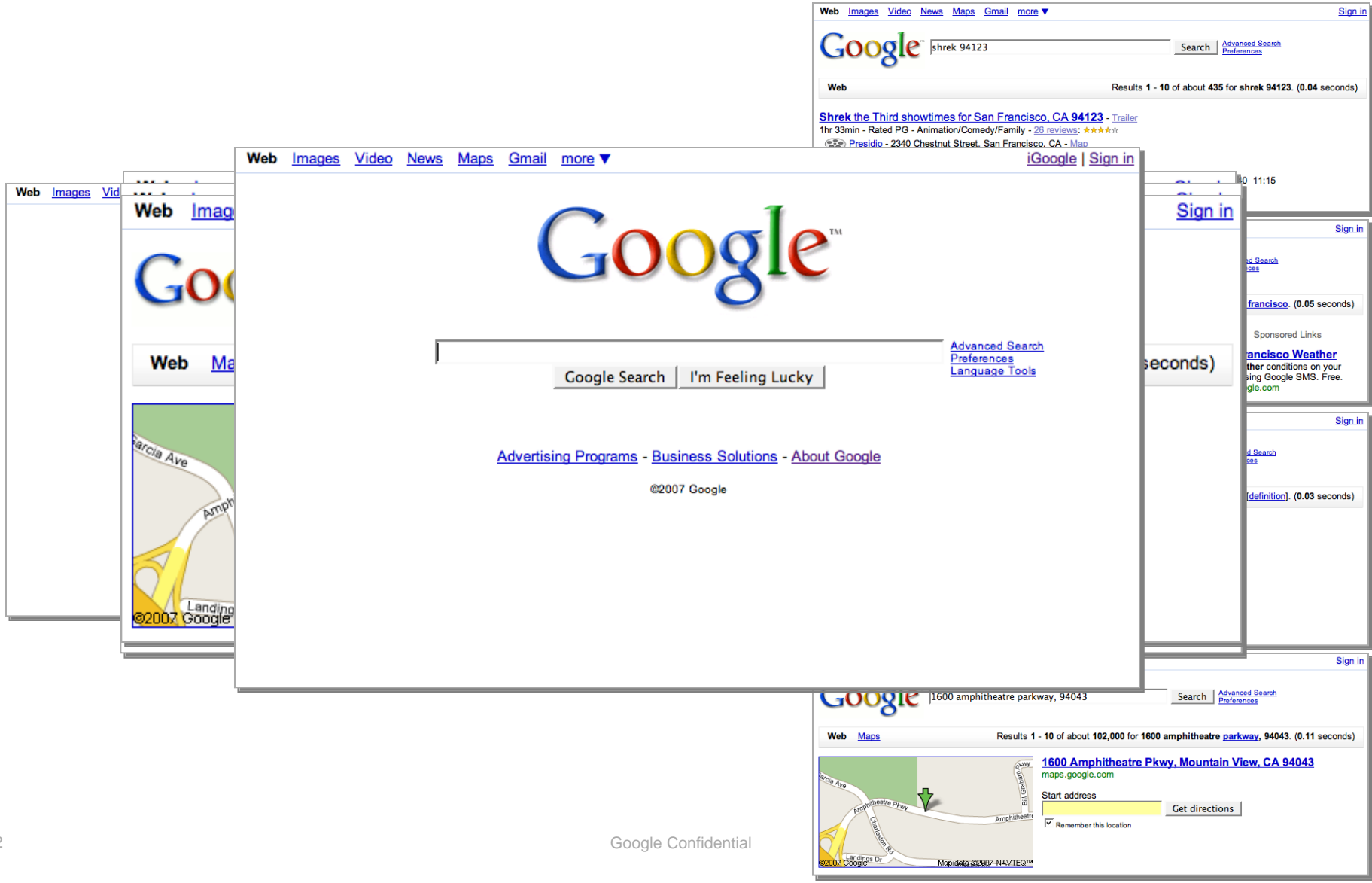




The Case for Site Search

Search is the starting point to the world's information



What does poor (or no) site search cost you?



