

SmartIndexing Power Topics: Business News & Stock Market Updates

IMPROVING SEARCH RELEVANCY
IN LEXISNEXIS NEWSDESK®

What is a SmartIndexing Power Topic?

A Power Topic is a SmartIndexing term, which rolls up of all relevant terms for the target subject or industry, in order to boost search relevancy with one single click/action of the user.

Business News Power Topic

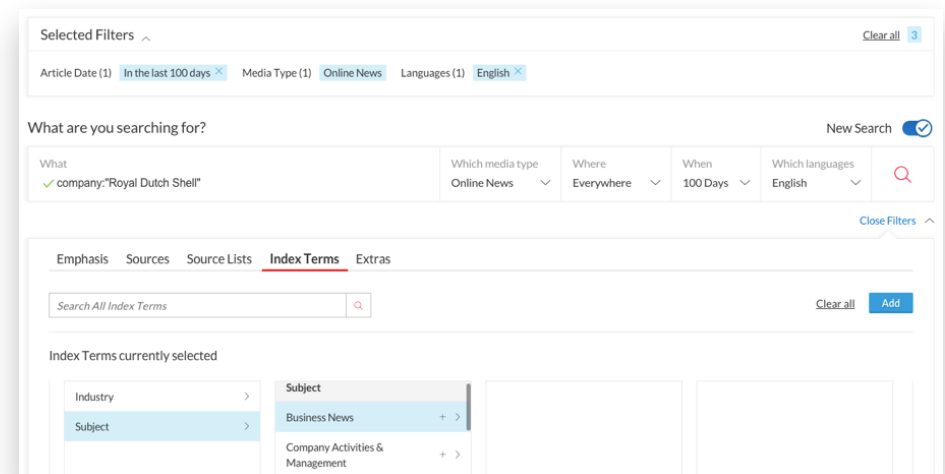
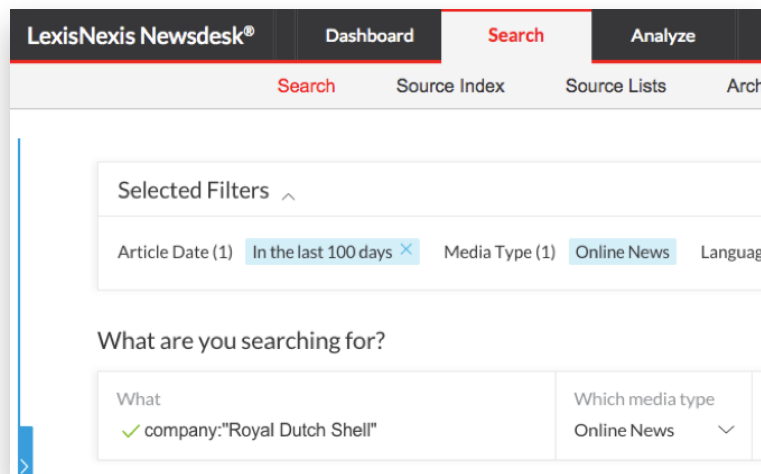
The **Business News Power Topic** is rolling up more than 1200 existing index terms that are about business together. (examples: Agricultural Trade, Automotive Exports and imports, Company earnings, Supply chain management, etc...)

By adding the term “Business News” to your search, only documents that have been tagged as belonging to one of the 1200 “Business news” related terms will be included in results.

This will tremendously reduce noise in searches, making it **faster to get the business insights** users are looking for.

All noise related to mentions of a brand or company in other contexts than business is left out.

HOW TO FILTER FOR BUSINESS NEWS ONLY



- 1 Enter your keyword/Company/etc...
- 3 Select your other filters and click on the Search Icon.

- 2 Click on More Filters, select Index Terms and select “Subjects”: click on “Business News” and chose Add.

Examples on how “Business News” helps filtering articles, and getting quicker to relevant results in 9 languages: (English, French, German, Dutch, Spanish, Italian, Russian, Portuguese and Arabic)

Search Online News	Newsdesk results /number of articles	Newsdesk results with addition of Business News Term/number of articles
Nike, 1 day, English	1494	348
KPMG, 7 days, Dutch	71	11
Company DIOR, last 7 days, French	219	50
Lufthansa, one day, German	564	344

Stock Market Updates Power Topic

The **Stock Market Updates Power Topic** is rolling up more than 20 stock related index terms together. It gives users the ability to exclude all stocks/shares/market updates type news from their search.

HOW TO FILTER OUT STOCK MARKET UPDATES

The screenshot shows a search interface with the following elements:

- Selected Filters:** Article Date (1) In the last 100 days, Media Type (1) Online News, Languages (1) English.
- What are you searching for?:** What: ✓ company:"Société Générale", Which media type: Online News, Where: Everywhere.
- Index Terms:** A search box containing "stock market u|" with a dropdown menu showing "Stock Market Updates" as a suggestion.

1

Type in your Search and add the filter "**Index terms**". Type in **STOCK MARKET Update**—The Search assistant is showing under Subject/Industry the Stock market Updates term.

You can also retrieve this term under:

Business News > Financial Markets & Investing > Securities and other investments > Stock Market Updates

Select the index term and **click on Add**.

2

In the query box, change the operator to **NOT** in your search if you want to exclude Stock market news.

3

Select your other filters and **click on the Search Icon**.

The screenshot shows the search interface after applying filters and the NOT operator:

- Selected Filters:** Article Date (1) In the last 100 days, Media Type (1) Online News, Languages (1) English. Clear all 3.
- What are you searching for?:** What: ✓ company:"Société Générale" NOT Stock Market Updates, Which media type: Online News, Where: Everywhere, When: 100 Days, Which languages: English. New Search icon is checked.

Contact

Need more help? Contact our Client Services team and we will gladly answer your questions!

clientservices@moreover.com
support@lexisnexis.eu

US +1 866 897 8129
UK +44 (0)845 647 8888
DE +49(0)211 417435 40

FR +33(0)1 71 72 48 50
NL +31(0)20 485 3456



LexisNexis and the Knowledge Burst logo are registered trademarks of RELX Properties Inc., used under license. Other products or services may be trademarks or registered trademarks of their respective companies. © 2018 LexisNexis. All rights reserved.