Funnelback for Associations

Product Guide

SQUIZ

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Search functionality

Funnelback for Associations is built upon best practices developed from working closely with global associations and UX experts.

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 make immediate use of your content. Funnelback for Associations boosts member satisfaction by delivering smarter, more personalized search results without requiring extensive customization. Integrate your search results with secure content, promotions, social media, videos and more. Engage, onboard and deepen your member relationships today.
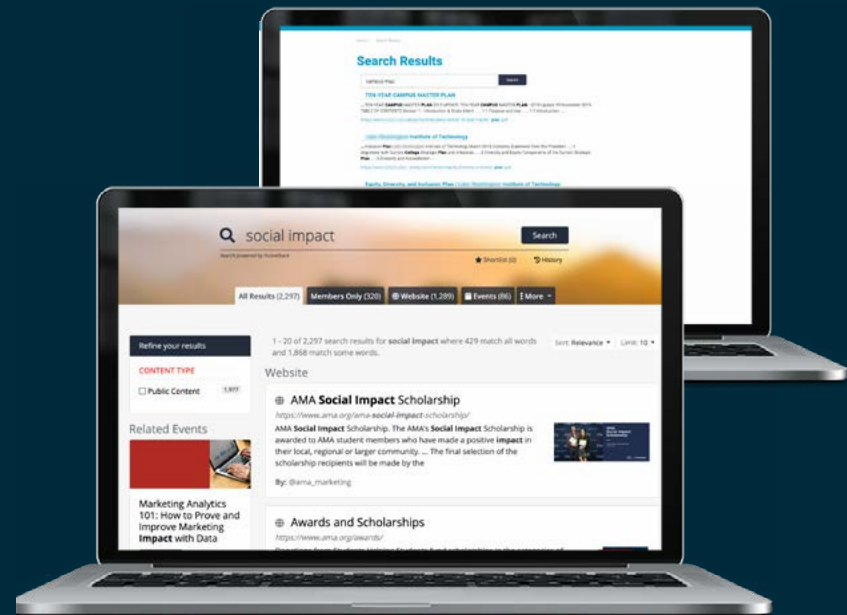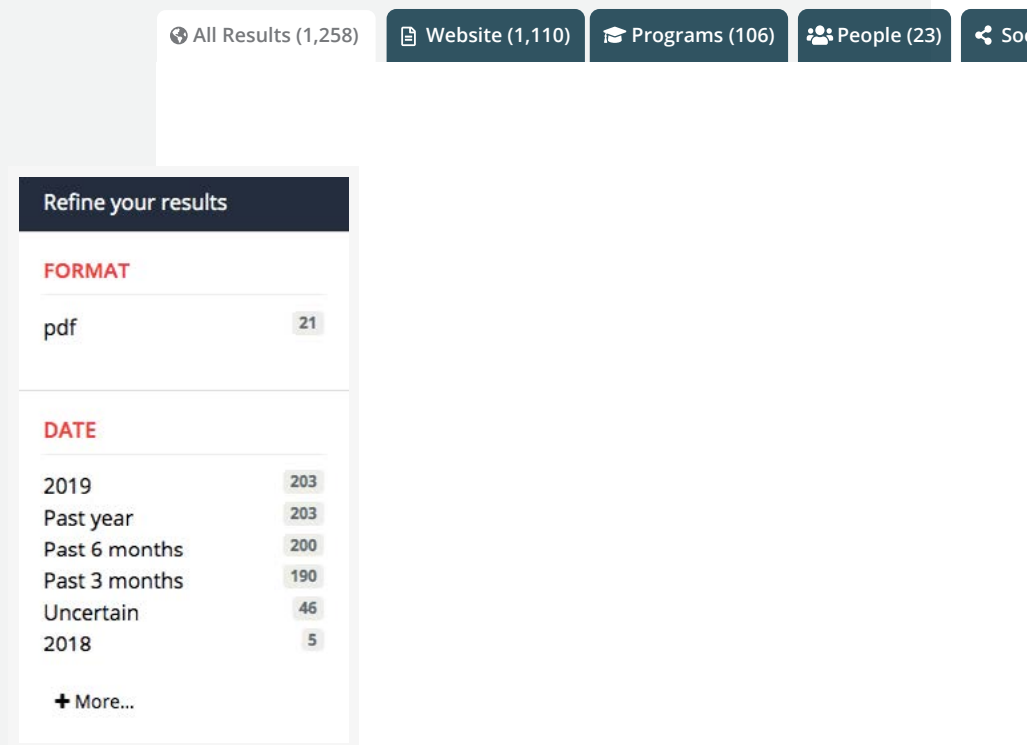
Background: A generic search engine result page (SERP)

