

funnelback

Funnelback for Higher Education

Product Guide



Contents

02

SEARCH FUNCTIONALITY

- 03 Faceted Navigation
- 04 Concierge
- 05 Custom Results Summaries
- 06 Saved Searches/Shortlist
- 07 Translucent Search

08

SEARCH CONTROL

- 09 Curator Tool
- 10 Synonyms
- 11 Tuning/Self Learning Algorithm

12

ANALYTICS AND AUDITORS

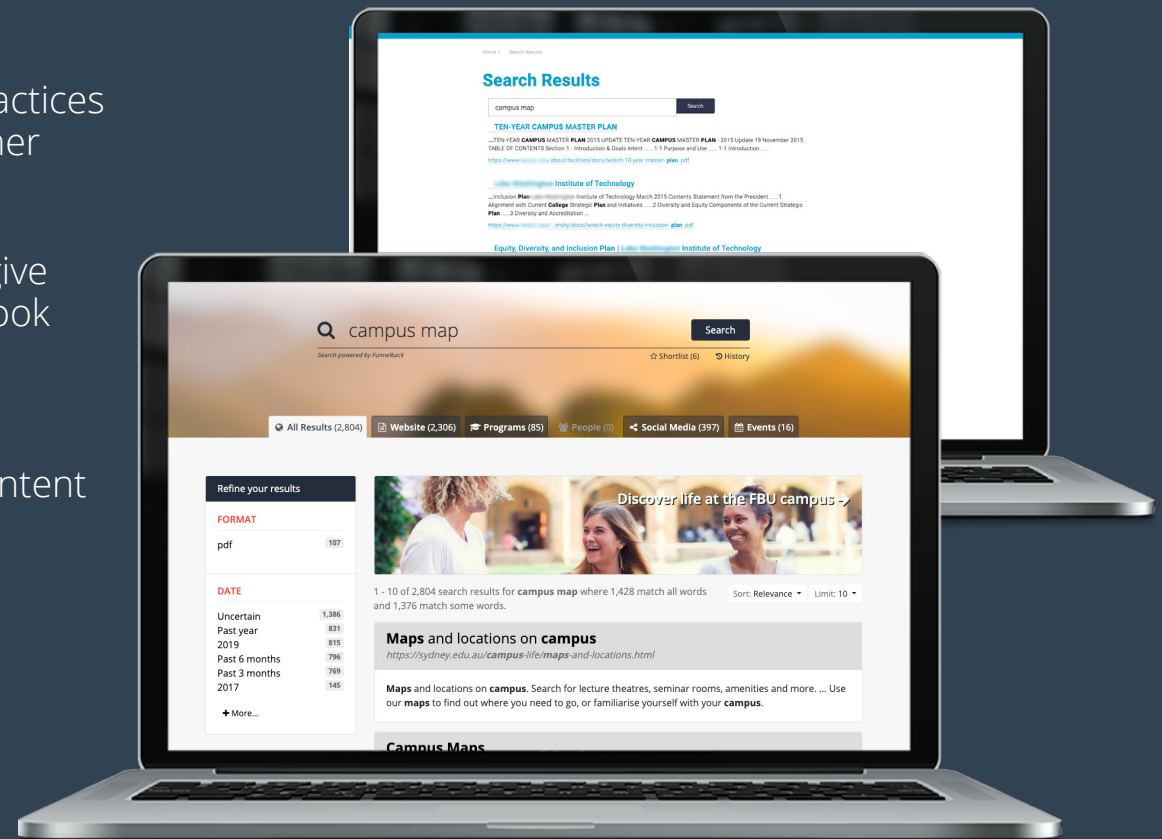
- 13 Search Analytics
- 14 Content Auditor
- 15 SEO Auditor
- 16 Accessibility Auditor

I. Search Functionality

Funnelback for Higher Education is built upon best practices in UI and UX requested time and time again from Higher Education clients.

The out-of-the-box template makes it easy for you to give your visitors modern search features that match the look and feel of your website and accomplish tasks quickly. Do you use third party calendar or course directories? Funnelback

Our technology is CMS agnostic, uniting all types of content in WordPress, Drupal.



