links for you. So all of those resources

0:09:37.329,0:09:39.519

we just mentioned, they have links in the

0:09:39.519,0:09:41.139

chat so you can visit those links

0:09:41.139,0:09:42.999

throughout the presentation. There are

0:09:42.999,0:09:45.279

going to be other links during the

0:09:45.279,0:09:49.640

presentation that they will add as well.

0:09:49.640,0:09:54.890

The items were going to talk about today

0:09:54.890,0:09:57.770

are listed here in bullet points. I am

0:09:57.770,0:10:00.980

doing this webinar a bit different. There

0:10:00.980,0:10:03.050

is going to be a bit of a PowerPoint

0:10:03.050,0:10:05.030

presentation today, because I feel that

0:10:05.030,0:10:08.150

what we're talking about is really a

0:10:08.150,0:10:11.750  
discussion and an understanding of what

0:10:11.750,0:10:15.470  
really are categories and tags? Those of

0:10:15.470,0:10:18.290  
you that have used Luggage, know that the

0:10:18.290,0:10:19.940  
platform is based on search.

0:10:19.940,0:10:21.530  
So we're going to talk about what that

0:10:21.530,0:10:24.110  
means. We're also going to talk about the

0:10:24.110,0:10:27.320  
benefits. Specifically how to add

0:10:27.320,0:10:29.720  
excellent categories and tags; what

0:10:29.720,0:10:34.280  
those should be and very briefly we will

0:10:34.280,0:10:37.370  
go into the difference between an open

0:10:37.370,0:10:41.330  
and closed term list. And a faceted search.

0:10:41.330,0:10:44.110  
So, essentially

0:10:44.110,0:10:46.420  
to help you understand maybe what a

0:10:46.420,0:10:48.100  
faceted search is, if you haven't heard

0:10:48.100,0:10:51.130

about that before. I feel like we can

0:10:51.130,0:10:53.860  
certainly take this conversation a bit

0:10:53.860,0:10:56.920  
deeper in the future. So today we're

0:10:56.920,0:11:00.820  
going to do a very broad overview and

0:11:00.820,0:11:03.130  
I've been talking to myself

0:11:03.130,0:11:05.230  
about this all morning and hoping

0:11:05.230,0:11:08.050  
that I don't go too deep today. I really

0:11:08.050,0:11:10.540  
just want to cover the surface and

0:11:10.540,0:11:14.260  
please please ask questions and we can

0:11:14.260,0:11:17.290  
certainly fill a bit deeper where where

0:11:17.290,0:11:24.910  
we need to today. So the definition

0:11:24.910,0:11:31.270  
of search on our Wikipedia (famous website)

0:11:31.270,0:11:34.270  
is an attempt to find something. And

0:11:34.270,0:11:36.010  
really that's what we're doing. We are

0:11:36.010,0:11:39.100  
attempting to find content. We're

0:11:39.100,0:11:43.090  
attempting to connect people with your

0:11:43.090,0:11:44.080  
expertise,

0:11:44.080,0:11:48.310  
essentially. It's based on categories and

0:11:48.310,0:11:52.180  
tags which is very helpful ... um ... for many

0:11:52.180,0:11:55.870  
reasons. It's that you can have multiple

0:11:55.870,0:11:59.770  
relationships with a single piece of

0:11:59.770,0:12:01.810  
content and you don't actually need to

0:12:01.810,0:12:08.350  
have one path to get there. So let's take

0:12:08.350,0:12:10.600  
a quick look ... I found this online. I'm

0:12:10.600,0:12:13.030  
going to go ahead and share my screen, a

0:12:13.030,0:12:20.110  
different screen, for a minute. I can find

0:12:20.110,0:12:24.510  
proper one ... ok

0:12:24.510,0:12:31.430  
alright

0:12:31.430,0:12:33.920  
...so there's our groundhog. We're going to move on ...

0:12:33.920,0:12:36.350  
we're going to take a little throwback

0:12:36.350,0:12:39.110  
into the nineties and we're going to

0:12:39.110,0:12:41.720  
look at a little site screenshot that

0:12:41.720,0:12:48.770  
they've got here for Nike. So it used to be

0:12:48.770,0:12:52.100  
a very common way to develop websites.

