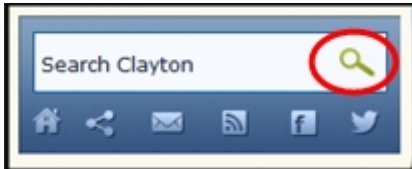


CivicPlus search tool is designed to function similarly to the major search engines found on the internet. Constructing the search tool in this way allows the end user to use skills they already possess to find, quickly and easily, items they are looking for on your CivicPlus website.

Location of the Search Tool

Although the search tool may be located in different locations depending on the construction of the page, the tool is clearly marked and easily accessible. The search tool also appears on all internal pages on your CivicPlus site.



How the Search Tool Works

Using the search tool is as simple as typing in the word(s) or phrase you wish to search for. The search tool will then look at the page titles, module category item titles, and event titles, plus where possible scan the page, and text fields. Also if the source document has been uploaded to the Document Center or Archive Center, and the CivicPlus site has converted it to a PDF, the entire document will be searched for a match.

**Note: If the document is already a PDF and is uploaded to the Document or Archive Center the document title will be looked at instead of the entire document, unless the document is a searchable PDF.*

Once the word or phrase has been typed in, click the **Magnifying Glass** highlighted in the image above or hit **Enter**. The search results will then be displayed (as in the image below) in descending order with the most relevant item, or best match, first. The icon appearing on the right indicates whether the match appears in a page or a module.



Advanced Search and Advanced Search Short Cuts

Searching for a simple word or phrase can result in numerous matches, possibly too many to search through. To

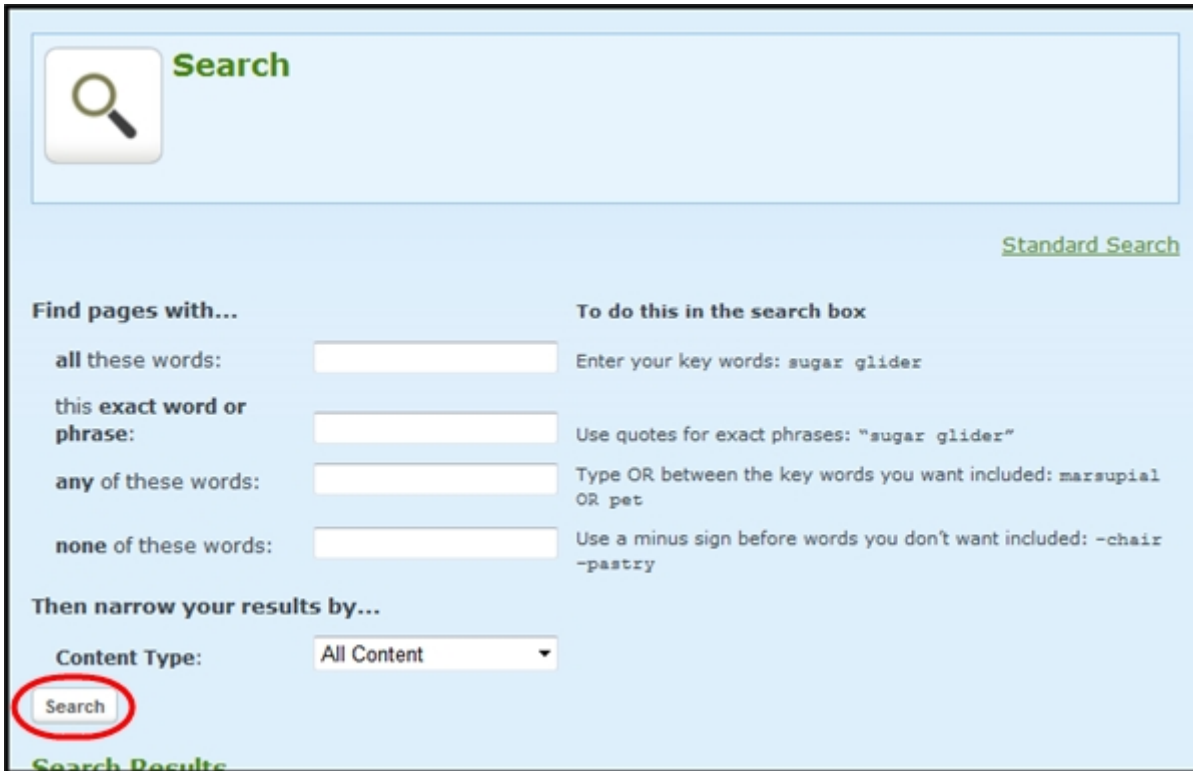
limit the results, use the Advanced Search Tool or the Advanced Search short cuts.

