WHY CUSTOM SEARCH LEADS TO CUSTOMER SATISFACTION

THE PROBLEM

The stakes for search are higher than ever. People expect to find answers no matter how they phrase their words. And it goes beyond consumers having different ways of describing a product or service. Companies must also consider the difference between the language consumers use and what industry experts or internal stakeholders might say to find the same result. Site search capabilities must anticipate and account for this nuance to ensure satisfaction for all users.

HOW CUSTOM SEARCH CAN HELP

Custom search accounts for synonyms to ensure your audience no matter who they are or how they speak finds the results they expect. Custom search connects the dots between data, domain expertise, and site structure as well. Web search engines do an amazing job in general, but they cannot tailor their results based on the specific knowledge that you and your users share in the context of your business. Building a custom search engine, however, ensures your users get the most relevant information possible in its intended context every time.

IS CUSTOM SEARCH NECESSARY FOR MY BUSINESS?

- If you provide specialized expertise or services to people who may not be familiar with that specialized language. Examples: hospitals vs. patients or universities vs. students.
- If you are a media company that provides a high volume of content to other companies or industries.
- If you are a high volume e-commerce company with many products that consumers might search for in different ways.

WHAT YOU'LL GET WITH THIS SERVICE

From brand new site search tailored to the needs of your business to expanding and optimizing existing Search capabilities, our Search team will ensure that your search results are fast and relevant, and cost-effective.

KEY BENEFITS

- Increase the relevancy of user searches
- Increase the speed of search results by up to 20%
- Ensure updates to searchable data is available in near real time
- Expand search functionality to include domain and market specific use cases

TECH STACK

We build Solr and Elastic search applications, but can accommodate other stacks as needed. Pricing to be provided on a case by case basis.

TIMELINE AND COST

A. New Custom Search for your Site (A to Z)

- Search indexing model designed around your data sets, use cases, and business domain.
- Fresh site data through recurring batch indexing of existing data sets.
- Near real-time searchable updates of rapidly changing live data sets.
- High-performing search UI for regular and advanced search use cases.
- Scalable AWS deployment infrastructure.

Cost: $230,000
Timeline: 3 months

B. Expand your existing Search

- Add new search functions like typo detection, look-a-like queries, and synonym search.
- Make additional data searchable like suppliers and their associated locations, doctors and their real time appointment availability, or industry specific aspects of music files intended for licensing.

Cost: $110,000
Timeline: 2 months

C. Optimize and Tune existing Search

- Reduce latency and infrastructure costs with optimized batch indexing.
- Decrease search response time with Index and Query Tuning.
- Tailor results to best meet your user's expectations with relevancy customizations.

Cost: $85,000
Timeline: 2 months

D. Hosted Services

- Design and deploy scalable search infrastructure on AWS platform.
- Monitor and maintain deployed search infrastructure to ensure high performance and high availability while minimizing overall search infrastructure costs.

Cost: $70,000 + 10% ongoing maintenance
Timeline: 2 months

WHY IT MATTERS

People make 2–3 search queries before leaving a website.
45% of site revenue comes from 15% of website visitors who utilize the search bar.

CASE STUDY

A Real-World Custom Search Success Story: A premier NYC medical center was losing customers because of poor site experience including subpar search, double-booked appointment times, and more. To help, we built a custom search engine capable of understanding the connections between synonyms to ensure site users—no matter their background—can find relevant results. For example, a patient looking for a doctor specializing in "bruises" would get the same results as a doctor searching for a "hematoma" referral. That said, custom search's benefits aren't limited to synonym matching. It can also help index your content to provide more relevant results. For the medical center, this meant organizing doctors' names, specialties, and open hours to ensure patients could, for example, search for podiatrists available next Tuesday at 3 and book the appointment they need. As a result of building a custom search application for their site, the medical center has noted a 12% improvement of their time-on-site metrics, and an impressive 26% increase in overall booked appointments.

Learn how our search
experts can help your business exceed
expectations with custom search.

Contact one of our expert developers today.

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