0:12:52.100,0:12:57.440  
Right? We had a single item or a few ... you

0:12:57.440,0:12:59.750  
know for Nike, we're looking at different

0:12:59.750,0:13:02.060  
sports: basketball, running, soccer,

0:13:02.060,0:13:06.230  
training, and outdoor. When you click on

0:13:06.230,0:13:08.750  
those items ... this is not clickable ... when

0:13:08.750,0:13:10.399  
you click on those items you're going to

0:13:10.399,0:13:13.580  
a single page most likely, that explains

0:13:13.580,0:13:17.089  
information about basketball and maybe

0:13:17.089,0:13:19.670  
there's a couple links that take you

0:13:19.670,0:13:22.850  
somewhere else on their site about

0:13:22.850,0:13:23.959

basketball.

0:13:23.959,0:13:27.680

So there's one place to click and you

0:13:27.680,0:13:28.850

move from there.

0:13:28.850,0:13:34.250

So today when you look at a website,

0:13:34.250,0:13:36.560

it's a little bit different. So

0:13:36.560,0:13:41.420

essentially

0:13:41.420,0:13:45.650

you have something else there in

0:13:45.650,0:13:49.010

front of you. You don't just have words

0:13:49.010,0:13:52.910

or terms to look at to choose, you have

0:13:52.910,0:13:58.160

this big box with a search little icon

0:13:58.160,0:13:59.810

in it. You have a little magnifying glass

0:13:59.810,0:14:02.210

and and so that's what we're really

0:14:02.210,0:14:04.400

getting at ...you know... What is search?

0:14:04.400,0:14:06.140

Why is it important? What are we ...

0:14:06.140,0:14:09.470

what are we doing with search? You know,

0:14:09.470,0:14:13.880  
search is so powerful and as you can see

0:14:13.880,0:14:17.810  
that with Nike, there's really not a

0:14:17.810,0:14:21.560  
whole lot of of terms on the page. You're

0:14:21.560,0:14:24.650  
not inundated with the thousands of

0:14:24.650,0:14:26.780  
pages that they they most likely have on

0:14:26.780,0:14:30.890  
their website. So hopefully this gives

0:14:30.890,0:14:33.470  
you a bit of a picture to think about

0:14:33.470,0:14:37.180  
as we move forward.

0:14:37.180,0:14:42.280  
Alright, I'm going to hop back to my

0:14:42.280,0:14:56.620  
other screen. So let's talk a little bit

0:14:56.620,0:15:02.050  
about the benefit of search. You've seen

0:15:02.050,0:15:03.580  
a little bit about what it looks like

0:15:03.580,0:15:06.160  
but what are the benefits of it? So we're

0:15:06.160,0:15:07.660  
going to start talking a little bit

0:15:07.660,0:15:11.680  
about audience first. So your website



0:15:11.680,0:15:14.080

generally will have multiple audiences

0:15:14.080,0:15:16.510

and each of those audiences are going to

0:15:16.510,0:15:18.070

be looking for information differently.

0:15:18.070,0:15:21.820

So, for example, your prospective student

0:15:21.820,0:15:24.190

may look for content about a degree that

0:15:24.190,0:15:29.140

has to do with insects. so... Chances are

0:15:29.140,0:15:31.300

that student is going to search in

0:15:31.300,0:15:35.560

Google for insects or bugs and degree.

0:15:35.560,0:15:39.970

And a different audience such as

0:15:39.970,0:15:42.880

researchers or collaborators may look

0:15:42.880,0:15:45.790

for similar information using search

0:15:45.790,0:15:51.760

terms of entomology degree. So do to the

0:15:51.760,0:15:55.120

fact that your site has a great list of

0:15:55.120,0:15:58.390

categories and tags, those audiences can

0:15:58.390,0:16:00.490

both find the information that they're

0:16:00.490,0:16:05.080

looking for and land on essentially that

0:16:05.080,0:16:11.530

page that they need very quickly. By

0:16:11.530,0:16:14.140

doing this you can also help train your

0:16:14.140,0:16:16.570

site visitors. So that prospective

0:16:16.570,0:16:18.940

student who may not know what the actual

0:16:18.940,0:16:19.990

term is ... you know you're thinking

0:16:19.990,0:16:22.390

potentially even a high school student

0:16:22.390,0:16:25.690

who doesn't ... you know ... doesn't know you

0:16:25.690,0:16:27.580

know what that degree is called for

0:16:27.580,0:16:30.070

example. When they land on the page the

0:16:30.070,0:16:32.620

top of the page will say "Entomology

0:16:32.620,0:16:35.830

Degree". You're actually teaching them at

0:16:35.830,0:16:38.020

that moment, from the moment they visit

0:16:38.020,0:16:42.010

the website what the name of that degree

0:16:42.010,0:16:44.080

is. And so that's actually kind of great

0:16:44.080,0:16:49.150

to help to help teach people.

