Funnelback for higher education

Product Guide

SQUIZ

Contents

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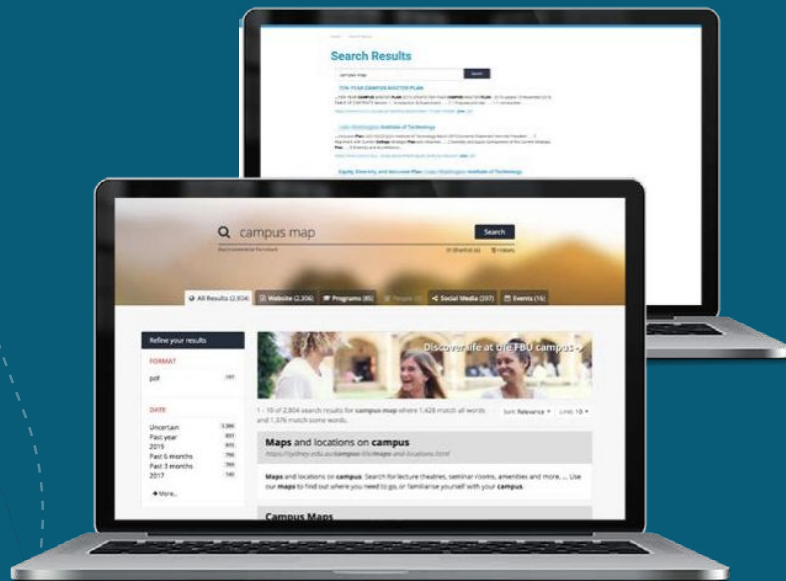
Search functionality

Funnelback for Higher Education is built upon best practices in UI and UX requested time and time again from Higher Education clients.

The out-of-the-box template makes it easy for you to give your visitors modern search features that match the look and feel of your website and accomplish tasks quickly.

Background: A generic search engine result page (SERP)

Foreground: Funnelback for Higher Education SERP with faceted navigation and customized result summaries.

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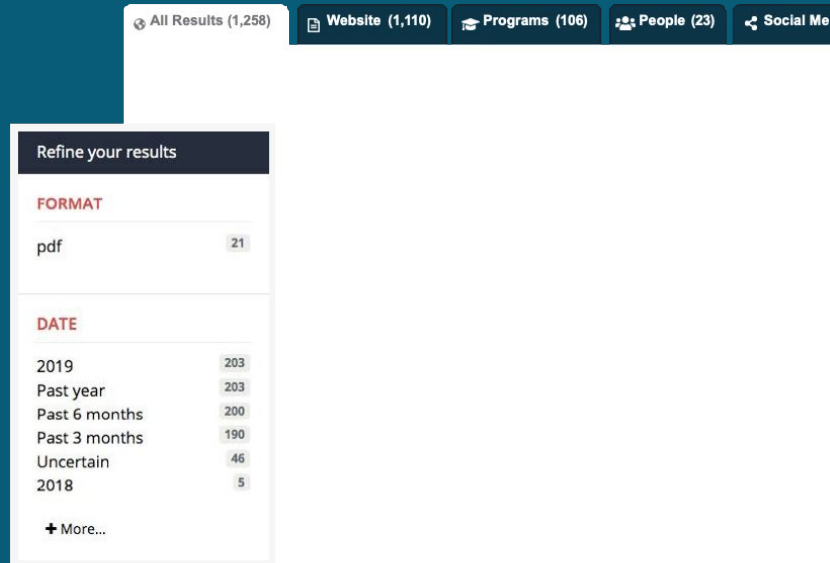
Search functionality

Faceted navigation

Filters help the user to narrow down the search results easily by file type, date, category and audience without having to conduct another search.

These facets can be customized based on your content and the needs of your audience.