BACKGROUND: A generic search engine result page (SERP)
FOREGROUND: Funnelback for Higher Education SERP with faceted navigation and customized result summaries.

SEARCH FUNCTIONALITY

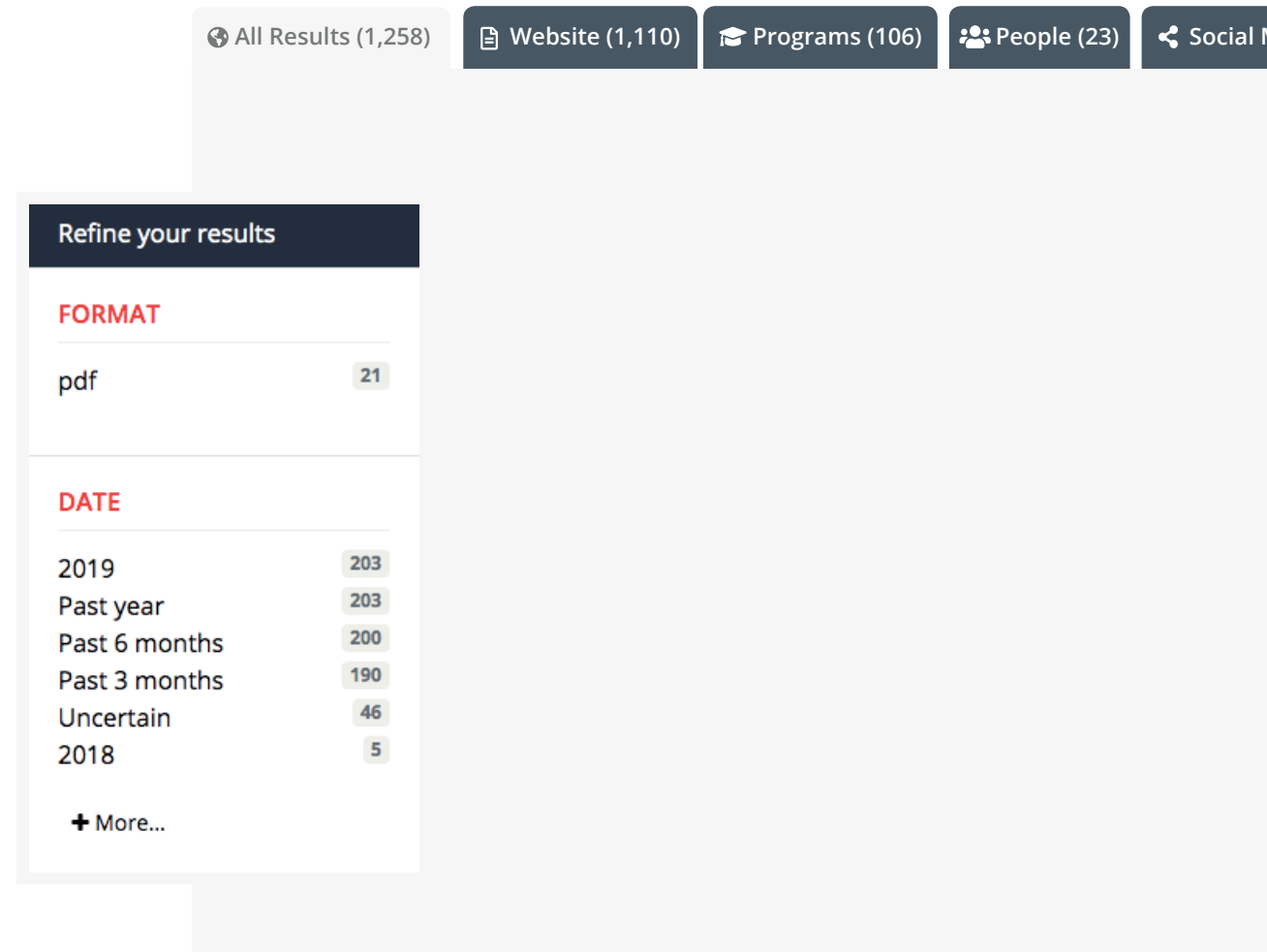
Faceted Navigation

Filters help the user to narrow down the search results easily by file type, date, category, and audience without having to conduct another search.