0:16:49.150,0:16:54.280

The other thing is um I have some notes

0:16:54.280,0:16:55.780

here so i just want to make sure that I

0:16:55.780,0:16:59.170

follow them a bit ..is that we can create

0:16:59.170,0:17:02.380

content which accounts for these

0:17:02.380,0:17:05.980

multiple mental pathways. So as

0:17:05.980,0:17:09.220

I just explained, (you can have) those were

0:17:09.220,0:17:12.370

just two mental pathways that there can

0:17:12.370,0:17:16.810

be multiple pathways if you have

0:17:16.810,0:17:19.240

multiple categories and tags that are

0:17:19.240,0:17:21.550

used effectively. You know, we all have a

0:17:21.550,0:17:23.860

different mental pathway on how we think

0:17:23.860,0:17:25.300

about content, how we think about

0:17:25.300,0:17:28.150

information. It's based on an algorithm

0:17:28.150,0:17:30.700  
of many things. It's based on how much

0:17:30.700,0:17:33.730  
information that you know we know. It's

0:17:33.730,0:17:36.580  
based on our degrees, our education

0:17:36.580,0:17:40.600  
our interests, so that's a very very

0:17:40.600,0:17:42.520  
good benefit.

0:17:42.520,0:17:45.370  
Another thing is (you know) I showed you a

0:17:45.370,0:17:47.200  
picture early from the nineties of Nike.

0:17:47.200,0:17:50.890  
Kind of after that what started to

0:17:50.890,0:17:54.400  
happen in websites is that people would

0:17:54.400,0:17:58.180  
make the same page twice and they would

0:17:58.180,0:18:02.410  
put it in two different spots on the

0:18:02.410,0:18:05.830  
menu. So it would be a subpage under two

0:18:05.830,0:18:09.280  
different areas and the reason they did

0:18:09.280,0:18:11.110  
that was to try to accommodate for

0:18:11.110,0:18:14.050

multiple mental pathways. With categories

0:18:14.050,0:18:16.810

and tags, you can create that page of

0:18:16.810,0:18:20.800

content one time ... just once and it will

0:18:20.800,0:18:25.240

actually show up in in multiple places

0:18:25.240,0:18:27.940

on your site, depending on what people

0:18:27.940,0:18:30.730

search for. So that's a very nice

0:18:30.730,0:18:33.040

thing about categorizing and

0:18:33.040,0:18:40.000

tagging. So let's talk about tags, specifically.

0:18:40.000,0:18:43.780

In order to start this (oops I'm sorry). In order to

0:18:43.780,0:18:46.030

start this conversation I'm going to

0:18:46.030,0:18:47.830

play a short video that I made ... so I

0:18:47.830,0:18:49.480

apologize you get to listen to my voice

0:18:49.480,0:18:52.840

a little bit more ... um and then we'll

0:18:52.840,0:18:55.030

we'll have a bit of a discussion after

0:18:55.030,0:18:57.560

that.

0:18:57.560,0:19:04.700

So let me ...um... share that video in just a second here ...

0:19:04.700,0:19:11.330

And i'm going to go ahead and mute

0:19:11.330,0:19:26.390

myself so that you can hear the video.

0:21:16.540,0:21:22.510

Ok, so hopefully that gives you on a

0:21:22.510,0:21:26.950

brief overview of ... of tags and I'm going

0:21:26.950,0:21:32.559

to go back to my PowerPoint here a second ...

0:21:32.559,0:21:41.379

Okay, so really what tags should be are the

0:21:41.379,0:21:43.120

terms that you feel someone should be

0:21:43.120,0:21:45.970

searching ... may search for, to find your

0:21:45.970,0:21:50.529

information ... so in our in our example of

0:21:50.529,0:21:53.710

the entomology degree, good/great tags

0:21:53.710,0:21:59.710

could be bugs and insects and ... and that's

0:21:59.710,0:22:02.499

where we talk about categories a little

0:22:02.499,0:22:03.279

bit later.

