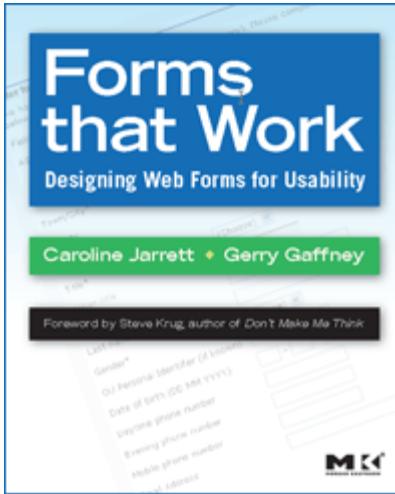


# *Search is now normal behaviour*

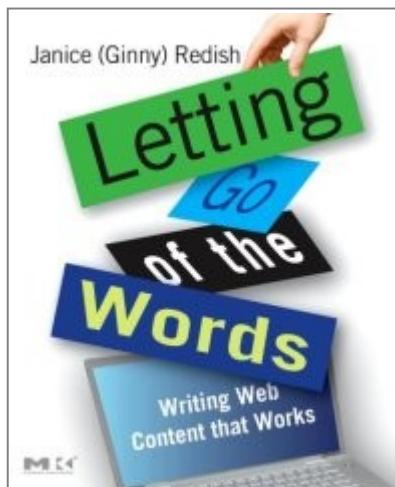
*What do we do about that?*

Caroline Jarrett

# A word from my publisher



Jarrett and Gaffney (2008)  
“Forms that work: Designing  
web forms for usability”  
Morgan Kaufmann



Redish (2007)  
“Letting go of the words:  
writing web content that works”  
Morgan Kaufmann

# Acknowledgements

- Ian Roddis, Head of Online Services, Open University
- Viki Stirling, Open University
- Sarah Allen, Open University
- Whitney Quesenberry, Whitney Interactive Design

# Outline

Background to this work

What information do visitors search for?

What are “good” search results?

What are the differences between  
internal search and external?

How do users interact with the Google  
results page?

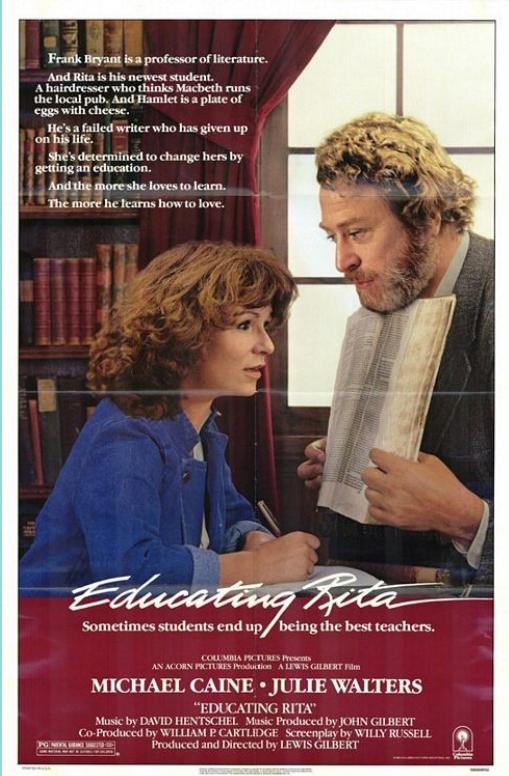
# The Open University

First successful distance university

Invented open admissions

Most students also work full time

- 200,000+ students
- 10,000+ students with disabilities
- 50 million pages viewed per month
- 2000+ websites



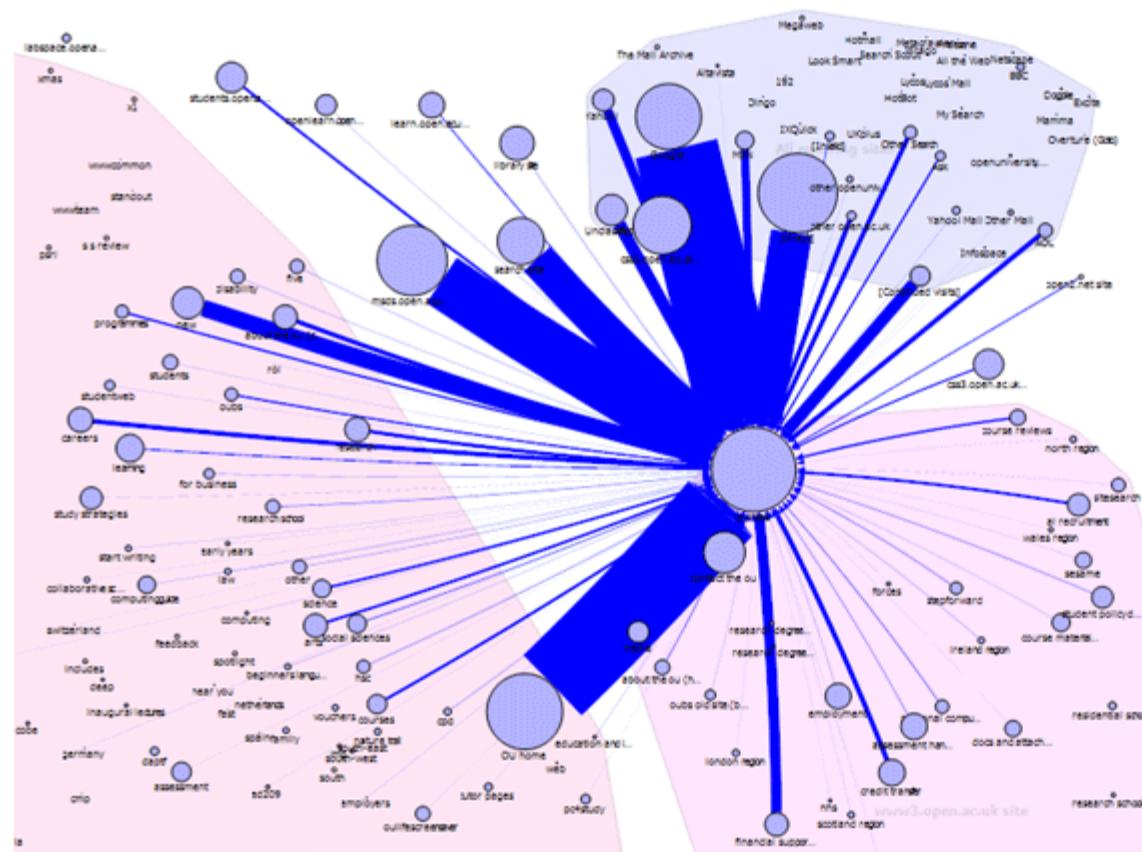
# We use many sources of data to inform design