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

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Faceted navigation

Help your users to narrow down their search results. Funnelback dynamically generates the most relevant filters for your user: for example, filtering by file type, date, category, and audience. This helps your users find their answer the first time, reducing "second searches" (search refinements).

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

| 🌐 All Results (1,258) | 📄 Website (1,110) | 🎓 Programs (106) | 👥 People (23) | ⌣ So |

Refine your results

FORMAT

| pdf | 21 |

DATE

2019	203
Past year	203
Past 6 months	200
Past 3 months	190
Uncertain	46
2018	5

+ More...

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

Concierge

Funnelback AI predicts the full search term and the most relevant content as your user types their query, enabling discovery across content the user may not even know exists. With just a few keystrokes, autosuggest surfaces content that is most important to the member or prospect.

This also offers an opportunity to drive traffic to high-value content, like Classes or Events, without requiring that the user ever visit the results page.
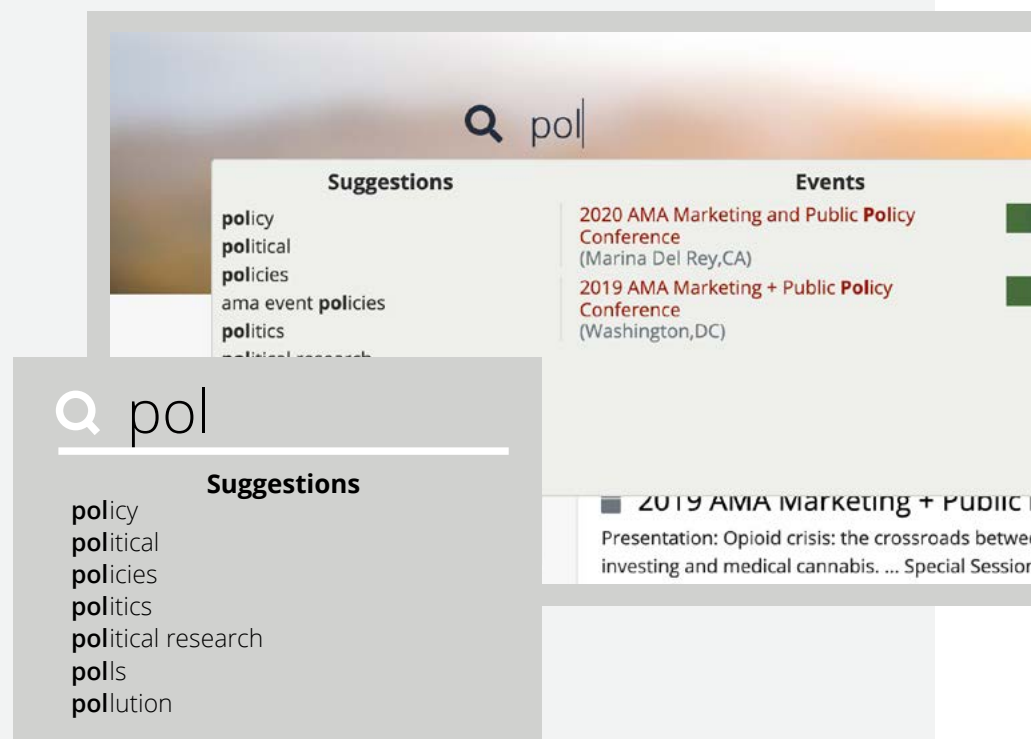
Concierge is a sophisticated autocomplete that also instantly presents content by category relevant to higher education audiences.

