



DrupalCon
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Introducing the surprising [DrupalSearch.org](https://drupalsearch.org)

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SearchStax

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SearchStax

Mission: Make it *Easy* to deliver *Powerful Search*

- Search Infrastructure - Solr as a Service – PaaS and SaaS
- SaaS Software for Search Analytics, Management and Optimization
- Distributed team in United States, Europe and India
- 500+ customers across the globe (*and growing rapidly*)
- *One of the world's largest Apache Solr farms*
- *Drupal, Acquia and Pantheon* customers in Higher Ed, Govt (State, Local & Fed), Manufacturing, Research, BioTech

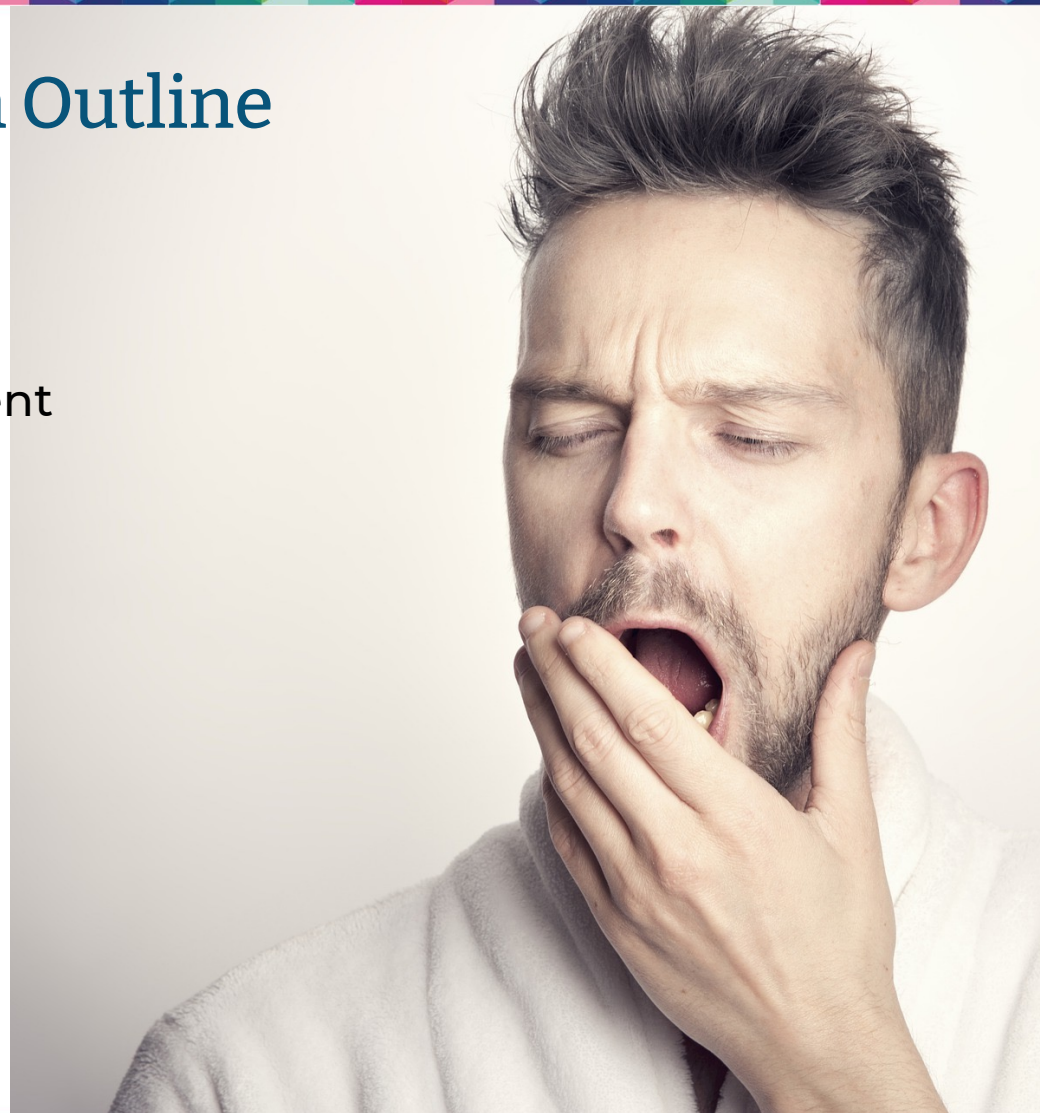


SEARCHSTAX



Session Outline

- Importance of Search
- Drupal.org Search Issues & Improvement Opportunities
- Best Practices – Search Experience
- Brief Introduction to Apache Solr
- Developer's Journey towards a better drupal.org search using Apache Solr
- Next Steps & Getting Involved





Importance of Search

Why should we care?