Standard tabs
- All Results
- Website
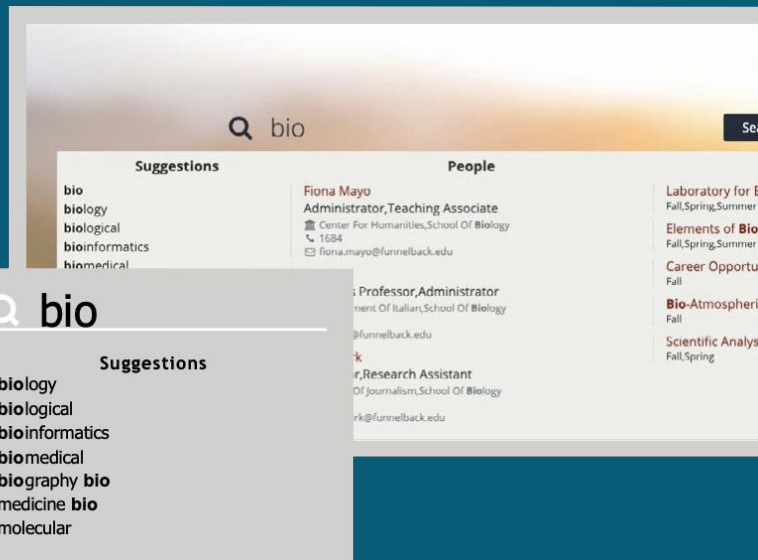- Programs
- People
- Social Media
- Events

Faceted navigation refers to an advanced search interface which filters content into file type, date, category and audience.

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Search functionality
Concierge

Concierge combines simple autocomplete and content suggestions to infer the search term and predict the most relevant content.

Within a few keystrokes, autosuggestion allows your team to surface content that is most important to the institution, driving traffic to high-value content such as programs and events.

Concierge is a sophisticated autocomplete that also instantly presents content by category relevant to higher education audiences.

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Search functionality

Saved searches/ shortlist

Give the user easy access to previous searches and the ability to save results for later. Saved searches let visitors pick up where they left off from a previous search session.
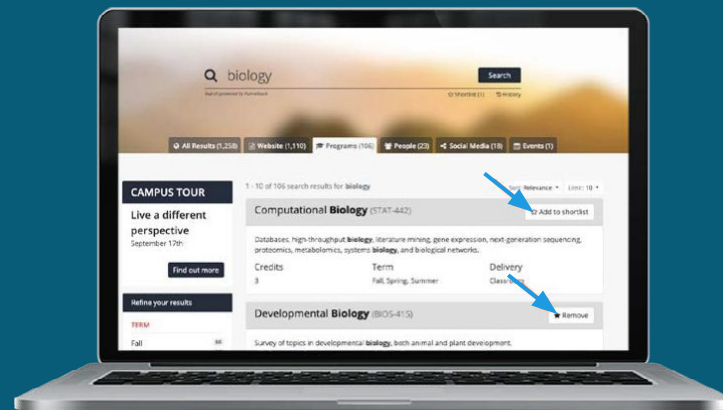

Shortlist lets visitors save search results they want to view later.
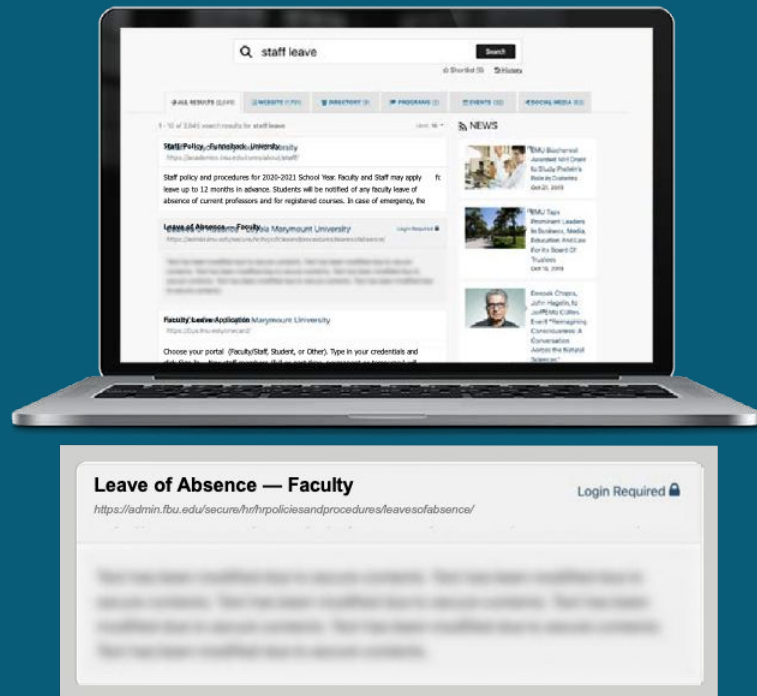
Saved searches let visitors pick up where they left off from a previous search session.