Members-only search

Do members struggle to find members-only content or specific resources? Highlight your valuable content by searching secure or members-only content with Funnelback Translucent Search technology. Logged-in members can see a "Members only" tag, while those logged out will see a blurred result and reminder to log in, underlining the value of membership.

Bridge the gap between public and private content with Translucent Search. Before they're prompted to join, members get a hint of what they're missing.
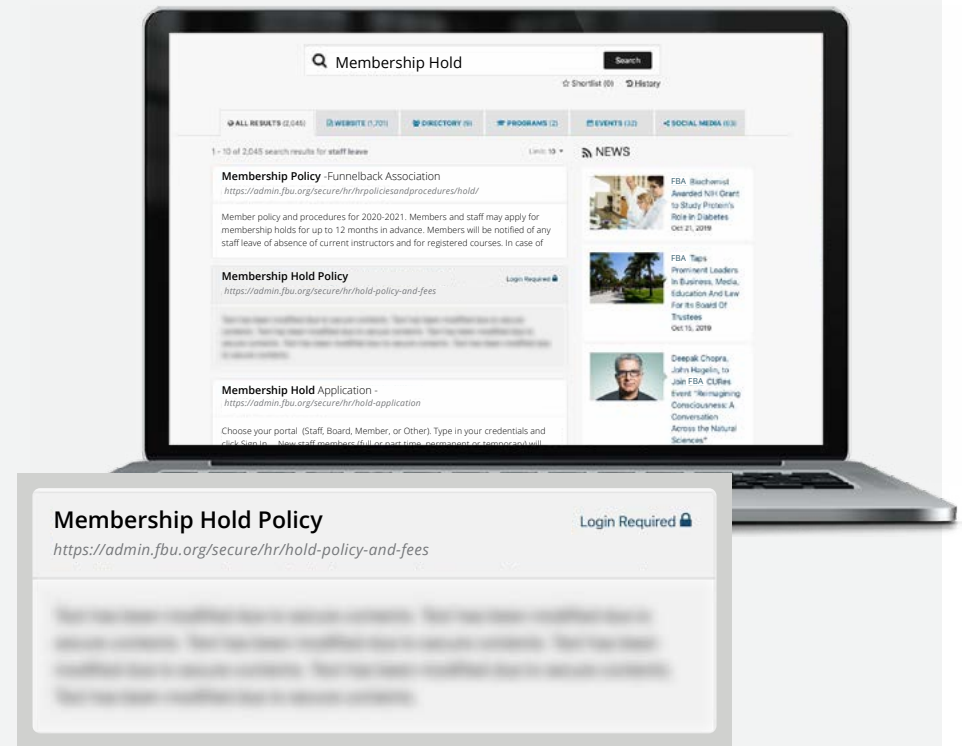
Translucent search allows members-only or gated content to appear blurred in search results, prompting users to log in.

Custom result summaries

In the modern web, search result summaries need to provide more than a headline. Adding supplementary information like a date, member type or content format will help the users navigate to the right content.

Funnelback for Associations supports rich context like images within search results to provide a captivating, highly relevant multimedia results page.

Technology Workshop 2020 — Free for Members

funnelbackassociation.org/new_member_events

Register today!
Tuesday, June 3, 5:30 PM, Wilden Hall

Security Summit for Digital Leaders

funnelbackassociation.org/events/securitysummit

Security Summit 2020 is the one place you can hear independent experts on what matters most now and how to prepare for what's to come in 2021 and beyond. **Register today!**

EVENT TAGS

TECHNOLOGY   CYBER SECURITY   MEMBERSHIP DISCOUNT   REGIONAL

Custom result summaries allow your team to choose what populates as the featured text in a search result.

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Saved searches/shortlist

Your content library can at times prove overwhelming. Let members select just the content they need in a shopping cart-like environment. Instead of opening hundreds of tabs, they can review and peruse this content later within their 'cart' or print out a summary prospectus. Saved searches make it easy for visitors pick up where they left off from a previous search session.