- Search log analyses:
  - 2004, 2006, 2008
- Site tracking, continually
- Expert inspections of search results:
  - 2007, 2008, 2009
- Usability testing
  - Face-to-face, often
  - Face-to-face with eye-tracking, occasionally
  - Remote with people with disabilities, occasionally

# Site tracking showed high levels of traffic from search engines: 15% internal, 49% external

## Basic Statistics

| Number of Visitors | Number of Visits | Registering Visits | Conversion Rate | Repeat factor | Dwell Time | Funnel factor |
|--------------------|------------------|--------------------|-----------------|---------------|------------|---------------|
| 437,100            | 670,300          | 17585              | 4.0%            | 0.53          | 6m 14secs  | n/a           |



The top referring sites to Study area...

| External Referrers | % of Visitors |
|--------------------|---------------|
| Google             | 35%           |
| Direct             | 17%           |
| AOL                | 6%            |
| Yahoo              | 4%            |
| MSN                | 4%            |

### Internal referrers

|                                 |     |
|---------------------------------|-----|
| OU Home                         | 35% |
| msds (SAMS etc)                 | 23% |
| Search                          | 15% |
| css3 (etma)                     | 13% |
| css2 (brochures / registration) | 9%  |
| New                             | 7%  |

# Outline

Background to this work

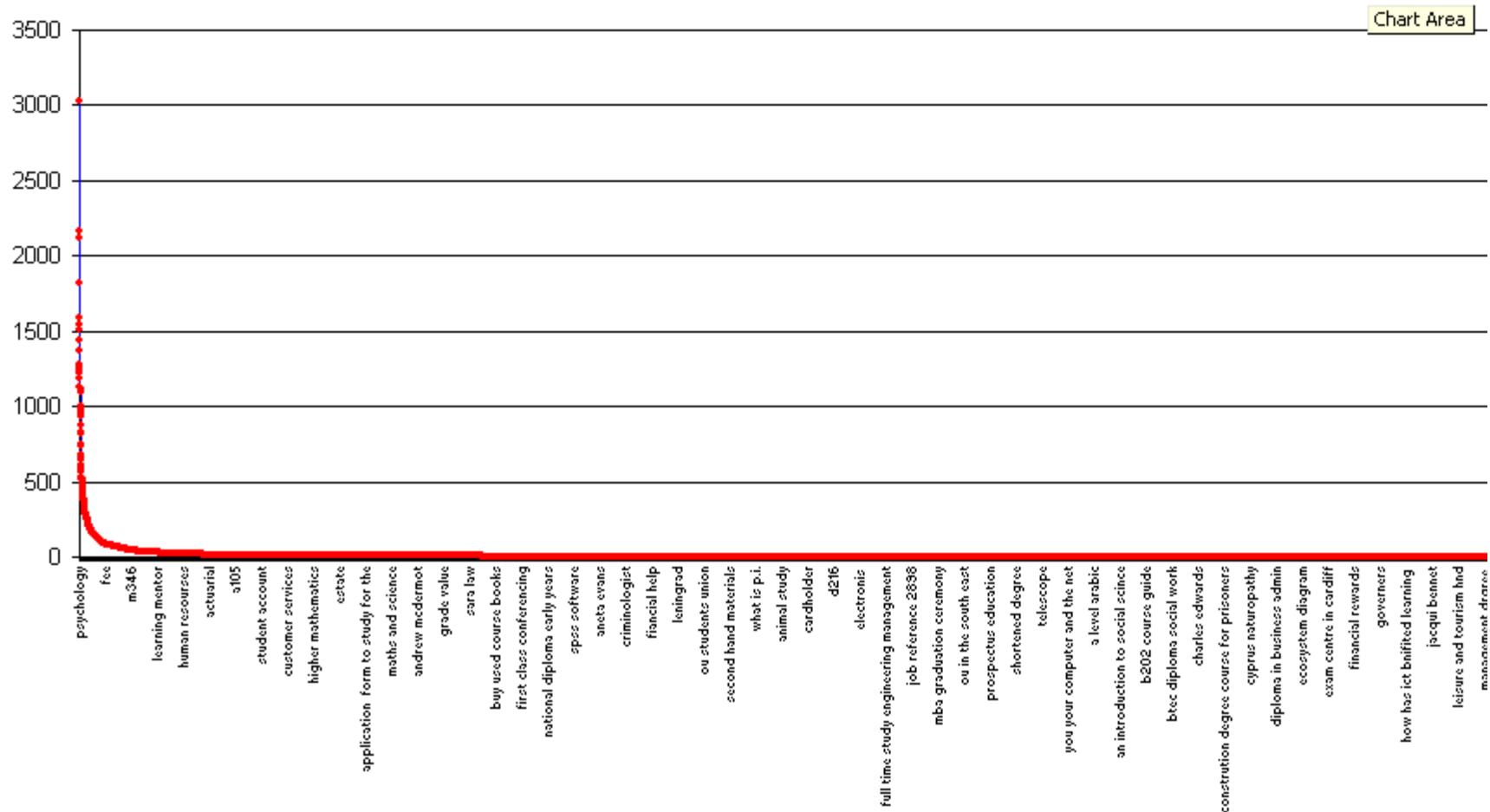
What information do visitors search for?

