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Site Search Report

in association with Funnelback

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Site Search Report



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2. About Funnelback

Funnelback is a global search engine technology and services company that delivers leading edge information retrieval solutions coupled with quality customer support. Its search technology allows your staff or clients to find information held on websites, intranets, databases and many other information repositories.

Accurate, fast searching can dramatically increase the return on your information assets, maximise employee productivity and improve customer experience. Funnelback delivers superior search performance with its patented technologies, refined algorithms and extensive range of features. The company offers Enterprise Search for search across an entire organisation and Website Search for effective searching of web based content.

The Funnelback search engine evolved from leading edge technology developed by the CSIRO, Australia's premier scientific research agency. The company was established in December 2005 and since then it has grown in size to keep up with the demand for its award winning search engine. In July 2009, Funnelback was acquired by Squiz, a leading Content Management System (CMS) company.

Funnelback clients span a broad range of market sectors and include the UK Electoral Commission, Digital UK, the London School of Economics, the Australian Federal Government, Oxfam and the Australian Broadcasting Corporation.

To find out more visit funnelback.com, call us on +44 (0) 20 7101 8300 (London) or email us on: uksales@funnelback.com

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3. Executive Summary and Highlights

The **Site Search Report**, published by Econsultancy in association with **Funnelback**, is based on a survey of more than 500 companies and agencies carried out in April and May 2010.

Companies are typically **increasing their investment in site search** because they recognise the range of benefits that effective technology can bring to their businesses.

More than half of responding companies (57%) are planning to increase their spending in this area over the next year, while 40% plan to maintain the same budget.

The most widely perceived advantage of site search is a better user experience, with 83% of companies saying this is a “major benefit”. Increased site usage and increased sales are the next biggest benefits. Two-thirds (65%) of respondents say more site usage is a major benefit, and 64% say additional sales is a key advantage.

The research has also found that many organisations are **dissatisfied with the search functionality** on their websites, and the extent to which they are harnessing knowledge from their site search tools.

- Just 41% of responding companies are satisfied their site search helps them to deliver against their business objectives. This compares to 31% of respondents who are either “quite dissatisfied” (19%) or “very dissatisfied” (12%). The remaining 27% of companies are “neither satisfied nor dissatisfied”.

Type of technology

- Just over a quarter (27%) use *functionality which comes integrated with other software*, making this the most commonly used type of technology for site search.

Measuring success

- Almost two-thirds (63%) of companies are measuring return in investment from site search through benchmarking the *user experience*. More than half (56%) measure ROI through *increased site usage*, while 43% benchmark according to *increased sales*.

Resourcing and ownership

- Only one in 10 companies (10%) has an *individual or team dedicated to site search*. Typically, companies either have an *individual or team looking after site search as part of wider responsibilities* (42%) or say that *no-one is responsible for this* (also 42%). The remaining 5% use an *agency or consultant to manage this*.

Budgets and spending

- More than a third of companies (37%) use site search technology which is *free*, and this number increases to 56% for companies with a turnover of less than £10 million. A third of companies (33%) say the cost of site search is *included within other software fees*.

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4. Introduction by Funnelback

The need for quality website search is accelerating, as internet users get used to increasingly sophisticated and relevant returns. A great search engine needs to deliver a fast, accurate result set and then expand on this to allow the user to correct, expand or refine what they're looking for, quickly and easily.

For your customers, search is now so much more than a simple 'question and answer' transaction. It is increasingly the starting point for navigating, understanding and, ultimately, choosing whether to engage further with your site and your organisation. For your business, it is often the most effective way of increasing the Return on Investment (ROI) from your online investments and providing real time business intelligence to your decision makers.

As with all strategic online investment, the technology and services you end up selecting depend on your business objectives. Funnelback partnered with Econsultancy to deliver this fantastic research in order to better understand the market segments and improve the advice we can offer to meet those objectives.

As you read this report, consider your search strategy and business objectives. Maybe, ask yourself questions like:

- Are you, as an organisation, listening to changes in search behaviour and patterns for revenue generating and cost saving opportunities?
- Are the right people notified, at the right time, of these changes?
- Is your website search performing at its best?

If you need advice, a services-based search company like Funnelback can help you make sense of search and how it can be used to meet your business objectives.

