

GOOD PRACTICE FOR FINDING INFORMATION

at

Search and Interaction in Media Archives
in Copenhagen, 25 June 2013
presented by Kristian Norling



FINDWISE

FINDWISE



AGENDA

- Some stats and what leading enterprise search practitioners do
- Organization
- Business needs
- Users
- Information
- Features of a good Enterprise Search implementation
- Summary



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THE ENTERPRISE SEARCH AND FINDABILITY SURVEY/REPORT

[sign up & download 2013 report](#)



**IS IT EASY TO FIND THE
RIGHT INFORMATION
WITHIN YOUR
ORGANIZATION TODAY?**

Source: The Enterprise Search and Findability Report 2012

77%

MODERATELY OR **VERY** HARD

How much *time* and
money do you spend
on creating
information ?

INFORMATION

that is *not found* or

not accessed, does it have

any value?

Very Important **PERSISTENCE**

Getting search to work takes time,
lots of time...

....and plenty of hard work

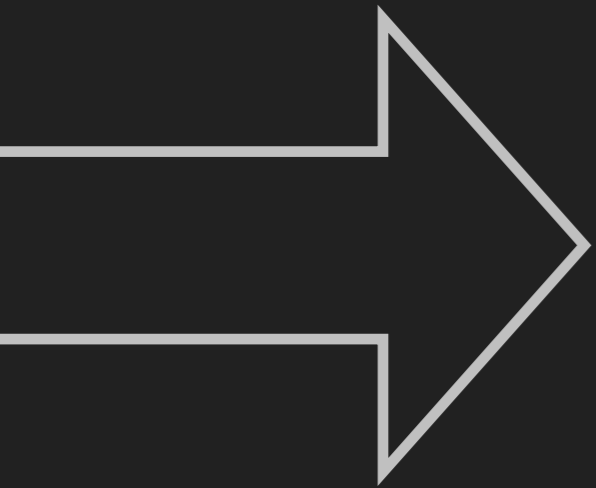
Start with the search strategy

Any search engine will do

Statistics! Statistics! Statistics!

And some analysis too...





REMEMBER:

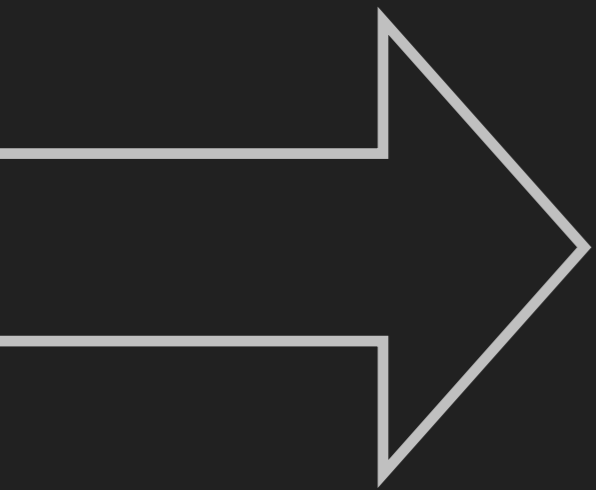
Search is

not a project!

What job is search
hired to do?



Reference: [Clayton Christensen HBS](#)



to give us the

right information

when we need it!

best practice ORGANIZATION

Make someone responsible = manager for search

In the Very Satisfied (VS) with their current search group, the number of Full Time Equivalents (FTE) is 1-2 or more.