What are “good” search results?

What are the differences between  
internal search and external?

How do users interact with the Google  
results page?

# The OU search logs show the typical “sharp peak” / “long tail” pattern



Data from October 2006; consistent pattern in each review

# Top themes persist from month to month and year to year

| May-04      |      | Jan-05      |      | Oct-06      |      | Feb-08      |      |
|-------------|------|-------------|------|-------------|------|-------------|------|
| Term        | Rank | Term        | Rank | Term        | Rank | Term        | Rank |
| psychology  | 1    | psychology  | 4    | psychology  | 1    | psychology  | 1    |
| law         | 7    | law         | 6    | law         | 7    | law         | 5    |
| social work | 10   | social work | 8    | social work | 10   | social work | 14   |
| teaching    | 12   | teaching    | 7    | teaching    | 18   | teaching    | 7    |
| counselling | 13   | counselling | 15   | counselling | 14   | counselling | 6    |
| pgce        | 14   | pgce        | 12   | pgce        | 19   | pgce        | 4    |
| mba         | 16   | mba         | 19   | mba         | 9    | mba         | 8    |
| photography | 19   | photography | 24   | photography | 6    | photography | 2    |
| history     | 20   | history     | 13   | history     | 17   | history     | 10   |

There are some seasonal variations

| May-04           |                   | Feb-08           |      |
|------------------|-------------------|------------------|------|
| Term             | Rank              | Term             | Rank |
| past exam papers | 15                | past exam papers | 129  |
| exam results     | Not in top 12,000 | exam results     | 1285 |

# The sharp peak / long tail / persistent themes pattern recurs often

- Across audiences
- When narrowed by theme: for example, within a particular subject
- Over time: themes persist from month to month
- Across internal and external search engines

Even small  
groups of  
terms show  
this pattern –  
and also  
“persistent  
themes”

|                                     |     |  |
|-------------------------------------|-----|--|
| classics                            | 187 | 95% of these<br>search terms are<br>within the theme of<br>classical studies |
| classical studies                   | 81  |  |
| classical history                   | 34  |  |
| classical                           | 19  |  |
| classics department                 | 16  |  |
| classical physics of matter         | 15  |  |
| classical civilization              | 7   |  |
| classical studies noticeboard       | 6   |  |
| classical studies start date        | 6   |  |
| classical civilisation              | 5   |  |
| classical greek                     | 5   |  |
| classical latin                     | 5   |  |
| classical studies prospectus        | 3   |  |
| classical studies web site          | 3   |  |
| classical website                   | 3   |  |
| classics course                     | 3   |  |
| classical civilizations             | 2   |  |
| classics dept                       | 2   |  |
| classical controls                  | 1   |  |
| classical day in the british museum | 1   |  |
| classical management control        | 1   |  |
| classical music                     | 1   |  |
| classical studies courses           | 1   |  |
| classical studies department        | 1   |  |
| classical studies presentation      | 1   |  |
| classical theatre                   | 1   |  |
| classical theory of labor market    | 1   |  |
| classification                      | 1   |  |
| classicla studies                   | 1   |  |
| classics degree                     | 1   |  |
| classics faculty                    | 1   |  |
| classics fees                       | 1   |  |
| classics greek                      | 1   |  |
| classics ma                         | 1   |  |

Internal search  
March 2008

# Designing for the top 10 terms deals with 98% of the searches in this sample

|                                     |           |
|-------------------------------------|-----------|
| classics                            | 187       |
| classical studies                   | 81        |
| classical history                   | 34        |
| classical                           | 19        |
| classics department                 | 16        |
| <b>classical physics of matter</b>  | <b>15</b> |
| classical civilization              | 7         |
| classical studies noticeboard       | 6         |
| classical studies start date        | 6         |
| classical civilisation              | 5         |
| classical greek                     | 5         |
| classical latin                     | 5         |
| classical studies prospectus        | 3         |
| classical studies web site          | 3         |
| classical website                   | 3         |
| classics course                     | 3         |
| classical civilizations             | 2         |
| classics dept                       | 2         |
| <b>classical controls</b>           | <b>1</b>  |
| classical day in the british museum | 1         |
| classical management control        | 1         |
| classical music                     | 1         |
| classical studies courses           | 1         |
| classical studies department        | 1         |
| classical studies presentation      | 1         |
| <b>classical theatre</b>            | <b>1</b>  |
| classical theory of labor market    | 1         |
| classification                      | 1         |
| classicla studies                   | 1         |
| classics degree                     | 1         |
| classics faculty                    | 1         |
| classics fees                       | 1         |
| classics greek                      | 1         |
| classics ma                         | 1         |

# Persistent themes allow you to concentrate on the top terms with confidence

- Top 10 terms are crucial
- Top 100 terms are important
- After top 1000, you can stop worrying
  - Until you're convinced that the top 1000 are working really well

# Outline

Background to this work

What information do visitors search for?

What are “good” search results?

What are the differences between  
internal search and external?

How do users interact with the Google  
results page?

