

The logo features a stylized swimmer icon above the text. The swimmer is composed of a small circle for the head and a curved line for the body. The text 'digital' is in a lowercase, sans-serif font, and 'NOW' is in a bold, uppercase, sans-serif font. The entire logo is centered within a circular graphic that has a dark blue center and a lighter blue outer ring with four segments.

digitalNOW

Increasing Website Value and Engagement Through Semantics

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Tim Musgrove, TextDigger

What we will cover:

1. Next Generation Semantics:
What is it, why it matters
2. ASQ Case Study:
TheSRO.Org
3. ROI:
Create a relevant and focused body of knowledge,
and increase web traffic

Latest Trends

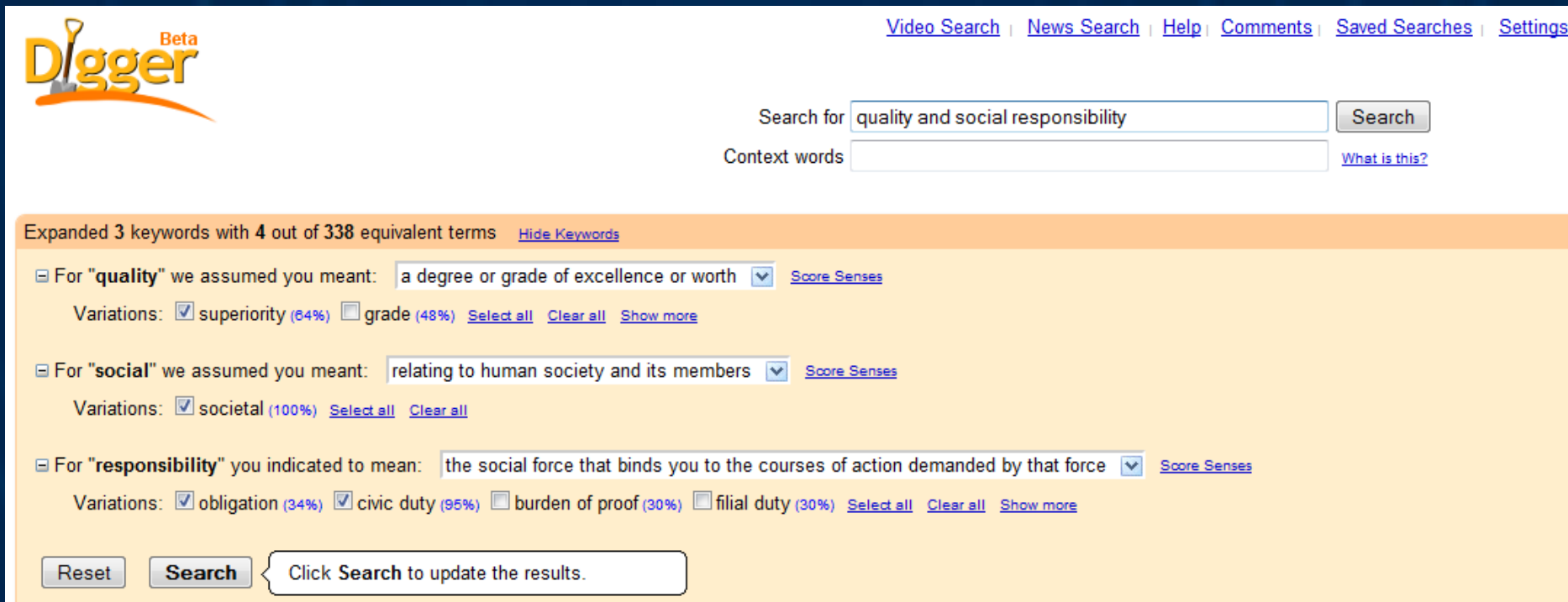
- Semantic technology increasingly important for the web
 - Yahoo, Microsoft, NY Times have employees with “semantic” in their job title
 - The “SemTech” Semantic Technology Conference opened in San Francisco in 2004 with 400 attendees; last year it had 2,500 attendees
 - Google, Facebook and others have made semantic technology acquisitions

TextDigger

- Spun out of CNET (now CBS Interactive), funded by CBS, True Ventures and Intel Capital
- Patent pending proprietary technology
- Makes practical semantic plug-ins for websites
 - Includes semantic search and content aggregation tools

Next Generation Tools

- First, use this control panel to define exactly what content you want . . .



Digger Beta

[Video Search](#) | [News Search](#) | [Help](#) | [Comments](#) | [Saved Searches](#) | [Settings](#)

Search for

Context words [What is this?](#)

Expanded 3 keywords with 4 out of 338 equivalent terms [Hide Keywords](#)

For **"quality"** we assumed you meant: [Score Senses](#)

Variations: superiority (64%) grade (48%) [Select all](#) [Clear all](#) [Show more](#)

For **"social"** we assumed you meant: [Score Senses](#)

Variations: societal (100%) [Select all](#) [Clear all](#)

For **"responsibility"** you indicated to mean: [Score Senses](#)

Variations: obligation (34%) civic duty (95%) burden of proof (30%) filial duty (30%) [Select all](#) [Clear all](#) [Show more](#)

Click **Search** to update the results.