These facets can be customized based on your content and the needs of your audience.

STANDARD TABS

- All Results
- Website
- Programs
- People
- Social Media
- Events

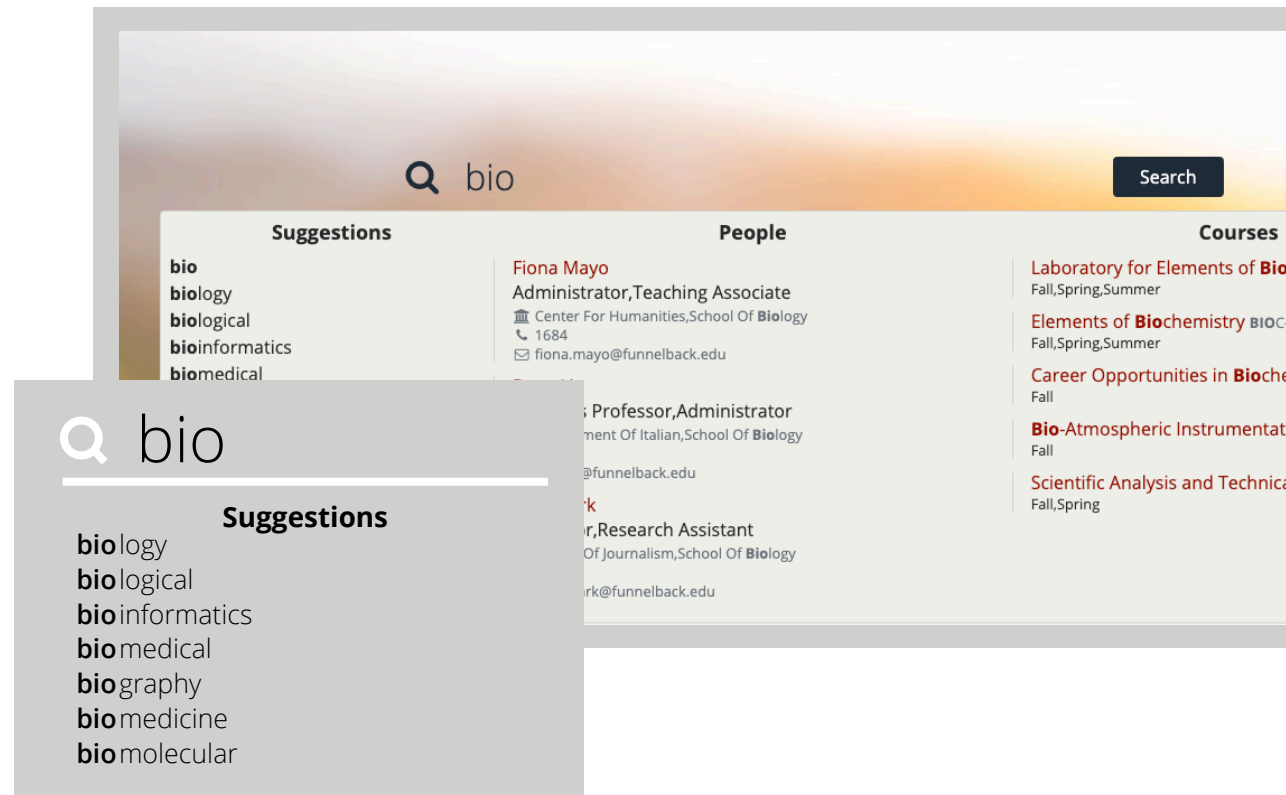


FACETED NAVIGATION refers to an advanced search interface which filters content into file type, date, category, and audience.

Concierge

Combining simple autocomplete and content suggestions to infer the search term and predict the most relevant content.

Within a few keystrokes, autosuggestion allows your team to surface content that is most important to the institution, driving traffic to high-value content such as Programs and Events.



