# 5 ELEMENTS OF GREAT SITE SEARCH

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When a website's search function works, it can be a magical experience — helping us instantly find exactly what we're looking for. When it doesn't, it can drive us mad!

A few best practices can help you take advantage of your search technology's capabilities to deliver results that will lead to higher conversions, more revenue and loyal customers:
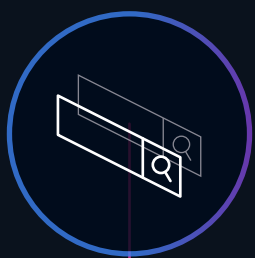
Keep search simple

Don't unnecessarily complicate the search experience with prefiltered dropdown menus or advanced search options. The best experiences are clean and simple: a search box to type in keywords or phrases and a button to enter your query.

Put search front and center

Most visitors won't spend time hunting for information. We've been trained to expect search to get us to the content we want immediately. Put your search bar where users can easily access it and allow them to immediately click to enter their query.
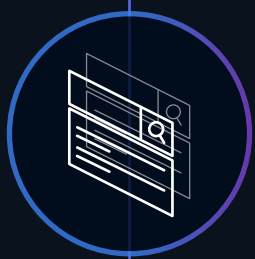
Give searchers cues to improve their query

Type-ahead and autocorrect help users get better results by suggesting relevant search terms and accounting for spelling errors. It speeds up search significantly by eliminating typos and requiring less mental effort.
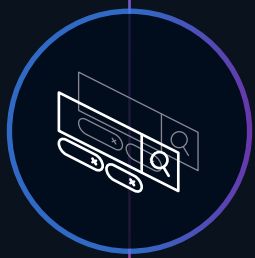
Tag your content

Properly tagging content is the most effective way to deliver the most relevant results. Marking content by format (video or PDF), content type (data sheet or article) or persona can drastically improve the relevance of search results.
Learn why content tagging is the backbone of internal search
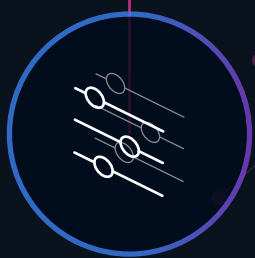
Narrow results

When all other methods haven't delivered the right results at the top of the page, filtering and sorting can help find the needle in the haystack. Think shopping online for a new pair of shoes, using filters on the left to narrow down by size, style or color.

\THE BOTTOM LINE:

TA Digital's team of UX experts, content strategists and search technologists can work with you to design an onsite search experience that drives searchers to the right content in an instant, ensuring the best outcome every time they visit your site.
Let's talk about making that happen.

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