Site navigation

When navigation attempts fail, **50%** of users will turn to **search**¹

Find Products

In a study of 2,000 shoppers, **71%** used keyword **searches** to find products²



Customer Self-Service

90% of consumers who have made an online purchase said they used site search to **access self-service** content³

Website Search Issues

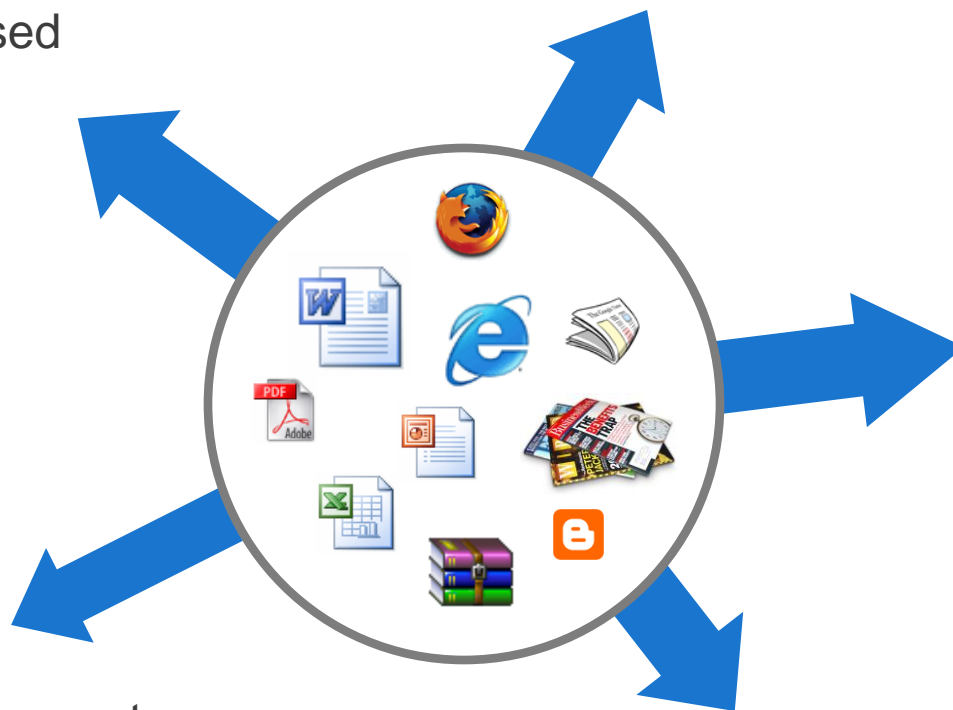
Expectations for site search quality have increased significantly

Failed site searches cause visitors to leave your site

Search leads to purchase (online and offline)

Self-service support increases customer satisfaction and decreases costs

Too much time spent managing search





The Google Approach

Site Search is key to every site

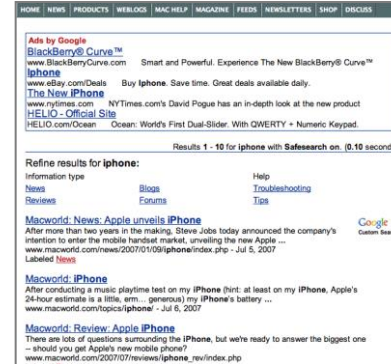
A simple search interface consisting of a text input box and a search button. The input box is a rounded rectangle with a thin gray border. To its right is a gray rectangular button with the word "Search" in white text.