CONCIERGE is a sophisticated autocomplete that also instantly presents content by category relevant to higher education audiences.

SEARCH CONTROL

Custom Result Summaries

In the modern web, search result summaries need to give more context than a 160 character description. Adding supplementary information, such as date, opening times or content type will help the users navigate to the right content.

Funnelback for Higher Education supports images in search results to provide a captivating multimedia results page.



Library

funnelbackuniversity.edu/campus/libraries

Extended Library hours for Finals Week

7 AM - 3 AM Sunday - Friday

8 AM - 12 AM Saturday

Graphic Design (B.F.A.)

funnelbackuniversity.edu/majors/graphicdesign

Graphic designers have a powerful impact on the products we use, websites we visit and marketing messages we see. At UF, you'll gain the skills to pursue a successful career in a variety of industries.

PROGRAM SNAPSHOT

MAJOR

ON-CAMPUS

4 YEARS

120 CREDITS (MAJOR)

21 CREDITS (MINOR)

CUSTOM RESULT SUMMARIES allow your team to choose what populates as the featured text in a search result.

SEARCH FUNCTIONALITY

Saved Searches/ Shortlist

Give the user easy access to previous searches and the ability to save results for later. Saved searches let visitors pick up where they left off from a previous search session.

Library

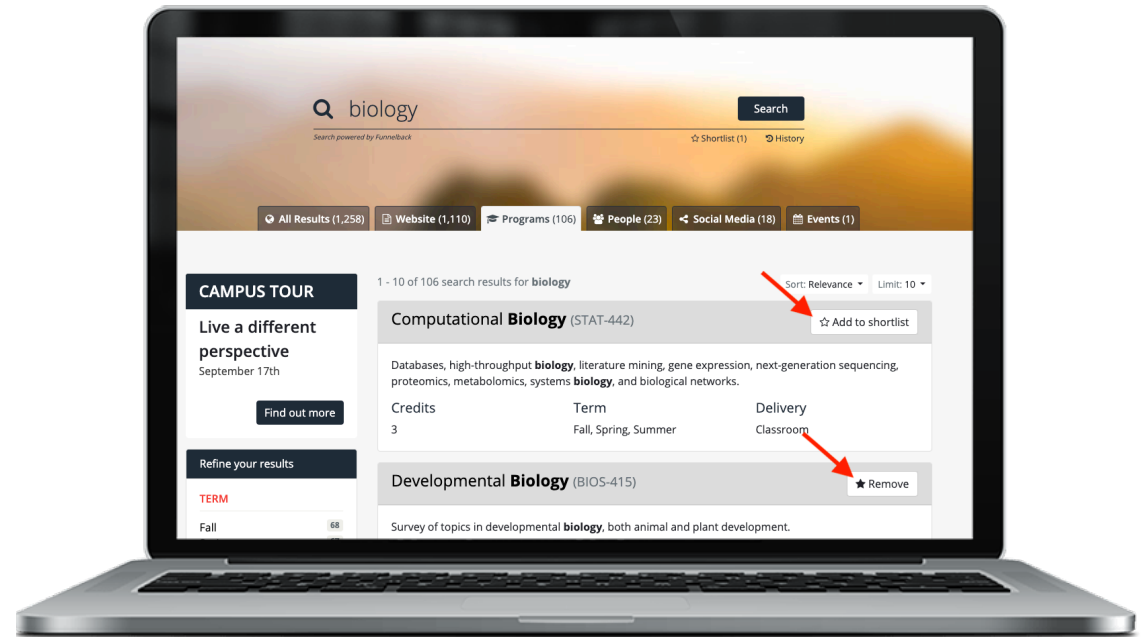
Last Visited 4 mins ago

funnelbackuniversity.edu/campus/libraries

Biology: Major

Last Visited 28 mins ago

funnelbackuniversity.edu/majors/biology



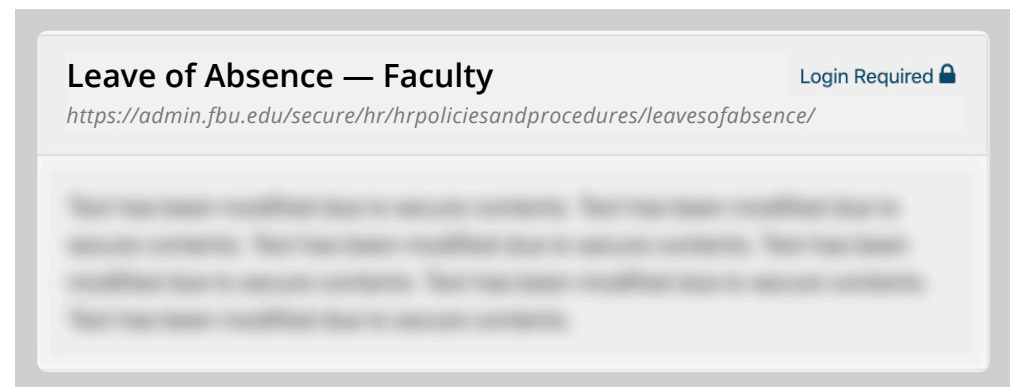
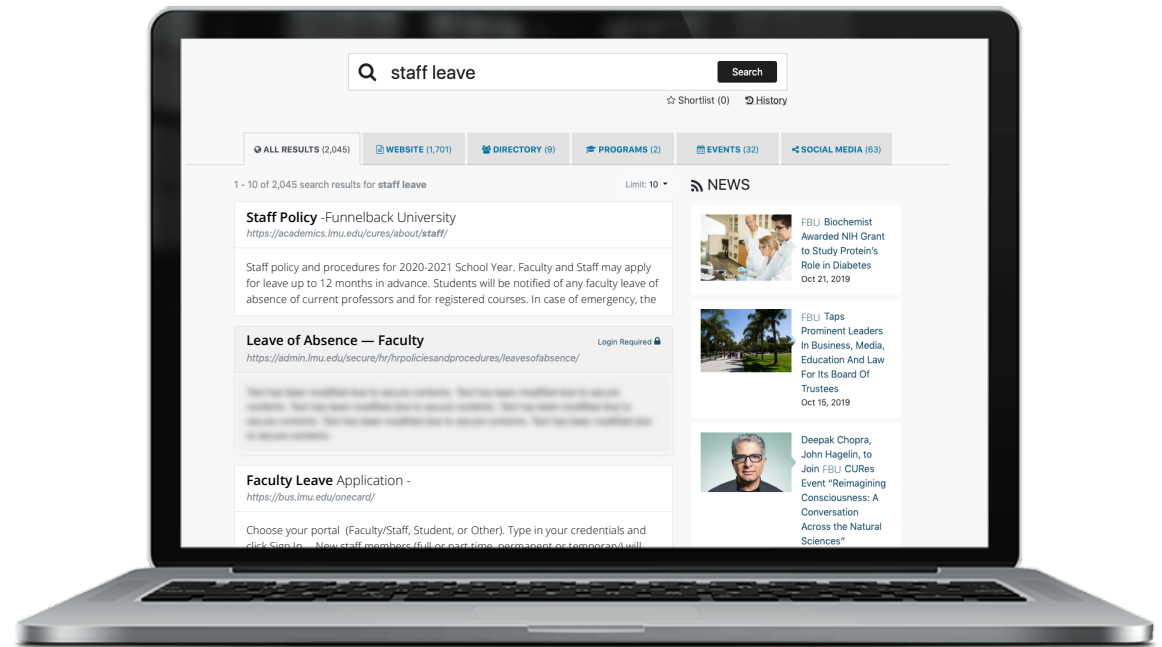
SHORTLIST lets visitors save search results they want to view later. **SAVED SEARCHES** let visitors pick up where they left off from a previous search session.

SEARCH FUNCTIONALITY

Translucent Search

Searching secure content is fully supported in Funnelback. Provide the link with a blurred out result summary for logged-in users to easily access secure content from the homepage search.

