

# How to Set up Topics and Rules in Intelligence2day® Professional

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This guide is designed to help you set up a working structure to your Intelligence Portal. It is essential to set up Topics and Rules to capture and find relevant content into the system and to bring structure to all information.

## 1. What

Build a working structure by setting up Topics and Rules for your Keywords to get relevant content into your Intelligence Portal in a successful taxonomy.

## 2. Why

A well-structured taxonomy support organizations that need to make quick and well informed business decisions, and to overcome one of the largest problems such organizations are facing today; namely Information Overload. Find business critical information you need, when you need it!

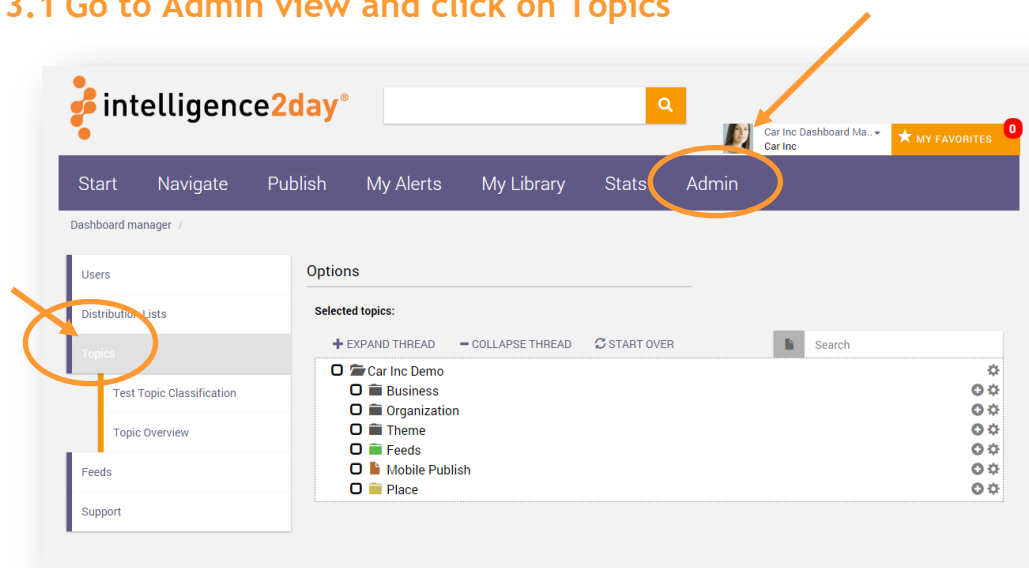
## 3. How

Create Topics and Rules in these simple steps:

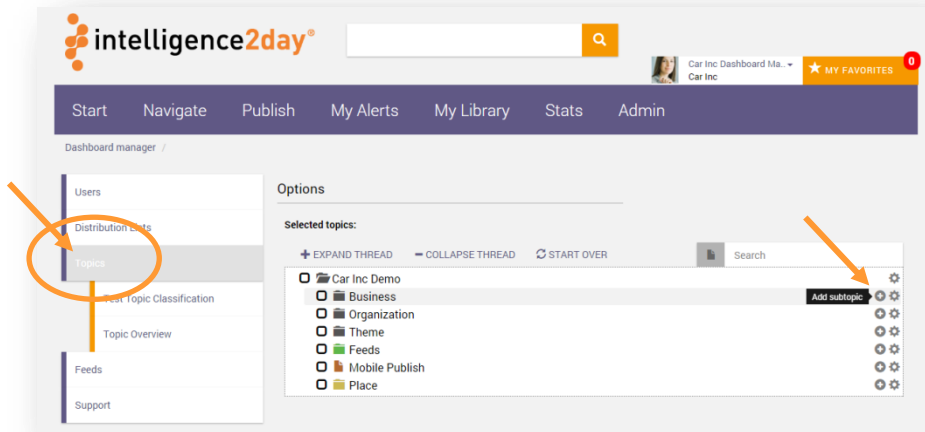
1. Go to the Admin view and click on Topics
2. Choose Category and click on the *Add subtopic* symbol
3. Name your Topic
4. Edit Topic Classification
5. Set up Rules for your Topic

A more detailed description with images and practical examples of all the steps above follows.