- Easy to find search box, front and center on the homepage
- Simple search interface - a box and a button
- Highly relevant results, fast!
- Familiar look and feel

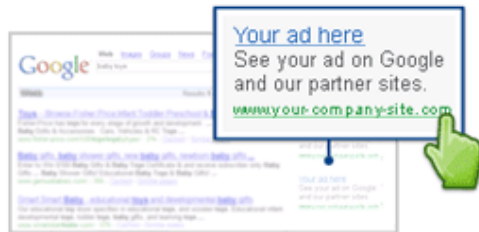
Part of Google's complete solution for site owners



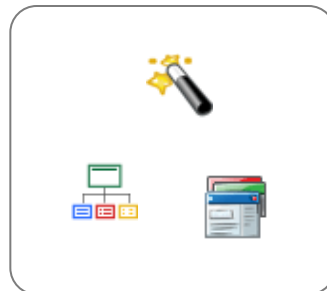
Analytics



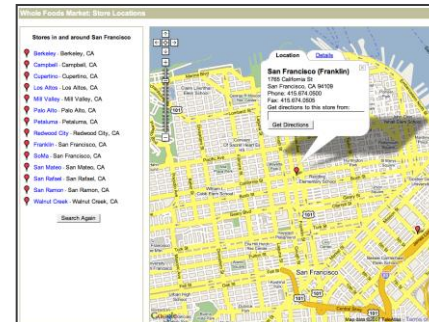
SiteSearch



AdWords



Webmaster Tools



Maps



Checkout



Google's Approach to Site Search

Wouldn't it be great if your website's search was as good as Google?

User

Highly relevant
results

Easy to use

Sub-second
response

IT

Simple to
setup and
integrate

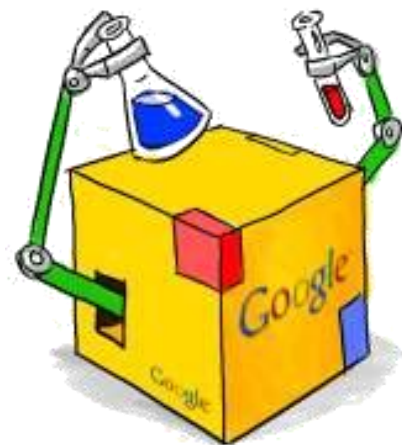
Easy to
maintain



Delivering on End-user Needs

Industry Leading Search Relevance

- Google's R&D and search experience
 - Millions of searches per day
 - 1000's of engineers working on search
- Enterprise relevancy ranking algorithms
 - Over 100 factors to determine relevancy
 - More than just PageRank on the web
- Keys to Google Relevancy
 - Automation
 - Objectivity
 - Sustained improvement (driven by real-life data)



The vast majority of Google customers surveyed switched to Google due to poor relevancy from their prior search provider

Simple, familiar search results

Custom
Branding

Dynamic
Snippet
Summaries

Cached
Version

The screenshot shows a search results page for 'cosmetics' on the P&G website. The page features the P&G logo at the top, followed by navigation links: 'Advanced Search', 'Search Tips', and 'Back to PG.com'. A search bar contains the text 'cosmetics', and a dropdown menu shows 'Search only PG.com'. A 'Google Search' button is also present. Below the search bar, a blue banner indicates 'Searched for 'cosmetics'' and 'Results 1 - 10 of about 1030. Search took 0.21 seconds.' A 'Next>' link is on the left, and a 'Sort by date / Sort by relevance' link is on the right. The main content area lists several product categories: 'Product Information - Cosmetics', 'Product Information - Hair Care', and 'Decorative cosmetics'. Each category includes a 'Choose a Category...' link and a URL. The 'Decorative cosmetics' section is highlighted with a red box, showing a snippet: 'Women of all races use decorative cosmetics: here the traditional bindhi, worn by many Indian women on the forehead. Removing cosmetics ...'. Below this, there is a link to 'Decorative cosmetics' and a snippet: '... of Skin Care Information Index. Decorative cosmetics, chosen for a special occasion, enhance what Nature gave. World of Skin Care ...'. The 'Treatment for Balding - Facts About Baldness' section is also highlighted with a red box, showing a snippet: 'No cosmetics, soaps, shampoos or conditioners can cause baldness, or hair loss. Besides Minoxadil, most other so-called treatments ...'. The 'PG.com' section is highlighted with a red box, showing a snippet: 'Choose a Category. ...'. The 'PG.com. Your Home for Everyday Solutions' section is highlighted with a red box, showing a snippet: 'Choose a Category. ...'. The 'Cached Version' annotation points to the 'Cached' link at the bottom of the page.

