

# Information about keyword assignment

Keywords are required for the sale and marketing of publications. They enable the correct identification of the content of a publication and thus improve its retrievability in the German Directory of Available Books and other digital directories. Effective keywording also allows rapid recognition of the relevance of a title for humans and machines as well as raising the publication profile and therefore increasing the number of citations.

For TUM.University Press publications, we assign some keywords by default: *Technische Universität München, TU München, TUM*. Further keywords can be specified by the author but must include the respective *school* and *chair*.

## Tips for keywording:

- Specify 10 to 20 keywords (no “keyword spamming”).
- Keywords should always be in the language of the publication.
- Use the singular and base (i.e., underived) form of the keyword.
- The keyword should be as specific as possible: Add time concerned, place or country, person or method.
- If the title of the publication already contains a very specific term, use broader terms as keywords.
- Use specific search terms and synonyms: For example, by searching in disciplinary thesauri such as [MeSH](#) (medical subject headings) or other subject vocabulary.

## Example:

An architectural dissertation entitled “The European Influence on the Ottoman Timber Residences in Istanbul” could be assigned the following keywords:

Technical University of Munich, TU Munich, TUM, School of Engineering and Design, Building Archaeology and Conservation, architecture, building history, building research, Turkey, wood, wooden house, European style, 19th century, 20th century, eclecticism, historicism, Art Nouveau, traditional house