

# **DATA OPTIMIZATION TOOL**

Please find below some instructions to help you understand the data optimization process. The data optimization tool enables to navigate company website to harvest their information including hyperlinks as well as textual information. You are required to use the tool to gather various data types from static and dynamic web pages of a company website.

**Please view the Installation Video for Tool Installation:** <https://youtu.be/U5ShA8yXn2A>

The step-by-step process in the video is also explained below. The tool works only on Firefox Web Browse. Please download and install Firefox browser latest version.

Copy paste the below given URL link in the address bar and press Enter key  
<https://dataoptimization.searchoptix.com>

Click on the '**Download**' dropdown link on the top right corner and select '**Download version 2.0.1**'

A Notification Permissions window would pop-up, please click on "**Continue to Installation**"

Another pop-up window requests you to Add Data Optimization short cut. Please click on "**Add**"

The pop up window Data Optimization icon gets added in your Firefox browser on the top right corner. Check mark 'Allow this extension to run in Private Windows' and then click on "**Okay, Got It**"

## **Login**

Subsequent to installation, the icon of Data Optimization Tool "**DO**" will appear on the top right corner of the Firefox Browser.

- To login, use the username and password provided to you.
- Subsequent to login, the following three options are available on the main page –

**Company Data Capture**

**Curation History**

**Profile**

**Logout**

## **Nature of Job:**

The user is required to extract specific data/information by searching through multiple layers on a website. As the information on a company's website would be distinctly structured, the user should go deep into the URL paths as needed to populate all the required parameters.

To get started, click on the menu and select '**B. Company Data Capture**'

## **B. Company Data Capture**

The tool will display a company name with their website address along with various parameters/fields. Click on the "**Enable edit**" button to activate the company.

B. Company Data Capture ▼ completed 0/0 results

**Addverb Technologies Pvt Limited** 0.05% completed  
addverb.in

Skip Save & Next Flag as ▾ ☰

Section: B. Company Data Capture ▼ Enable edit

The **<Enable edit>** option would display the following three sub-categories under the **Company Data Capture** section -

- ⇒ **Details**
- ⇒ **Descriptions**
- ⇒ **Locations**

B. Company Data Capture ▼ completed 0/0 results

**Adeunis (France)** 0.05% completed  
www.adeunis.com

Skip Save & Next Flag as ▾ ☰

Section: B. Company Data Capture ▼ Cancel edit

Details Descriptions Locations

For capturing information for all the above three categories, the user has to first click on the URL link provided below the company name to access their website. The company's website pops-up at the right side of the browser for easy navigation.

For user convenience, the browser window has been split into dual-panes for accessing of tool and the website simultaneously. The left side of the tool displays database structure with all the required fields/parameters for which information has to be extracted. While on right-side, the company's website would get displayed from where the user has to select and drag the information and drop the information at the pertinent location.

#### **Sub-Category: Details**

Given below image is the basic structure with various parameters/fields covered under **Details** sub-category. Most of the information is already populated and available. The user has to validate and update the available information by referring the respective company's website.

To update, access the respective company's website and select each one of the following fields, drag and drop them at the left side. Subsequent to the extraction process, click on the **<Save>** button.

Details Descriptions Locations

Company name

Website

Email

Phone

Fax

LinkedIn

Facebook

Twitter

Image url

Address

City

State

Zip

Country


Save

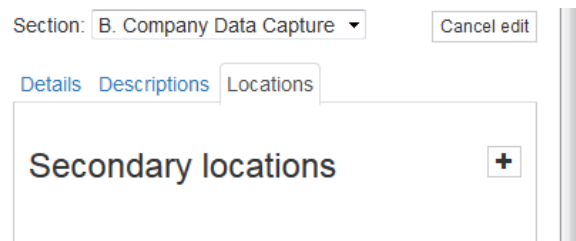
### Important Notes:

- Drag and drop company website, company email, company phone, and company Fax in the respective fields. In general, the companies provide information pertaining to address, email, phone and fax under **'Contact'** header,
- Drag and drop the company's social links (LinkedIn, Facebook, Twitter) as provided in their respective website.
- With regard to the extraction of address - populate Address, City, State and Zip Code columns for the U.S. Companies, and Address and Country columns for the International Companies.
- **'Image Url'** option pertains to company logo. Drag and drop the logo from the company's website to this location.
- After incorporating all the parameters under **'Details'** sub-category click on the **"Save"** button.
- A green button with **'Operation Successful'** message would get displayed, indicating that the information captured has been saved.


### Sub-Category: Locations

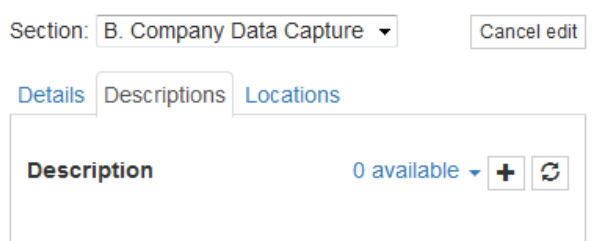
If a given company provides more than one address, drag and drop the information on additional location/locations information under **'Locations'** sub-category.

To enable various parameter/fields under Locations, click on the  option and extract the required information.



### Sub-Category: Description

With regard to **'Description'** option, extraction of all the information pertaining to the company should be dragged and dropped in this window. To enable this option, click on the  option



### Important Notes:

In general , website structure and information are different for each company. Our aim to extract vital company information that includes business profile, business/divisions/segments operations, products/services/brands, industries/application, press releases/news.

- 1) Business Profile/Description/Overview
- 2) Business Operation/units/Segments/Divisions/Groups/Subsidiaries
  - Segments
  - Groups
  - Businesses
  - Subsidiaries
  - Facilities
  - Brands
- 3) Products/Services/Technology/Platform
- 4) News/Press Releases of 2019 & 2018

Please note all the Titles and Sub-Titles given in the website should be tagged accordingly by clicking H1, H2, H3, H4 or H5.

In case if the textual information captured is getting highlighted as header, select the content and click on “**P**” option to disable the highlight. While capturing the text from the website the user can even present the content in the form of bullets by selecting the content and clicking on numbered list or bullet list icons available in the Toolbar. Further, the user can even select Bold, Italic, Align icons from the toolbar for better presentation of the content.

**Demo Video link for extracting Description:** <https://youtu.be/EAQiKR94DBI>

**Note:** Extraction of the information from the following Titles/Headers should be ignored in the data extraction process. In general, a company website provides the following titles under “Resources” button.

- **Articles**
- **Blogs**
- **Case Studies**
- **Conferences**
- **Datasheets**
- **Events**
- **Knowledgebase**
- **Quality Policy**
- **Research Papers**
- **Testimonials**
- **Trade Shows**
- **Whitepaper**
- **Webinars**