# We wanted to know how different search engines compared on our top terms

- We ran a heuristic review of 4 different search configurations
- Searched on each for the top 25 terms
- Graded the results on a +3 to -3 scale
- Added up the scores

| Overall Success Scores |   |  |
|------------------------|---|--|
| Search 1               | (+31)   |  |
| Search 2               | (+1)  |   |
| Search 3               |  | (-6)   |
| Search 4               |  | (-17)  |

# Good search results showed the breadth and depth of the OU content

- A high-quality result at the top
- All links on the first page are appropriate results
- Alternative meanings of the search term
- Linking to more than one OU site (when appropriate)
- For subjects: at least one course and one qualification

# Good results: an excellent first click and then variety within the theme

Your search for **library** produced the following results:

[All OU content](#) (13157)

All

Results 1 - 10 of 13157 items found

Result Page: 1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

## [Library and Learning Resources Centre at the OU](#)

The Open University - **Library** and Learning Resources Centre  
<http://library.open.ac.uk/>

## [Library and support services to partner institutions](#)

Links to Open University services and freely available resources for partner institutions  
<http://library.open.ac.uk/libpartnerships/>

## [FSRG: Library - Social Sciences - The Open University](#)

Friendly Societies Research Group - **Library**  
<http://www.open.ac.uk/socialsciences/friendly-societies-research-group/library.php>

## [Using other libraries](#)

Information literacy refers to the set of skills required to locate, evaluate and use information effectively.  
<http://www.open.ac.uk/iltoolkit/pages/using-other-libraries.php>

## [Open Library at a glance tour](#)

Information literacy refers to the set of skills required to locate, evaluate and use information effectively.  
<http://www.open.ac.uk/iltoolkit/pages/open-library-at-a-glance-tour.php>

## [Library - Alumni - The Open University](#)

# Poor results exposed technical gaps

- Repetition of links for the same information
- A link that required a sign-in (especially for the public collections)
- Links that seemed to have no relevance
- Links with poor titles or descriptions
- Links to technical content such as RSS feeds

# Poor results: appears to be no variety

Your search for **french** produced the following results:

[All OU content](#) (2247)

All OU con...

Results 1 - 10 of 2247 items found

Result Page: 1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#)

## [Bon Départ: Beginners' French - Open University course](#)

The Open University online prospectus; Courses & Qualifications - LZX192 Bon Départ: Beginners' French, Bon départ is course in the University's ..

<http://www3.open.ac.uk/courses/bin/p12.dll?C01LZX192> - 28.5K

## [Bon Départ: Beginners' French - Open University course](#)

The Open University online prospectus; Courses & Qualifications - L192 Bon Départ: Beginners' French, Bon départ is the in the University's ..

<http://www3.open.ac.uk/courses/bin/p12.dll?C02L192> - 29.3K

## [Ouverture - A Fresh Start in French - Open University course](#)

The Open University online prospectus; Courses & Qualifications - LZX120 Ouverture - A Fresh Start in French, Ouverture from L192/LZX192 Bon ..

<http://www3.open.ac.uk/courses/bin/p12.dll?C01LZX120> - 28.5K

## [Ouverture: A Fresh Start in French - Open University course](#)

The Open University online prospectus; Courses & Qualifications - L120 Ouverture: A Fresh Start in French, Ouverture fol from L192/LZX192 Bon départ ...

<http://www3.open.ac.uk/courses/bin/p12.dll?C01L120> - 32.2K

[Nouvelles Mises au Point - Open University course](#)

# Change the internal search engine

french

**Search** Advanced search

## Search Results

Results 1-10 of about 66,339 for french

[Sort by relevance](#) - [Sort by date](#) - [Sort by size](#)

### [French Studies | Undergraduate Courses, Degrees, Diplomas, ...](#)

The Open University offers a range of **French** Studies Qualifications including degrees, ... Undergraduate **French** On this page Where to start Degrees Diplomas ...

[www3.open.ac.uk/study/undergraduate/languages/french/index.htm](http://www3.open.ac.uk/study/undergraduate/languages/french/index.htm) - 10 Nov 2009 - 20k - [More results from this site »](#)

### [LXR122 - Action in French \(French summer school\) - Open ...](#)

Develop your basic **French** language skills – speaking and writing – and understanding of France and its ... in **French** (**French** summer school) On this page ...

[www3.open.ac.uk/study/undergraduate/course/lxr122.htm](http://www3.open.ac.uk/study/undergraduate/course/lxr122.htm) - 11 Nov 2009 - 29k - [More results from this site »](#)

### [C33 - Certificate in French - Open University](#)

Learn to read, write and speak in **French**, building your knowledge of grammar and vocabulary, ... in **French** On this page Planning your studies Courses ...

[www3.open.ac.uk/study/undergraduate/qualification/c33.htm](http://www3.open.ac.uk/study/undergraduate/qualification/c33.htm) - 11 Nov 2009 - 16k - [More results from this site »](#)

### [Home - Action In French - The Faculty of Education and Language ...](#)

Register Online Action in **French** (LXR122) Introduction Action in **French** is a week-long residential course ... 's other **French** courses, and it is open to those ...

[www.open.ac.uk/action-in-french/index.shtml](http://www.open.ac.uk/action-in-french/index.shtml) - 10 Nov 2009 - 14k - [More results from this site »](#)

### [The OU: Beginners' Languages](#)

This page contains details the Open University's Beginners Languages courses in **French**, ... Beginners' Languages courses in **French**, German and Spanish.

[www.open.ac.uk/beginners-languages/index.cfm](http://www.open.ac.uk/beginners-languages/index.cfm) - 10 Nov 2009 - 24k - [More results from this site »](#)

### [Open Research Online - Innovative practices in French ...](#)

Innovative practices in **French** monolingual learners' dictionaries as compared with their English ... Innovative practices in **French** monolingual learners' ...