“
Search abandonment costs in excess
of **\$300 billion** annually is US
”
alone!

Harris Poll survey 200 website managers and 10,000
consumers



84%

of companies **fail to optimize and measure** their on-site search.

1.8x

More effective at producing **conversions**

75%




of users' search queries are **influenced** by Google **Auto suggestions**




Google

🔍 Search Google or type a URL



 [Why Drupal?](#) [Build](#) [Solutions](#) [Services](#) [Community](#) [Resources](#) [Give](#) [Events](#) [Try Drupal](#)  

 **Drupal™**

With robust content management tools, sophisticated APIs for multichannel publishing, and a track record of continuous innovation—Drupal is the best digital experience platform(DXP) on the web, **proudly open source.**

[Try Drupal](#) [Get involved](#) [Give your support](#)





Let's look at Drupal.org





Best Practices in Search Experiences



3 Key Ingredients

Analytics &
Metrics

Capability
Set

Relevance
/ Ranking



Analytics

CONVERSIONS FROM SEARCH

TOTAL
SEARCHES

1.3k

SEARCHES
WITH CLICKS

196

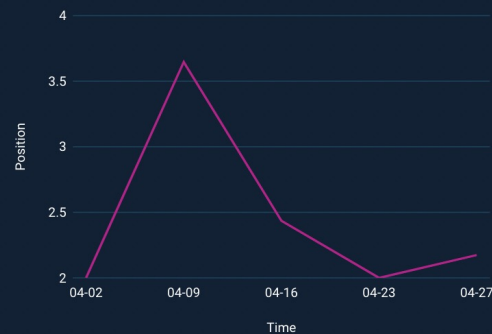
CLICK-THROUGH
RATE

15.1 %

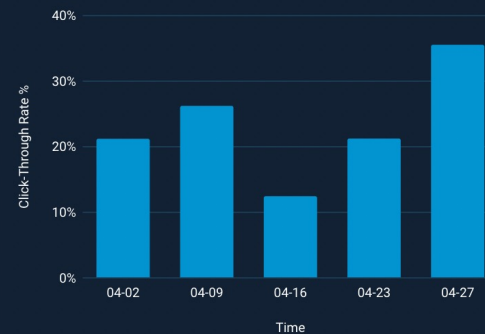
AVERAGE SEARCH LATENCY

3.3ms
↓67.7%

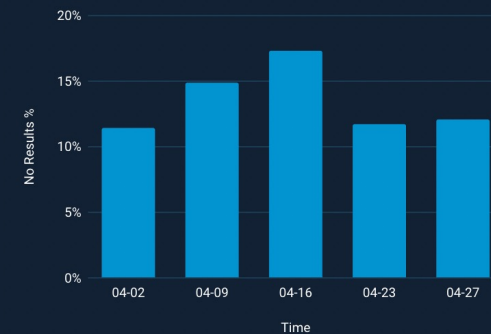
AVG CLICK POSITION



CLICK-THROUGH RATE



NO RESULTS SEARCHES





1 LARGE SEARCH BAR
Showcases your site search with a large, easy-to-view search bar

2 # OF RESULTS
Sets context by showing the number of search results

3 FACETS
Provides filters to narrow the search by topic or content type

4 CARDS
Displays key information about the search result to guide use to content

5 PAGINATION
Gives users an easy way to navigate through the search results

6 HIT HIGHLIGHTING
Highlights search terms to guide use to relevant sections of content

7 VIEW STYLES
Provides alternative views and sorting by date or relevance

8 FEEDBACK
Lets users easily provide feedback on the search experience

Showing 1 — 6 of 16 results for "AEM"

CONTENT TYPE
☐ WEBPAGE (9)
☐ BLOG (5)
☐ CASE STUDY (2)

AUTHOR
☐ TOM HUMBARGER (4)
☐ CHRISTOPHE CREMAULT (1)

WEBPAGE
Managed Solr for Adobe Experience Manager (AEM) [...] solutions / **aem**-solr-adobe-experience...
Managed Solr for **AEM** offers an easy, reliable, performant and scalable Solr Service for **Adobe** Experience Manager...

BLOG
AEM and Solr - 6 Reasons to Use Managed Solr Service [...] blog / **aem**-and-solr-6-reasons-to-use...
August 31, 2020
The top 6 reasons for using **AEM** (**Adobe** Experience Manager) and Managed Solr for the Solr Infrastructur...