Combined with a visitor's search history, saved searches can also be used as an additional tool to personalize your offering to members or prospects.
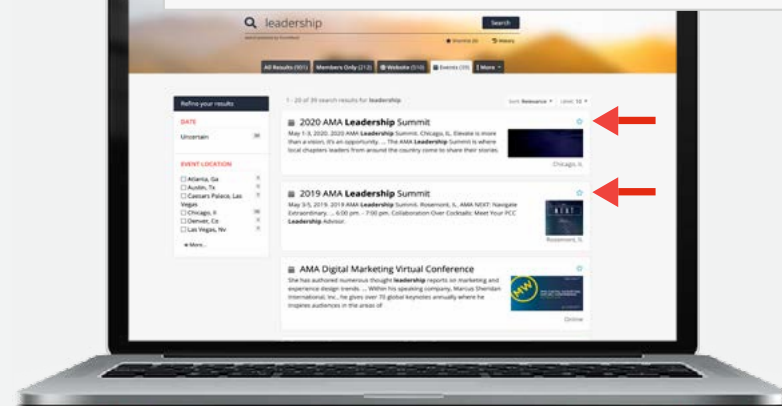
Publications   *Last Visited 4 mins ago*
funnelbackassociation.org/digitalresources/libraries

Membership: How to Join   *Last Visited 28 mins ago*
funnelbackassociation.org/join/new-member-register

*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.

Search control