Our product, Funnelback Website Search, delivers a highly effective information retrieval solution with superior search algorithms and high quality rankings. Additional benefits of Funnelback Search include:

- The ability to tune rankings to meet your user and business requirements, via a highly usable administration interface.
- Features such as faceted and contextual navigation, which make search results easier to navigate and much more user friendly. The look and feel of the search results can also be completely customised.
- Sophisticated pattern analysis to deliver real-time business intelligence.
- Professional services for tailored solutions and support.
- Flexible deployment options; Funnelback can be deployed as a fully managed SaaS solution, installed within your firewall or hosted in the cloud.

We hope you get as much out of this excellent research as we did. If you'd like an obligation free assessment of how it applies to your business, please don't hesitate to get in touch.

Stephen Morgan
Managing Director, Funnelback UK

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5. Methodology and Sample

5.1. Methodology

This is Econsultancy's first UK survey report about site search published in association with Funnelback.

There were more than 500 respondents to our 2010 research request, which took the form of an online survey¹ in April and May 2010. Respondents included both client-side (in-house) and supply-side respondents (vendors, agencies or consultants advising on or implementing site search). The findings are shown for both client-side ("company respondents") and supply-side ("agency respondents") separately.

Information about the survey, including the link, was emailed to Econsultancy's user base. The incentive for taking part was access to a complimentary copy of this report just before its publication on the Econsultancy website.

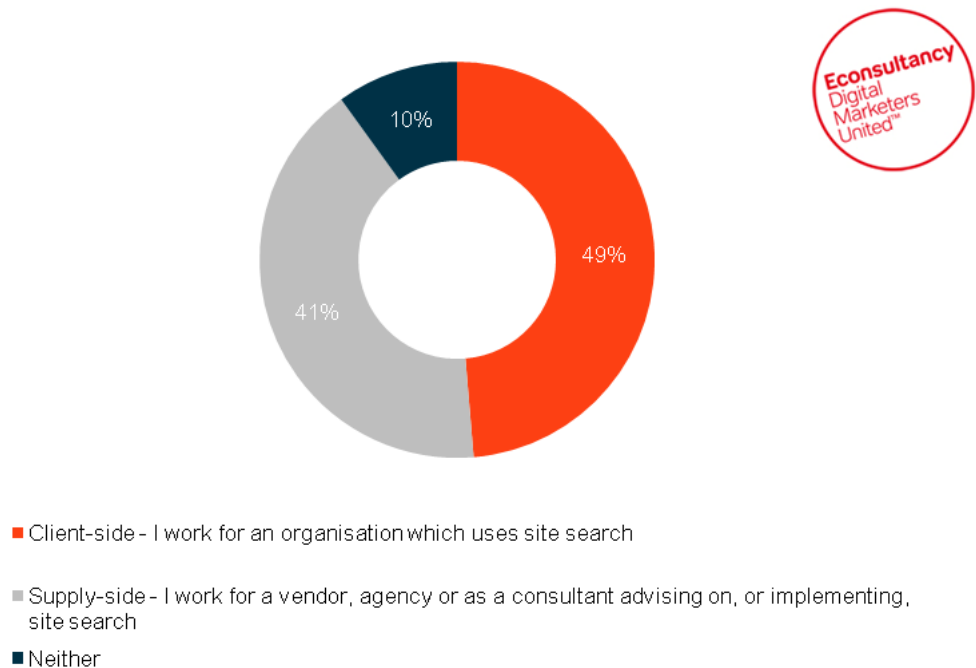
If you have any questions about the research, please email Econsultancy's Research Director, Linus Gregoriadis (Linus@econsultancy.com).

5.2. Respondent profiles

5.2.1. Role within responding organisation

Almost half of survey respondents work for an organisation that uses site search, while some 41% work for vendors, agencies or consultancies.

Figure 1: Which of the following most accurately describes your job role?



