

# Using Query Logs at PA Images

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# Outline

- Background
- Application of query logs at PA Images
  - Type of query logs
  - Aids decision making related to search strategy and interface
  - Google Analytics and bespoke tools for marketing/sales
- Further Potential
  - Encouraging users to supply more information
  - Click-through analysis and seamless data mining
  - Use cases demonstrating benefits

# Press Association

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Tuesday 26th May 2009

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Sir Winston Churchill's grandson has described as "offensive and disgusting" a decision by the BNP to use his image in a party election broadcast.

#### I think Claudia is abroad, says mum



The mother of missing chef Claudia Lawrence said she has a gut instinct her daughter is abroad.

#### Fiennes conquers vertigo on Everest



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### MediaFinance 2009

The Press Association and MediaFinance will host their third annual conference on media financing, **MediaFinance 2009**, at the Renaissance Chancery Court Hotel, London on June 17.



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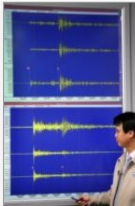








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 Enter your search or PA. reference. **Search**  
 In the last  days  
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Order by (created date) View style -- enter name -- Recall a saved search **Reset**

Tuesday, 26th of May 2009 GMT

 <b>Latest news:</b> South Korea Korea Nuclear	 <b>Latest sport:</b> Soccer - Coca-Cola Football League Championship - Play Off - Final - Burnley v Sheffield United - Wembley Stadium	 <b>Latest showbiz:</b> 62nd Cannes Film Festival - Coco Chanel & Igor Stravinsky Screening	 <b>Scanpix Bildhuset</b> A new creative collection featuring some of Sweden's finest photographers to illustrate health, lifestyle...	 <b>John Birdsall Social Issues</b> John Birdsall Social Issues	 <b>Collections - Topical</b> Highlighting the most topical events, people and themes of the moment	 <b>Archives</b> Delve into the archives for pictures from the Press Association, Empics Sport, Empics Entertainment, Spor...
 <b>Press Association Images Books</b> Twentieth Century in Pictures book series - available in all major bookshops.	 <b>Editorial Stock</b> Rights managed stock imagery illustrating topical issues to communicate your message. The majority of th...					

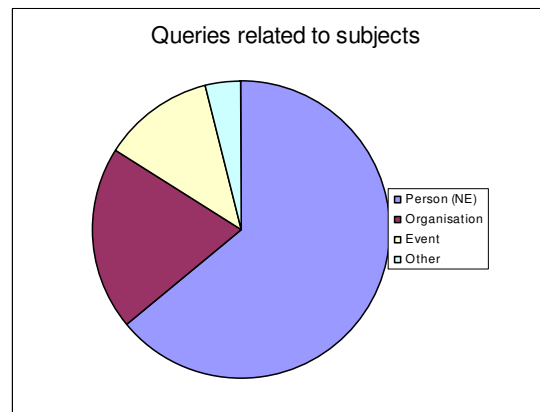
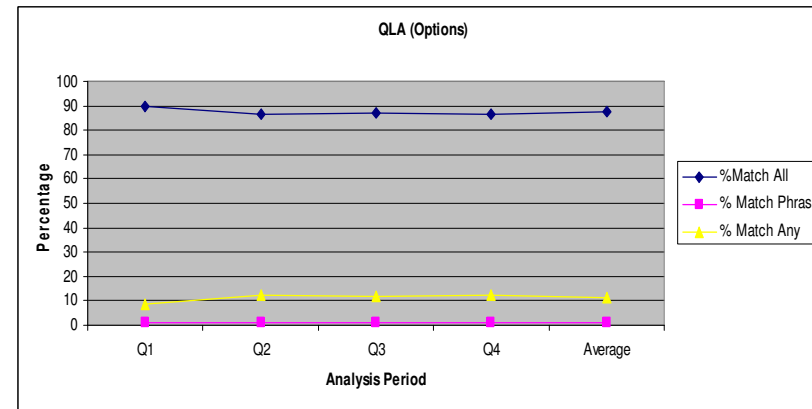
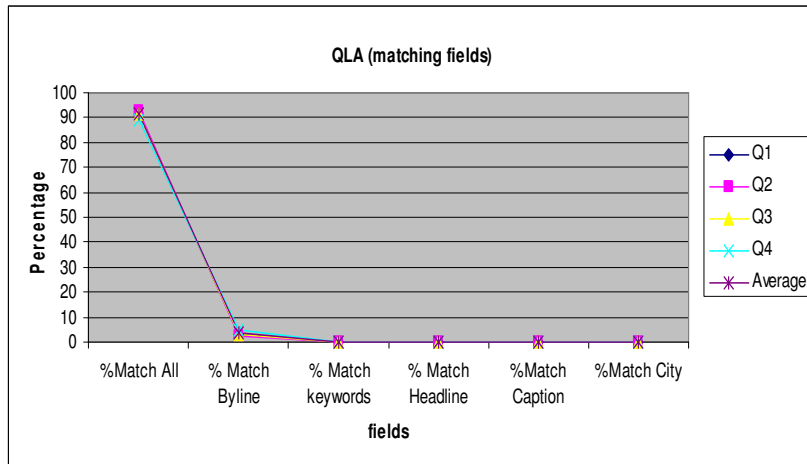
## Query logs: Objectives

- Search Engine performance
  - Top queries, zero result queries, user behaviour on search engine, improvement
- Decision making: design, search techniques, captioning
- Marketing, Sales
- User record & Security

# Query log system

- Our query logs :
  - Bespoke system for storing and utilizing query logs
  - Store user query logs in the backend system
    - search terms with the options from search interface
    - timestamp
    - no. of hits
  - download/view information
  - Do not store click through data  
(results returned for a given query, particular image selected from those results by the user)

# Sample of query log analysis



## Marketing/ Sales

- Bespoke tools
  - Web analytic type reports
- Google Analytics
  - Initial phase, but good impressions
  - Minor technical problems: exporting as excel, site overlay functionality is not effective with image hyperlinks

## Potential use of query logs at PA Images

- Most of the keywords issued are two to three words long:  
How we can encourage to provide more?
- NLP type sentences? Are they worth?
- Analysing most accessed categories of entities and making them available through browsing/navigational structure
- Right infrastructure in place but how to make it more seamless for end users
- Click-through analysis:
  - Search terms

## Conclusions

- Using query Log analysis tools to assist administration, decision making, sales and marketing
- There is still a lot more we can do which has research potential – query log mining, search psychology and motivation

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