Funnelback for Associations allows your technical and non-technical users alike to take complete control over your search, from result ranking to the content and context users see when they input a specific query.

Learn more about how the American College of Physicians (a membership organization) took control of their search at:
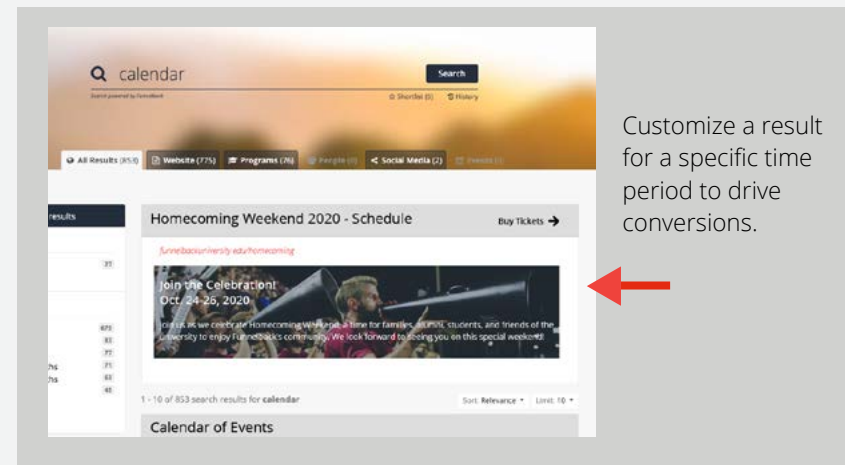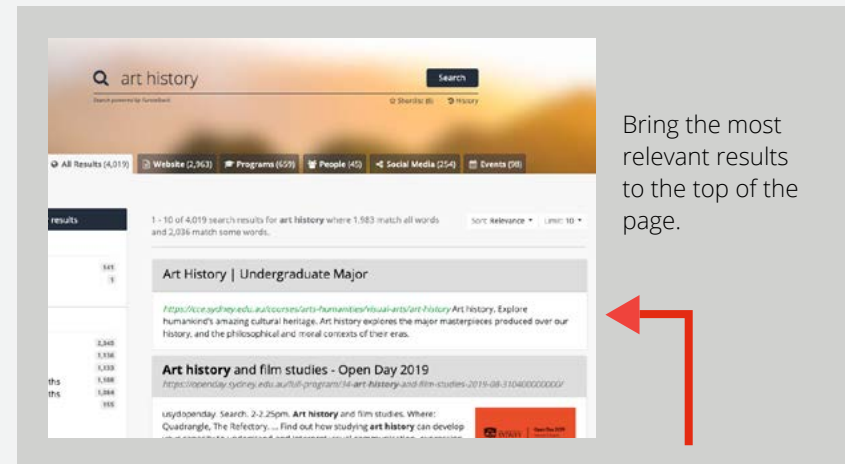*www.funnelback.com/acp*
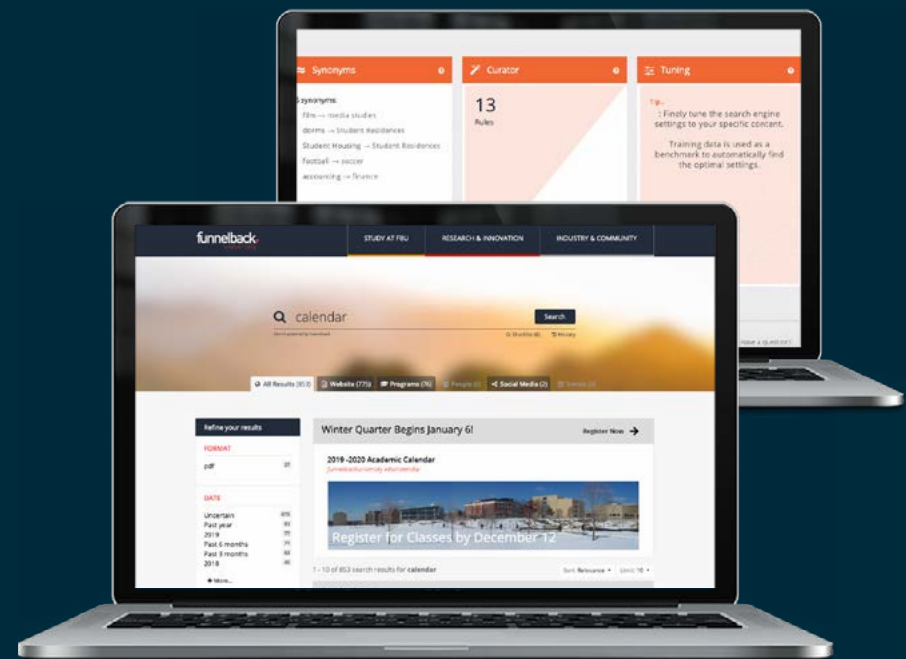
Search curation: Funnelback for Associations search results page with a promoted result calling out important dates.