0:22:03.279,0:22:05.590

That's where you can you can help people

0:22:05.590,0:22:07.539

find the content that they're looking

0:22:07.539,0:22:11.590

for in that way. You can have multiple

0:22:11.590,0:22:16.240

tag terms so tags are really more of a

0:22:16.240,0:22:22.330

somewhat unlimited vocabulary. As you

0:22:22.330,0:22:25.149

content editors add content you can have

0:22:25.149,0:22:28.869

as many tags as you like. The great part

0:22:28.869,0:22:32.230

about tags are that when you've added a

0:22:32.230,0:22:34.840

tag, the next content editor to come

0:22:34.840,0:22:38.200

along will have that tag available to

0:22:38.200,0:22:41.230

them as they type a new term in. And it's

0:22:41.230,0:22:43.240

going to be important to use those tags

0:22:43.240,0:22:46.749

if it's ... it's what you're intending. Now

0:22:46.749,0:22:49.480

of course, if the tag does not exist you

0:22:49.480,0:22:51.460

know, please add it, because that ... that

0:22:51.460,0:22:55.659

will just enhance your ... your library of

0:22:55.659,0:23:00.519

tags there. Site index is also a good

0:23:00.519,0:23:02.889

way to find all of the tags that are on

0:23:02.889,0:23:07.059

your site. So, for example if we go to the

0:23:07.059,0:23:10.119

site index for luggage docs you're going

0:23:10.119,0:23:13.940

to be able to see ...

0:23:13.940,0:23:15.740

you're going to be able to see really

0:23:15.740,0:23:23.629

what that looks like.

0:23:23.629,0:23:25.639

so when you go to the site index for

0:23:25.639,0:23:27.950

luggage docs and usually that that's

0:23:27.950,0:23:29.659

going to be something in the footer that

0:23:29.659,0:23:31.820

we provide with Luggage. Where when you

0:23:31.820,0:23:33.769

click on it you can actually go to the

0:23:33.769,0:23:36.980

site index and it's it's here for site

0:23:36.980,0:23:39.019

visitors as well, you know this is a nice



0:23:39.019,0:23:41.600

way for them to find what they're

0:23:41.600,0:23:54.049

looking for in a nice ... a nice index so

0:23:54.049,0:23:56.240

with that let's start talking about tags (categories!).

0:23:56.240,0:23:58.490

And i'm probably going to go over and I

0:23:58.490,0:24:01.700

don't what time it is .. we're doing ok, so I'm gonna ... I'm

0:24:01.700,0:24:03.200

gonna go a little bit longer today. I

0:24:03.200,0:24:06.520

hope that's alright.

0:24:06.520,0:24:08.830

Categories are terms that should be used

0:24:08.830,0:24:14.530

to really uh put all of the content on

0:24:14.530,0:24:18.190

your site ... How should say this?

0:24:18.190,0:24:20.470

They're really different buckets that

0:24:20.470,0:24:23.200

when you add a new piece of information

0:24:23.200,0:24:26.080

or content to your website, in which you

0:24:26.080,0:24:28.210

can kind of determine which bucket or

0:24:28.210,0:24:30.250

buckets that content would fit in.

0:24:30.250,0:24:32.800

So this is a more of an

0:24:32.800,0:24:36.400

umbrella a set of terms that really

0:24:36.400,0:24:40.540

encompass what you do. So when you have a

0:24:40.540,0:24:42.880

website, there's an expertise that you

0:24:42.880,0:24:45.250

have that you're trying to share with

0:24:45.250,0:24:48.220

others and there's information that

0:24:48.220,0:24:50.800

you're trying to share with others and

0:24:50.800,0:24:54.190

so essentially what you do is that

0:24:54.190,0:24:57.790

expertise and it is the content that

0:24:57.790,0:25:02.290

relates to that that information. So

0:25:02.290,0:25:04.270

really if you think about what it is

0:25:04.270,0:25:06.520

that you do ... what's the science that you

0:25:06.520,0:25:07.240

do?

0:25:07.240,0:25:09.760

What's the research that you do? What's

0:25:09.760,0:25:12.880

the connection that you do? You know

0:25:12.880,0:25:15.220

if your ... if your service to the website

0:25:15.220,0:25:19.030

you know ... what is it that you do to

0:25:19.030,0:25:23.470

provide to people? And these terms can

0:25:23.470,0:25:27.790

certainly be scientific terms. So the

0:25:27.790,0:25:30.100

reason for that is ... these are the terms

0:25:30.100,0:25:32.290

that should be the legitimate,

0:25:32.290,0:25:36.280

professional terms for what it is that

0:25:36.280,0:25:38.860

you do. And that's how you can really

0:25:38.860,0:25:42.400

teach your site visitors on

0:25:42.400,0:25:45.190

ah what those proper terms are. So as

0:25:45.190,0:25:47.590

scientists and researchers you can

0:25:47.590,0:25:52.030

actually engage the end user to learn

0:25:52.030,0:25:54.790

those terms and and ... and really

0:25:54.790,0:25:56.860

understand a bit more about those

0:25:56.860,0:25:58.840  
concepts.

