To Site Search & Beyond

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GEAR LAB

WHAT IS SEARCH FOR?

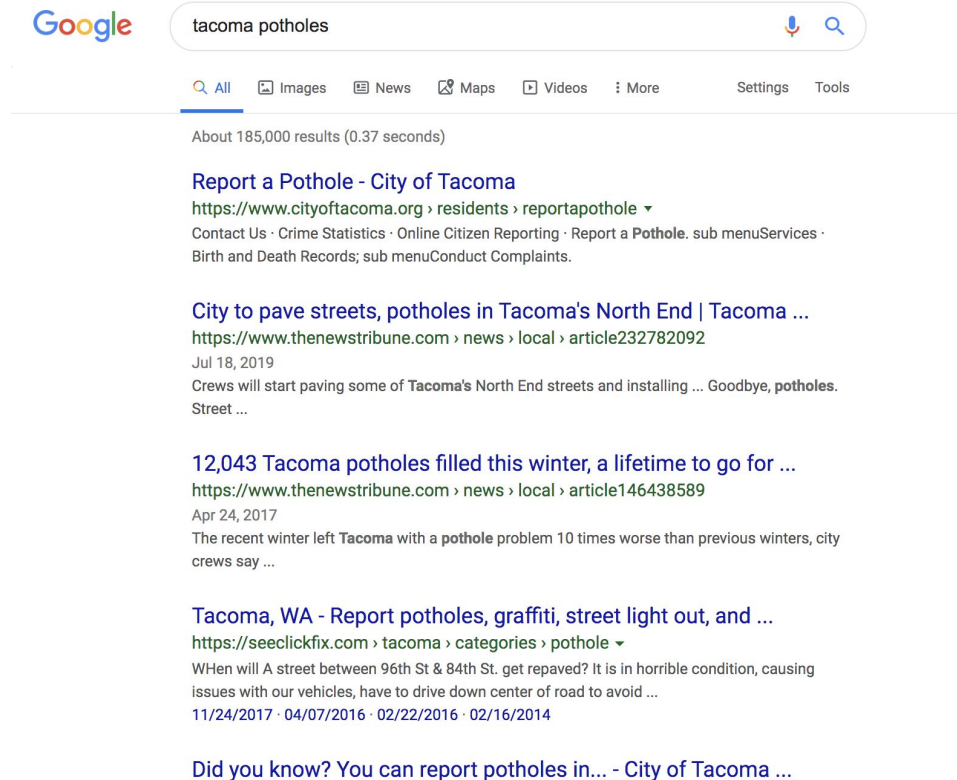# What is your website for?

INFORMATION | **ENGAGEMENT**

How do users find information?

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How do users find information?

Up to

60%

start on an interior page from organic search.

Roughly

10%

go straight to search from the home page.

Less than

5%

of page views are immediately preceded by a search.
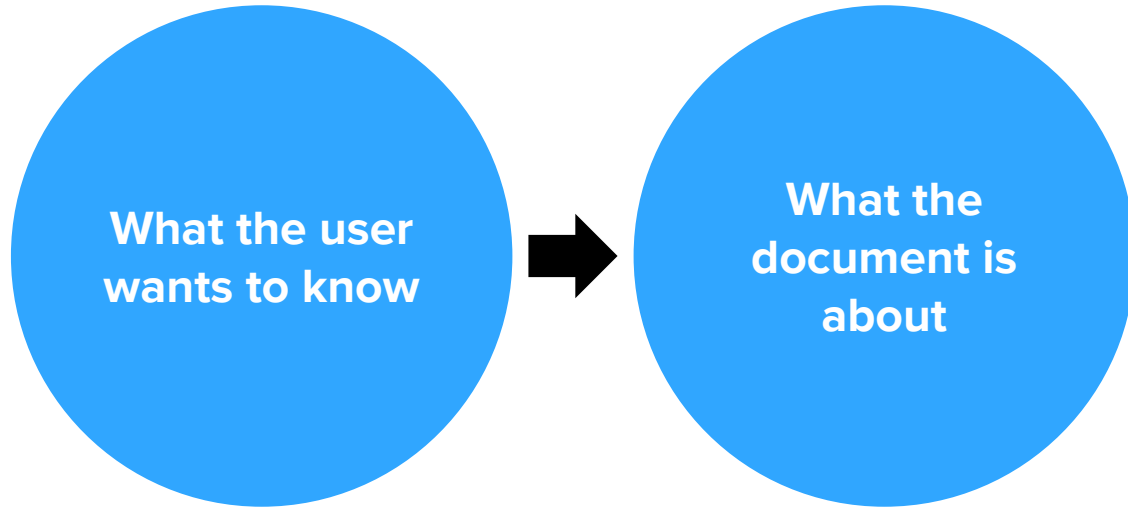
What does search need to do?