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Search functionality

Translucent search

Searching secure content is fully supported in Funnelback. Provide the link with a blurred out result summary. Logged-in users can easily access secure content from the homepage search.
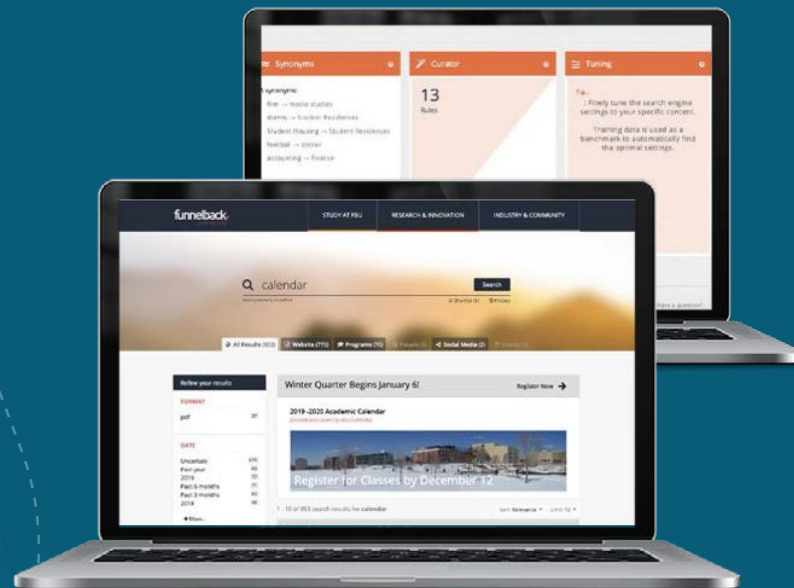
It's an easy way to make your website functional for students, staff, and faculty. Have a student portal? Integrate that with your search to provide easy answers to FAQs such as dining points, class schedules, and more.

Translucent search allows gated content to appear blurred in search results, prompting verified users to log in.

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Search control

Funnelback for Higher Education allows your team, technical and non-technical users alike, to have complete control over the order of search results ranking and what users see when they input a specific query.
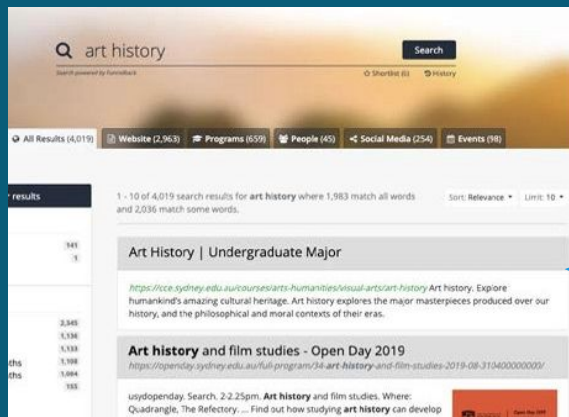

Search curation: Funnelback for Higher Education results with a promoted result calling out important dates.

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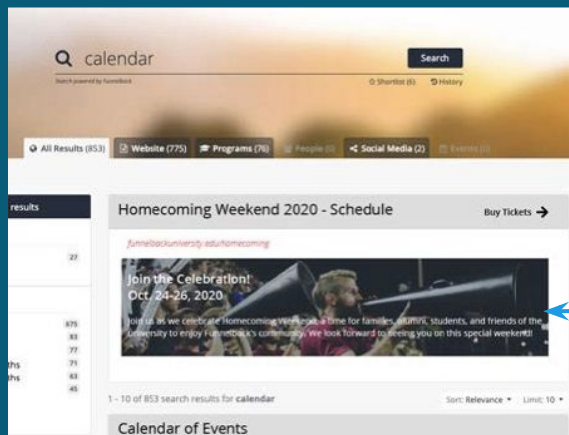
Search control
Curator

Guide the user's search journey through promoting and modifying results so users find quick answers with the most relevant content.

Drive traffic to the most relevant content and streamline UX by creating your own rules, triggers, and appearance of search results.

Bring the most relevant results to the top of the page.

Customize a result for a specific time period to drive conversions.

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Search control
Synonyms

Resolve the issue of varying language differences between internal jargon and external audiences. For example, linking "dorms" to "student residences" ensures the most relevant results for a query with the same intent.

