Monitor and report on usage and adoption of the new global search application to determine if relevant results are returned, leading to fewer searches and less time looking for information.

How Webtrends Analytics for SharePoint will help your IT team optimize search experience, helping employees find information quickly without having to manually search multiple siloed systems and switching back and forth multiple times, or involving IT or other departments.
Establish your baseline:
Key metrics to know

It is important to have a baseline of current usage of SharePoint, if available, of the areas being measured. Knowing the usage of the Global Search Application before any changes will help gauge effectiveness.

**Key Metrics**

- Estimated search time prior to global search application
- Number of unsuccessful searches (0 results returned) by employee id
- Number of searches before clicking a result
- Use of Search tools (e.g. refiners/filters, scope adjustment)
- Type of Browser used by department
Use Case Benefit

Improve site search for each user

The On-Site Search Phrases User Login Report will show you which search terms are being entered and whether results were returned or not, all by User Login. If users consistently get relevant results, then the solution should be providing value.

For search terms that don’t return results (e.g. RFP question repository) IT can use the list of user logins to follow up to better understand what they were trying to find and how the new application can be improved.
Use Cases
INFORMATION TECHNOLOGY

Use Case Benefit
Make it easy for users to find information

**Search Experience - Interactions Report** will help you understand how often refiners, scope changes, and paging are used in relation to total number of searches.

Low use of these may a signal a need to provide additional notification of their availability and how they can be effective in locating searched information.

The **Search Experience - Search Overview Report** will show you if users are finding the results they need by using the Search function.

By monitoring the average number of searches before clickthrough, you can determine how effective search is performing and whether it is returning relevant results.
Since it is expensive, and time consuming to develop, maintain, and QA the global search application across multiple browsers, IT can use this report to migrate all departments to the compliant browser.
Join our clients in their journey to optimizing content and improving IT efficiency with the only Microsoft approved analytics solution for Sharepoint.