Curator

Your campaigns run across your digital properties, websites, at events and elsewhere. Do they extend to search, often one of the key points of entry for members? With Funnelback curator, elevate particular messages, promotions or results within your search page.

Drive traffic to the most relevant content and streamline the user experience by creating and customizing rules, triggers, and the visual appearance of search results. Guide the user's search journey by promoting or modifying search results so users find the most relevant content quickly.

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

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

Synonyms

Resolve terminology differences between internal jargon and external audiences. For example, linking "careers" to "jobs" ensures the most relevant results for a query with the same intent.

When these keywords are submitted   Transform them to
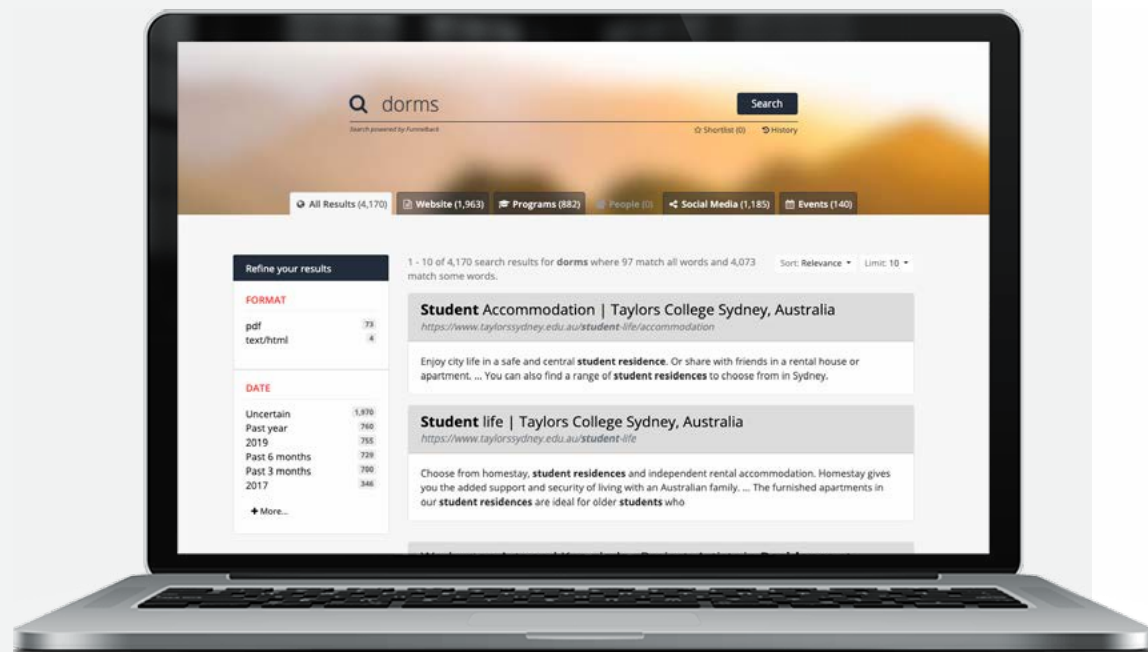
| conduct | ➡ | Member Policies | ✖ |
| research | ➡ | publication | ✖ |

Add

Tuning

Out-the-box, Funnelback for Associations will order search results optimally for most Associations, up-weighting certain categories like events. But your team can go further. Funnelback Training will retrain the Funnelback search algorithm with ideal results according to your preferences. Indicate which content or formats are most relevant to a particular search term and our AI solution will adjust the ranking to closely match your preferred set.

Keyword		Best URL(s)	
join	✅	https://funnelback.org/new-member	6 more
fees	✅	https://funnelback.org/cost/fees	
log in	⚠️	https://admin.funnelback.org/log-in	3 more
order form	✅	https://funnelback.org/store/2020	4 more

Edit training data

86%

Keyword(s)
Membership Benefits   Suggest keyword(s)

Best URLs

✅ https://funnelback.org/new-members/why-join
✅ https://funnelback.org/new-members/overview
✅ https://funnelback.org/new-memebers/requirements
✅ https://funnelback.org/press/member-stories
✅ https://funnelback.org/summit/20/schedule/speaker/keynote

💡 Suggest URLs to add   ⊕ Manually add a URL

Save   Back to list

Suggested URLs   ✖ Cancel

1. Join Funnelback Association
https://funnelback.org/new-members/apply
Your first stop for information about joining Funnelback Association. As a member, you...

2. Application for Membership
https://funnelback.org/new-members/apply/form
To apply for membership as part of the 2020 cohort, apply by November 16th...

3. New Member Reception
https://funnelback.org/new-members/reception/welcome
Joining us for new memer weekend? All members will receive free entry to the reception...

4. Blog: Reasons to Join
https://funnelback.org/blog/why-to-join-as-a-recent-grad
An association that works for good: the strength of a community of leaders in...

5. Blog: The Funnelback Community is Stronger than Ever!
https://funnelback.org/blog/networking-events-and-more
We saw a record turnout at events and recieved a record number of mentorship applic...

6. Summit Speaker Nomination
https://funnelback.org/summit/nominate-keynote
Have a suggestion for who should give next year's keynote address? Let us know by...

7. Leadership Development
https://portal.funnelback.org/programs/leadership
Looking to improve your leadership abilities and connect with other aspiring leaders within...

8. New Member Questions

Analytics & auditors

Funnelback for Associations includes comprehensive search analytics and auditing tools to uncover user behavior, optimize accessibility, and fine-tune SEO and content across your digital properties.

