

## **On-site Search: Simple solution to maximize ROI for web presence.**

It is no simple task to set up a search engine on websites. Many websites today contain thousands and sometimes even millions of pages of valuable information. To make all that information accessible to site visitors in a fast and intuitive way is a complex task which requires a carefully planned site architecture. Delivering the exact information that users need quickly, leads to a solid company image, more sales, and higher customer retention rates.

To build a modern and feature rich search engine, one must either hire a developer that knows how to build a search engine, take IT staff off of other more mission critical tasks, or hire a third party company to implement one.

There are a number of other third party providers that offer search solutions (of different qualities), but most are also in the business of other types of applications and don't pay a lot of attention to their site-search customers.

### **So what's the big deal with on-site search?**

Many internal search engines fall short in their capability to include all relevant pages in the search results. Furthermore, they lack other features such as "Top Searches", "Related Searches", etc which enhance the user experience and offer alternatives.

Another source of frustration is that support at larger companies is difficult to ascertain. For example, if you have a site search solution from a bigger company, it is nearly impossible to contact a live person to help you out with the questions you have about configuring your search engine? How long does it take to get a response in the help forums.

Another important shortcoming of site search solutions from bigger companies is that it's users are subject to their algorithms which are usually optimized just for the users. Many companies would like to be able to promote certain products/services, regardless of what their users are searching for. Having the ability to "tweak" the search engine so that site users are shown, not just relevant results, but also results that align with the company's goals and preferences.

Another measure of the quality of your on-site search engine is what customers and visitors say about it. Many people will quickly exit your site if their searches do not deliver relevant results. Time is of essence when delivering information, if your site search isn't presenting quality results as well as potential related content, the opportunities for generating new business are being lost. And that's a big deal.

### **More issues are revealed upon looking a little closer.**

Many companies today have several web properties with valuable information on each one of them. Being able to include information from all these sources in the search results helps companies maximize return on investment in content and promotion by making it available to their users regardless of the site where the search originated from. For example, many companies have a homepage, a blog, a wiki, social media content, etc. The task of including all this information in one search index is complex and often produces poor results that include duplicate and irrelevant content.

The business environment online is currently focused on driving traffic to companies websites through costly advertising campaigns as well as SEO which requires a high level of expertise. A lot of money is being invested in getting visitors onto websites. Once these costly visitors arrive

on your site, it is extremely important to provide exactly the information they are looking for, and fast. In fact, if they don't find what they want within just seconds of arriving on your site, they will hit the back button and try to find it somewhere else. This compels business owners to take appropriate measures to maximize the amount of time people spend on their websites, constantly improve conversions from visitors to leads to sales.

Another issue that many businesses face, is that their clients become frustrated when they are unable to find information on their websites. If a client doesn't find important information related to the services they are contracting, it is likely that they will look for companies that make it easier to access important information. This leads to poor client retention and decreased revenues.

### **What can you do about it?**

The first option of hiring a programmer or use one of your current programmers is expensive, and can take more time than it seems to go through all the testing and debugging required. This takes your team away from more important tasks and focus on core missions is diminished. Also, when search technology is already quite advanced, it would take a long time to "re-invent the wheel" and create a search engine that is rich in features and truly enhances the quality of performance and user experience on your website.

The alternative is to use a third party company that specializes in search engine development and implementation. There is one obvious source of this service that comes to mind immediately when asked the question "Who knows search better than anyone?" Google offers a good search engine that is easy to implement, and works well, but can be quite complicated to configure and maintain. And since site-search isn't part of core business model of bigger companies, the support they provide is only through their help forum where it can take lots of time to get even simple questions answered.

### ***Website Search* by Ivinco Ltd.**

With years of experience implementing and maintaining search engines for larger companies, along with acclaimed contributions to open source projects such as MySQL and Sphinx, Ivinco Ltd. has created the latest on-site search solution available. Their solution, *Website Search*, is a remotely hosted software-as-a-service (SaaS) solution. As such, there is no added complexity on your web systems. *Website Search* is set up and maintained by the experts at Ivinco, who will help you make sure that you are getting the most out of your search engine. *Website Search* is Ivinco's core business so they take customer service very seriously and have real people standing by to provide fast and polite support on the phone.

The service makes powerful search capabilities more affordable. The professional package is just \$49/month and can index up-to 100,000 pages. The service extremely scalable and can grow as your business grows. For the enterprise package, the number of pages that can be indexed is unlimited and is guaranteed with a 99.9% up-time SLA. Both packages include free set-up and configuration, along with email support with 24 hours guaranteed response. The enterprise edition includes phone support 24 hours a day, 7 days a week.

*Website Search* includes many powerful features and widgets that are included in both the professional as well as enterprise solutions. The following is a list of some of the main features:

### **Website Search**

- Enables visitors to search site(s)
- Improves site's navigation (easier to find things, +configurable widgets)
- Improves Sales
- Improves Client Retention
- Improves SEO
- Improves user experience

### ***Website Search* clients don't need to worry about anything.**

- There is no need to install any additional software or expensive hardware.
- Doesn't add any complexity; no additional server resources used on customer's servers
- Works with any CMS/Web platform (Wordpress, Joomla, Drupal, Heroku, etc)
- Maintenance and optimization are provided as part of the service.
- Set-up and configuration are provided at no additional cost.
- Expert advice and recommendations for best results possible.

### **Seamless Integration**

- All set-up and integration is done by expert programmers.
- 100% integration: visitors will not leave your site while searching
- Fits perfectly into your design preserving the "look and feel", 100% customizable

### **Full control**

- Search results; *Website Search* allows site-owners to influence ranking of certain pages for specific search terms.
- Indexing control makes it possible to choose what content should be search-able and what should not be.
- Promote important content via search results by improving the ranking of documents for selected search terms

### **Other important points:**

- **Statistics:** track what your visitors are searching – all searches are being tracked. This feature can be turned off if users don't want tracking.
- **SEO tools:** allows major search engines find more of your site content; also, widgets provide a unique way to include important keywords
- **Multiple websites support:** include your main site, blog, forums, product sites, etc to one search engine. Makes all your web content search-able from one search box.
- **Faceted search:** use it to let your visitors filter their search within certain context of your site, (i.e. just show results from blog or your product site, etc.)
- **PDF document indexing:** include your library of PDFs in the search results.

- **Widgets:** improve the user experience of your site by showing Related, Top or Recent search terms used by your visitors. This exposes them to more options that leads to more time spent on your site and more likely to become a client.
- **Intelligent ranking:** The technology used by *Website Search* is optimized for the best search relevancy to deliver the best results, and recognizes duplicate content automatically.
- **Easy to use:** the search result pages are presented using a familiar format similar to the one used by major search engines making the interface familiar and easy to navigate.

### **Technical points**

- Works with any size websites - we can keep pace with your growth with the ability to search millions of documents.
- Search speed is a top priority (even with millions of docs search will work fast)
- Un-intrusive/balanced indexing (no impact on your site performance while indexing)