[oro.open.ac.uk/721/](http://oro.open.ac.uk/721/) - 10 Nov 2009 - 15k - [More results from this site »](#)

# Create pages that can be found by the search engine

exam results

Search

Advanced

## Search Results

Results 1-10 of about 447 for **exam results**

[Sort by relevance](#) - [Sort by date](#) - [Sort by size](#)

### [Exam results: summaries](#)

Notes from – Keynote Address Source: Stephen Twigg MP, Parliamentary Under-Secretary of State for Schools ... Keynote address at GA Annual Conference, from ...

[labspace.open.ac.uk/file.php/2660/geog\\_sk6\\_02t\\_4.pdf](http://labspace.open.ac.uk/file.php/2660/geog_sk6_02t_4.pdf) - 30 Jul 2008 - 57k - [More results from this site »](#)

### [Exam results: summaries](#)

Notes from – Keynote Address Source: Stephen Twigg MP, Parliamentary Under-Secretary of State for Schools ... Keynote address at GA Annual Conference, from ...

[openlearn.open.ac.uk/file.php/2471/geog\\_sk6\\_02t\\_4.pdf](http://openlearn.open.ac.uk/file.php/2471/geog_sk6_02t_4.pdf) - 30 Jul 2008 - 57k - [More results from this site »](#)

### [Latest Sesame out with course results and Andrew Marr interview ...](#)

Site tools FAQs Submit content OU news Latest Sesame out with course **results** and Andrew Marr ... It takes a while for **exam results** to be collated and analysed.

[www.open.ac.uk/platform/news/ou-news/latest-sesame-out-course-results-and-andrew-marr-interview](http://www.open.ac.uk/platform/news/ou-news/latest-sesame-out-course-results-and-andrew-marr-interview) - 13 Nov 2009 - 17k - [More results from this site »](#)

### [Open Research Online - Post-graduate Forensic Engineering at The ...](#)

In: Proceedings of the International Conference on Innovation, ... students per year, and has a high retention record as well as excellent **exam results**.

[oro.open.ac.uk/12221/](http://oro.open.ac.uk/12221/) - 10 Nov 2009 - 14k - [More results from this site »](#)

### [OU computer use](#)

Online forums offer a way to contact other students and ... collect your assignment and **exam results**, or to write notes and assessments using word processing.

[www.open.ac.uk/pc4study/ou-computer-use/index.php](http://www.open.ac.uk/pc4study/ou-computer-use/index.php) - 10 Nov 2009 - 7k - [More results from this site »](#)

### [Course reviews: Sociology and society \(DD201\)](#)

place and I was rewarded with **exam results** that were above average for the course this year. ... And don't walk out of the **exam** early - keep going!

[www3.open.ac.uk/coursereviews/course.aspx?course=DD201](http://www3.open.ac.uk/coursereviews/course.aspx?course=DD201) - 01 Nov 2009 - 25k - [More results from this site »](#)

# Outline

Background to this work

What information do visitors search for?

What are “good” search results?

What are the differences between  
internal search and external?

How do users interact with the Google  
results page?

# External search creates a lot of traffic

In a typical month (October 2006)

396,000 visitors via search

120,000 unique search terms

5.5 million clicks

# The top 20 search terms from Google show a major theme

| Search Term                   | 18-Jul-08 | 19-Jul | 20-Jul | 21-Jul | 22-Jul | 23-Jul | 24-Jul | Total |
|-------------------------------|-----------|--------|--------|--------|--------|--------|--------|-------|
| open university               | 3455      | 2039   | 2538   | 4162   | 4154   | 3777   | 3355   | 23480 |
| ou                            | 1308      | 761    | 733    | 1472   | 1468   | 1347   | 1313   | 8402  |
| open uni                      | 402       | 230    | 249    | 409    | 423    | 441    | 449    | 2603  |
| open                          | 197       | 163    | 141    | 225    | 195    | 196    | 196    | 1313  |
| the open university           | 193       | 115    | 132    | 208    | 218    | 221    | 222    | 1309  |
| open university uk            | 115       | 81     | 74     | 130    | 127    | 169    | 175    | 871   |
| open.ac.uk                    | 101       | 64     | 76     | 116    | 153    | 116    | 99     | 725   |
| www.open.ac.uk/students       | 65        | 43     | 49     | 62     | 85     | 54     | 73     | 431   |
| distance learning             | 73        | 32     | 47     | 66     | 77     | 65     | 49     | 409   |
| open university               | 57        | 42     | 46     | 60     | 62     | 70     | 54     | 391   |
| www.open.ac.uk                | 57        | 28     | 32     | 68     | 51     | 61     | 54     | 351   |
| openuniversity                | 49        | 26     | 36     | 59     | 47     | 62     | 54     | 333   |
| open university student home  | 38        | 18     | 25     | 39     | 39     | 53     | 44     | 256   |
| open university milton keynes | 35        | 12     | 24     | 40     | 38     | 29     | 36     | 214   |
| open university london        | 26        | 11     | 29     | 26     | 49     | 39     | 28     | 208   |
| linking words                 | 24        | 20     | 22     | 23     | 42     | 38     | 38     | 207   |
| open university courses       | 32        | 7      | 22     | 45     | 33     | 36     | 26     | 201   |
| application letter            | 15        | 5      | 6      | 42     | 50     | 49     | 25     | 192   |
| the open                      | 69        | 64     | 47     | 6      | 1      |        |        | 187   |
| home learning                 | 22        | 6      | 16     | 32     | 38     | 25     | 20     | 159   |
| open learning                 | 17        | 21     | 22     | 27     | 24     | 28     | 18     | 157   |

I did a detailed analysis of a month's searches, looking at terms with two or more hits

