

ubExact Data Map for Search-Related Objects

Sites

The site object holds the individual sites in the system. A site belongs to a topic, a metro_service_area, a user and an activity, and has many key phrases. An extraction of the code used to create the sites table, which holds the data for site objects, is as follows:

```
table "sites":
  integer "id"
  string "name"
  string "url"
  string "state"
  string "city"
  boolean "free"
  boolean "registration_required"
  text "description"
  boolean "official"
  datetime "created_at"
  datetime "updated_at"
  string "country_code"
  integer "topic_id",
  integer "activity_id",
  integer "metro_service_area_id",
  boolean "disabled"
  integer "user_id",
  boolean "ad_only"
```

Notice that the site has an id field for each of the items it belongs to (eg, topic_id). The existence of that field lets you know that it knows what topic it belongs to based on the topic id, and NOT something like the topic name. This means you can change anything you want about the topic, and the site will still know who it belongs to. You cannot directly manipulate any table's id field.

Key Phrases

Key phrases are related links and preferred links. They are the terms that cause a search that is typed in the box to be a hit. Each key phrase is unique, and each belongs to one site. The domain_id field allows us to easily look up the domain name that is associated with that key phrase (helps to tie the domain-based searches to the key word-based searches). The link name is used to tie common key phrases together and provides the search results. All link names are the key phrase without any spaces or punctuation. The '&' in a name is converted to the word 'and.'

```
table "key_phrases":
  integer "id"
  string "phrase"
  datetime "created_at"
  datetime "updated_at"
```

```

integer "site_id",
boolean "preferred",           :default => false
boolean "paid",                :default => false
string  "label"
string  "link_name"
boolean "linkable"
integer "domain_id",
string  "advertisement_url"
string  "ad_context"

```

Topics

Topics are all super-cats, primary topics and sub-topics. Each topic has many sites assigned to it. Topics live in a hierarchy. The `parent_id` column in the topics table is actually the id of another topic in the table that a topic is assigned to. Topics with no `parent_id` are `super_cats`. Then the hierarchy is built by assigning a topic to another topic. So a topic whose `parent_id` references a topic that is a super-cat, is by default a primary topic. And a topic whose `parent_id` references a topic whose `parent_id` references another topic, is a sub topic. Like key phrases, topics reference the domain table to match up with domain-based searches and have a `link_name` that ties common items together in searches. The `link_name` is the topic name without any spaces or punctuation. The ‘&’ in a name is converted to the word ‘and.’

```

table "topics"
  integer "id"
  string  "name"
  datetime "created_at"
  datetime "updated_at"
  integer "parent_id"
  string  "link_name"
  integer "domain_id"

```

Domains

Domains house the catalog of domain names that ubExact has purchased. The domain contains the url that is registered as well as a `link_name` to tie the domain to a searchable item and also a phrase so that compound words can be discerned.

```

table "domains"
  integer "id"
  string  "url"
  string  "phrase"
  string  "link_name"
  datetime "created_at"
  datetime "updated_at"

```

Metro Service Areas

The `metro_service_areas` table tracks all of the MSAs in the system. It also controls the hierarchy of MSAs, and is how the system knows that the Orlando MSA belongs in Florida.

MSAs have a link_name that works the same way as the previously mentioned link_names and a parent_id that controls the hierarchy. The homepage boolean determines whether it shows up under the USA map on the homepage or not and what position it shows up in. The flash_filename indicates the name of the Flash map to use when this MSA landing page is used.

```
table "metro_service_areas"  
  integer "id"  
  string  "name"  
  datetime "created_at"  
  datetime "updated_at"  
  string  "link_name"  
  integer  "homepage",  
  integer  "domain_id",  
  integer  "parent_id",  
  string  "flash_filename"
```

Metro Service Area Links

Metro service area links are the links that show up in the MSA box on an MSA-oriented results page. The url is the place the link should point to when it shows up on the page, while the name is the text that is displayed.

```
table "metro_service_area_links"  
  integer "id"  
  integer "metro_service_area_id"  
  string  "name"  
  string  "url"  
  datetime "created_at"  
  datetime "updated_at"
```