P&G

[Advanced Search](#) [Search Tips](#) [Back to PG.com](#)

cosmetics Search only PG.com Google Search

Searched for 'cosmetics' Results 1 - 10 of about 1030. Search took 0.21 seconds.

[Next>](#) [Sort by date / Sort by relevance](#)

Product Information - Cosmetics
Choose a Category. ...
www.pg.com/product_card/prod_card_cosmetics.jhtml - 44k - [Cached](#)

Product Information - Hair Care
Choose a Category. ...
www.pg.com/product_card/prod_card_hair_care.jhtml - 51k - [Cached](#)
[[More results from www.pg.com/product_card](#)]

Decorative cosmetics
Women of all races use decorative cosmetics: here the traditional bindhi, worn by many Indian women on the forehead. Removing cosmetics ...
www.pg.com/science/skincare/Skin_tws_91.htm - 5k - [Cached](#)

Decorative cosmetics
... of Skin Care Information Index. Decorative cosmetics, chosen for a special occasion, enhance what Nature gave. World of Skin Care ...
www.pg.com/science/skincare/Skin_tws_109.htm - 6k - [Cached](#)
[[More results from www.pg.com/science/skincare](#)]

Treatment for Balding - Facts About Baldness
No cosmetics, soaps, shampoos or conditioners can cause baldness, or hair loss. Besides Minoxadil, most other so-called treatments ...
www.pg.com/science/haircare/hair_twh_105.htm - 11k - [Cached](#)

PG.com
Choose a Category. ...
www.pg.com/everyday_solutions/personal_beauty_article_index.jhtml - 49k - [Cached](#)

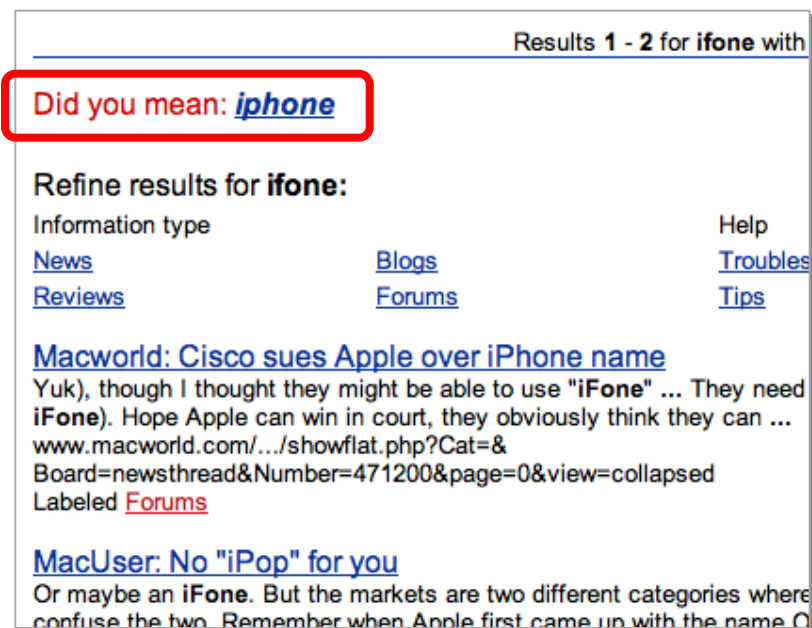
PG.com. Your Home for Everyday Solutions
Choose a Category. ...
www.pg.com/products/usa_product_facts.jhtml - 44k - [Cached](#)

Sort by
Date

Conveniences users have come to expect

If the query is misspelled, does the user get any results?

