

Product Briefing

MyST Topic Cloud™ brings a new level of discovery, awareness, and navigation to MyST Blogsite™

MyST Topic Cloud™ is a web services application that leverages Blogsite keywords, key-phrases, posting dates, author names, and other metadata, and presents them in an easy-to-understand user interface.

Topic clouds are valuable for many reasons, including:

- Topic clouds provide fast and friendly navigation to blogsite content of interest;
- New blogsite visitors can look at a topic cloud and quickly see what the blogsite is about.
- Blogsite authors can easily spot errors in keyword usage.
- Blogsite authors and administrators can spot trends and patterns in keyword and key-phrase usage.
- Blogsite content managers can easily review a site from different perspectives such as how specific authors are using keywords and key-phrases, who is posting, how posts are distributed over time, and so on.
- Search engines benefit from a topic cloud's well organized, structured taxonomy that aids a search engine in accurately classifying blogsite content items.

Topic Clouds are Simple

Topic clouds provide a simple view of all keywords and key-phrases in a blogsite. As the blogsite content grows, so does the topic cloud. Blogsite authors do not have to build or configure their topic clouds; topic clouds emerge automatically from keywords and key-phrases (and other metadata) for each blog post. The highest-level view (i.e., the top level of the cloud) makes it easy to identify topics that are discussed in the blogsite—frequently discussed topics are presented in larger fonts and brighter colors while seldom-discussed ideas are presented more subtly.

Figure 1 shows an example of a top-level cloud for a blogsite.



Figure 1--Example top-level cloud for a blogsite.

Topic Clouds are Searchable

At the heart of MyST Topic Cloud™ is a powerful mapping service that provides a rich set of capabilities including searching, regular expression matching, and filtering based on *topic types*—e.g., normal tags created by authors, create dates, author names, etc. This type classification makes it possible to visualize topic clouds based on authors, dates, and other types of information.

