Keywords Documentation

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Introduction

1.1   This document gives background information on keywords work undertaken by PointX and is intended as supporting documentation to accompany the keyword file (Keywords.txt). A revision has been necessary on introduction of Version 3.1 of the PointX classification system.

1.2   Keywords are one of a number of supporting tools provided to users to help them see where types of features are held within the PointX classification system and how data can be linked to other systems or used in drop down lists etc.

1.3   The keyword list is based upon terms held in the **Local Government Business Category List Version 1.00**. Please also refer to documentation detailing descriptive terms and brand names (*PointX March 2012 Descriptive class reporting.pdf*) and mappings to SIC 2003 and SIC 2007 (*SIC supporting documentation.pdf)*.

Scope of Keywords work

2.1   The intention of this work is to provide a foundation upon which further keywords and phrases can be added over time as required. As such it should not be seen as being complete or exhaustive.

2.2   With particular interest being shown in keywords within the Local Government sector it was decided to evaluate various category listings utilised by Local Government. Typically systems such as these are hierarchal in nature and a single keyword can mean different things depending on where it sits within the system even though each term is intended to have the same meaning. As such, in some instances, comments have been added to the keywords in question to explain which context it is that they fall within.

2.3   The Integrated Public Sector Vocabulary version 1 was looked at as a possible starting point however as this is very detailed and extensive it was not deemed appropriate to attempt a full mapping to this initially.

2.4   As many elements of the full Local Government Category Listing (LGCL for short) either do not directly apply to the PointX classification system or if they do are non specific it was decided to work upon a subset. The chosen basis was the **Local Government Business Category List Version 1** (LGBCL) which has the advantages of being both a standard in general use and freely available for uptake without licensing costs.

2.5   Only the most granular level of the LGBCL is used as the higher tiers of information tend to relate to Groups or Categories within the PointX system and are not necessarily specific. Mapping at these other levels could be done in future but is seen to be of less benefit as they could be aggregated up if required from this initial detailed work.

2.6   As well as single words it is agreed that such Keywords work should also include strings and phrases. However by expanding the requirement into strings as well the permutations possible increase exponentially so only a limited number of strings and phrases are included.

2.7   At this stage only the words are provided with their mapping to version 3 of the PointX classification system and not the numerical identifier from the LGBCL.

Structure

3.1   Only the terms held in the LGBCL have been mapped. This contains 425 entries of which all bar a handful can be mapped.

3.2   The first column provided is the keyword or phrase in question followed by a Group holder, three Category holders, 5 Class holders and a comment field. Unless the first column relates to a very generic term, as is intentionally not the case in this implementation, the Group field will not be populated.

3.3   The intention is to provide specific and relevant mappings where possible. If a Category is believed to hold a type of feature within many of its component classes then it will be identified in one of the Category fields. These are populated in order (1 through 3) with the most relevant perceived Category identified first. Similarly the Class fields are populated in order of perceived relevance from 1 through 5 as applicable.

3.4   For many quite specific, or readily identifiable keywords or phrases, there will only be a single class mapping given. This is natural as PointX tries to be quite specific in what it holds where possible. However, where the term held in the LGBCL is more generic, as is often the case, more than one class will apply through to multiple categories depending on the term in question.

Examples

4.1   Below is an example of the Keywords mapping.

Keywords										
Keyword or phrase	**Group**	**Category 1**	**Category 2**	**Category 3**	**Class1**	**Class2**	**Class3**	**Class4**	**Class5**	**comment**
Abattoir					526					
Accommodation agencies					192					
Accounting, book-keeping and tax services					135	147				
Acupuncture					330					
Adult education		31	32		376	403				
Advertising, public relations and marketing agencies					114					
After school clubs					397	452				
Agricultural colleges					403					
Agriculture raw materials					571	547				
Air transport		15	53		96	218	728			

4.2   As can be seen in the example the level and type of mapping varies widely depending on the term under consideration.

Delivery

5.1   The keyword mappings will be supplied free of charge to all existing PointX customers as a separate file in their orders.

5.2   This will be within the documents directory and the file will be a simple pipe | delimited text file with a header showing the field names.

5.3   Updates to this file including additions and amendments will be provided when deemed necessary but it is not envisaged that this should be performed on too regular a basis.

Issues

6.1   It is accepted that the keywords implementation is only a starting point. Additional files providing breakdowns of descriptive terms and brand names by class and SIC code mappings have been added to provide more information to users.

6.2   The context of a word, or phrase, also dictates how it should be viewed and this causes issues when mapping.

6.3   For some of the classes shown there could be few or no relevant records in an area. Some of the terms used are outside the current scope of PointX so no mapping exists.