- The most comprehensive spell checker in the world
- Learns from the web
- Understands context
- Self-learning system corrects company and corpus-specific misspellings



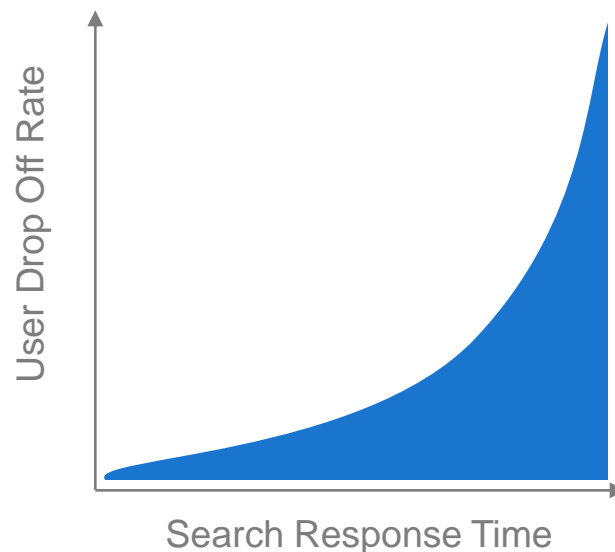
“The built-in spell checker is self-learning and does not have to be configured in any way. Very nice.”

Chad Dickerson, InfoWorld

Results in the blink of an eye

If you think users will wait for results... you're wrong!

- Most users surveyed don't attribute speed as a key factor
- However, studies of those same users showed the opposite behavior
- The site drop-off rate increases exponentially after a few seconds
- Users have come to expect sub-second search results, and assume something is wrong when they don't get them



By decreasing response time by 30%, Google was able to increase site traffic by over 25%



Simplicity for IT

Our Approach: **Simplicity for IT**

Google offers a complete site search solution –
not a “toolkit” that you piece together on your own

Software does the heavy lifting

Quality results without requiring meta-tags, customization and algorithm re-writing

“Software as a Service” solution

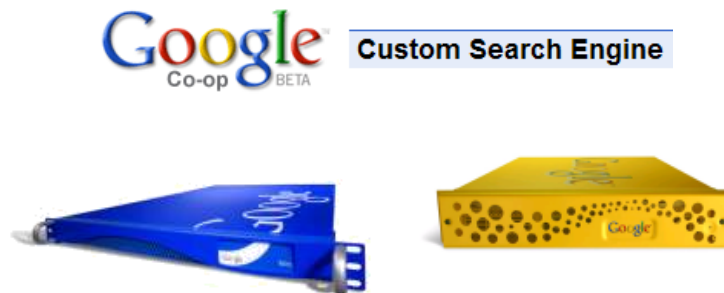
Fast and simple to deploy, minimal maintenance

Discovers content automatically

Come-as-you-are approach to indexing

Flat pricing

Simple contract



Two “Software as a Service” delivery options

Hosted by Google

- Leverage Google.com index and relevancy model
- Up and running in 10 minutes
- Full look and feel customization of results
- No software or server deployment, no ongoing maintenance













Custom Search Engine

Hosted by You

- Plug-n-play **appliance** for easy deployment
- Full control over crawl coverage and frequency
- Complete customization and advanced search features
- Ability to index protected content (e.g. support portal)



Which one is right for you?

	Custom Search Business Edition	Google Search Appliance
Deployment	hosted	appliance
Quality, Speed, Ease of Use		
Interface Customization		
Results XML API		
Query Reporting		
Crawl Schedule Control		
Crawl Depth Control		
Searchable Content	Public	Public & Protected
Document Count	Unlimited	Up to 30M
Pricing	Starting at \$100	Starting at \$1,995

Conclusion

- A few questions to ask yourself: Do you want to...

**Google Website Search
Solutions**

There is a better way