

**14M+**  
NAMES TRANSCRIBED

## INDEXING 111 YEARS OF ANCESTRY

*American Ancestors leans on iMerit annotation services to transcribe & index huge volumes of sacramental records that help connect customers with their ancestry.*

### THE CHALLENGE

American Ancestors is a genealogical organization that serves as the nation's leading comprehensive resource for family history research. Traditionally, the American Ancestors team would partner with volunteers to annotate historic documents, which would then be made available on their website.

After partnering with the Archdiocese of Boston, Molly, the Associate Director of Database Content, was faced with digitizing 1300+ books of sacramental records containing information around baptisms, marriages, confirmations, and more taken between

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*Before this project, we had been annotating data in-house with Microsoft Excel and with volunteer efforts. We weren't sure how useful a professional annotation service could be to us.*

Molly Rogers  
Associate Director  
of Database Content

1789 and 1900. American Ancestors' traditional data labeling process involved volunteer efforts using excel spreadsheets to annotate the data.

As each book averages 200 pages each, it became clear that the company's in-house approach to data labeling could not meet the scale of this project. Molly realized that professional annotation would be the only way American Ancestors could meet the needs of this project, and make these records searchable for genealogists, historians, and people all over the world.



## THE SOLUTION

Upon accessing the documentation, iMerit teams began analyzing how the records were maintained, organized, and previously indexed. Many of the records were hand-written, and required page-by-page assessment to be properly indexed for American Ancestry's records. Much of the data required genealogical expertise, which mandated expertise from iMerit's annotation experts.

Working closely with Molly, iMerit began iterating around which workflows could successfully meet the scale of the project within a reasonable time frame. The iMerit team sent this information to its centers of annotation excellence, where expert data annotators began pouring over the documents.

After developing a custom end-to-end workflow that accounted for the genealogical expertise required for proper annotation, the iMerit team successfully met the scale required to annotate all 1300+ books that would allow American Ancestors' customers to search and discover them on the website.

A screenshot of the American Ancestors website search interface. The header shows the American Ancestors logo and the text "Search All Databases". Below this is a search form with various filters. The "Name" section has input fields for "John" and "Green", with checkboxes for "Exact Search" and "Soundex" (checked), and a "Search" button. The "Years" section has input fields for "1957" and "2017". The "Location" section has an input field for "Boston" and checkboxes for "Exact Location". The "Record Type" section has a dropdown menu set to "-All-". The "Keywords" section has an input field with the placeholder "Enter terms or words". The "Database Type" section has radio buttons for "All databases" (selected), "Favorites", "Free", and "With images". The "Category" section has a dropdown menu set to "-All-". The "Database" section has a dropdown menu set to "-All-". The "Family Members (Father/Mother/Spouse)" section has a dropdown menu set to "Spouse" and input fields for "Anastasia" and "Green".

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*Working with iMerit is an integral part of our mission to add new genealogical content to our website. Through these new names available for search, we can connect people with tangible proof of their ancestors' lives and experience.*

Molly Rogers  
Associate Director  
of Database Content

## THE RESULT

After working with iMerit, the records from these 1300+ books became searchable on the American Ancestors website along with 14M+ names of people's ancestors. Customers immediately began searching this database, with feedback continually proving positive to the American Ancestors team as users are regularly discovering connections to their ancestry.

Today, American Ancestors and iMerit are working together on a similar project involving data from the period of 1901-1920.

## BOTTOM LINE IMPACT

14M+

New Names added to Database

1,345

Searchable Books Added

4TH

most popular database

### About iMerit

iMerit is a full-service data annotation company specializing in artificial intelligence and machine learning. Need a collaborator on your next big project? Speak with an iMerit expert today, and take your project to the next level.