

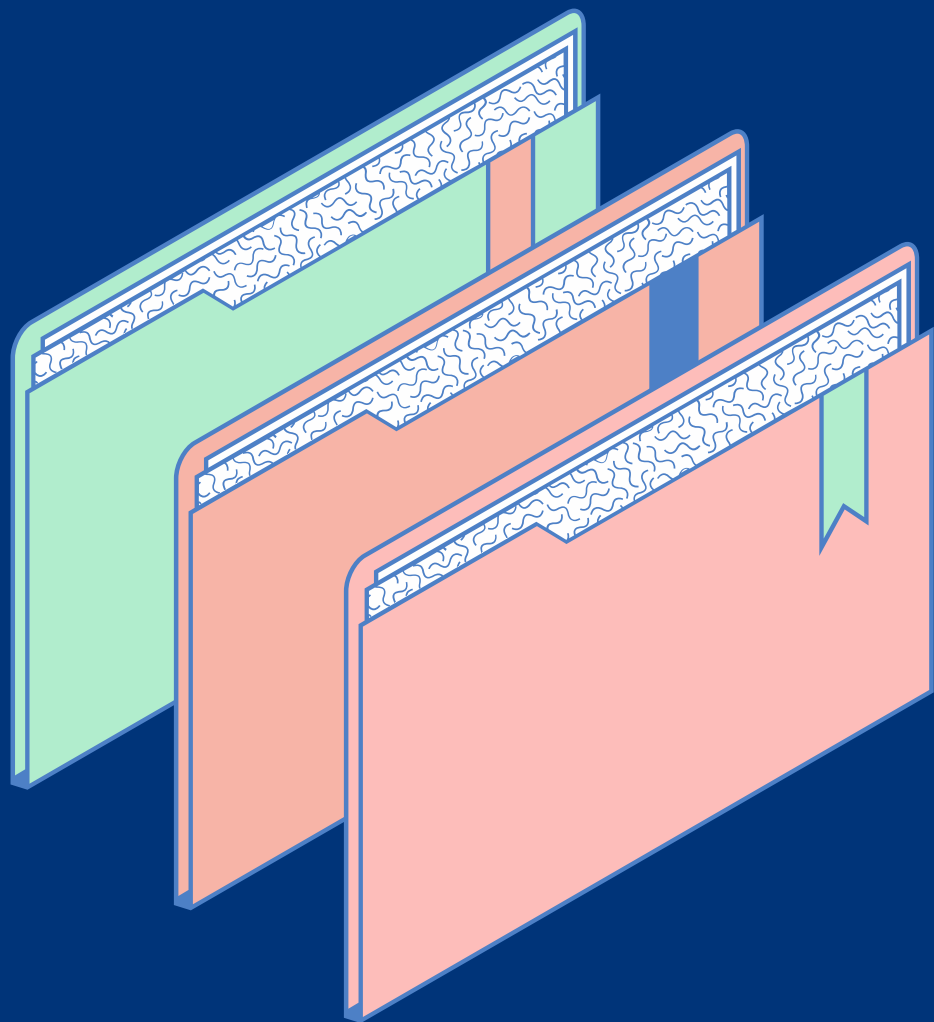


 **Keyspider**

How Keyspider Search Supercharges Higher Education Websites

Search Smarter, Serve Better

Agenda



KEY TOPICS DISCUSSED IN THIS PRESENTATION

- **Problem-solution approach:** Highlighting the challenges of complex in higher education institution's websites.
- **Focus on user benefits:** Emphasize how Keyspider site search improves user experience, engagement, and conversion rates.
- **Actionable steps:** A roadmap for building a better search experience with Keyspider.

Introduction

Students, faculty, alumni, and other stakeholders expect a fast and frictionless user experience when navigating a higher education institution's website. Studies show that a whopping 89% of website visitors will abandon a site if they can't find the information they need quickly. This is where a robust site search becomes more than just a convenience, it's a strategic necessity.

In this ebook, we'll explore the importance of site search for higher education websites and provide practical strategies for enhancing it to maximize its impact.



Chapter 1: The Challenge of Complexity

Higher education websites contain a wealth of information, including academic programs, financial aid resources, student life details, faculty profiles, and much more. This complexity can be overwhelming for website visitors, especially those unfamiliar with your institution's structure. Traditional navigation menus may not be sufficient for users who have a specific question or need in mind.