When these keywords are submitted   Transform them to
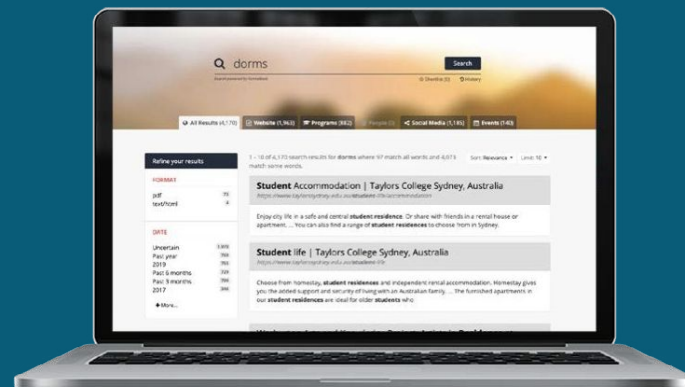
| dorms | → | Student Residences | ✕ |

| student housing | → | Student Residences | ✕ |

Add

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Search control

Tuning

Out-the-box user behavior will influence the ordering of results, but with Funnelback your team can go further. Utilizing machine-learning, Tuning allows you to train the search algorithm with the ideal results according to your preferences. Indicate which documents are most relevant to a particular search term, and the algorithm will adjust the ranking to closely match your preferred set.

Analytics & auditors

Funnelback for Higher Education includes comprehensive search analytics and auditing tools to uncover user behavior, identify accessibility, ranking and content issues across your digital properties.

Back-end Insights: Search analytics to inform content decisions utilizing search trends and granular click data.
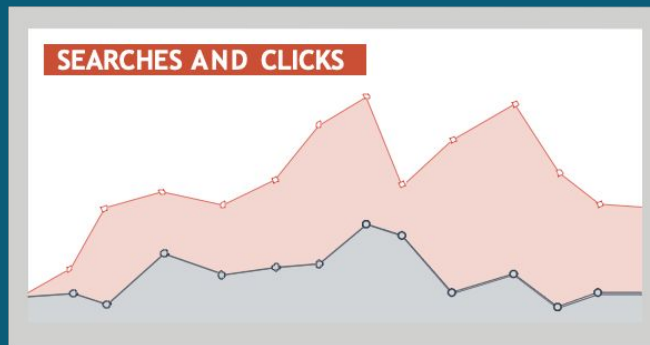
Analytics & auditors
Search analytics

Reveal search patterns to see the user's behavior and intent across the site.

Funnelback for Higher Education has an intuitive reporting interface that gives you an at-a-glance view of your search performance and where to improve. Funnelback can also sync with Google Analytics.

Advanced search Metrics
- Top keywords and clicks
- Unanswered keywords
- Search trends
- Clicks on promoted results
- Click through rate
- Top locations
- Hourly distribution of searches

SEARCHES AND CLICKS

TOP 10 TRENDS

Query	Shape	Confidence	Peak	Increase
open day		100%	Feb 20, 2020	225%
admitted students		99.7%	March 10, 2020	314%
exam schedule		98.8%	April 14, 2020	171%
graduation		100%	May 13, 2020	271%

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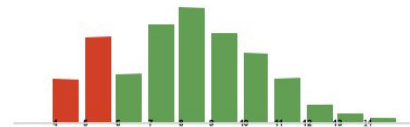
Analytics & auditors

Content auditor

A powerful reporting tool keeps tabs on content regardless of its location or author. Out-of-the-box, Funnelback for Higher Education can help find duplicate content, missing metadata, spelling errors, and more.

Check for...
- Duplicate Titles
- Missing Metadata
- Author
- Format
- Reading Grade Level
- Response Time
- Undesirable Text