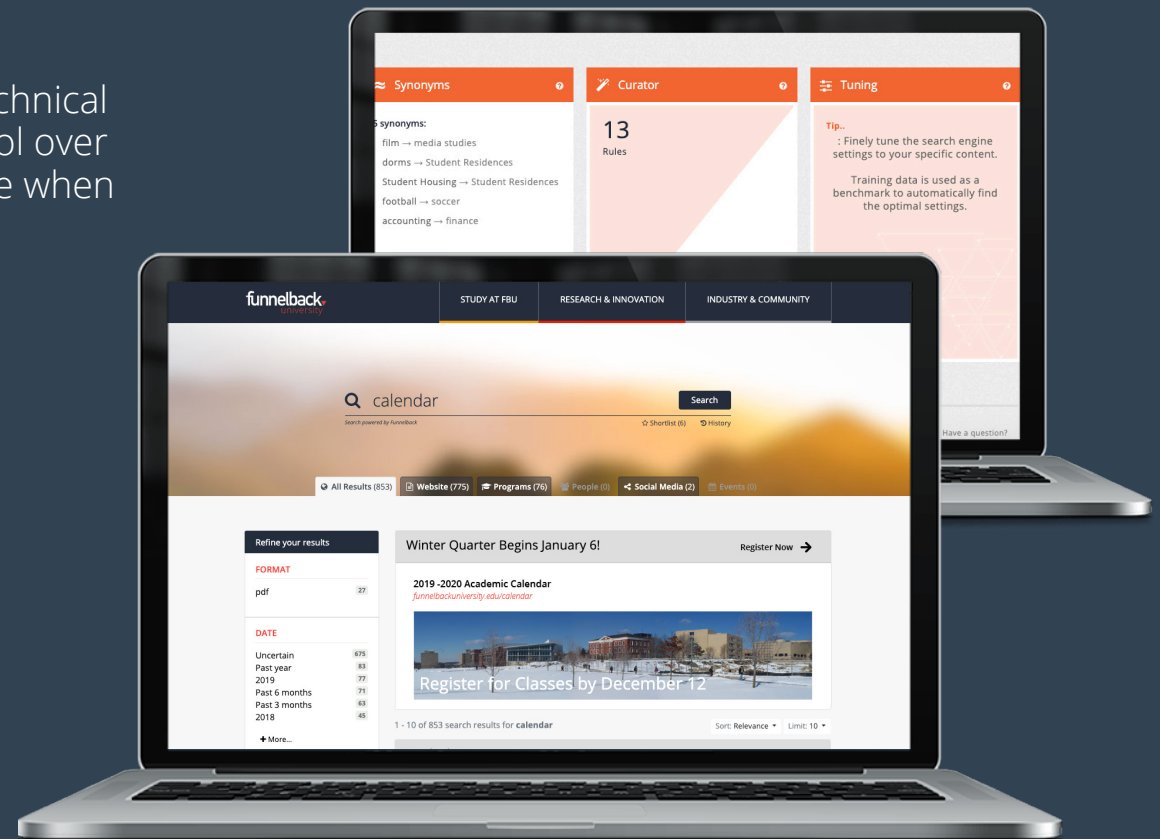
It's an easy way to make your website functional for students, staff, and faculty. Have a student portal? Integrate that with your search to provide easy answers to FAQs such as dining points, class schedules, and more.



TRANSLUCENT SEARCH allows gated content to appear blurred in search results, prompting verified users to log in.

II. Search Control

Funnelback for Higher Education allows your team, technical and non-technical users alike, to have complete control over the order of search results ranking and what users see when they input a specific query.



SEARCH CURATION: Funnelback for Higher Education results with a promoted result calling out important dates.

SEARCH CONTROL

Curator

Guide the user's search journey through promoting and modifying results so users find quick answers with the most relevant content.

Drive traffic to the most relevant content and streamline UX by creating your own rules, triggers, and appearance of search results.

The screenshot shows a search engine interface with the search term "art history". The search bar is at the top, and below it are filters for "All Results (4,019)", "Website (2,963)", "Programs (659)", "People (45)", "Social Media (254)", and "Events (98)". The results list shows the top result, "Art History | Undergraduate Major", which is highlighted with a red arrow pointing to its top. The second result is "Art history and film studies - Open Day 2019".