0:25:58.840,0:26:02.020  
You can have multiple levels of terms. So

0:26:02.020,0:26:05.080  
you may have parent terms and child

0:26:05.080,0:26:06.310  
terms (is what they are called)

0:26:06.310,0:26:09.670  
Essentially sub terms under your

0:26:09.670,0:26:12.850  
under your main categories.

0:26:12.850,0:26:16.330  
We're running a little bit

0:26:16.330,0:26:18.130  
long on time so I'm not going to

0:26:18.130,0:26:20.140  
actually visit each of these websites

0:26:20.140,0:26:22.600  
right now. But you may visit these

0:26:22.600,0:26:26.590  
websites right now, to see what the terms are that

0:26:26.590,0:26:30.159  
are being used. So I guess I'd be

0:26:30.159,0:26:31.600  
doing a disservice if I don't at least

0:26:31.600,0:26:34.779  
at one. So let's go ahead and take a look

0:26:34.779,0:26:38.380  
at Maize Surface Lipids here. I'm gonna ...

0:26:38.380,0:26:40.630

think I'm gonna have to jump back

0:26:40.630,0:26:41.500

again.

0:26:41.500,0:26:45.700

ok screen

0:26:45.700,0:26:50.769

Alright. So you can see that under the

0:26:50.769,0:26:53.860

hamburger this one site has scientific

0:26:53.860,0:26:57.669

terms that they're using ... to have

0:26:57.669,0:27:01.269

contact be related. So that's that's one

0:27:01.269,0:27:03.770

example.

0:27:03.770,0:27:05.120

I guess I have them all open, so I can go to

0:27:05.120,0:27:08.360

them. Economics, you know ... here's a

0:27:08.360,0:27:11.900

professional list of terms that describe

0:27:11.900,0:27:14.360

what the Department of Economics does.

0:27:14.360,0:27:15.950

you know ... What is their research related to?

0:27:15.950,0:27:18.620

What is it that their faculty members and

0:27:18.620,0:27:21.470

staff members do? If you're on a

0:27:21.470,0:27:23.930

collaborative site ... a collaborative group.

0:27:23.930,0:27:26.900

This is an example of where ... for example

0:27:26.900,0:27:29.330

on the Integrated Crop Management site ...

0:27:29.330,0:27:32.930

there are terms in the category list

0:27:32.930,0:27:37.010

pertaining to what this group does. They

0:27:37.010,0:27:39.680

do crop production. They have information

0:27:39.680,0:27:41.720

on equipment machinery. They have grain

0:27:41.720,0:27:43.460

handling and storage information, insects

0:27:43.460,0:27:46.460

and mites, etc. So this is ... a this is how

0:27:46.460,0:27:50.570

you can start to think about ... think about

0:27:50.570,0:27:57.799

your categories.

0:27:57.799,0:28:00.559

We just looked at those. There is two different

0:28:00.559,0:28:04.070

types of vocabulary lists. There's an open

0:28:04.070,0:28:06.950

vocabulary list and there is a closed

0:28:06.950,0:28:10.519

vocabulary list. So when we talk about

0:28:10.519,0:28:12.379

open

0:28:12.379,0:28:15.799

uh were referring to terms ... a term list

0:28:15.799,0:28:18.769

that that you can add to. For

0:28:18.769,0:28:22.009

example, we talked about tags and that

0:28:22.009,0:28:24.499

being really an unlimited number of

0:28:24.499,0:28:29.299

terms that you can use and these ... this is

0:28:29.299,0:28:31.909

an example of open vocabulary. Closed

0:28:31.909,0:28:35.210

vocabulary are really where the site

0:28:35.210,0:28:38.239

owners are going to determine what the

0:28:38.239,0:28:41.989

umbrella terms are for your site and

0:28:41.989,0:28:44.989

that would be essentially the categories.

0:28:44.989,0:28:48.049

... would be an example of that ... in

0:28:48.049,0:28:50.989

the luggage platform. So categories are

0:28:50.989,0:28:51.409

a closed vocabulary.

0:28:51.409,0:28:52.879

They are very well-thought-out.