Response: 561

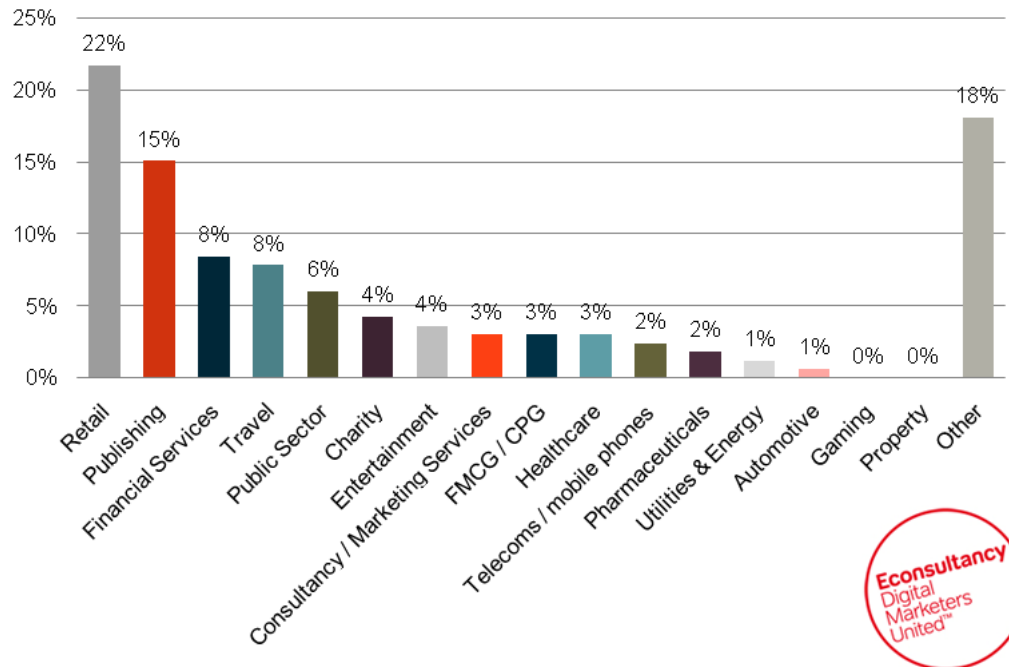
¹ Econsultancy uses Clicktools for its online surveys

5.2.2. Business sector

The best represented sectors are *retail* (22% of client-side respondents) and *travel* (15%).

Companies

Figure 2: In which business sector is your organisation?



Response: 166

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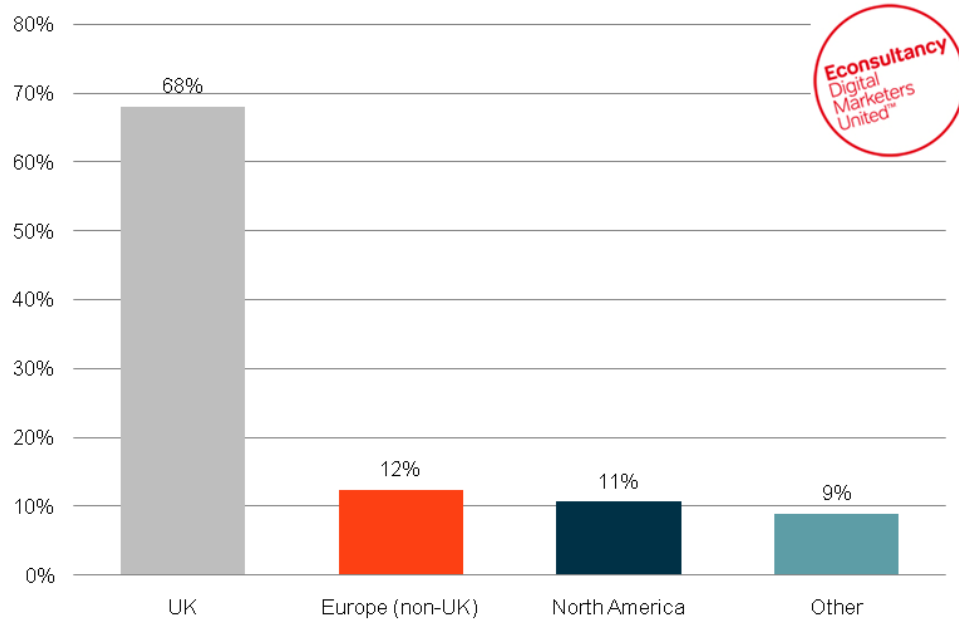


5.2.3. Geography

Just over two thirds of client-side respondents (68%) are UK-based, while 12% are based elsewhere in Europe. Respondents from North America make up 11% of the sample. “Other” regions represented include Australasia, Africa and the Middle East. The agency sample is slightly less UK-centric, with 48% of respondents coming from outside the UK.

Companies

Figure 3: In which country/region are you (personally) based?



