

Search can be Your Best Friend
You just Need to Know How to Talk to it

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About me

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Need to Know
How to Talk to it



WHY?

- Information overload
- Findability
- Gartner:
8 hours / week / information worker
- IDC:
9.5 hours / week / information worker
- Searching *without finding*:
3.5 hours / week / information worker
COMPLETELY WASTED!

Business Requirements

What?

Where?

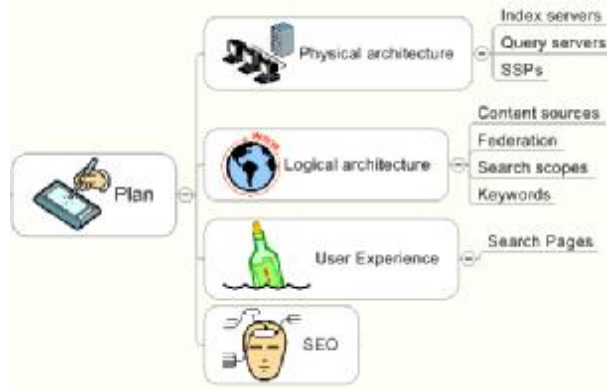


How?

Business Requirements

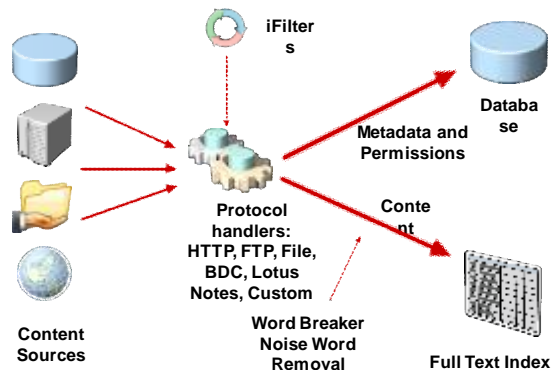
	Data →	Information →	Knowledge
Description	Properties that <i>represent</i> objects, events, elements, etc.	Data that <i>can be used</i>	Information <i>put to action</i> and/or <i>integrated</i> with other information. Provides a basis for <i>decisions</i> and <i>planning actions</i> .
Supporting SharePoint technology	- Lists hold data and metadata - Libraries hold documents (with data and information)	Lists and libraries	- Documents - Social networking

Plan the Searching



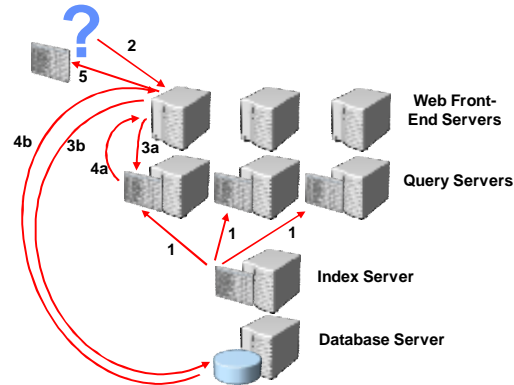
Physical Architecture: Server Roles

- **Index Server**
 - **Crawling**
 - **Indexing**



Physical Architecture: Server Roles

- **Query Server**
 - Accept search queries from users
 - Build return set
 - Return results



Physical Architecture: Scaling out

- **More Index Server**
 - More than 50 (10) million documents
 - Too long crawling time
 - Second SSP needed
- **More Query Server**
 - Need to include content that cannot be crawled
 - Query demand is rising
 - More Index Server

Content Sources

	When to crawl?	When NOT to crawl?
SharePoint sites		If you want to EXCLUDE its content
File Share	Document search requirements	
Business Data	- External data search requirements - Integrated solutions	
Website		
Exchange Public Folder	Important business information	

Search Scopes

- Refine the queries
- Scope Rules
 - Web address
 - Property query
 - Content source
 - All content

Keywords and Best Bets

- **Keyword:**
 - to mark specific items as more relevant
 - they show up more prominently in the search results
- **Best Bet:**
 - relevant items that you can choose for a subject

Federated Search

- **Advantages**
 - Conserve resources by crawling and indexing
 - Can include content that cannot be crawled
 - Latest information from different content sources

Findability Best Practices

- Use Scopes
- Use Master Site Directory
- Train your users
- URLs and Managed Paths
- Content Types – Describing and Tagging
- My Sites and User Profiles
- Blog, Wiki
 - Collaboration
 - Knowledge Sharing

The Magic Word: SEO (Search Engine Optimization)

- **The process of optimizing sites and pages for search engines to result in better relevance and ranking for the site.**

SEO Best Practices – DO

- Use keywords
- Place your content as high up in the page as possible to get it more relevance
- Use clear site hierarchy – every page has to be reachable
- Check for broken links
- Use a text browser (eg LYNX) to examine your site
- Test your site in different browsers

SEO Best Practices – DO

- Use keywords
- Place your content as high up in the page as possible to get it more relevance
- Use proper semantic codes:
 - <meta> tags (title, description)
 - Headlines (<h1>, <h2>, ...)
 - List items (, , <dl>)
 - Images: <alt>, <title>
 - Use descriptive text in your hyperlinks
 - Use descriptive page titles
 - Build site map
 - Use valid HTML and XML

SEO Best Practices – DO NOT

- Don't name all pages with the same page title
- Don't load your pages with irrelevant keywords
- Don't use complex URLs
- Don't use temporary redirects
- Don't use complex pages
- Avoid web spammers

Thank you for attending!