0:28:52.879,0:28:56.570

They are specific to what the site does,

0:28:56.570,0:28:58.730

what information the site would like to

0:28:58.730,0:29:02.989

portray, and give to others to

0:29:02.989,0:29:08.239

learn about. And then we have faceted

0:29:08.239,0:29:13.460

search. So when when we have categories

0:29:13.460,0:29:16.369

and tags that have been added to content,

0:29:16.369,0:29:18.919

we can take it a step further and we can

0:29:18.919,0:29:23.149

now allow our site visitors to sort and

0:29:23.149,0:29:27.109

filter their content based on the

0:29:27.109,0:29:28.759

categories and tags that you've given.

0:29:28.759,0:29:32.299

And in Luggage you can actually search

0:29:32.299,0:29:35.450

your content and filter it by the type

0:29:35.450,0:29:38.539

of contact that you've added. So for

0:29:38.539,0:29:40.700



example, you're adding a news item, an event,

0:29:40.700,0:29:45.950  
a video. Those items you know

0:29:45.950,0:29:49.909  
those types of content are ways that

0:29:49.909,0:29:52.039  
the end user can kind of go to your

0:29:52.039,0:29:55.100  
site, search for something, and be able

0:29:55.100,0:29:57.980  
to select news, for example. So they can

0:29:57.980,0:30:01.580  
see all of the news, that's that's on

0:30:01.580,0:30:03.710  
your site, that's related to the search

0:30:03.710,0:30:07.350  
term that they have

0:30:07.350,0:30:11.130  
type in. An example of faceted search

0:30:11.130,0:30:14.160  
would be Amazon. So we can jump over and

0:30:14.160,0:30:16.440  
take a look at that.

0:30:16.440,0:30:21.210  
oh here we go

0:30:21.210,0:30:27.330  
So when you go to amazon and search for

0:30:27.330,0:30:33.090  
something ... what you get on the left is

0:30:33.090,0:30:35.400

what's called a faceted search. These are

0:30:35.400,0:30:40.289

actually various selections that you can

0:30:40.289,0:30:43.980

you can choose to filter the content

0:30:43.980,0:30:50.340

based on brand, tire, etc. So if I select Schwinn ...

0:30:50.340,0:30:53.880

I'm gonna now see all of the

0:30:53.880,0:30:57.780

Schwinn bikes. If I'm looking for a

0:30:57.780,0:30:59.850

certain type of frame ... if i'm looking for

0:30:59.850,0:31:03.270

a bike for certain type of audience ... a

0:31:03.270,0:31:08.610

user. I can search for you know ...

0:31:08.610,0:31:12.090

a woman's bike and it can go on and on. So that's what

0:31:12.090,0:31:15.150

a faceted search is. Now Luggage is

0:31:15.150,0:31:17.700

essentially doing that as well ... so when

0:31:17.700,0:31:20.130

you go to a site such as digital access

0:31:20.130,0:31:22.740

and use it (search) ... i just did a broad search of

0:31:22.740,0:31:25.679

search of accessibility ... here to show you. You can

0:31:25.679,0:31:28.080

actually search the content on the site

0:31:28.080,0:31:33.750

based on type and category and then we

0:31:33.750,0:31:38.669

even have some other term vocabularies

0:31:38.669,0:31:41.370

to use such as new type, people category,

0:31:41.370,0:31:43.470

and event. I didn't get into all those

0:31:43.470,0:31:47.429

today but they all play a role in this

0:31:47.429,0:31:50.640

categories and tags concept to help

0:31:50.640,0:31:54.179

people find content. So you can see that

0:31:54.179,0:31:56.880

there's 28 pages on this website that

0:31:56.880,0:31:58.950

are related to accessibility. There's 12

0:31:58.950,0:32:01.830

pages that are related to events and

0:32:01.830,0:32:06.720

when I select that, my list, my search is

0:32:06.720,0:32:10.260

filtered for that specific kind of

0:32:10.260,0:32:13.470

content. And now, I can say ...

0:32:13.470,0:32:16.770

Oh! They also talk about usability. You

0:32:16.770,0:32:21.270  
know, I didn't realize that! So now you're

0:32:21.270,0:32:23.460  
all the sudden finding things that you

0:32:23.460,0:32:25.230  
didn't know you were even looking for ...