BLOG
Calix Uses SearchStax with Adobe Experience Manager to... [...] blog / calix-uses-searchstax-with-adobe...
October 18, 2020
Calix uses SearchStudio and SearchStax with **Adobe** Experience Manager to provide a better search experience for...

BLOG
Powerful Search is Now Easier for Marketers and Developer... [...] blog / powerful-search-is-now-easier...
September 14, 2021
SearchStudio makes it easier for marketers and developers to deliver powerful search experiences, especial...

BLOG
SearchStax Site Search Delivers Advanced, Relevant... [...] blog / site-search-delivers-advanced...
August 9, 2020
SearchStax Site Search is a new product designed to give business teams the power to analyze and...

WEBPAGE
Adobe | SearchStax Partners partner / adobe
Adobe is a SearchStax Technology Partner and provides the **Adobe** Experience Manager (**AEM**), a comprehensive conte...

Related Searches: **Adobe** module, **Adobe** Documentation, **Adobe** Integration

< Previous 1 — 6 of 16 Next >



9

AUTO-SUGGEST
Delivers search recommendations as a user starts typing

14

PROMOTIONS
Features specific content to the top of the search results

10

RELATED SEARCHES
Recommends related searches based on inputs and learnings

11

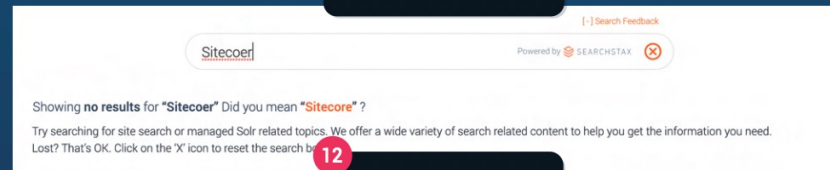
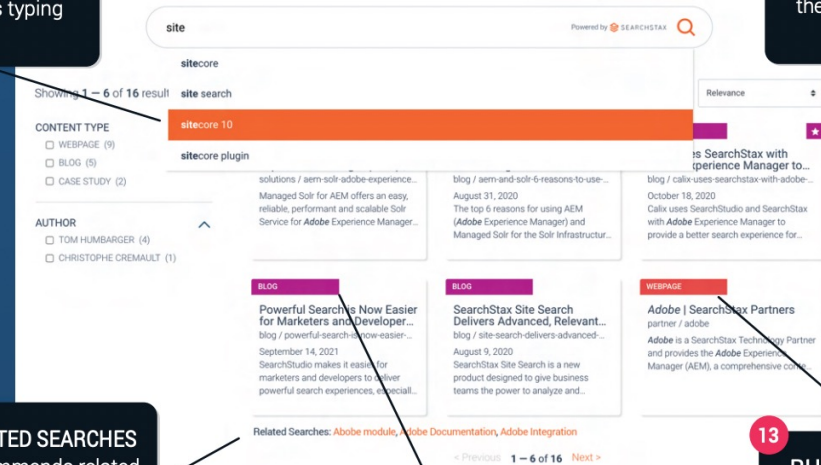
RANKINGS
Boosts the ranking of content by emphasizing certain criteria

13

RULES
Gives greater control over content displayed by applying filters to the content.

12

NO RESULTS
Provides explanation and direction when search returns no results





How do we make it better?



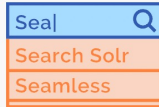


Apache Solr

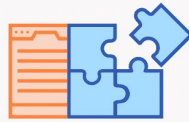
Fast, Powerful, Flexible, Open Source, Search Platform



Advanced Full-Text
Search Capabilities



Query Suggestions,
Spelling and More



Extensible Plugin
Architecture



Geospatial Search



Faceted Search and
Filtering




Rich Document Parsing

And a LOT more!



LIVE DEMO / SHOWCASE

Developer's Journey to make drupal.org search better using Apache Solr





Next Steps

- ~~Get Sponsorship to support the project efforts (hosting, time and license) from SearchStax~~
- Support from Drupal.org Website team to crawl the website or get access to data
- Permission to use “drupalsearch.org” and make it available to Drupal Community (trademark perspective)
- Make analytics & insight available to community



We are hiring!

Customer Engineering
US or Europe - Remote



SEARCHSTAX

sameer@searchstax.com or karan@searchstax.com

The slide features a large white hexagonal area in the center. The corners of the slide are filled with colorful geometric patterns of triangles. The top-left corner has a green and blue pattern, the top-right has a pink and orange pattern, the bottom-left has a blue and green pattern, and the bottom-right has a purple and orange pattern. Small clusters of colorful triangles are also placed near the top and bottom center of the white hexagon. The text "Thank you!" is written in a dark blue serif font, and "Q&A" is written below it in the same font style.

Thank you!

Q&A