Business Solutions Association
Enterprise Search Keywords
Standard 07-13

Effective Date: January 1, 2014

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Definition: There are several terms related to Enterprise Search and keywords that are of importance in this document:
- *Keyword-* refers to a word/words used by a search engine in its search for relevant web pages.
- *Enterprise Search-* refers to an internal search engine that drives a particular site.
- *Primary Keywords-* words or terms intended to drive traffic to your specific product.
- *Synonym Keywords-* misspellings, parent company names, etc.
- *Dirty Keywording-* no trademarked or competitive keywords or manufacturer numbers (other than your own) allowed within keyword fields.

Goals and Objectives Of This Document

The purpose is to establish a common standard for usage & storage of keywords as it pertains to Enterprise Search as well as a best practice guide on how to properly utilize keywords in order to increase relevant search returns on websites thus creating value for users.

This material is intended for people and companies in the supply chain who wish to implement keywords on their websites.

The goal is to provide:

1. One common standard for keyword housing and usage (with the introduction of two new fields to new item set-up sheets) to be implemented on industry websites as well as best practices for keyword mining. This provides benefit to people and companies who are looking to provide the most relevant search returns and the best path to purchase; and,

2. A common standard that will be adhered to by the wholesale community, independent dealers, product manufacturers and others within the supply chain; and,

3. A common standard allowing for a higher level of keyword usage & optimization than what is currently contained on many sites.

Purpose:

The purpose of this BSA document is to clearly define the industry's standard as it relates to the mining, housing and usage of keywords (specifically for Enterprise Search) within a specific member company and / or among multiple supply chain member companies for a common project.

Proposed Standard:

The proposed standard contains multiple pieces:

1. Establish two new fields within new item set-up forms that allows for manufacturers to identify relevant keywords. This field will allow a maximum of 500 characters and keywords will be separated by commas (in order of importance). This field will follow the same guidelines as the existing BSA Naming Conventions standard

    a. Primary Key Word Field

    b. Synonym Key Word Field

2. Ensure compliance with 3rd Party Vendors and others that keywords will be utilized in a beneficial manner that will positively affect the site search and resulting SERPs.

3. Establish a best practice guide (to be presented at the BSA 2013 Forum) for manufacturers that underscores the importance of keywords in Enterprise Search with particular attention to the below:

    a. Free tools to research or "mine" keywords

    b. Common keyword needs (i.e. onyx vs. black, lavender vs. purple, hyphens, spaces, etc.)

Technical Specifications for Keywords:

1. Do not use special characters or bullets in the keyword field, the only character allowed is the comma used to separate keywords

Examples of Keywords

Primary Keywords- Black Ink Pen, Dual Ink Pen, Multiple Color Ink Pen, Colored Ink Pen, Bold Point Pen

Synonym Keywords- Sanford (parent company), uniball (misspelling), roller ball pen (type of pen with space that differs from that which is in the product title)

Implementation

Implementation of the new keyword standard will occur on January 1, 2014 with members becoming fully versed in the implications and technical specifications of the new standard at the Fall 2013 BSA Forum in October.