Response: 169

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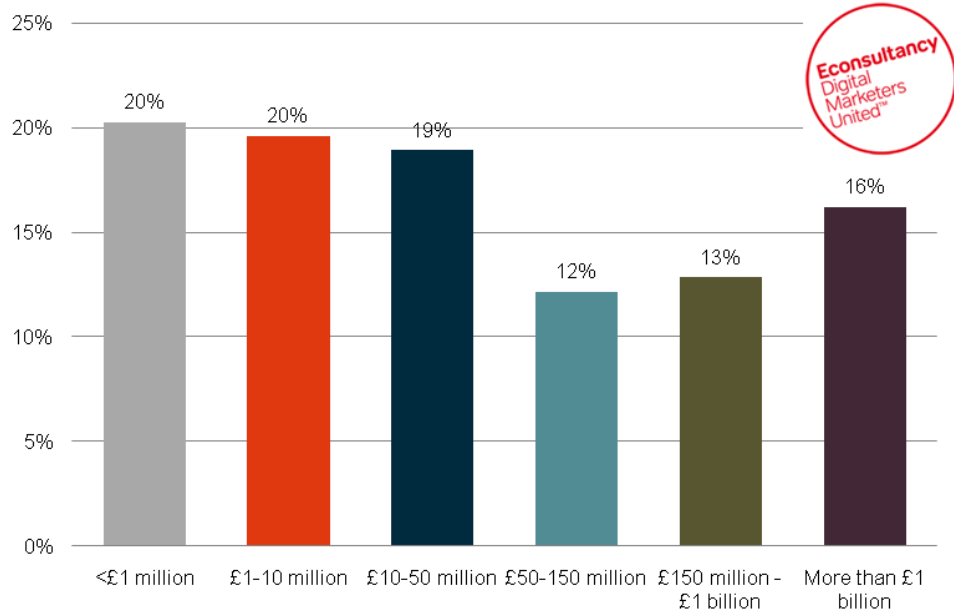
5.2.4. Annual company turnover

The companies responding to this survey cover the whole size spectrum. A fifth (20%) of companies have a turnover of less than £1 million, while 16% have annual revenues exceeding £1 billion.

Some results in this report have been split out by company size, using this data for cross-tabulation.

Companies

Figure 4: What is your annual company turnover?



Response: 169

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5.2.5. Type of agency

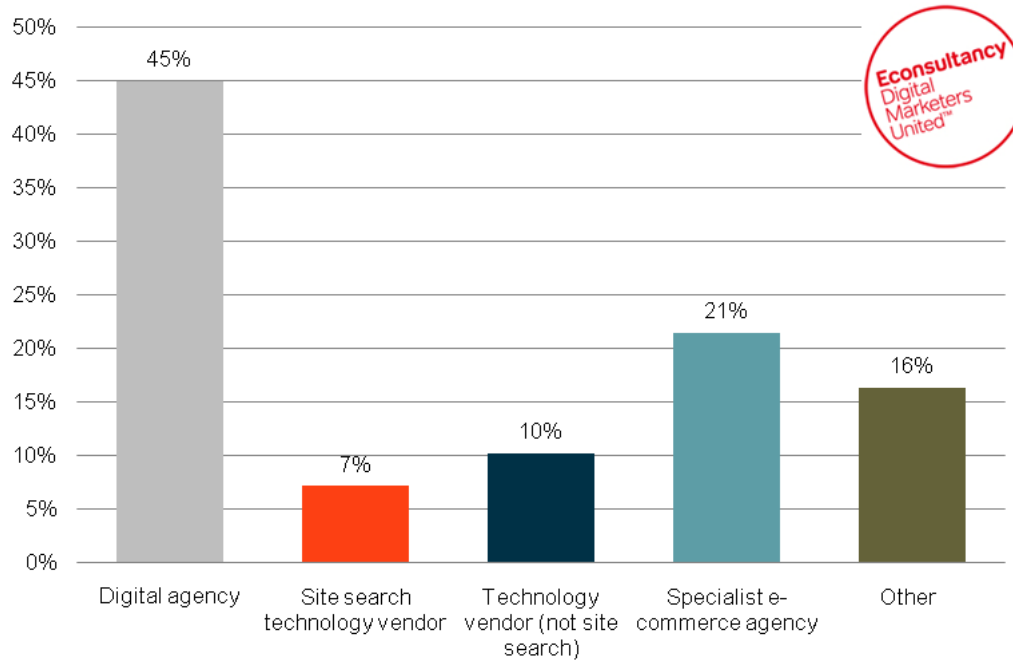
Some 45% of the supply-side respondents work for *digital agencies*, while just over a fifth (21%) work for *specialist e-commerce agencies* [Figure 7].