A brand marker only  
“Open Uni” 86%

A brand marker plus another term  
“open university course” 7%

A general term only  
“creative writing” 7%

| Term                    | Searches  | Type of search          |
|-------------------------|-----------|-------------------------|
| open university         | 2,901,569 | pure marker             |
| ou                      | 479,707   | pure marker             |
| open uni                | 159,927   | pure marker             |
| the open university     | 95,090    | pure marker             |
| open university uk      | 87,359    | pure marker             |
| open university courses | 51,485    | marker + term "courses" |
| www.open.ac.uk          | 49,400    | pure marker             |

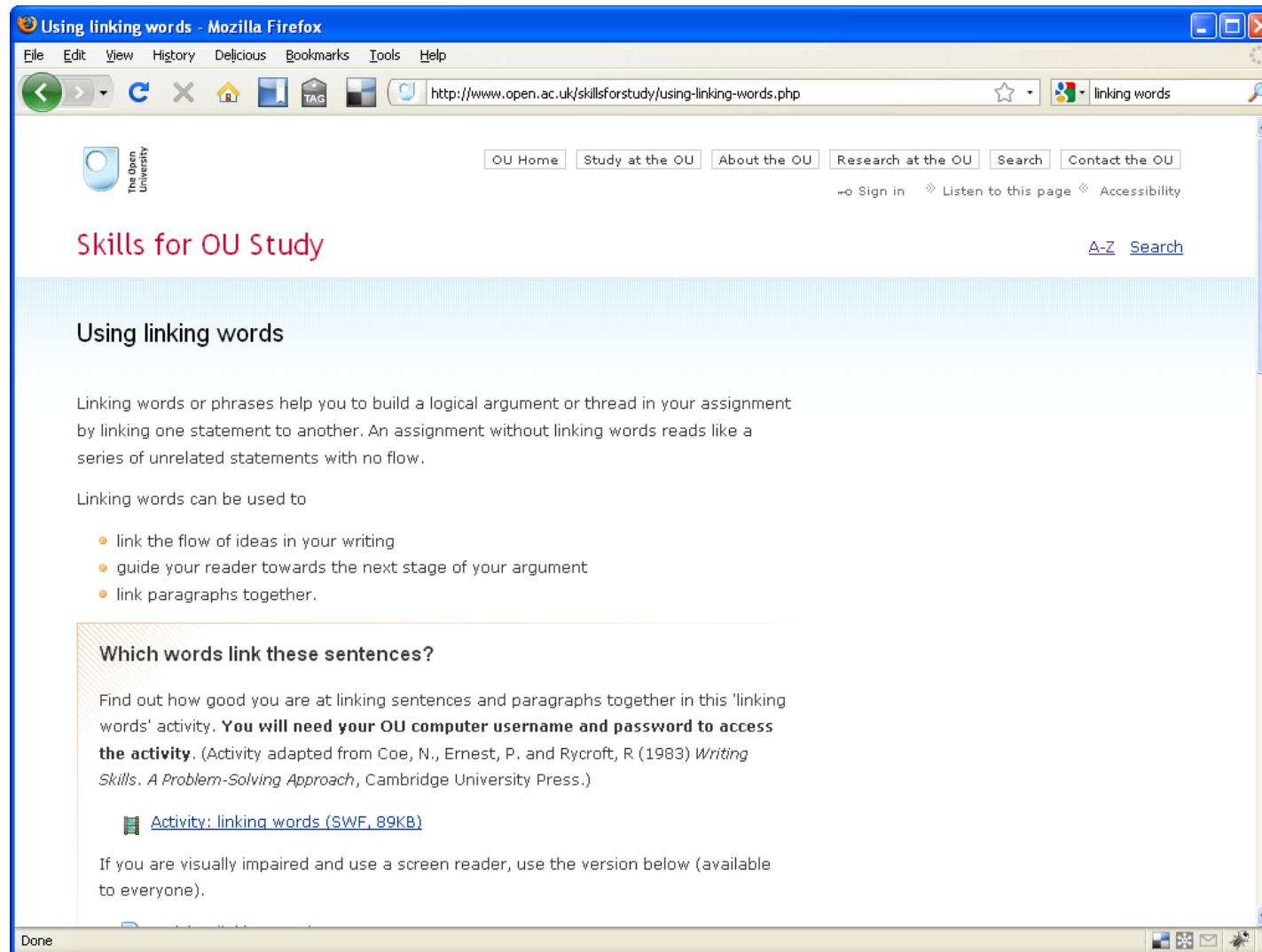
# Removing pure markers from the top 20

| Search Term                   | 18-Jul | 19-Jul | 20-Jul | 21-Jul | 22-Jul | 23-Jul | 24-Jul | Total |
|-------------------------------|--------|--------|--------|--------|--------|--------|--------|-------|
| open university               | 3455   | 2039   | 2538   | 4162   | 4154   | 3777   | 3355   | 23480 |
| ou                            | 1308   | 761    | 733    | 1472   | 1468   | 1347   | 1313   | 8402  |
| open uni                      | 402    | 230    | 249    | 409    | 423    | 441    | 449    | 2603  |
| open                          | 197    | 163    | 141    | 225    | 195    | 196    | 196    | 1313  |
| the open university           | 193    | 115    | 132    | 208    | 218    | 221    | 222    | 1309  |
| open university uk            | 115    | 81     | 74     | 130    | 127    | 169    | 175    | 871   |
| open.ac.uk                    | 101    | 64     | 76     | 116    | 153    | 116    | 99     | 725   |
| www.open.ac.uk/students       | 65     | 43     | 49     | 62     | 85     | 54     | 73     | 431   |
| distance learning             | 73     | 32     | 47     | 66     | 77     | 65     | 49     | 409   |
| open university               | 57     | 42     | 46     | 60     | 62     | 70     | 54     | 391   |
| www.open.ac.uk                | 57     | 28     | 32     | 68     | 51     | 61     | 54     | 351   |
| openuniversity                | 49     | 26     | 36     | 59     | 47     | 62     | 54     | 333   |
| open university student home  | 38     | 18     | 25     | 39     | 39     | 53     | 44     | 256   |
| open university milton keynes | 35     | 12     | 24     | 40     | 38     | 29     | 36     | 214   |
| open university london        | 26     | 11     | 29     | 26     | 49     | 39     | 28     | 208   |
| linking words                 | 24     | 20     | 22     | 23     | 42     | 38     | 38     | 207   |
| open university courses       | 32     | 7      | 22     | 45     | 33     | 36     | 26     | 201   |
| application letter            | 15     | 5      | 6      | 42     | 50     | 49     | 25     | 192   |
| the open                      | 69     | 64     | 47     | 6      | 1      |        |        | 187   |
| home learning                 | 22     | 6      | 16     | 32     | 38     | 25     | 20     | 159   |
| open learning                 | 17     | 21     | 22     | 27     | 24     | 28     | 18     | 157   |

