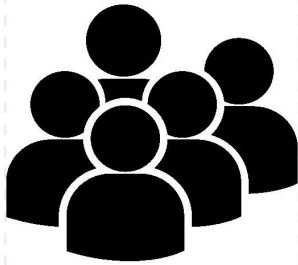


# Getting started with search relevancy

Karen Renshaw  
Head of Search and Content



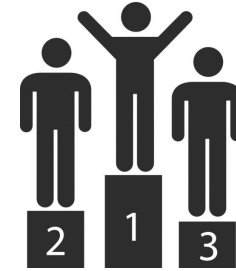
# Getting started: understand the problem you are trying to solve



Customers



Search  
Performance



Competitors



Benchmarking



Analytics

# Understand the importance of search query types to your business

1

Categorise Query  
Types



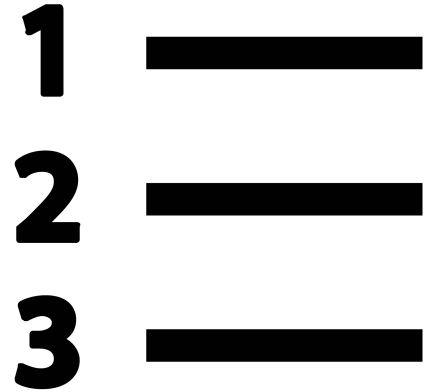
2

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

**£34.99**

1 [Add to Basket](#)

Get it within 2-5 days



**Energizer**  
ENERGIZER PHOTO LITHIUM 2CR5 BATTERY  
PACK 1

**£5.79**

1 [Add to Basket](#)

Get it by Mon, 11th Jun



**Duracell**  
Recharge Ultra NiMH Batteries

From **£6.19**

[View Variants](#)



**Duracell**  
Plus Power Alkaline Batteries

From **£3.35**

[View Variants](#)



**Duracell**  
Silver Oxide Batteries

From **£1.49**

[View Variants](#)



**Duracell**  
Economy Plus Alkaline Batteries

From **£2.49**

[View Variants](#)



**Energizer**  
Silver Oxide Batteries

From **£4.19**

[View Variants](#)



**Duracell**  
MN9100 DURACELL BATTERY (PK-1)

**£0.94**

1 [Add to Basket](#)

Get it by Mon, 11th Jun



**Eveready**  
Zinc Super Batteries

From **£1.49**

[View Variants](#)



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

**£2.33**

1 [Add to Basket](#)

Get it by Mon, 11th Jun



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

**£8.70**

**Special Offer** Was £8.95 2% off

1 [Add to Basket](#)

Get it within 2-5 days



**Ambersil**  
Battery Terminal Protector - 500ml

**£7.00**

1 [Add to Basket](#)

Get it by Mon, 11th Jun

# Analysing the change



**Kobe Red Line**  
BATTERY PACK FOR ASB12VET

**£34.99**

1 [Add to Basket](#)

⊗ Get it within 2-5 days



**Kennedy**  
BATTERY TESTER

**£5.39**

Special Offer! Was £6.19 12% off

1 [Add to Basket](#)

⊗ Get it by Wed, 13th Jun



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

From **£29.99**

[View Variants](#)



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

**£89.99**

1 [Add to Basket](#)

⊗ Get it by Wed, 13th Jun



**Makita**  
Batteries for Cordless Tools - Li-Ion

From **£62.99**

[View Variants](#)



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

From **£55.00**

[View Variants](#)



**Makita**  
194105-7 PA18 18V BATTERY 1.3AH NiCAD

**£59.99**

1 [Add to Basket](#)

⊗ Get it by Wed, 13th Jun



**DeWalt**  
DCB546-XJ XR FLEXVOLT BATTERY 6.0AH

**£149.99**

1 [Add to Basket](#)

⊗ Get it by Wed, 13th Jun



**Milwaukee**  
M12 Red Lithium-Ion Battery Packs

From **£59.99**

[View Variants](#)



**Makita**  
BL1830B 18V 3.0AH BATTERY

**£79.99**

1 [Add to Basket](#)

⊗ Get it by Wed, 13th Jun



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

**£116.99**

1 [Add to Basket](#)

⊗ Get it within 3-5 days



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

From **£69.99**

[View Variants](#)



**Milwaukee**  
M18BX M18 3.0AH RED LITHIUM-ION BATTERY

**£109.99**

1 [Add to Basket](#)

⊗ Get it by Wed, 13th Jun

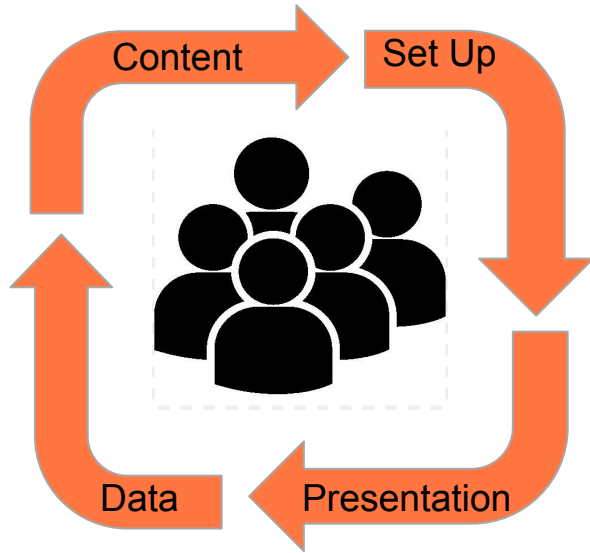
# Create a search relevancy framework to understand the impact of the change



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

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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

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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