Reading Grade Level

Missing Metadata

Subject (12,053)
Publisher (6,798)
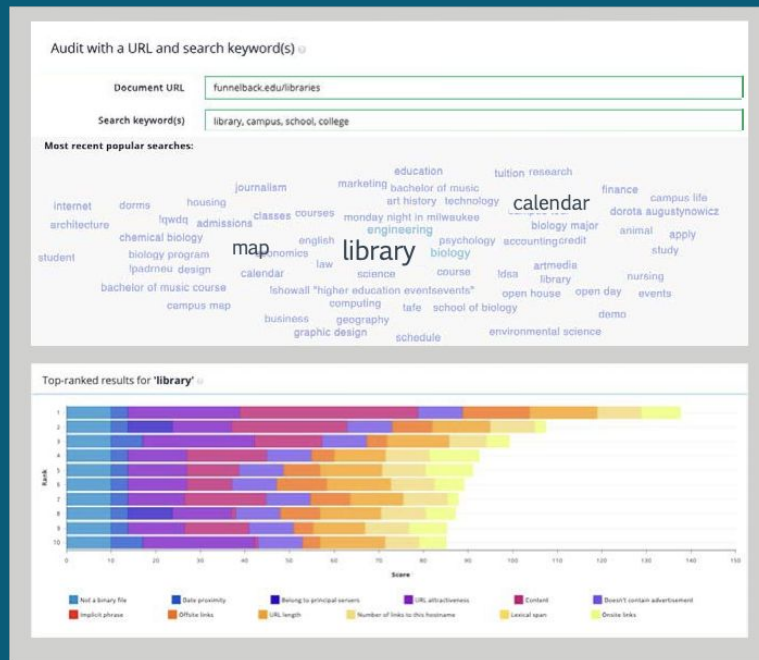Format (16,541)
Language (12,521)
Author (10,382)

Duplicate Titles

Sign In - EDU (753)
Library Tours (98)
Welcome Week (241)
Show Search (121)
Student News (382)

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Analytics & auditors

SEO auditor

Based on your search term, the SEO Auditor helps you to understand the ordering of results and gives actionable advice to improve the ranking of a particular page. The tool suggests common URLs and related queries to streamline the audit process.
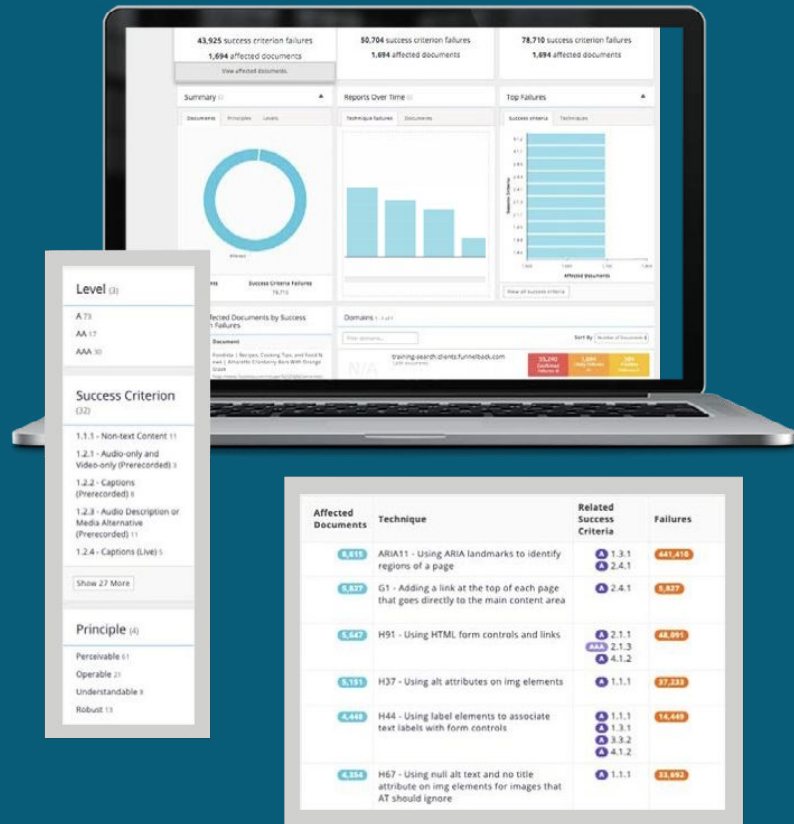
Analytics & auditors

Accessibility auditor

Included with Funnelback for Higher Education, this tool allows your organization to flag accessibility failures against WCAG standards, suggest remedies, and track progress over time.

Audit for...
- WCAG 2.0 successes and failures
- Content with the most failures (quick wins)
- Failures over time
- Failures for a specific URL

Get in touch

Get the insights and tools essential for success

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"In my 10+ years of higher education experience, I have never seen anything remotely as sophisticated and useful as Funnelback to improve the findability of content in college and university websites."

Chris Smith, San Mateo Community College District

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