# “Golden pages” are grabbing new audiences for you

- Pages with high search rank and no brand marker are “golden”
- Useful pages found through high Google search rank
- Hidden branding – terms that people now associate with your site
- A chance to “show off” by making connections from these pages to other parts of your site

# A minimum: enforce branding and standard headers



Using linking words - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

OU Home Study at the OU About the OU Research at the OU Search Contact the OU

Sign in Listen to this page Accessibility

Skills for OU Study

A-Z Search

## Using linking words

Linking words or phrases help you to build a logical argument or thread in your assignment by linking one statement to another. An assignment without linking words reads like a series of unrelated statements with no flow.

Linking words can be used to

- link the flow of ideas in your writing
- guide your reader towards the next stage of your argument
- link paragraphs together.

### Which words link these sentences?

Find out how good you are at linking sentences and paragraphs together in this 'linking words' activity. **You will need your OU computer username and password to access the activity.** (Activity adapted from Coe, N., Ernest, P. and Rycroft, R (1983) *Writing Skills. A Problem-Solving Approach*, Cambridge University Press.)

 [Activity: linking words \(SWF, 89KB\)](#)

If you are visually impaired and use a screen reader, use the version below (available to everyone).

# Outline

Background to this work

What information do visitors search for?

What are “good” search results?

What are the differences between  
internal search and external?

**How do users interact with the Google  
results page?**

# The crucial results page is the one for your main marker

Web Images Videos Maps News Shopping Google Mail more ▾

Search settings

   [Advanced Search](#)  
Search:  the web  pages from the UK

Web [Show options...](#)

Results 1 - 10 of about 13,700,000 for **open university**. (0.29s)

## [Open University](#)

[www.open.ac.uk](http://www.open.ac.uk) Visit the **Open University** online to find out more about our courses.

Sponsored Links

Sponsored Links

## [University Open Courses](#)

[HomeLearningCollege.com/OPEN](http://HomeLearningCollege.com/OPEN) Wide Range of Home Learning Courses from Home Learning College

[University Open Courses](#)

University Open courses.

Official UK qualifications.

[Open.HomeLearningCourses.com/](http://Open.HomeLearningCourses.com/)

## [Distance Learning Courses and Adult Education - The Open University](#)

The **Open University**'s official website; Part-time higher education, supported distance and open learning for undergraduate and postgraduate qualifications.

[www.open.ac.uk/](http://www.open.ac.uk/) - [Cached](#) - [Similar](#)

[Open University](#)

Open University of Catalonia

Award winning Online **University**

[www.uoc.edu](http://www.uoc.edu)

[Study at the OU](#)

[StudentHome](#)

[Jobs](#)

[Contact the OU](#)

[Financial support](#)

[Library Homepage](#)

[Openlearn](#)

[OU 18to24](#)

## [Open Learning - Openlearn - The Open University](#)

The **Open University**'s openlearn website - free open learning educational resources for learners and educators.

[www.open.ac.uk/openlearn/home.php](http://www.open.ac.uk/openlearn/home.php) - [Similar](#)

[See your ad here »](#)

# Looking for courses, users click on “the first result” Never click on right-hand sponsored links

Web Images Videos Maps News Shopping Google Mail more ▾

Search settings

Google open university  [Advanced Search](#)

Search:  the web  pages from the UK

---

Web [Show options...](#) Results 1 - 10 of about 13,700,000 for **open university** (0.29s)

**Open University** [www.open.ac.uk](http://www.open.ac.uk) Visit the **Open University** online to find out more about our courses. Sponsored Links

**University Open Courses** [HomeLearningCollege.com/OPEN](http://HomeLearningCollege.com/OPEN) Wide Range of Home Learning Courses from Home Learning College Sponsored Links

**Distance Learning Courses and Adult Education - The Open University** [The Open University](http://www.open.ac.uk/)'s official website; Part-time higher education, supported distance and open learning for undergraduate and postgraduate qualifications. Sponsored Links

[www.open.ac.uk/](#) - [Cached](#) - [Similar](#)

[Study at the OU](#) [Financial support](#)  
[StudentHome](#) [Library Homepage](#)  
[Jobs](#) [Openlearn](#)  
[Contact the OU](#) [OU 18to24](#)

## [Open Learning - Openlearn - The Open University](#)

The **Open University**'s openlearn website - free **open** learning educational resources for learners and educators.  
[www.open.ac.uk/openlearn/home.php](http://www.open.ac.uk/openlearn/home.php) - [Similar](#)

**University Open Courses** [University Open courses.](#)  
Official UK qualifications.  
[Open.HomeLearningCourses.com/](#)

**Open University** [Open University of Catalonia](#)  
Award winning Online **University**  
[www.uoc.edu](#)

[See your ad here »](#)

# In 2008, I found negligible use of the 'site search' box

## Distance Learning Courses and Adult Education - The Open University

The **Open University's** official website; Part-time higher education, supported distance and **open** learning for undergraduate and postgraduate qualifications.

