

# 4 ADVANCED STRATEGIES TO SUPERCHARGE YOUR CONTENT WITH SEARCH

A customer's online experience with your brand can be made or broken by how easily they are able to find what they are looking for. And although most sites have a generic search bar, many don't provide a holistic search experience. Equally, though most businesses have plenty of digital content, they are not maximizing its full potential for return on investment (ROI). Here's how to level-up your search game to make the most out of your content:

## 1. SPRUCE UP YOUR SEARCH UI

People usually know what they're looking for when they come to your website. So while you may have a wealth of content you would like them to see, the search interface may well be the first (if not only) thing they will interact with on your site. That's why it's so important to have a user-friendly search UI.

Try using microcopy within the search bar to give visitors examples of the kinds of things they could search for. Autocomplete suggestions can be given to the user in real time to facilitate their journey. Consider consistent search bar placement all throughout the website. And always build a front end that gives the feeling of high search performance - like a friendly "loading bar" to show people their results are on the way!

**43%**

of site visitors go immediately to search boxes

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## 2. UNLOCK YOUR CONTENT WITH FEDERATED SEARCH

With federated search, you can serve visitors diverse results such as products, documentation, product guides and articles within the same result screen. This creates a more comprehensive search experience, and greatly decreases the overall search time. Federated search also strengthens the customer's perception of the brand as the amount of thought and care behind the curation will be evident to the user. If your content is distributed in multiple locations — maybe even across several content management systems — it's crucial to ensure your content and search systems can be integrated seamlessly, so that all of these sources can be leveraged to yield the best possible content search results.

## 3. DON'T MISS A BEAT — LEVERAGE REAL-TIME CONTENT UPDATES & INDEXING

Often, the key to online differentiation is being able to offer customers timely and relevant content, no matter when or where they access your digital channels. And that means creating — and indexing — content fast. Your content editors' content creation environment (CMS) needs to be user-friendly enough to enable them to match this near real-time pace, while your search and discovery engine must be powerful enough to index the data just as quickly. Leveraging good search indexing practices can help too: consider batch or partial indexing, incremental updates, and, of course, selecting a search solution that uses high-performance indexing techniques "out of the box". Even better if your CMS and search provider both offer a distributed cloud infrastructure and powerful APIs to ensure speed, availability and uptime.

## 4. LEAN INTO THE COMPOSABLE ENTERPRISE WITH MACH

With speed being the name of the game in digital, there is an inevitable movement towards the adoption of MACH technology — Microservices, API-first, Cloud-native SaaS, and Headless — to create a "composable enterprise". With the composable enterprise, companies are no longer constrained by the default functionality of any one platform. They can slot together flexible building blocks and launch new functionalities at lightning speed. Modern ecosystems are composed of third-party software components built by experts in their fields. For example, search and AI specialists build search and discovery components, and CMS companies provide agile content publishing functionality.



# WHY ALGOLIA & CONTENTSTACK?

**BEST-IN-CLASS SEARCH AND DISCOVERY  
PLATFORM + AGILE CONTENT MANAGEMENT**

## OMNICHANNEL CONTENT, FOUND AT MACH SPEED

By combining Contentstack and Algolia, enterprises can create the best possible visitor experience. Agile content creation and distribution coupled with personalized content discovery leads to increased conversion rates, brand loyalty, and ROI. The best part is that business results are fast because of robust APIs, developer tooling, and infrastructure built for scale.

The two solutions are built for ease of use, integrate seamlessly together, and are certified members of the MACH Alliance—guaranteeing adherence to the most scalable and most versatile enterprise technology standards.

### KEY BENEFITS

- Ready-to-go integration between Algolia and Contentstack.
- Show customers the most relevant content for their needs, optimized to their channel or device.
- Better customer experience, customer engagement, and brand loyalty.
- Future-proof MACH Technology for speed, agility and scale.

## algolia

Algolia provides an API platform for dynamic experiences that enable organizations to predict intent and deliver results. Algolia achieves this with an API-first approach that allows developers and business teams to surface relevant content when wanted — satisfying the demand for instant gratification — and building and optimizing online experiences that enhance online engagement, increase conversion rates, and enrich lifetime value to generate profitable growth. More than 10,000 companies including Under Armour, Lacoste, Birchbox, Stripe, Slack, Medium, and Zendesk rely on Algolia to manage over 1.5 trillion search queries a year.

## CONTENTSTACK®

Contentstack – the pioneering Agile Content Management System (CMS) – empowers marketers and developers to collaborate around content like never before. Together, they orchestrate superior customer journeys and deliver dynamic digital experiences across channels, audiences, brands and regions. Companies such as Chase, Express, Holiday Inn, Icelandair, Mattel, McDonald's, Mitsubishi, Riot Games, Sephora and Shell trust Contentstack to power their most critical content experiences.

## BRANDS TRUSTING ALGOLIA & CONTENTSTACK