What does search need to do?

What the user wants to know → **What the user types** → **What text the document contains** → What the document is about

What does search need to do?

What **they** think they want to know

What **you** think they want to know
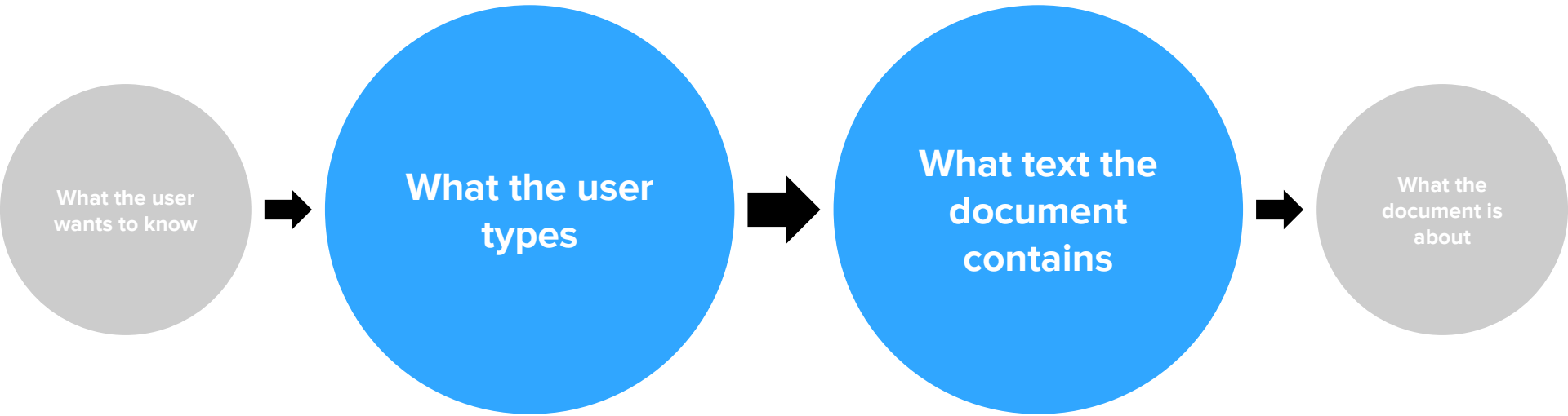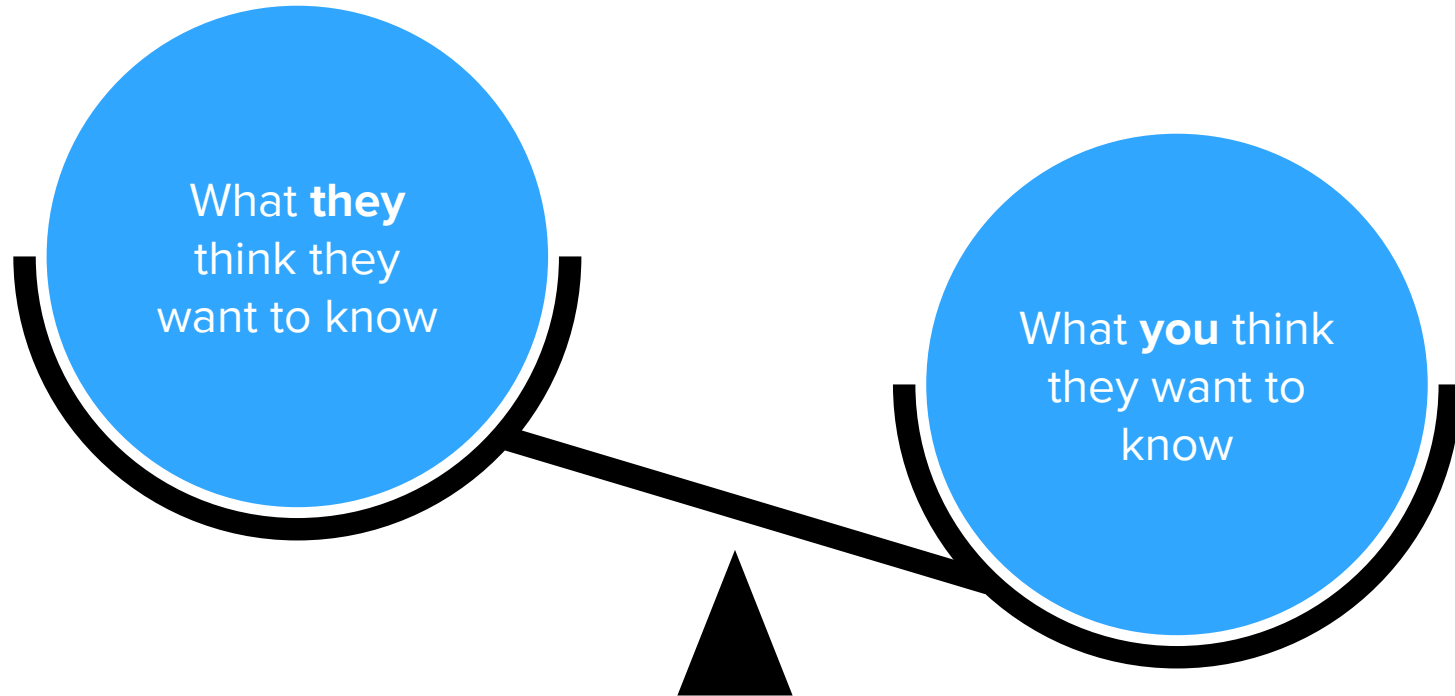
MEASURING SUCCESS