Those working for technology companies make up 17% of the sample.

“Other” types of agency include specialist search and social media agencies, and strategy and marketing consultancies.

Agencies

Figure 5: What type of company do you work for?



Response: 98

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6. Findings

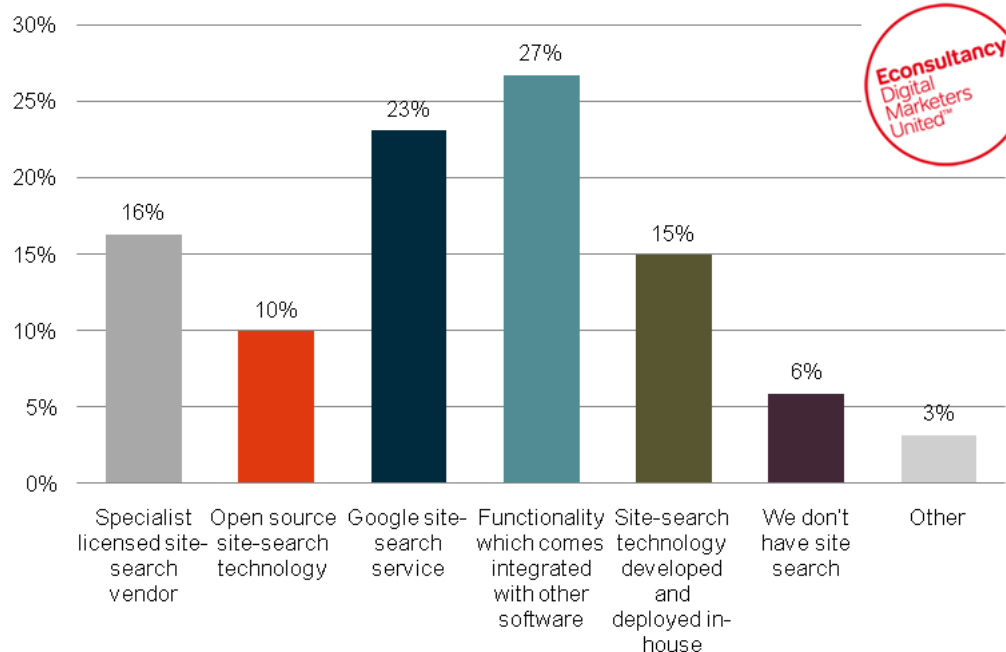
6.1. Type of technology used

6.1.1. Technology used for site search

Figure 8 shows the type of technology or vendor used by companies. Just over a quarter (27%) use *functionality which comes integrated with other software* (for example CMS or e-commerce solutions), making this the most commonly used type of technology for site search.

Companies

Figure 6: What type of technology or vendor does your organisation mainly use to enable website visitors to search on its web property or web properties?



Response: 221

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6.1.2. Measuring success of site search

Companies and agencies were asked how they measure the success of their site search. Analysis of verbatim results showed that many companies are not yet measuring the impact of their site search.

How do you or your clients measure the success of their site search?

“We can't do this. We use a form of Google Custom Search which does not provide statistics.”

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SAMPLE QUOTE



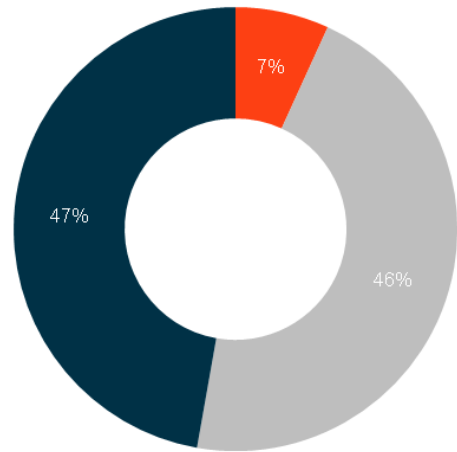
6.2. Insight from site search

6.2.1. Organisational learning

Only 7% of companies are efficiently learning from site search and distributing these insights across the business. Just under half (46%) are partially doing this but 47% are not learning from site search at all.