Next Generation Tools

- Get alerts in your personal research areas.....



Next Generation Tools

- Or have the tool automatically collect relevant articles and post to your website:

Social Responsibility in the News

PPR Group Brings Sustainability Initiative to Gucci, Stella McCartney and Yves Saint Laurent : TreeHugger

... to Gucci, Stella McCartney and Yves Saint Laurent Fashion conglomerate PPR Group -- home to luxury labels Gucci, Puma, Yves Saint Laurent, and Stella McCartney -- is stepping up their Corporate ... Stella McCartney -- is stepping up their Corporate Social Responsibility (CSR) with the launch of PPR Home ... Ecouterre). The first order of business is "to reduce the social and environmental footprint for its ...
www.treehugger.com — 2011-04-05 07:00:43

Dylan Kendall: Hooray for Hollywood: Finding Joy in Doing Good

... responsibility both to consumers and to the planet was important only in as much as it pertained to ... listening to the voices of the consumers it has informed. The media industry is becoming responsible. As ... Viacom, Vivendi, Bertelsmann and Sony Corporation have fully defined Corporate Social Responsibility reports published and available for ...
www.huffingtonpost.com — 2011-04-04 23:31:16

Western Union Announces Expanded Roles on Executive Team - Yahoo! Finance

September, previously made initial changes to the senior leadership team in 2010, including the streamlining of certain ... these important changes to our Executive Team so that our organization can respond to the needs of ... that this is the right team to guide Western Union to great success. Each of these leaders ...
finance.yahoo.com — 2011-04-04 12:05:00

Predicting the Final Fall of Wall Street - The CSR Blog - corporate social responsibility - Forbes

CSRwire's Talkback blog, David Korten--author of When Corporations Rule the World and more recently, Agenda for ... Turning: From Empire to Earth Community--compares modern-day Wall Street executives to the emperors of ... year Era of Empire. Why this comparison? According to Korten, Wall Street (Goldman Sachs, Bank of America ...
blogs.forbes.com — 2011-04-04 07:03:02

See more

CASE Study:

The SRO.org

an ASQ-sponsored site



Case Study: ASQ

- ASQ leading voice on quality
- Professional association with 80,000 individual and 600 corporate members
- Headquartered in US. Offices in India, China, Mexico, Brazil
- 250 Geographic sections
- 25 Technical divisions
- 93 Networks

ASQ Case Study: TheSRO.org

- The Socially Responsible Organization
- Align quality and social responsibility
- No clear body of knowledge
- Public and collaborative site



The screenshot shows the homepage of TheSRO.org. The logo "TheSRO*" is prominently displayed at the top left, with the tagline "define the socially responsible organization" underneath. A search bar is located in the top right corner. A navigation menu is visible below the logo, containing links for Home, About, Get Involved, Resources, SRO Stories, Sponsors, and SRO Community Site. A "SHARE" button with social media icons is also present. The main content area features a large heading: "What's a socially responsible organization? How should it act?". Below this heading, there are several paragraphs of text, including one that says "Concerned as a citizen about how businesses act?" and another that says "Involved in social responsibility endeavors at your corporation?". A section titled "The SRO* is for you." describes the organization's mission. A "Sponsors" section is visible on the right side, with a link to "See all sponsors >". The bottom of the page shows the beginning of an "About The SRO*" section.

Case Study: Objectives

- Aggregate new body of knowledge
- Identify new markets and targets
- Increase web traffic and impact
- Identify quantitative measures (ROI)

Case Study: Method

- Developed plan to improve findability of content
- Installed widgets to pull content daily
- Identified metrics to measure impact

ASQ Case Study: Results

- Two Widgets installed
 - Social Responsibility
 - ISO 26000
- Pulled 36 articles on ISO 26000
- Pulled 1866 articles on CSR (relevant)

CASE Study: Widgets Analytics



Widget	Installed	Daily Population/ Notifications Began	SRO* Broadcast Email Notification	SRO* analytics prior to widget installation	SRO* analytics after widget installation
Corporate Social Responsibility	May 3, 2010	May 4, 2010	May 30, 2010	44 daily page views (5/31/10)	215 daily page views (6/1/10)
ISO 26000	Aug. 5, 2010	Aug. 6, 2010	August 8, 2010	60 daily page views (8/7/10)	304 daily page views (8/9/10)

Demo

- Now we'll quickly walk through the steps...

Next Steps

- Integrate RSS from TextDigger (for SEO benefits)
- Explore where this project is relevant to other areas of the parent organization, ASQ
 - E.g. indexing content across different sections of the organization

NEW: TextDigger Premium Features



Announced for the first time here at DigitalNow

- Restrict results to just your site
 - show off your own content by theme.
- More options on the “look and feel” of the widget
- RSS output available for your CMS
 - brings more UI choices, better visibility to Google

Sign up as a beta tester to try out these forthcoming features

Contact

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