How do I know if my current search is **broken**?

How do I know if another search is **better**?

Search Success Metrics

Analytics

- Highest sample size

Site Surveys

- Behavioral context

User Testing

- Automatable

Anecdotal

- Uncertain intent

Search Success Metrics

Analytics

Site Surveys

User Testing

Anecdotal

- Automated & Inexpensive

- (Some) Confirmation of intent

- Explanation of issues

- Biased response rate

Search Success Metrics

Analytics

Site Surveys

User Testing

Anecdotal

- Low sample size

- Controlled setting

- Predefined intent

- Artificial circumstances

Search Success Metrics

Analytics

Site Surveys

User Testing

Anecdotal

- N = 1

- Risk of knee-jerk reaction

- Surfaces low-frequency, high-impact issues

Statistical Comparisons

A/B Testing

Interleaving

A [Result 1]
A [Result 2]
A [Result 3]
A [Result 4]
A [Result 5]

B [Result 1]
B [Result 2]
B [Result 3]
B [Result 4]
B [Result 5]

A [Result 1]
B [Result 1]
A [Result 2]
B [Result 2]
A [Result 3]

B [Result 1]
A [Result 1]
B [Result 2]
A [Result 2]
B [Result 3]
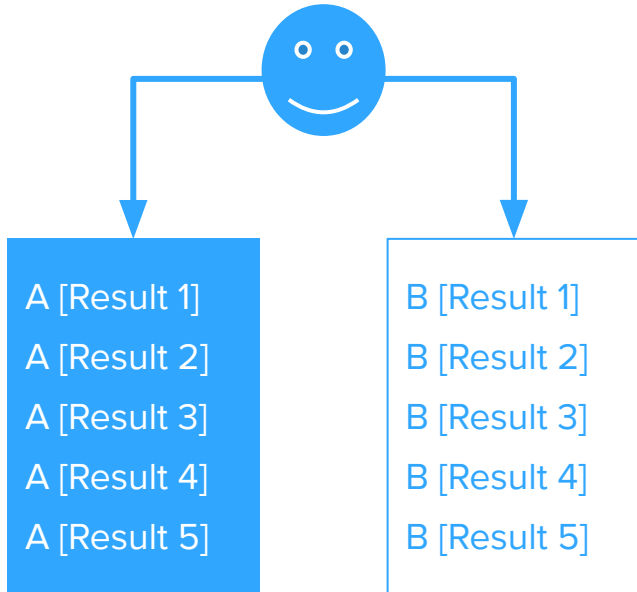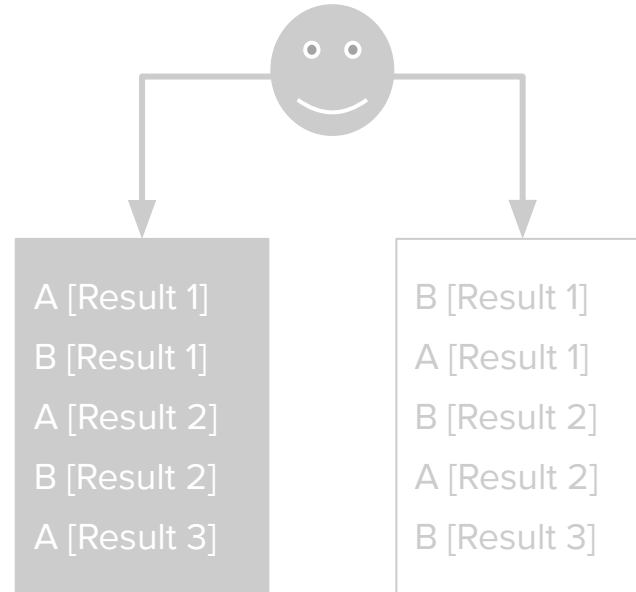
Statistical Comparisons

A/B Testing
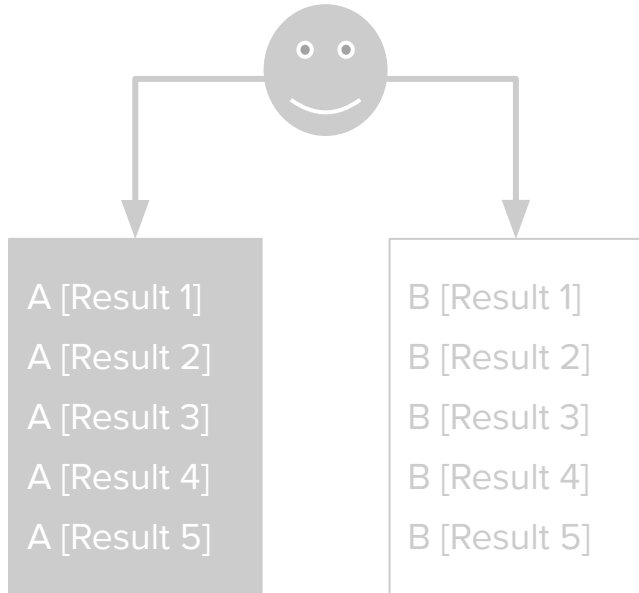
Interleaving
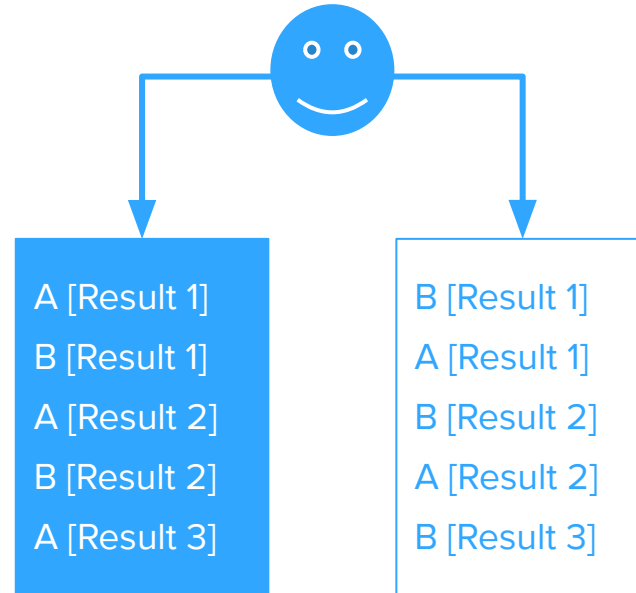
THE SEARCH FOR SEARCH