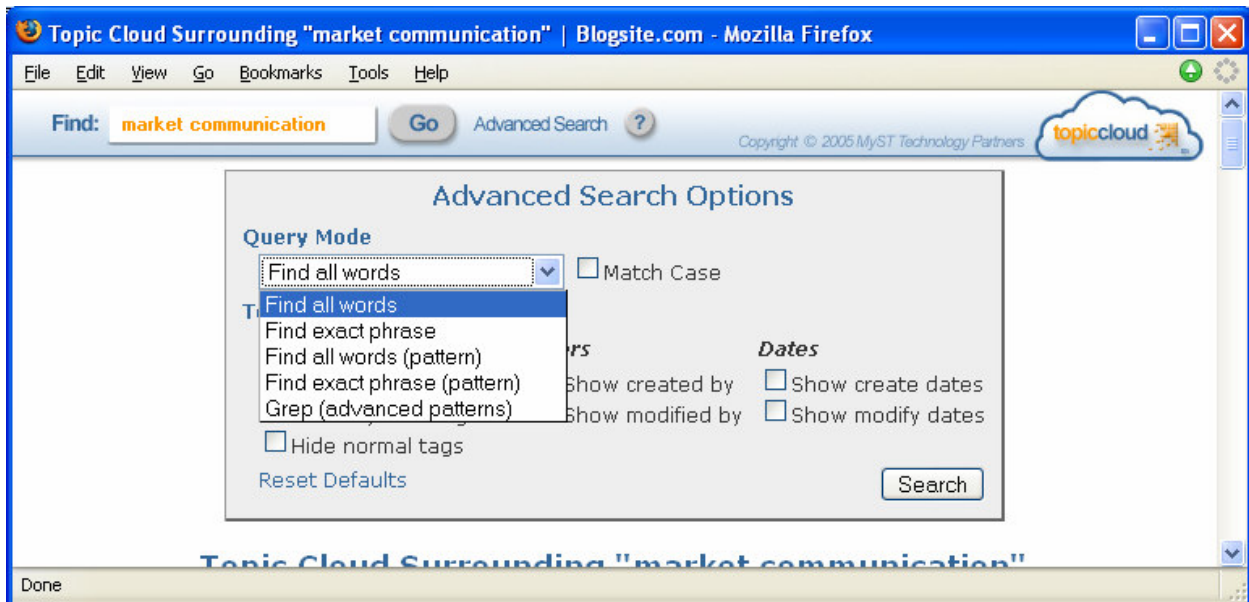


Figure 2--Advanced Search Options Dialog

Topic Clouds are Scalable

MyST Topic Cloud™ provides an intuitive user interface that allows you to drill into the cloud. As you drill into a topic cloud, the cloud becomes more focused around a specific topic of interest. This is essentially a form of search, but instead of traversing from a search term directly to a long list of possible search results, MyST topic clouds provide as many intermediate *cloud views* as necessary to guide users in finding exactly what they are looking for.

As you navigate among the topic terms, the cloud may become smaller or larger depending upon the granularity of the terms you select. At every point, however, direct access to blogsite content items related to the key terms in the cloud are just a click away.

For example, drilling into the topic cloud for “market communication”, we might find these related tags:



Figure 3--Example sub cloud surrounding the phrase "market communications"

The smaller cloud (at this intermediate stage of the discovery process) provides a very productive and focused experience. Only items relating to “market communication” are displayed.

Automatic Key-phrase Decomposition

Topic Cloud is unique in that it factors in the need for keyword decomposition of complex phrases and terms. For example, a key-phrase such as “market communication blogs” can be represented with many tag combinations, so it’s no

surprise that most authors add separate tags using subsets of a primary key-phrase. The terms “communication blogs” or “market communications” are also important key terms relating to this topic. Topic Cloud anticipates this requirement and decomposes your key-phrases into more discrete key-phrases and keywords that make it possible to find this information across a wider array of terms. This approach makes it possible to develop a cloud of tags and relationships to other blog posts nearby even though the author didn’t explicitly call out these terms. What emerges is a comprehensive set of guideposts that users and search engines can follow to access blog content with greater precision.

Topic Clouds Provide Typed Taxonomies

MyST Topic Cloud™ incorporates many concepts from XML Topic Maps¹, including the ideas of typed associations, topic types, and topic occurrences. Automatic key-phrase decomposition (described above) and other blogsite metadata are used to construct *tag taxonomies* for all points in the cloud. A *tag taxonomy view* allows you to easily discover and browse the topics at (or near) the core of your search—or, “drilling”—focus.



Figure 4--Example taxonomy excerpt showing details for one phrase.

Topic Clouds are "Mergable"

Multiple MyST Topic Clouds can be merged to form larger, more comprehensive clouds that map a collection of multiple blogsites and/or other content sources. The underlying technology mapping technology uses each cloud's taxonomy to guide the merge

¹ XML Topic Maps, <http://topicmaps.org/>

process².

Agility, Integration, and Customization

MyST Topic Cloud™, like the underlying MyST Platform³ technology, has been designed with an eye toward agility, integration, and customization. This technology can be integrated with nearly any business process or information system because, at its core, it is a standards-based XML web service exposing both SOAP and REST interfaces.

Summary

MyST Topic Cloud™ takes the basic concept of meta-tagging blogsite content to a much higher level of functionality. This tool addresses advanced business requirements for search, discovery, and indexing. The underlying technology is an extensible, standards-based XML web service, providing great agility for business process integration and customization.

For more information about MyST Topic Cloud™, visit Blogsite.com or call (866) 260-2959. You can also reach MyST Technology Partners, the creators of MyST Topic Cloud and the underlying MyST Platform technology at info@myst-technology.com.

About MyST Technology Partners

MyST Technology Partners provides business blogging services for advertorial blogsites and enterprise RSS solutions. For companies seeking increased Internet visibility within targeted market segments, MySmartChannels Blogsites™ are RSS-enabled micro sites that increase both online content discoverability and brand impressions. MyST Technology Partners is located in Keystone, Colorado, and has development offices in Ann Arbor, Michigan, USA.

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² In Topic Map terminology, a cloud's taxonomy represents a collection of subject indicators around which to merge topics.

³ MyST Platform is an umbrella term covering MyST Blogsite™, MySmartChannels™ Weblog Application Server, and MyST Web Services Platform™, and other web service technologies from MyST Technology Partners.