The Advanced Search link appears on the Search Results Page.

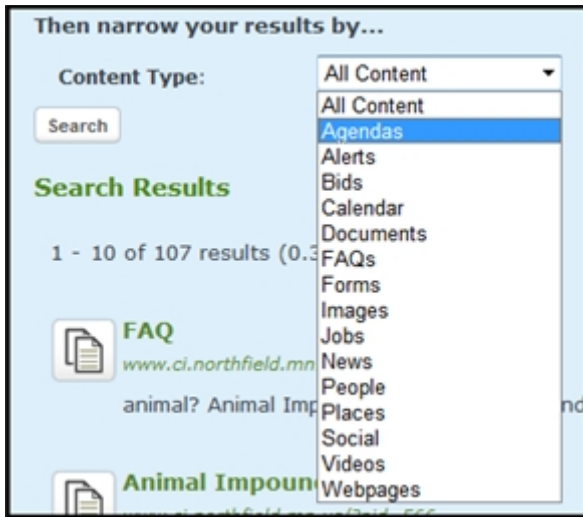


Advanced Search allows the user to search for, **All Words, Exact Word or Phrase, Any of These Words, None of These Words**. Simply fill in the box and click **Search**. Or, the user can type in the following shortcuts in the Search Box on any page. Do not include parentheses.

- **All Words** - enter the words you wish to search for and leave a space between each word. (cat dog)
- **Exact Word or Phrase** - enter the word or phrase with quotation marks around it. ("cat dog")
- **Any of These Words** - type in OR between each word (cat OR dog)
- **None of These Words** - use a minus sign before the words you do not want to include. (-cat -dog)



On the Advanced Search Page, the user may also choose to search in a module or a page. Click the Content Type drop down, then click the module type you wish to search in.



Missing Results

It is important to remember that even though content may have been created, it may not immediately appear in the Search Results. The CivicPlus Search Tool employs a crawler that searches the site looking for new content and recent modifications. This crawler runs once per day in order not to interfere with the performance of the website. Please allow 24 hours for any new content or modifications of content to appear in the search results.

Location of an Item Within the Search Results

All items within your website are scored against the search terms that are entered into the search box. The higher the score the item has against the search term, the higher it appears in the search results list. The search engine uses a variety of factors to determine the score of the content. Boosting the score of the content will move the content up the search results list, making it more likely that the public will click or open the item. The items that are within the control of the user are as follows.

- **Term Frequency** - The more times a search term appears in the content the higher the score. Adding important or frequently used terms in the content, title, or description fields, will raise the score.
- **Inverse Document Frequency** - Matches on a rarer term will result in a higher score than a more common term. For example, car may be a more common term on your website, versus repair. Content with repair in the title would get a higher score than those with car because repair is the more likely match if car repair is the search criteria.
- **Modification Date** - If two documents or pages have the same term, car repair, in them, the page that was the more recently modified will receive a higher score and therefore appear higher in the list than the older page.

Knowing this will allow you to work with these factors to increase the score of your content on the CivicPlus site allowing it to appear higher in the search results. **It is therefore strongly recommended to examine your content for terms that will allow your content to score higher, and update your content on a frequent basis so your content will also score higher. Fill out other fields such as Keyword Search, Description, Caption, Title, and Name fields that may not be required, but may be relevant to an end users search.**

Titles and Tags per Module

The fields that were linked to the Titles and Tags field for each module are listed below. To boost relevancy results you want to add keywords to these fields.

Module	Title	Tags
Agenda Center		

Alert Center	Title	
Archive Center	Display Name	
Bids	Bid Title	
Blog	Post Name	Tags
Calendar	Title	
Current Events	Event Title	
Community Connection	Discussion Title & Group Name	
Community Voice	Title & Title	Tags
Document Center	Display Name	
Image Center	Title	
Facilities	Title	
FAQs	Question	
Form Center		
Forms		
Jobs (old)	Title	
Jobs (new)	Job Title	
Media Center	Title	
News Flash	Title	
Notify Me		
Pages	Page Title	Search Keywords
Photo Gallery	Title	Caption
Real Estate Locator		
Services		
Staff Directory	Title	
Resource Directory		