

Getting started with search relevancy

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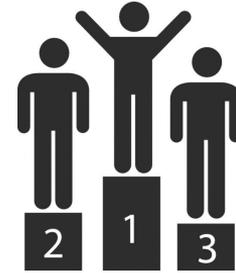
Getting started: understand the problem you are trying to solve



Customers



Search
Performance



Competitors



Benchmarking



Analytics

Understand the importance of search query types to your business



1

Categorise Query Types



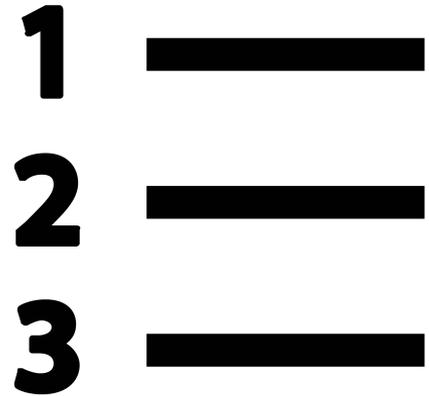
2

Understand the value



3

Create prioritised list of change



From there you can develop a series of hypothesis' to create a test plan



1. Create a cross functional team - Dev / Business / Content
 - a. Each brings a different understanding
 - i. Understand the base configuration
 - ii. Understand content indexed
 - iii. Understand content quality
 - iv. Understand any search manipulation in place
2. Approach the problem from the change you want to [see](#)
 - a. Don't need to be technical but to articulate the improvements required
 - b. Be clear on what good looks like
3. Be mindful of the long tail
 - a. 'Fixing' one can impact others further down the tail
 - b. Have a list of test queries that covers the head, middle and tail
4. Plan for incremental changes
 - a. There are multiple ways that a search can be improved - plan to test these
 - b. Helps to isolate the impact of the change
 - c. Be prepared to change your [approach](#)

Identifying changes



Search results for battery (888) Items found



Kobe Red Line
BATTERY PACK FOR ASB12VET

From **£34.99**

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Energizer
ENERGIZER PHOTO LITHIUM 2CR5 BATTERY
PACK 1

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Duracell
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Duracell
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Duracell
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Duracell
Economy Plus Alkaline Batteries

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Energizer
Silver Oxide Batteries

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MN9100 DURACELL BATTERY (PK-1)

£0.94

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Eveready
Zinc Super Batteries

From **£1.49**

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Duracell
MN21 12V DURACELL ALKALINE BATTERY (PK-2)

£2.33

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Edison
PJ996/4R25R Zinc Chloride Battery 6V - Pack of 5

£8.70

Special Offer Was £8.95 2% off

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Ambersil
Battery Terminal Protector - 500ml

£7.00

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Analysing the change



Kobe Red Line
BATTERY PACK FOR ASB12VET

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Kennedy
BATTERY TESTER

£5.39

Special Offer! Was £6.19 12% off

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Bosch
Li-ion Batteries - Straight, Slide-on, Slot-in

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DeWalt
DCB182-XR - 18V 4.0Ah XR Li-Ion Slide Pack Battery

£89.99

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Makita
Batteries for Cordless Tools - Li-Ion

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Makita
Batteries for Cordless Tools - NiMH, 'Plug-in' Type

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Makita
194105-7 PA18 18V BATTERY 1.3AH NiCAD

£59.99

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DeWalt
DCB546-XJ XR FLEXVOLT BATTERY 6.0AH

£149.99

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Milwaukee
M12 Red Lithium-Ion Battery Packs

From **£59.99**

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Makita
BL1830B 18V 3.0AH BATTERY

£79.99

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Bosch
18v 3.0Ah Slide-in Lithium-ion Battery Pack with charge level indicator

£116.99

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Metabo
18V Li-Ion Slide-in Battery Packs for Metabo Brand Cordless Power Tools

From **£69.99**

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Milwaukee
M18BX M18 3.0AH RED LITHIUM-ION BATTERY

£109.99

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Create a search relevancy framework to understand the impact of the change



1. How have the number of results changed?
 - a. Significantly higher / lower?

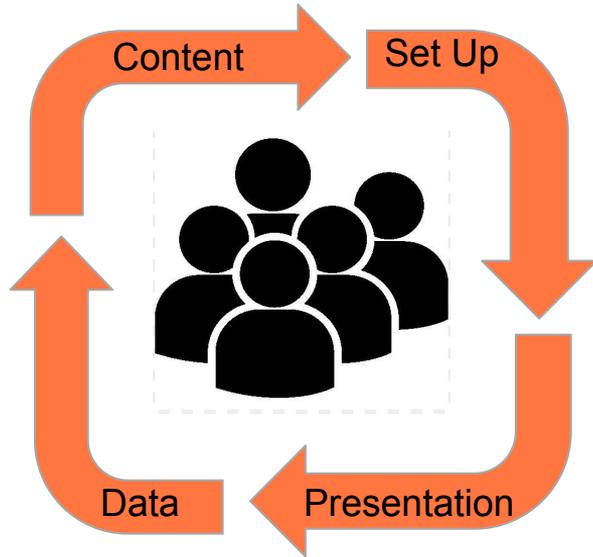
2. Benchmark across all the different query types
 - a. Volume of queries tested determined by importance / value
 - b. Be clear on the guidelines for scoring
 - c. Identify and classify why searches aren't working
 - i. Provides ability to understand % of searches positively and negatively impacted

3. Iterate, iterate, iterate
 - a. Until you are happy to deploy

4. Once live - measure against search KPI's

Production					Development				
Term	Number of Categories Returned	Number of Products Returned	Score	Comments	Term	Number of Categories Returned	Number of Products Returned	Overall Score (1-4)	Comments
circular saw blade	8	631	3	Mix of actual blade	circular saw blade	17	2019	2	Now includes huge mix
car battery chargers	2	7	3		car battery chargers	5	146	2	Includes more product non related
circular saw blades	8	643	3	Mix of actual blade	circular saw blades	10	681	3	Mix of actual blade
tool drawer chest	4	87	2		tool drawer chest	4	194	2	Search now returns coversals
band saw blades	3	188	4		band saw blades	15	1698	3	
screw self tapping	1	3891	4		screw self tapping	5	4227	3	Now includes 'taps' from fluid power
grout removal tool	3	3	1	No valid results	grout removal tool	10	192	3	First item is exact match

View the changes to relevancy in the context of the overall experience



All aspects of search should work together to help customers through their journey

1. Success of **search configuration** influenced by content consistency and normalisation
2. **Content creation** needs to understand search engine configuration
3. **Presentation layer** needs to be relevant to the number of, and level of, results returned
4. **Customer data** enhances relevancy when core is established



Managing expectations: There is no silver bullet to improving relevancy

1. Search relevancy must be viewed as an iterative process, it is not a one off fix
 - a. Invest in reviewing ongoing performance
 - b. Be clear on the KPI's

2. Search performance will be influenced by:
 - a. Introduction of new products/documents
 - b. Changes in search behaviour
 - c. Changes in content

3. Build stakeholder management into your plans
 - a. Consistent communication and update on progress



Summary: Bringing it all together

1. Take time to understand the issues your customers are facing
2. Understand the importance of different types of searches for your business
3. Develop out a test plan - plan for it to change and develop!
4. Measure the impact of the changes
5. Consider the entire search journey
6. Communicate out successes