The 6 core metrics of site search

Self assessment scorecard

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Search analytics scorecard

Ensure your institution is gaining maximum insight into the performance of your site search. A score below 12 suggests your Google Analytics account could do with some attention, and you could be leaving conversions and money on the table.

Self assessment	Insights	Score
1. % search sessions	% Search Sessions is used to provide insights into: • Landing page efficacy • Navigation efficiency • Overall site search performance • Search placement and emphasis within the site design	/ 4
2. % Search Exits	% Search Exits is used to provide insights into: • Missing content and irrelevant search results • Missed conversion opportunities % Search Exits are being actively reduced through • Relevancy coaching • Related search listings	/4
3. % Search Refinements	% Search Refinements is providing insight into • Highest value search terms which are frequently refined, suggesting missed conversion opportunity • Most frequently refined themes (e.g product lines or departments) % Search Refinements is being actively addressed through • Relevancy coaching • Search filters (in Funnelback we call them Facets)	/4

Self assessment	Requirements	Score
4. Search depth	Search depth is segmented by Audience to cater for the different behaviours typical of different users. Audiences include at a minimum: • Prospective students • Current students • Staff	/2
6. Goal value	The foundations for Goal Value are in place: • In consultation with your development team, conversion tracking is in place for each of the most important action a student could take on your site • Average net revenue per student is known • Average yield from website conversion to enrollment is known for each of the most important on site actions Goal value set up • Key conversion steps are monetized in Google Analytics • Key behaviours are segmented for reporting Insights • Insight is being gained into the most valuable goals by individual value, and most valuable goal by total number of actions	/6
Total score		/18

Resources: Maximising the value of your site search

Whether you're examining your current site search solution, comparing vendors, or analysing user experience (UX) across your digital properties, this checklist will help you ensure all the valuable opportunities are covered.

Resource	Notes
Google analytics links on site search	This article describes the metrics and dimensions used in the Site Search reports
Five questions to ask of your site search	Each time users search your site, they tell you in their own words what they are looking for. This article describes five ways you can use site search data to understand user intent.
Site search and visitor intent	Avinash Kaushik explains how you can gain important insights into user intent by analyzing how users search your site
How to set up audiences:	This article describes how you can create and edit audiences in Google Analytics
Squiz Summit, with Alan Etkin's presentation	In his presentation of the same name, Alan Etkin of BCIT discusses using 'Data to make smarter decisions and improve digital experiences.'

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Thank you

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