[www.open.ac.uk/](http://www.open.ac.uk/) - [Cached](#) - [Similar](#)

[Study at the OU](#)

[StudentHome](#)

[Jobs](#)

[Contact the OU](#)

[Financial support](#)

[Library Homepage](#)

[Openlearn](#)

[OU 18to24](#)

[Search open.ac.uk](#)

|                     | February 2008 | March 2008 | July 2008 |
|---------------------|---------------|------------|-----------|
| site:www.open.ac.uk | 2             | 4          | 7         |
| site:open.ac.uk     | 23            | 19         | 40        |
| Total visits        | 155,257       | 104,258    | 104,695   |

## A final thought:

Search is now normal behaviour: design it to be *part* of your site

Understand, and design for, popular searches

Make search results more useful

- Use targeted metadata to support topical searches
- Improve the “searchability” of content pages

Expose connections between related areas of the site

.

Part Number Search

Search by ...

Part or keyword  Inventory & quote

# Their sites have search engines. Ours has a find engine.

**Coilcraft**  
Inductor Finder Results

| Part number | Mounting | Other | I <sub>l</sub><br>( $\mu$ H) | DCR<br>( $\Omega$ m) | I <sub>sat</sub><br>(A) | I <sub>rms</sub><br>(A) | Sh <sub>l</sub><br>( $\mu$ H) | Sh <sub>r</sub><br>( $\mu$ H) | W<br>(mm) | H<br>(mm) | Price<br>(@1,000) |
|-------------|----------|-------|------------------------------|----------------------|-------------------------|-------------------------|-------------------------------|-------------------------------|-----------|-----------|-------------------|
| SER1360-182 | SM       | S     | 1.8                          | 0.0024               | 18.0                    | 13.0                    | 50                            | I <sub>sat</sub>              | 12.90     | 5.80      | \$0.67            |
| LPS5015-182 | SM       | S     | 1.8                          | 0.0750               | 2.9                     | 2.15                    | 12                            | I <sub>rms</sub>              | 5.00      | 1.50      | \$0.38            |
| LPS4414-182 | SM       | S     | 1.8                          | 0.0870               | 2.9                     | 1.9                     | 13                            | SRF                           | 4.30      | 1.40      | \$0.38            |
| 1008PS-182  | SM       | S     | 1.8                          | 0.0900               | 2.1                     | 1.9                     | 22                            | Length                        | 3.81      | 2.74      | \$0.64            |
| LPS3015-182 | SM       | S     | 1.8                          | 0.1000               | 2.1                     | 1.4                     | 13                            | Width                         | 3.00      | 1.50      | \$0.38            |
| LPS3010-182 | SM       | S     | 1.8                          | 0.1500               | 1.3                     | 1.4                     | 150                           | Height                        | 3.00      | 1.00      | \$0.38            |
| 0803PS-182  | SM       | S     | 1.8                          | 0.5400               | 0.39                    | 0.7                     | 155                           | Price                         | 2.08      | 1.80      | \$0.51            |
| 1008LS-182  | SM       |       | 1.8                          | 0.8400               |                         | 0.6                     | 170                           | 0.29                          | 2.79      | 2.03      | \$0.30            |
| 0803LS-182  | SM       |       | 1.8                          | 1.1000               |                         | 0.35                    | 80                            | 0.180                         | 1.27      | 1.12      | \$0.41            |
| 0603LS-182  | SM       |       | 1.8                          | 1.1500               |                         | 0.41                    | 245                           | 0.229                         | 1.91      | 1.80      | \$0.41            |

On most inductor web sites, their search engine results in more aggravation than answers. But Coilcraft's web site is different. In seconds, our Inductor Finder will show you all the parts that meet your electrical and size requirements. You can sort the results by your most important parameters. Compare pricing. Even analyze the core and winding losses of up to four different power inductors! You'll find lots of other design tools to help you choose the perfect part. And then request free samples with just a few clicks. So quit searching for magnetics and start finding them at [www.coilcraft.com](http://www.coilcraft.com)!

# Question time

Caroline Jarrett

[carolinej@effortmark.co.uk](mailto:carolinej@effortmark.co.uk)

+44 1525 370379

I'm a consultant, hire me:

Consultancy: [www.effortmark.co.uk](http://www.effortmark.co.uk)

Training: [www.usabilitythatworks.com](http://www.usabilitythatworks.com)

Free stuff:

Forms advice: [www.formsthatwork.com](http://www.formsthatwork.com)

Editing: [www.editingthatworks.com](http://www.editingthatworks.com)

Columns: [www.usabilitynews.com](http://www.usabilitynews.com)  
“Caroline's Corner”



Caroline Jarrett

Effortmark

[caroline.jarrett@effortmark.co.uk](mailto:caroline.jarrett@effortmark.co.uk)

[www.effortmark.co.uk](http://www.effortmark.co.uk)

Caroline Jarrett is an independent usability consultant. After 13 years as a project manager of computer systems integration projects, she founded Effortmark Limited in order to concentrate on 'what systems are for' instead of 'how the system is put together'.

Her work with government and non-profit organizations led to a fascination with the usability of forms, both paper and web, and with the information-rich web sites that contain them.

She is co-author of

'User Interface Design and Evaluation'

(Morgan Kaufmann, 2005)

and

'Forms that work: designing web forms for usability'

(Morgan Kaufmann, 2008).