

# Fix Your Content Automatically with AI

THE PROBLEM

HOW WE HELP

HOW IT WORKS

OUR SOLUTION

A world of insight is hidden in the content your teams are generating. Don't let bad content slow you down: fix it with AI.

A major barrier to successful enterprise search is ensuring the content is findable in the first place. Across the organization people generate a wide variety of data types—documents, videos and podcasts, presentations, images, email content, etc.—the pool of information grows every day. Unfortunately, the ability to make sure all this data is easy for others to access isn't the top priority for the content creators most of the time.

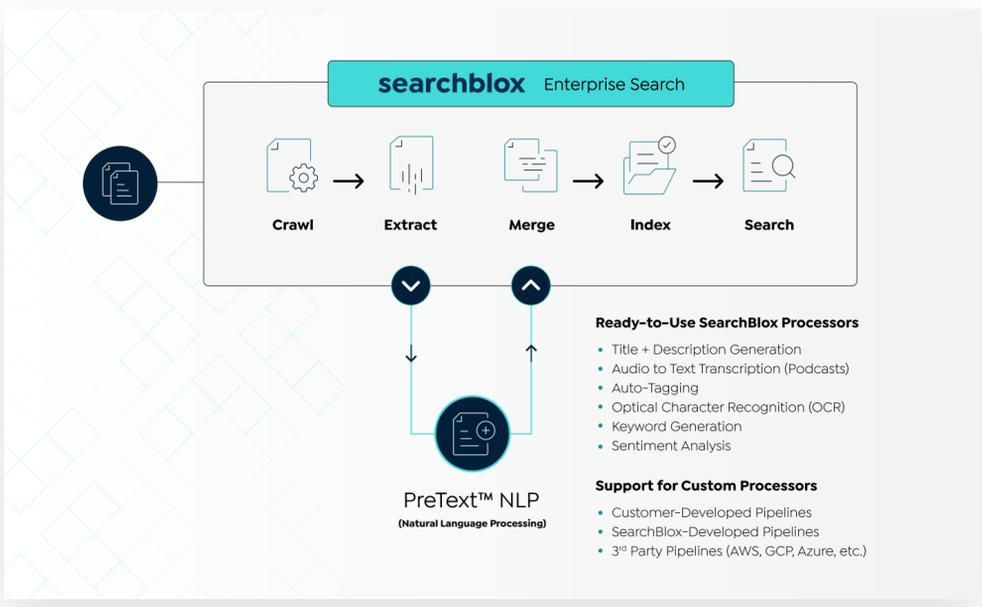
For example, imagine that each year your company puts out a thorough annual report with helpful graphs, insights, and quotations. You know there's one chart you'd love to include in your next team update but can't remember which year it's from. Unfortunately, when you go to search, the only thing that comes back are a bunch of documents with the same title: "Annual Report.pdf." Without more context, the search engine can't produce the information you're looking for, even though it is certainly there.

Making content findable is critical to improving the function of the search engine and your end user's experience. There are four main ways content can remain "hidden" in the data abyss:

1. The meta data descriptions are lacking: in order to "match" searches with results' metadata needs to be specific and differentiated from other forms of content on similar topics. In addition to being too vague or general, metadata often simply doesn't exist, because creating it isn't part of the protocol (or was ignored) when new content was added to the network.
2. Language across the organization isn't the same: what one department calls a "report" another may call a "data sheet." It's also common for a subject matter expert to have or use technical terminology or jargon while the general user searches in plain English. It's challenging to index content in a way that ensures access for all.
3. The content is not in text form and can't be scanned, indexed, and searched by traditional search engine tools.
4. The content doesn't exist in the first place! Unless the end user reports every time they come to a dead end in search, there's no easy way for knowledge managers to identify what users are searching for but not finding.

Combined, these issues leave tons of institutional knowledge and intellectual property untapped. Moreover, it means customers and team members are spending time unproductively searching, walking away from your site feeling frustrated, or both.

Traditionally, going behind all the content creators to make the content findable by an enterprise search engine requires more manpower than most companies are willing to invest. It's here that machine learning, like SearchBlox PreText™ Natural Language Processing (NLP), steps in to create a significant and immediate impact in the enterprise search experience.



Our AI-driven pipeline processing can automatically fix your content to make it searchable:

1. Automatically read or watch content—yes, even video!—and generate titles, descriptions, and metadata. It can also generate data to index specific parts of documents, so they can be matched to a search.
2. Use natural language processing to generate new titles based on how people typically search for that piece of information, not just how the original author thought about the content.
3. Use AI to continually provide insights about gaps in content. More than reporting, PreText™ NLP creates an automatic log of content requests so you can prioritize developing new content, adjust rankings for what's most relevant, and optimize for trends in the search experience.

Today's AI-powered search tools offer more than information retrieval. Taking advantage of natural language processing to fix their content, our customers are breaking down information silos and equipping everyone in the organization to make better decisions, faster.

Here are 5 ways SearchBlox PreText™ will help you fix your content and create a better user experience:

**New Title**  
**COVID-19 MRNA Vaccines - Myocarditis and Pericarditis**

**Document Title: M-21-25**  
 On 9 July 2021, the COVID-19 subcommittee of the WHO Global Advisory Committee on Vaccine Safety (GACS) issued a statement regarding reports of myocarditis and pericarditis following COVID-19 mRNA vaccines (1). Cases of myocarditis and pericarditis, although rare, have occurred more often in younger men (adolescents or young adults) and after the second dose, typically within a few days after vaccination with the COVID-19 mRNA ...

**Create Relevant Titles**  
 Automatically review the content to create meaningful and relevant titles for users.

**Generate Smart Summaries**  
 Create smart summaries to help people identify the right content, faster.

On 9 July 2021, the COVID-19 subcommittee of the WHO Global Advisory Committee on Vaccine Safety (GACS) issued a statement regarding reports of myocarditis and pericarditis following COVID-19 mRNA vaccines (1). Cases of myocarditis and pericarditis, although rare, have occurred more often in younger men (adolescents or young adults) and after the second dose, typically within a few days after vaccination with the COVID-19 mRNA ...

Cases of myocarditis and pericarditis, although rare, have occurred more often in younger men (adolescents or young adults) and after the second dose of the COVID-19 mRNA vaccine.

COVID-19 vaccine adverse reactions adolescents

**Tag Automatically**  
 Create labels for the content to help you aggregate and find related data from all across the organization.

**Analyze Sentiment**  
 Identify positive and negative sentiment in your information to provide insights to your product, research and marketing teams need.

**Sentiment Positive** Score: 0.999745  
 Just an incredible read. He's an outlier whose bizarre creations—the Metal Gear Solid series and, most recently, Death Stranding—have become huge blockbusters.

**Sentiment Negative** Score: 0.939745  
 The book was EXPENSIVE! It's content is misleading because the author discusses a term called meta learning but never really explains the concept. The author is quite obviously a fast thinking person who has abilities to apply ways of learning & mastering 1 skill to other skills...it's not probably going to work well...

The Short Symphony or Symphony No. 2 by the American composer Aaron Copland is a symphony written from 1931 to 1933. Its short length of only 15 minutes led to its name. The work is dedicated to Copland's friend, the Mexican composer and conductor Carlos Chávez.

TEXT	TYPE
The Short Symphony	Org
2	Cardinal
Aaron Copland	Person
1931 to 1933	Date
only 15 minutes	Time

**Extract Entity Information**  
 PreText™ automatically identifies if words in your content are referring to a person, location, product name, organization, or date.

See how AI can fix your content.

Schedule A Demo