### 3.1 Go to Admin view and click on Topics

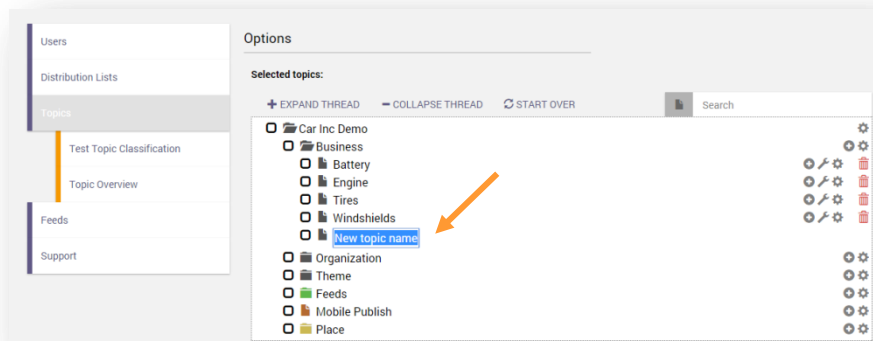


### 3.2 Choose Category and Add Subtopic



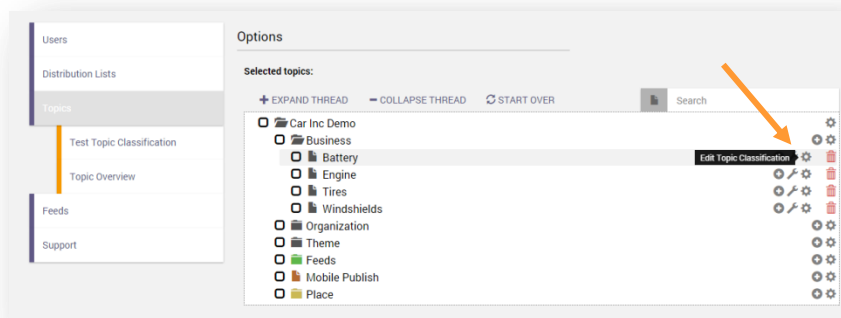
### 3.3 Name your Topic

Name the Topic as it is written in media/articles.



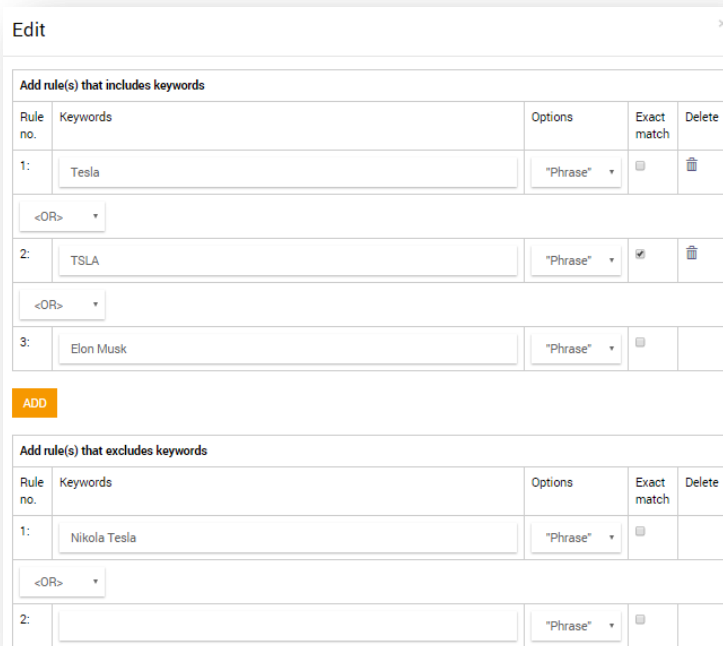
### 3.4 Edit Topic Classification

Click on the following icon for editing the Topic Classification.



### 3.5 Set up Rules for your Topic

This is where you set up the rules for the Topic. Use Rules to include abbreviations or synonyms that applies to the Topic you wish to monitor. For example: “BMW” is also known as “Bayerische Motoren Werke”. By adding another rule for this you will be sure to capture all the content on BMW.



The screenshot shows the 'Edit' window with two sections: 'Add rule(s) that includes keywords' and 'Add rule(s) that excludes keywords'. The 'includes' section has three rules:

Rule no.	Keywords	Options	Exact match	Delete
1:	Tesla	"Phrase"	<input type="checkbox"/>	
<OR>				
2:	TSLA	"Phrase"	<input checked="" type="checkbox"/>	
<OR>				
3:	Elon Musk	"Phrase"	<input type="checkbox"/>	

An orange 'ADD' button is located below the first section. The 'excludes' section has two rules:

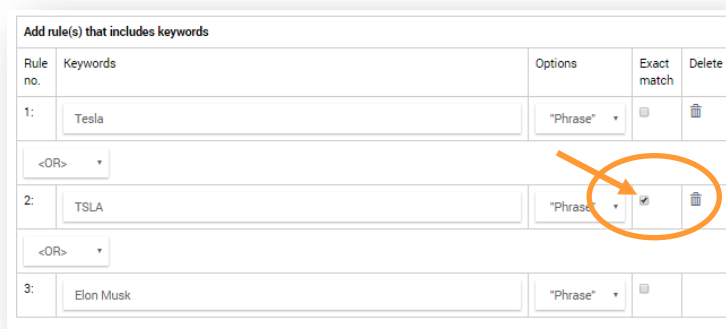
Rule no.	Keywords	Options	Exact match	Delete
1:	Nikola Tesla	"Phrase"	<input type="checkbox"/>	
<OR>				
2:		"Phrase"	<input type="checkbox"/>	

*In this example we have written “Tesla”, their stock ticker “TSLA” and “Elon Musk” to gather all news related to Tesla.*

*We also excluded “Nikola Tesla” to only get relevant information into the system.*

#### 3.5.1 Exact match

If you check the box “Exact match” the rule will only get a hit if it is an exact match, meaning it will be case sensitive.



This close-up highlights the 'Exact match' checkbox for the second rule (TSLA) in the 'includes' section. The checkbox is checked, and an orange circle and arrow point to it.

For any additional questions, please contact [support@intelligence2day.com](mailto:support@intelligence2day.com)