Search Options

Built-In CMS Search

Search as a Service

In-House Custom Tooling

Built-In CMS Search

Yes!

- Direct content access

- Hidden metadata

- Instant indexing

Nooooooo!

- Limited text analysis

- Multiple systems

- Complex queries

Search as a Service

Yes!

- Built by search experts

- All systems can be one

- Sees what the user sees

Noooooo!

- External content access

- Lagged indexing

- Sees what the user sees

In-House Custom Tooling

Yes!

- Maximum flexibility

- Content expertise

- Unlimited tuning

Noooooo!

- Maximum effort

- Minimum Reusability

- Unlimited tuning

Striking a Balance

The best search products leverage **site-agnostic** technical expertise, that can be refined to the pecularities of **your content**.

UNDER THE HOOD

Search-Side Tuning

Field Boosting

Term Boosting

Synonyms

Transformations

Search-Side Tuning

Field Boosting

Term Boosting

Synonyms

Transformations

Search-Side Tuning

Field Boosting

Term Boosting

Synonyms

Transformations

Search-Side Tuning

Field Boosting

Term Boosting

Synonyms

Transformations

Content-Side Tuning

Internal SEO

Meta Content

Term Taxonomy

Thoughtful Structure

Content-Side Tuning

Internal SEO

Meta Content

Term Taxonomy

Thoughtful Structure

Content-Side Tuning

Internal SEO

Meta Content

Term Taxonomy

Thoughtful Structure

Content-Side Tuning

Internal SEO

Meta Content

Term Taxonomy

Thoughtful Structure

The Dangers of Over-Tuning

What is best for **one page** is often worst for the site **as a whole.**

...AND BEYOND

The crawl is **running.**
The site is **indexed.**

Now what?

Content Governance

SEO Evaluation

Content Policy

Duplicate Content

Vocabulary Management

Content Governance

SEO Evaluation

Content Policy

Duplicate Content

Vocabulary Management

Content Governance

SEO Evaluation

Content Policy

Duplicate Content

Vocabulary Management

Content Governance

SEO Evaluation

Content Policy

Duplicate Content

Vocabulary Management

Page Health

Update Schedule

Analytics Patterns

Time Sensitivity

Survey Analysis

Page Health

Update Schedule

Analytics Patterns

Time Sensitivity

Survey Analysis

Page Health

Update Schedule

Analytics Patterns

Time Sensitivity

Survey Analysis

Page Health

Update Schedule

Analytics Patterns

Time Sensitivity

Survey Analysis

Content Recommendations

Named Entities

Suggested Links

Content Grouping

Content Inventory

Content Recommendations

Named Entities

Suggested Links

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Content Inventory

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Questions?

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