Companies

Figure 7: Is your organisation efficiently learning from site search and disseminating insights and analytics across the business?



■ Yes, we do this well ■ Yes, partially ■ Not at all

Response: 174



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6.2.2. Most useful types of insight

In a free-form question, respondents were asked about the most useful types of insight they get from site search.

Analysis of verbatim answers showed that search keywords and product trends were frequently cited.

What are the most useful types of insight you or your clients get from site search?

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SAMPLE QUOTE



6.3. Resourcing and ownership

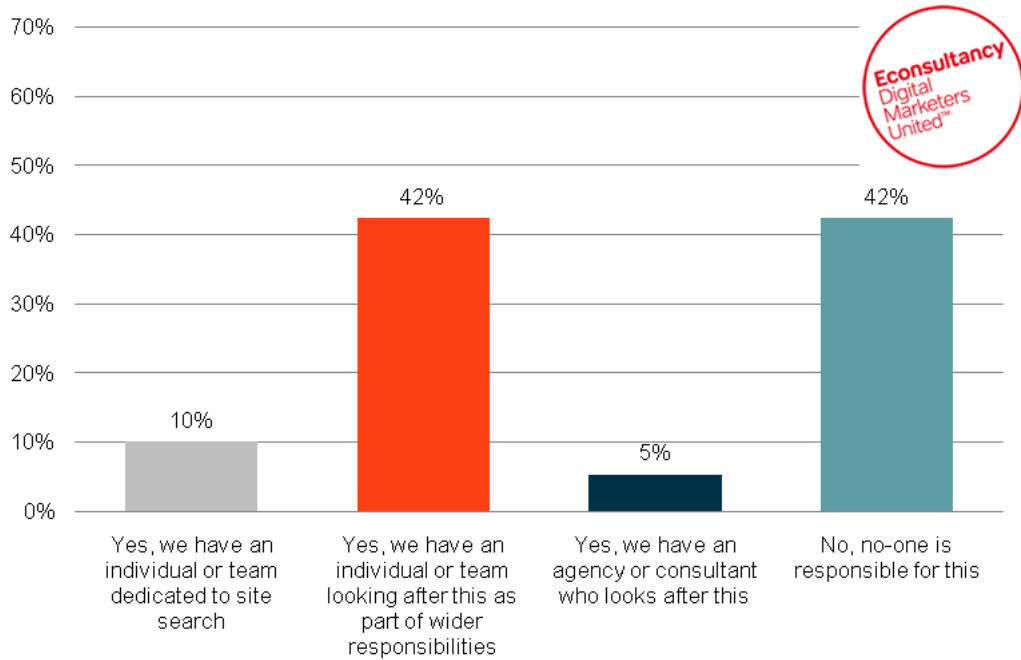
6.3.1. Staff responsible for site search

Only one in 10 companies (10%) has an *individual or team dedicated to site search*.

Typically, companies either *have an individual or team looking after site search as part of wider responsibilities* (42%) or say that *no-one is responsible for this* (also 42%).

Companies

Figure 8: Does your organisation have someone who is responsible for site search?



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6.3.2. Which department has ultimate responsibility for site search?

Respondents were asked which department ultimately has responsibility for site search within their own or their clients' organisations.

Table 1: Which department has ultimate responsibility for site search?

Department	Frequency of response
Marketing	52
IT	
Web Development	
E-commerce	
Website team	
Online Marketing	
Management	
Merchandising	
Sales	
Web Marketing	
Communications	
Product Development	
Business development	

