

Internal Search Configs

List to exchange and define which contents should be part of the index and be found.

Content element / type	Comment	Example	Check
Standard Page	In the result list we should only see the page name, but all text content within a page should be considered for the search term type-in		OK
Content HUB pages	In the result list we should only see the page name, but all text content within a page should be considered for the search term type-in		OK (auch für globale Seiten)
Product	In the result list we should only see the product page name, but all text content within a page should be considered for the search term type-in		OK MVP nur title phase 2 evtl. auch Bilder etc.
Article inkl article number	In the result list we should only see the article page name, but all text content within a page should be considered for the search term type-in Especially the article number and this attributes: atr_158876, atr_158903, atr_158904, atr_158901, atr_158228, atr_162444, atr_gtin, atr_167428		OK (sofern Artikel importiert)
Download Files	File names		NEIN → da picturepark Muss ausgelagert werden als Dokumentensuche? Frontend Schnittstelle von Picturepark? → bei Picturepark anfragen (Thomas Strobel)
Contacts	contact names (persons)		OK Konzept für Ergebnisanzeige

			überlegen direkt in SERP Seite vs. Link auf Kontaktdetailseite
(References)			Zukunftsthema
Showrooms			OK

Core Team Part 4 - Search Focus



Search Result Importance

1: Keyword / Internal Search Query

with analysing first
with search suggestion: ✓
Word leads to suggestions. Possibly already subdivided into product categories, product pages, websites, manuals.
Not only based on titles, but also on content of pages. → Very extensive search function. Always get a hit on relevant search terms.
Filtering on type of content (video, picture, page) and sort on e.g. date.

2: Article numbers

The lowest detail level of our products, to be redirected to the product detail page.
With search suggestion ✓

3: Product Name

Product page with picture ✓

4: Download / Documents

Assets, Media, Data sheets + Installation, Instruction + planning documents, BIM + DWG, Tender documents, Brochures, Reference brochures ✓

5: ASN functions (after search navigation) ✓

- Clear SERPs design
- Filters

6: Contact person

7: Custom Configs

- Synonyms
- Thesaurus
- Ranking Rules

8: Connection to Zendesk

In order to make sure that service requests are also shown on the website, although it has a different source

Topics of search result

- automatic and custom config indexing
- clear tagging, segmentation in SERPs
- exclude internal content and customer privacy connected contents

What do your customers wish to search for?

- B2B
 - Detailed product information
 - Contact persons
 - Information to advise and convince decision makers
 - Best Solutions for individual building projects along customer journey buying cycle
- B2C
 - Detailed product information
 - Contact persons and showrooms
 - Information for comparison and decision making
 - Best Solutions for individual building projects along customer journey buying cycle
 - Guidance
- Keyword analysis

Important Example

Pages, Products, Articles, Contact, Assets, Media

Public subsidy, Certificates

References, Showrooms

Keywords, Questions

Duco.eu → search suggestions also show category (download/blog etc.)

Further concept needed from Zehnder

Not part of MVP – has to be further discussed

zehnder