

# Google Search Appliance: Value of Site Search



---

## SITE SEARCH: MYTH VS. REALITY

---

**MYTH:** Your customers don't care about the quality of site search results.

**FACT:** Eighty percent of visitors will abandon a site with poor search functionality<sup>1</sup>.

**MYTH:** Freeware search engine software is good enough for site search.

**FACT:** Freeware products often end up costing website owners more, both in IT maintenance time and in lost sales and traffic because of poor search results.

**MYTH:** Site search requires significant IT time for administration and maintenance.

**FACT:** Integrating hardware, software, and support, Google's search solution is designed to be fast and easy to administer – which helps your IT staff and your bottom line.

**MYTH:** Effective site search means a big up-front investment.

**FACT:** Unlike traditional site search products – where initial costs for installation, configuration, tweaking, and training can be staggering – the Google Search Appliance lets you avoid both the painful up-front expense and the ongoing hidden costs of maintenance contracts and IT staff time.

---

When customers come to your website, they should be able to find what they are looking for quickly and easily. Fortunately for your bottom line, there's an easy, effective way to close the gap between your visitors and the information they need. The Google Search Appliance brings the power of Google search technology to your company's website. The importance to your business of having site search that really works, and the low total cost of Google's search solution, adds up to a value proposition you can't ignore.

### Customers expect great site search to find what they want.

Your online visitors count on search to find what they want – 90 percent of companies report that search is the No.1 means of navigation on their site<sup>2</sup> and 82 percent of visitors use site search to find the information they need.<sup>3</sup> User expectations have been set by positive experiences with Google web search, and users expect your site search to provide the same accurate, quick results.

Unfortunately, most sites don't meet these high expectations: 85 percent of site searches don't return what the user sought,<sup>3</sup> and 22 percent return no results at all.<sup>4</sup> The cost to companies of poor site search is clear as 80 percent of visitors will abandon a site if search functionality is poor.<sup>5</sup>

Besides turning away potential customers, poor site search has another costly downside: Jupiter Research found that only 8 percent of site visitors studied used search as their primary way of answering customer service questions, while 72 percent relied on phone calls and email<sup>6</sup>. By making self-service support information easy to find, the Google Search Appliance reduces customer service costs and increases customer satisfaction. Besides the long-term revenue growth that comes from keeping your customers happy, IDC has found that companies save \$30 every time a user answers a support question online<sup>7</sup>. In addition, the Google Search Appliance increases the effectiveness of internal customer service representatives by enabling them to find answers to customer support questions quickly and efficiently.

### Putting Google on your site gives you a competitive advantage.

If you've ever used Google, you know what your customers and visitors will like about the Google Search Appliance: the fast, accurate access it gives them to the products, services, and information on your site. The Google Search Appliance harnesses the power of Google.com's industry-leading search technology to return highly accurate results to site search queries. The Google Search Appliance incorporates helpful features for your users such as a self-optimizing automatic spellcheck, and synonym matching that pairs generic terms to product names.

---

“The Google Search Appliance met all our needs. There wasn't another vendor that could search all of our web and intranet content and perform to the same level as Google in relevance and spelling.”

Jonathan Grant,  
Lead Web Developer,  
Sur La Table

---

Independent third-party research consistently finds that enterprise search services, such as the Google Search Appliance, can produce the following results:

- Increased e-commerce revenues by boosting browsing-to-buying conversion rates
- Increased conversions of online researchers to offline buyers, driving offline sales by connecting users to products and information quickly and easily
- Reduced customer service costs by connecting users to support information
- Increased order size and frequency of purchases
- Increased ability to find products previously not found through navigation alone
- Increased cross-sell and up-sell opportunities
- Increased the number of page views and length of each visit by providing visitors with the information they want

### **Google's plug-and-play solution cuts administrative overhead.**

The Google Search Appliance packs Google's award-winning search technology into a plug-and-play solution. This solution eliminates the large up-front investments and hidden costs that burden the users of traditional site search products such as:

- No added hardware or support costs. The Google Search Appliance includes hardware, software, support and product upgrades – eliminating significant, incremental costs of many competing products.
- No added deployment costs. Traditional site search products require costly professional services for implementation, while the Google Search Appliance works right out of the box.
- No maintenance fees. In many cases, the 20 to 25 percent annual maintenance fee charged by enterprise search vendors is greater than the entire annual license fee for the Google Search Appliance.
- No manual tweaking of documents. Unlike most site search products, the Google Search Appliance takes the burden of organizing information off the administrator with an automated approach that doesn't require complex weighting and tweaking of documents and indexes.

Easy to use and simple to deploy, the Google Search Appliance provides your website visitors with the highest quality site search results at a price you can afford. To learn more, visit us at [www.google.com/appliance](http://www.google.com/appliance), contact us at [appliance1@google.com](mailto:appliance1@google.com), or call **650-623-4370**.

<sup>1</sup> Search Technology: Resurrecting the Web's Workhorse, Jupiter Media Metrix, November 2000

<sup>2</sup> Specialize Your Site's Search, Forrester Research, December 2001

<sup>3</sup> Enriching Search: Efficiency Without Additional Spending, Jupiter Research, March 2002

<sup>4</sup> Unpuzzling Search: Best Practices from Mondosoft Study, IDC, August 2002

<sup>5</sup> Search Technology: Resurrecting the Web's Workhorse, Jupiter Media Metrix, November 2000

<sup>6</sup> Self-Service Strategies: Creating Value with Natural Language Search, Jupiter Research, Volume 2, 2003

<sup>7</sup> Unpuzzling Search: Best Practices from Mondosoft Study, IDC, August 2002

