

Robust search is essential for a customer-centric website

As search becomes engrained with how users seek and find information on websites, the need to understand how a website is organized becomes less important. Statistics reinforce why having robust search functionality is critical:

- Search is one of the top 3 actions taken on government websites
- 90% of users only read the first page of search results



Manage and Optimize Results

Make it easy for site visitors to find what they are seeking:

- Set up search synonyms to capture all possible search
- Use keywords to promote specific pages
- Integrate search results across multiple domains



Create a Better Search Experience

A better search experience lets your users:

- Sort results to quickly find key information
- Filter by content type to narrow results
- Access advanced search options with a simple click

