

Endeca Search Tuning

Duration: 0 Days

What you will learn

This course introduces you to the concept of search tuning, and demonstrates how you can enhance the performance of your Endeca solution using various search tuning techniques. Additionally, you will learn about the concept of site analytics and how to read and analyze Endeca and third-party reports to derive search tuning insight. Finally, this course provides an introduction to concept of relevancy ranking, relevancy ranking strategies and the Endeca RelRank Tool, which is used to test various relevance ranking strategies on your site.

Learn To:

Tune Endeca search using techniques such as spell correction, dimension search and search interfaces

Interpret site analytics reports

Implement relevance ranking strategies

Utilize the RelRank tool

Audience

Application Developers

Business Analysts

Developer

Reports Developer

System Administrator

Technical Administrator

Technical Consultant

Web Administrator

Course Objectives

Define Search Tuning in the context of an enterprise Web site

Identify the business drivers behind fine-tuning search

Identify site improvements achieved through search tuning

Identify the steps for developing a search tuning strategy

Identify best practices when tuning: Spell Correction, Thesaurus, Searchable Fields/Search Interfaces and Dimension Search

Identify ways in which the Page Builder can address the issue of relevant record(s) not returned on first page (low or no conversion rate)

Provide the definition of site analytics

Identify the function of Endeca reports

Given an Endeca report, identify what the corrective action should, if any

Identify the purpose of third party analytics tools

Name the five steps that must be performed in order to view Endeca-specific metrics in a Site Analytics Vendor's reporting system

Identify other techniques and technologies used in Web analytics

Name the steps for changing default sort order

Describe how user-preferences are tracked

Provide the definition of relevance ranking as it relates to the Endeca solution

Sequence the steps for enabling the RelRank tool

Course Topics

Understanding Search Tuning

Defining Search Tuning

Building the Case for Search Tuning

Developing a Search Tuning Strategy

Applying General Search Tuning

Search Tuning using Spell Correction

Search Tuning using the Thesaurus

Search Tuning using Dimension Search

Search Tuning using Searchable Fields and Search Interfaces

Search Tuning with Landing Pages

Analyzing and Understanding Reporting

Understanding Site Analytics

Introducing Endeca Reports

Analysis, Interpretation, and Action

Tuning Record Sort and Relevance Ranking

Browsing and Sorting

Employing Relevance Ranking

Using the RelRank Evaluator Tool