0:32:25.230,0:32:27.390  
and so this is also a way to engage

0:32:27.390,0:32:30.720  
your end user when they're

0:32:30.720,0:32:32.640  
searching. You can also see that

0:32:32.640,0:32:35.280  
categories and tags are listed at the

0:32:35.280,0:32:39.240  
bottom of of the content. So another

0:32:39.240,0:32:42.630  
thing that you can select. So maybe you

0:32:42.630,0:32:45.179  
saw that first instead of on the left.

0:32:45.179,0:32:48.299  
You can select these terms and say I'm

0:32:48.299,0:32:50.460  
interested and accessibility workshops.

0:32:50.460,0:32:52.860  
Okay, now I'm seeing all of the accessibility

0:32:52.860,0:32:57.560  
workshops.

0:32:57.560,0:32:59.900

Alright.

0:32:59.900,0:33:04.820

I believe that's all I have for today. So I

0:33:04.820,0:33:07.460

feel badly. I know that I went over my

0:33:07.460,0:33:11.240

20 minutes but if you have any questions,

0:33:11.240,0:33:13.880

please feel free to type those in the

0:33:13.880,0:33:16.040

chat are more than happy to help answer

0:33:16.040,0:33:18.440

them and again we have people standing

0:33:18.440,0:33:24.650

by that are happy to answer as well. I'd

0:33:24.650,0:33:27.020

like to give you some time. I know that

0:33:27.020,0:33:29.840

this is a lot of information to really

0:33:29.840,0:33:36.680

think about and if you have specific

0:33:36.680,0:33:40.190

questions in regards to the website

0:33:40.190,0:33:41.930

you're working on ...

0:33:41.930,0:33:43.550

We're more than happy to help answer

0:33:43.550,0:33:46.670

those too. This is a very nice place for

0:33:46.670,0:33:50.540

you to learn from each other and

0:33:50.540,0:33:53.690

certainly you may have questions that

0:33:53.690,0:33:57.410

you know you're thinking of but i'm sure

0:33:57.410,0:33:59.420

that someone else could benefit from

0:33:59.420,0:34:04.760

that answer as well.

0:34:04.760,0:34:10.100

oh great questions! Okay, so it looks like

0:34:10.100,0:34:11.990

we have a question about.. What if the

0:34:11.990,0:34:15.679

hamburger button on your site has been

0:34:15.679,0:34:19.100

removed or disabled? That can actually be

0:34:19.100,0:34:23.090

put on within a few seconds ... So if you

0:34:23.090,0:34:25.370

would like to have it and your site doesn't

0:34:25.370,0:34:27.919

have it, we can we can add that very

0:34:27.919,0:34:29.840

quickly. You know the reason that

0:34:29.840,0:34:32.330

sometimes ... sometimes that sites get stood

0:34:32.330,0:34:36.560

up ... we make a conscious decision to not

0:34:36.560,0:34:39.139

put a hamburger button (which is what it

0:34:39.139,0:34:41.659

used to be). And now, on our new theme, we

0:34:41.659,0:34:43.159

have changed that hamburger button to

0:34:43.159,0:34:45.830

actually say "content by category" and

0:34:45.830,0:34:50.270

let's go to ... I believe

0:34:50.270,0:34:53.360

Monarch has an example of that ... yeah. So

0:34:53.360,0:34:55.370

instead of a hamburger you can actually

0:34:55.370,0:34:57.710

see as a drop-down list for content by

0:34:57.710,0:35:00.020

category. But again the reason we may not

0:35:00.020,0:35:03.470

do that is maybe the site was very early

0:35:03.470,0:35:08.330

in development or just in in early

0:35:08.330,0:35:12.080

development...there weren't very many

0:35:12.080,0:35:14.930

categories that were created or

0:35:14.930,0:35:19.790

there was a need, not a need for it.

0:35:19.790,0:35:22.190

Sometimes the site that has five six ten

0:35:22.190,0:35:25.160

pages doesn't need a hamburger or content

0:35:25.160,0:35:30.590

by category. So we really do strategize a

0:35:30.590,0:35:35.510

bit about where that should be, but you

0:35:35.510,0:35:37.670

need to know that whether your site has

0:35:37.670,0:35:40.190

the little hamburger button or content

0:35:40.190,0:35:42.740

by category or not... if you're using

0:35:42.740,0:35:45.350

Luggage, your site is getting all the

0:35:45.350,0:35:47.450

benefits of those categories and tags,

0:35:47.450,0:35:50.030

just the same, because you're sharing

0:35:50.030,0:35:52.160

that information ... your categorizing

0:35:52.160,0:35:53.870

and tagging content and it's being

0:35:53.870,0:35:58.580

shared with google. So it is actually

0:35:58.580,0:36:00.980

benefiting you. And we can

0:36:00.980,0:36:03.050

certainly click that on for



0:36:03.050,0:36:08.030

you very quickly.

