

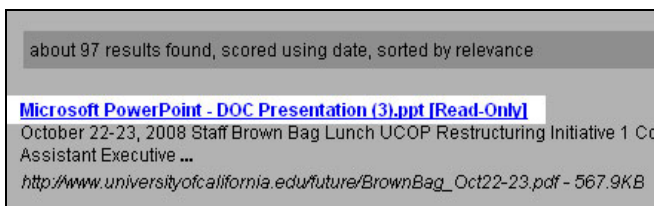
Improving Document Search Results with the UCOP Search Engine

Why “document titles” are important

Although we don't usually pay attention to them, “document titles” (usually found within the “Properties” tab in the file menu) are very important because those are the words that appear in the search engine result links. They also play a role in ranking a document within search results.

When a search result is a Web page, the <title> tag determines the words that appear in the search engine result headings. When a search result is a Microsoft Word document, Microsoft Excel spreadsheet, Microsoft PowerPoint presentation, or Adobe Acrobat PDF file, the document title is the source of this information.

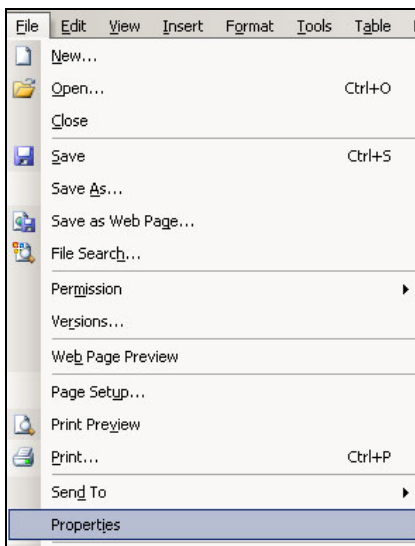
Creating a PDF from a Microsoft file – and not checking the document title afterward – can result in confusing document information. For example, look at how this PDF file, which was created from a Microsoft PowerPoint presentation, appears in the search results:



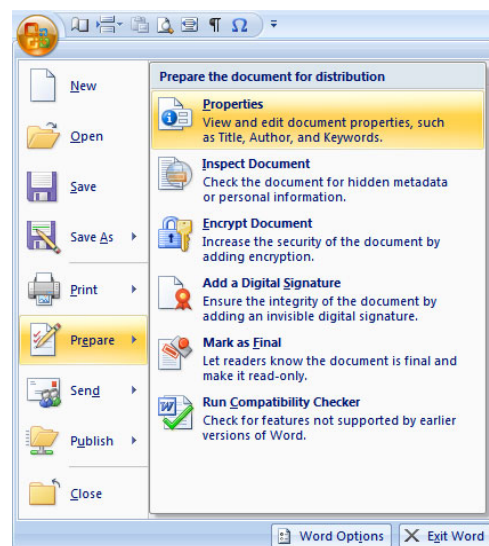
Is it a PowerPoint file or a PDF? More importantly, the document title (**Microsoft PowerPoint – DOC Presentation (3).ppt [Read-Only]**) tells you nothing about the file's contents. Even though it may be the exact document for which the inquirer is searching, there are no words to indicate this is the correct document link.

Check document title in a source document

Microsoft Office programs usually look at the very first line that you've typed in a document and use that as the document title. This is sometimes accurate, but if you've been creating new files by using "File → Save As ...", the file retains the title of the original document. Before you generate a PDF file from a Microsoft Office program – or if you intend to have a Microsoft Word, Excel, or PowerPoint file posted on the web – check the document properties by going to the "File" menu and selecting "Properties." In Office 2007, go to the Office Button, choose "Prepare" and then select "Properties."



Office 2003



Office 2007

In the dialog box that pops up, select the "Summary" tab. In the "Title" box, add/edit text to accurately reflect the file's contents. If values appear in the "Author" and "Company" boxes, we generally recommend that you delete them. Click on "OK." In Office 2007, you'll add/edit text in the "Title" box to accurately reflect the file's contents. We still recommend that you delete the value in the "Author" box.

Improving Document Relevance in the Ultraseek Search... [X]

General Summary Statistics Contents Custom

Title: Improving Document Search Results with the UCO

Subject:

Author:

Manager:

Company:

Category:

Keywords:

Comments:

Hyperlink base:

Template: Normal.dot

Save preview picture

OK Cancel

Office 2003

Document Properties [i] [v]

Author: Title: Subject:

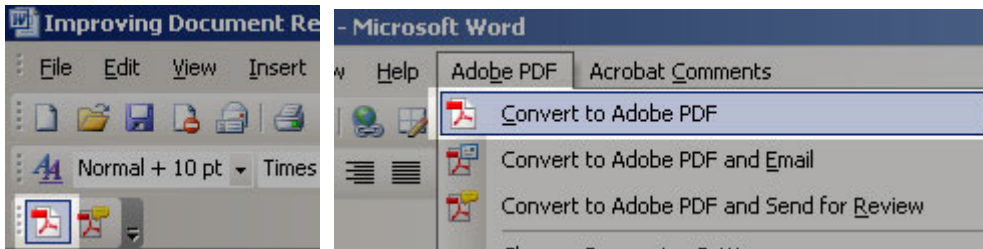
Improving Document Search Re

Comments:

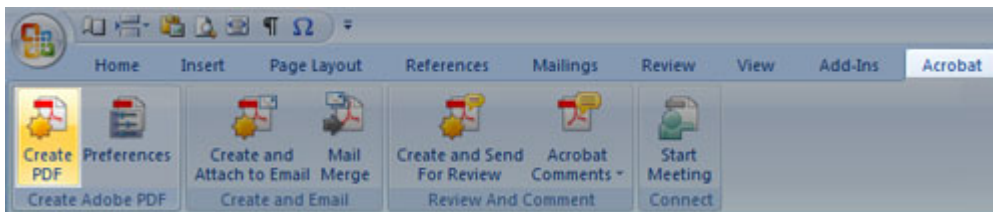
Office 2007

Generate PDF files

After you've verified that the document title accurately reflects the file's contents, it's time to convert the file to a PDF (if that's what you want to do). If your Adobe Acrobat Professional software has been installed properly, you should see these toolbars/options in your Microsoft Office programs:



Office 2003



Office 2007

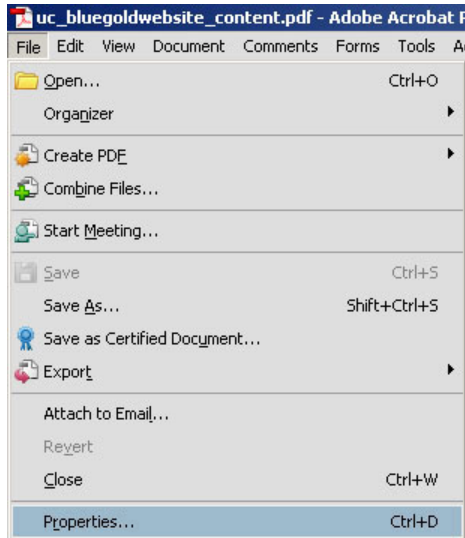
Click on either of these buttons to generate a PDF. If you've properly formatted your document, Adobe Acrobat will also add the appropriate "tags" to the file, which help your PDFs be more "IT accessible" (i.e., more easily read/navigated by those with visual or mobility impairments).

Check document title in a PDF file

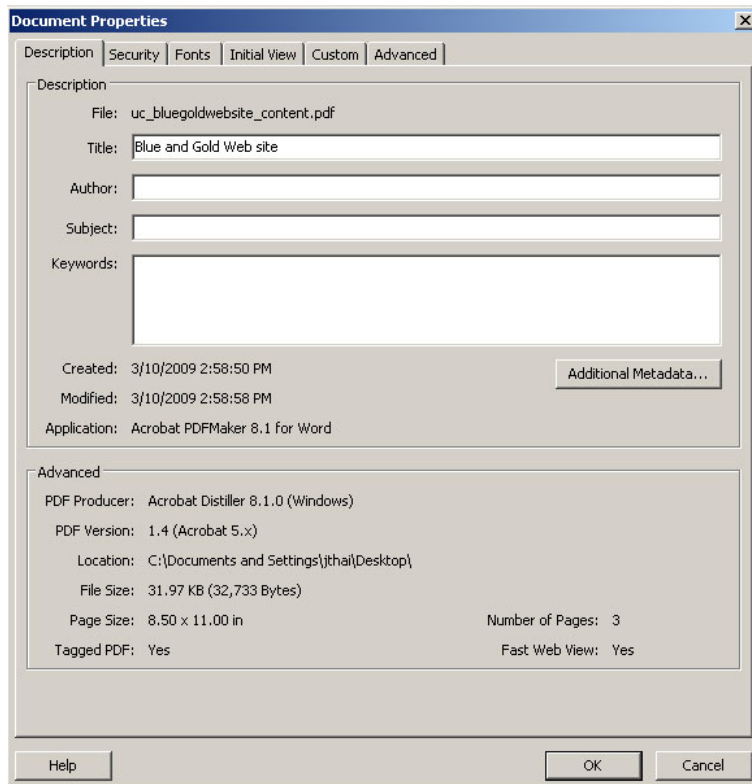
It is also possible to enter/update the document title information in a document after it has been converted to a PDF. There are two ways to do this.

Within Adobe Acrobat

Go to the "File" menu and select "Properties."

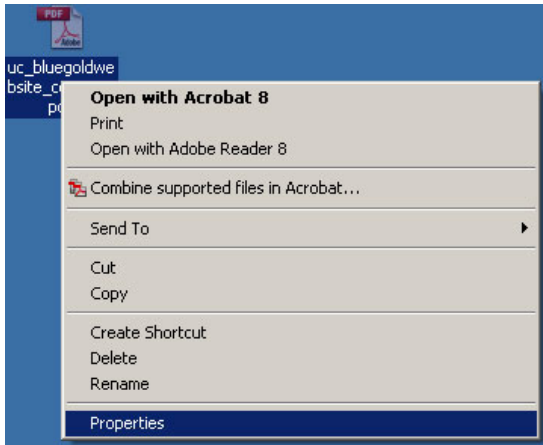


In the dialog box that pops up, select the "Description" tab. In the "Title" box, add/edit text to accurately reflect the file's contents. If a value appears in the "Author" box, consider deleting it. If you want to enter keywords to ensure that the PDF appears in the search results for terms that don't appear in the PDF itself, you can enter those comma-separated values in the "Keywords" box and then click on "OK."



Outside Adobe Acrobat

If you don't want to open Adobe Acrobat to change a PDF's document title, you can do so by right-clicking on the file and selecting "Properties."



In the dialog box that pops up, select the "PDF" tab. In the "Title" box, add/edit text to accurately reflect the file's contents. If a value appears in the "Author" box, consider deleting it. If you want to enter keywords to help ensure that the PDF appears in the search results for terms that don't appear in the PDF itself, you can enter those comma-separated values in the "Keywords" box and then click on "OK."