Challenges of website navigation for various user groups

These challenges highlight the significance of enhancing site search functionality to meet the diverse needs of all stakeholders.

● **Future Students**

Trying to find information on specific programs, admissions criteria, financial aid options, or campus life can be overwhelming.

● **Current Students**

Students have a lot on their plate, from managing coursework to meeting deadlines and participating in extracurricular activities. As a result, they require easy access to resources such as registration information, course schedules, and online portals.

● **Faculty and Staff**

Locating research resources, department information, and administrative forms can be time-consuming without a powerful search tool.

● **Alumni**

Staying connected with the university often involves finding news updates, alumni events, and giving opportunities

Chapter 2: The Power of Site Search

A well-implemented site search function empowers users to navigate your website efficiently and find the information they need quickly.

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Enhanced User Experience

Users can bypass complex menus and get straight to the information they seek, leading to a more satisfying and frustration-free experience.

Increased Engagement

A user who finds the information they need quickly is more likely to stay engaged and explore other parts of your website.

Improved Conversion Rates

Whether it's applying for admission, registering for a course, or making a donation, a user who can easily find the necessary resources is more likely to take action.

Reduced Bounce Rates

Frustrated users who can't find what they're looking for are more likely to abandon your website altogether.

Chapter 3: Building a Better Search Experience with Keyspider

Keyspider advanced search capabilities that empower websites and applications to deliver fast, relevant search results. Its innovative search-as-a-service platform is designed to meet the evolving needs of modern users, offering a range of features and functionalities tailored to enhance the search experience across platforms.

Keyspider offers a comprehensive suite of features specifically designed to address common challenges encountered in site search, including relevance, speed, and scalability. By leveraging these features, higher education institutions can significantly enhance the user experience on their websites, ultimately driving engagement and achieving organizational objectives.

As higher education institutions grow and evolve, Keyspider's scalable infrastructure effortlessly manages large datasets, maintaining consistent search performance as data volumes grow. This adaptability is crucial for handling peak traffic and accommodating future growth.

Advanced Search Capabilities: Keyspider's core strength lies in its ability to deliver highly accurate and fast search results, regardless of the complexity or scale of the dataset. By leveraging auto/manual indexing and querying algorithms, Keyspider ensures that users can find the information they need quickly and efficiently.

Instant Search and Autocomplete: Provide users with real-time suggestions as they type their queries, guiding them towards relevant content.

Advanced Ranking and Faceting: Prioritize search results based on user intent and allow users to filter results by category, program, date, or other relevant criteria.

Relevancy Tuning: Keyspider search engine can be fine-tuned to understand the specific language and terminology used within your institution, ensuring highly relevant search results for your unique audience.

Optimizing Content for Search: Ensure your website content is properly indexed and includes relevant keywords to improve search results.

Chapter 4: Components of a Keypider Search

Dynamic Content Updates

Search indexing processes to ensure that all relevant content is properly indexed and included in search results.

Cross-platform Integration

Enable seamless integration with other platforms or applications, allowing users to search across different channels and access relevant content from multiple sources.

Deep Linking

Enable users to directly access specific sections or pages of the content from search results, improving navigation efficiency.

Autocomplete and Suggestions

As users start typing a search query, these features jump in to suggest words or phrases that might be what you're looking for.

Filters and Faceted Search

Offer various filters such as date, category, range, document type, etc., to help users narrow down their search results.

Synonyms and Spelling Corrections

Incorporate synonym recognition and spelling correction functionalities to account for variations in user input.

Search Bar and Page Customization

Customizing the search bar and page in the public sector ensures that essential information is prominently displayed and well-organized.

Conclusion: Invest in Site Search, Invest in Your Future

By investing in a robust Keyspider site search, higher education institutions can significantly improve their online presence.

The benefits extend far beyond simply solving a navigation problem. A well-designed site search promotes a more positive user experience, leading to increased application rates, improved student retention, and ultimately, a stronger institutional brand.

Invest in Keyspider site search. It's not just a technological solution, it's a strategic investment in the success of your higher education institution and the user experience you provide.

Do you have any questions?

EMAIL US

contact@keyspider.io

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www.keyspider.io

