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Nicole Bilty
Marketing Manager



ABOUT GOOGLE SITE SEARCH

Google Site Search is a hosted website search solution, powered by Google.com. Google Site Search leverages the relevancy and sub-second response times of Google.com to improve your website experience. As a Software-as-a-Service (SaaS) solution, you can setup Google Site Search in just minutes; customize the look and feel of search results; apply refinement labels; enjoy reporting features; obtain email and phone support; and turn off the ads on your searchresults.

For more information, visit
www.google.com/sitesearch

Codeware enabled customers to find content 36 percent faster with Google Site Search

Company

Codeware Inc., established in 1985, is a specialized niche player focused exclusively on providing comprehensive software for the design and analysis of ASME Section VIII vessels and exchangers. The company’s site serves as a portal to provide product and support information as well as a trial download of the proprietary software for prospects and customers in the industrial engineering sector. More than 1,400 companies rely on Codeware’s COMPRESS software for designing vessels and exchangers.

Approach

Codeware was using a third-party tool for search on its site. According to Marketing Manager Nicole Bilty, the company had received feedback indicating that its online knowledgebase resource was not very useful. Upon further investigation, Bilty realized that users could not find the information they were looking for because the searching algorithm could not produce relevant responses. “When we discovered that Google offered a customized search, we knew we needed to implement it,” she says. “We’ve always felt that when it comes to searching ability, Google is by far the leader.”

The company implemented two separate ‘searches’: one to act as a general site search and the other to search the online knowledgebase. There were several important changes that took place upon deployment. With the site search implementation, website users immediately had an alternate method of navigating the site. “Search was now a potential primary factor in the user’s sense of navigation,” explains Bilty. The knowledgebase search implementation improved the company’s online knowledgebase search results, enabling customers to find solutions much faster, and increasing the number of repeat visits.

Results

According to Bilty, “Using our previous third-party search tool, it took visitors one minute and 23 seconds on average to find the knowledgebase item they were looking for, compared to 53 seconds using Google Site Search,” which translated to a 36 percent reduction in time. In addition, “the bounce rate for the search results page decreased from 24.52 percent to 17.54 percent,” a reduction of 28 percent.

The Codeware support team saw a decrease in the number of commonly asked questions. This has provided a great incentive for Codeware to increase the information available in the online knowledgebase. Because support engineers know that customers can now find the information posted, the company has seen a large increase in the amount of information submitted by support engineers for incorporation into the knowledgebase.

Codeware appreciates the ability to offer such relevant search results to users. On the administration side, Bilty reports that the Google Site Search interface is very user friendly. “It is very simple to add or remove pages searched and customize the look to fit our corporate image,” she says. “Also, as we operate in a niche market, it is nice to display search results without advertising our competitors.”

Codeware is also a Google Analytics user, and as Marketing Manager, Bilty has found the quantitative information available through Google Analytics enables her to better monitor and measure online marketing efforts.

Besides providing users with an additional way to navigate the site, Google Site Search has helped the company manage its technical support load. By providing better knowledgebase search results, customers are able to find solutions to their issues immediately.

Google Site Search enabled customers to find content 36 percent faster, and reduced the bounce rate by 28 percent.

“For other users out there thinking about Google Site Search, I would recommend spending time planning which pages to include in the search results,” Bilty says. “We decided to include our online manuals and technical papers along with our knowledgebase items and that decision has greatly increased the value of our knowledgebase to our customers.”