0:36:08.030,0:36:13.670

Ok. What are the modules for faceted search?

0:36:13.670,0:36:18.650

That's probably a bit of a developer

0:36:18.650,0:36:22.970

question, so I'm sure that they

0:36:22.970,0:36:24.350

can talk to you a little bit about that.

0:36:24.350,0:36:29.870

We do have, with Drupal, a lot of that is

0:36:29.870,0:36:31.850

built-in. There's a core module for

0:36:31.850,0:36:34.760

taxonomy and that's what's used.

0:36:34.760,0:36:39.680

We also use Solr search, so basically

0:36:39.680,0:36:43.610

it's a way that you can search your

0:36:43.610,0:36:47.690

website using a search ... I'll just say

0:36:47.690,0:36:49.910

search engine ... but I do not know if that's the proper term...

0:36:49.910,0:36:53.030

that actually knows your content. So we

0:36:53.030,0:36:55.790

use a search engine that is familiar

0:36:55.790,0:36:59.180

with Drupal. And it understands Drupal's

0:36:59.180,0:37:04.580

nodes, fields and essentially set up,

0:37:04.580,0:37:09.080

so that it can really dig in and find

0:37:09.080,0:37:11.240

those taxonomy terms and then turn

0:37:11.240,0:37:12.770

around and share them obviously with

0:37:12.770,0:37:19.310

other search engines like Google. Also

0:37:19.310,0:37:25.070

those of you that want to get

0:37:25.070,0:37:29.030

a bit deeper ... there was a presentation a

0:37:29.030,0:37:32.240

couple years ago that we did at DrupalCorn.

0:37:32.240,0:37:36.950

And you may benefit from that.

0:37:36.950,0:37:39.950

I think I can go ahead and see if one of

0:37:39.950,0:37:42.020

the developers want to put ... or it's

0:37:42.020,0:37:44.300

already there.

0:37:44.300,0:37:48.560

They're on the same pages. Ok you can

0:37:48.560,0:37:49.970

review this little presentation which

0:37:49.970,0:37:51.320

does actually talk a little bit about

0:37:51.320,0:37:54.740

modules.

0:37:54.740,0:37:58.010

So ... Oh I'm looking at this other question here ...

0:37:58.010,0:38:01.130

yes ... (question about hamburger helping with search)

0:38:01.130,0:38:04.430

so absolutely ... turning that on can

0:38:04.430,0:38:08.300

definitely help people find

0:38:08.300,0:38:10.130

things. And search your site even better.

0:38:10.130,0:38:10.910

0:38:10.910,0:38:21.740

yeah looks let's get it on (to the site). Are there any

0:38:21.740,0:38:23.660

other questions that we can help answer?

0:38:23.660,0:38:30.770

These are great questions.

0:38:30.770,0:38:34.850

Ok. I want to give you a moment or two.

0:38:34.850,0:38:38.090

Sometimes people think about ... think about

0:38:38.090,0:38:41.180

questions & and I've heard that they try

0:38:41.180,0:38:42.890

to take them in and then I close the

0:38:42.890,0:38:45.410  
webinar, so I'm trying not to do that

0:38:45.410,0:38:51.980  
today.

0:38:51.980,0:38:58.250  
Alright. As always if you would like to

0:38:58.250,0:39:00.770  
have more information or sit down and

0:39:00.770,0:39:03.410  
talk with with me about your website,

0:39:03.410,0:39:05.870  
your categories and tags; and how

0:39:05.870,0:39:08.660  
to do them more efficiently or you know,

0:39:08.660,0:39:12.980  
to get them displayed, we can certainly

0:39:12.980,0:39:15.140  
certainly work with you to do that.

0:39:15.140,0:39:18.230  
Feel free to send me an email or or call

0:39:18.230,0:39:20.870  
me and we can we can certainly get

0:39:20.870,0:39:22.670  
together.

0:39:22.670,0:39:24.950  
Alright. Thank you all very much for

0:39:24.950,0:39:26.690  
attending today and I hope you have a

0:39:26.690,0:39:28.790

great rest of the week! I'm going to go

0:39:28.790,0:39:35.320

ahead and close out the webinar.