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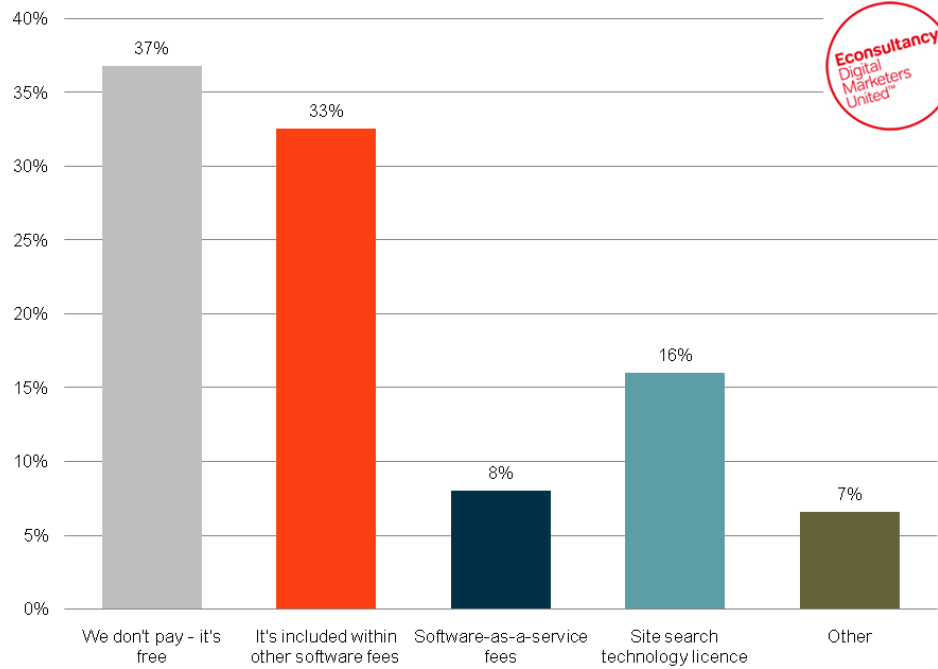
6.4. Budgets and spending

6.4.1. Paying for site search technology

More than a third of companies (37%) use site search technology which is free, and this number increases to 56% for companies with a turnover of less than £10 million [Figure 33]. A third of companies (33%) say the cost of site search is *included within other software fees*.

Companies

Figure 9: How do you pay for your site search technology?



Response: 212

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6.4.2. Biggest obstacles to improving site search

In a free-form question, companies were asked about the biggest barriers they face to improving

What is the single biggest obstacle to improving you or your site search?

“Lack of knowledge and experience [is the single biggest obstacle].”

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SAMPLE QUOTE



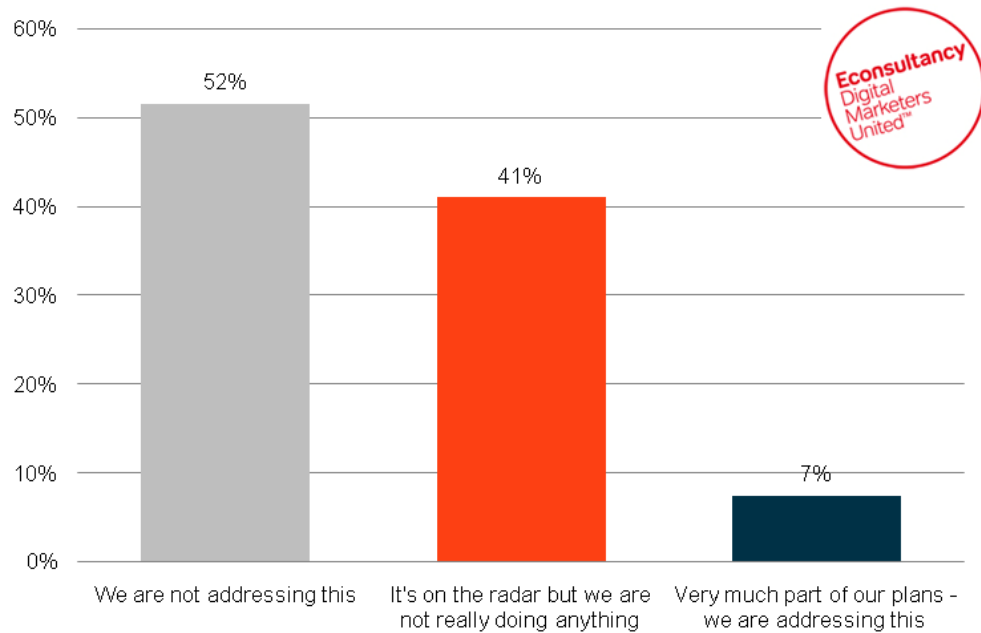
6.5. Mobile site search

Only 7% of company respondents say that *mobile site search is very much part of their plans*. The majority of companies (93%) are either doing nothing (52%) or “*not really doing anything*” with mobile site search, although 41% say this is “on the radar”.

Similarly, around half of agencies (51%) say their clients are not addressing mobile search yet, and 44% say it is on the radar. Only 5% say it is very much of their clients’ plans.

Companies

Figure 10: To what extent is your organisation addressing mobile site search as part of its digital marketing or e-commerce strategy?



Response: 171

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