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

Search analytics

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

Funnelback for Associations 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
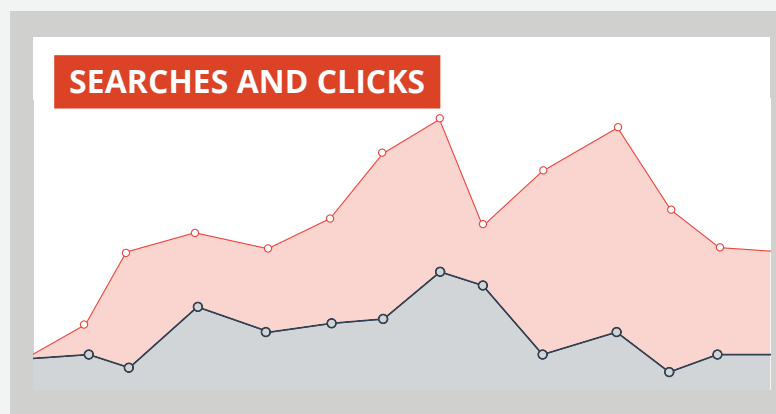
TOP 10 TRENDS

| Query	Shape	Confidence	Peak	Increase
summit schedule, transcript, map, wifi		100%	Feb 20, 2020	225%
health policy precaution, leave, working from home		99.7%	March 10, 2020	314%
summit schedule tentative, speaker		98.8%	April 14, 2020	171%
calendar events, 2021, requirements		100%	May 13, 2020	271%

Content auditor

A powerful reporting tool keeps tabs on content regardless of its location or author. Out-of-the-box, Funnelback for Associations 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
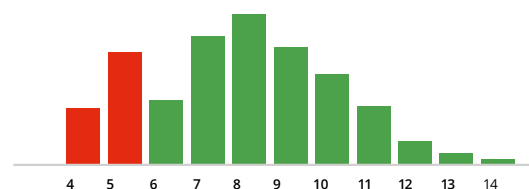
Missing Metadata

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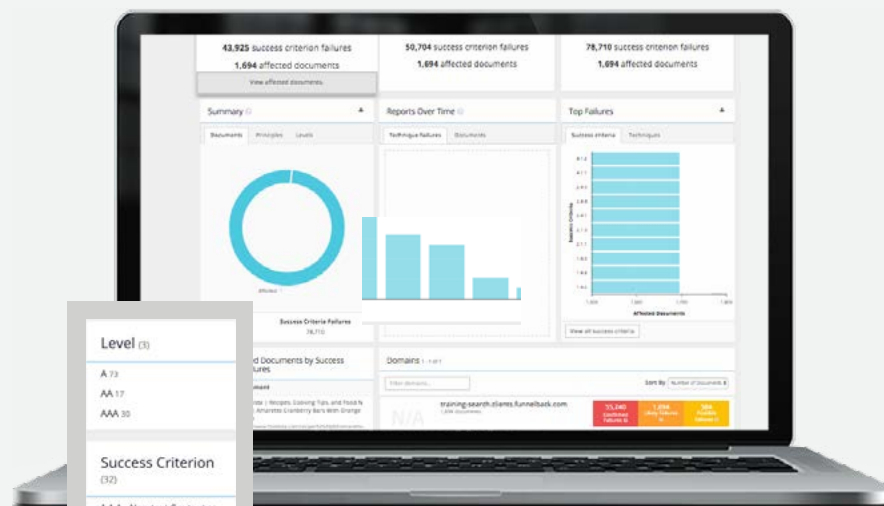Language   (12,521)
Author   (10,382)

Duplicate Titles

Sign In - ORG   (753)
Town Hall Meeting   (98)
New Member Welcome   (241)
Show Search   (121)
Member News   (382)

SEO auditor

Based on your search term, the SEO Auditor gives actionable advice to improve the ranking of a particular page within many search engines. The tool suggests common URLs and related queries to streamline the audit process.

Accessibility auditor

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

Audit for...

- WCAG 2.1 successes and failures
- Content with the most failures (quick wins)
- Failures over time
- Failures for a specific URL

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Get in touch

**Get the insights and tools
essential for success**

**squiz.net/funnelback
edm@squiz.net**

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*"Funnelback is big enough to have sufficient resourcing to invest
in continual improvements to a remarkably powerful and well-
engineered platform, yet small enough to get to know each customer."*

Steve Spadt, American College of Physicians

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