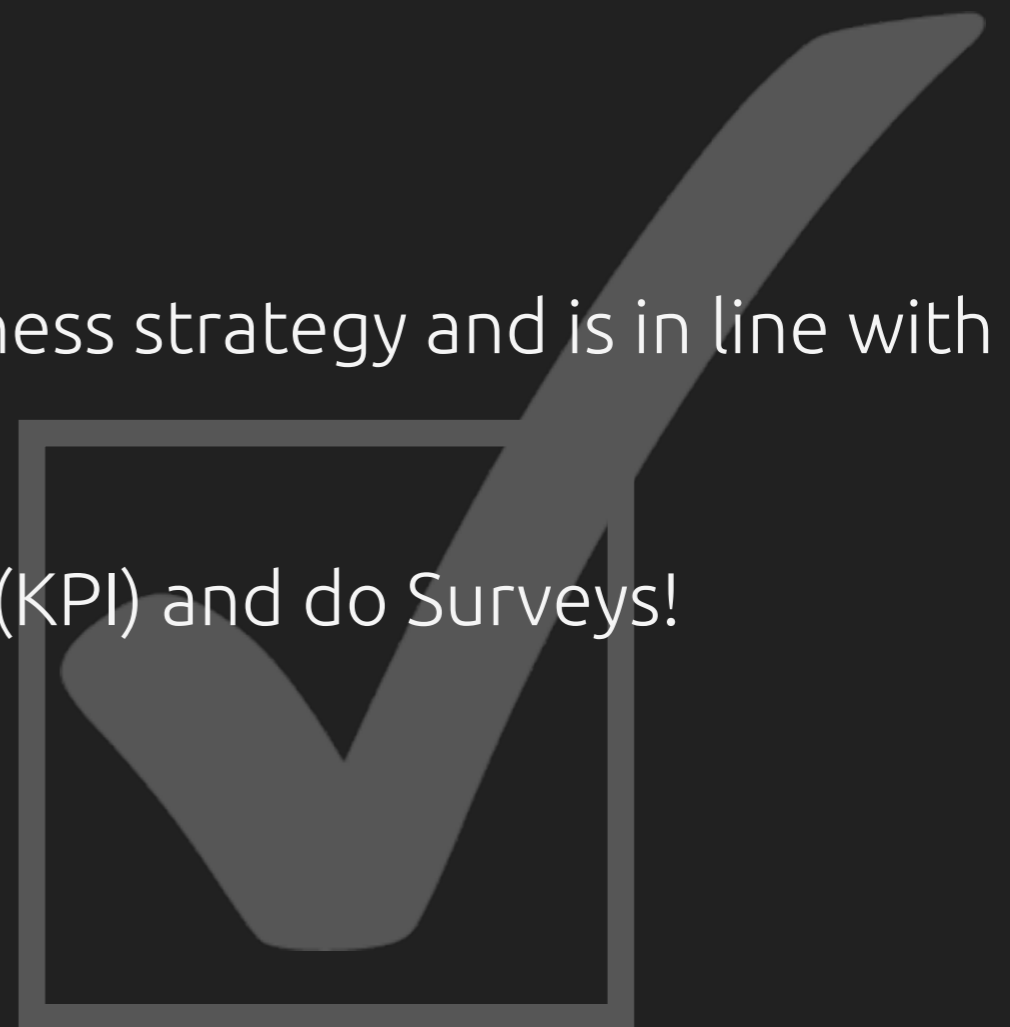
Roles for a search manager/team?

Set a search strategy which enables the business strategy and is in line with overall IT-strategy

Set a number of Key Performance Indicators (KPI) and do Surveys!

Do Search Analytics

All of the above = Get funding!



SEARCH ANALYTICS

digging for gold

67% of the Very Satisfied (VS) with their current search group and

71% of the mostly satisfied groups do search analytics and

83% (VS) have a person or group that is responsible for analyzing user behavior and to make sure that search supports business needs

SEARCH ANALYTICS

digging for gold

Web Analytics = User Behaviour

Search Analytics = User Intent

SEARCH ANALYTICS

digging for gold

QUICK WINS

0-results

Top \approx 20% of Search Terms

Spend a few hours every month to do this, it is well
invested time.

best practice USER

Gather user feedback (forms)

Usage testing and surveys

Encourage adaption with instruction videos, information (blog?) and “how to write for good findability”.

Let Users test-drive new features! Beta-releases

84% have feedback functionality in the VS group

50% do user testing regularly in the very satisfied group

best practice INFORMATION

Information Hygiene  crap in - crap out

Teach people how to name files, write and add metadata (E&Y) example!

Information quality = good copy, freshness (date) and metadata

Metadata + KPI

67% of VS have a taxonomy in place and

83% have a metadata standard.

best practice

INFORMATION

Taxonomy

Information Lifecycle Management

KPI

Archive, Delete or Keep?

Manage Synonyms and Abbreviations

What Sources to index? Make People Findable!

best practice
TECHNOLOGY
search engine features

Speed!

Search analytics

Feedback form

Spelling suggestions

Auto-complete

Type a-head

Facets/Filters/Navigators/Refiners

Key matches/best bets/sponsored links

Live previews of individual search results

Customized search results for specific information types

type

search

type ahead

typing

typewriter

typewriting

typewriter



Mr Barack Obama

President of The United States of America

email: obama@usa.com

phone: 0832 - 5678 67 90



The Muppet show

Get to know the muppets in this great film...

format: mp4

length: 2h 40 sec

typo

search

Did you mean: typewriter ?

Type

pdf (49)

doc (32)

png (18)

Source

here (49)

there (32)

where (18)

Horizontal lines representing search results

★ A great search result

Horizontal lines representing search results

LEADING ORGANIZATIONS

what the Very Satisfied DO with Enterprise Search

The number of Full Time Equivalents (FTE) is 1-2 or more.

50%

do usage testing regularly

67%

have a taxonomy in place

84%

have feedback functionality

83%

have metadata standard

best practice SUMMARY

Make someone responsible for search - Appoint a Search Manager

Set a search strategy which enables the business strategy and is in line with overall IT-strategy

Make the Business Case

Measure and Monitor Search Queries = Search Analytics

Enable User Feedback

Raise quality of information by adding metadata and doing content lifecycle management

Educate information creators - simple handouts and sit-downs

Spelling suggestions, key-matches and auto-complete

THANKS

THANKS

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