Bring the most relevant results to the top of the page.

The screenshot shows a search engine interface with the search term "calendar". The search bar is at the top, and below it are filters for "All Results (853)", "Website (775)", "Programs (76)", "People (0)", "Social Media (2)", and "Events (0)". The results list shows the top result, "Homecoming Weekend 2020 - Schedule", which is highlighted with a red arrow pointing to its top. The result includes a "Buy Tickets" button and a link to "funnelbackuniversity.edu/homecoming". The second result is "Calendar of Events".

Customize a result for a specific time period to drive conversions.

SEARCH CONTROL

Synonyms

Resolve the issue of varying language differences between internal jargon and external audiences. For example, linking “dorms” to “student residences” ensures the most relevant results for a query with the same intent.

When these keywords are submitted

dorms



Transform them to

Student Residences



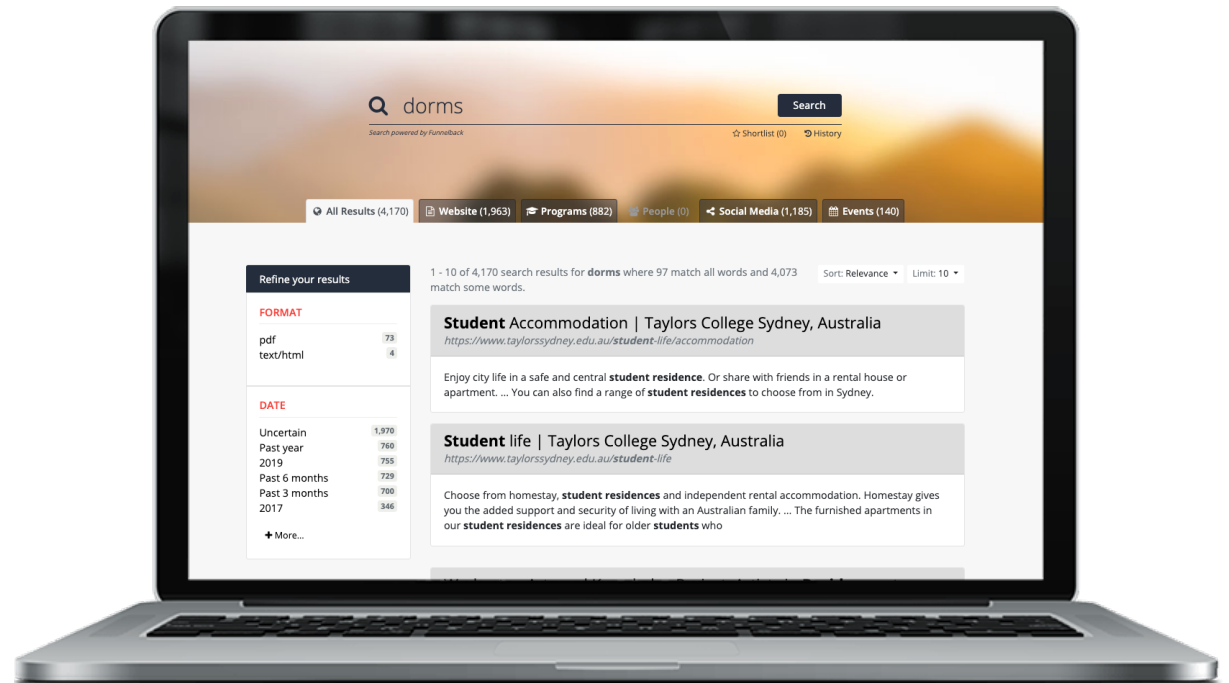
student housing



Student Residences



Add



Tuning

Out-the-box user behavior will influence the ordering of results, but with Funnelback your team can go further. Utilizing machine-learning, Tuning allows you to train the search algorithm with the ideal results according to your preferences. Indicate which documents are most relevant to a particular search term, and the algorithm will adjust the ranking to closely match your preferred set.

Keyword	Best URL(s)
dorms	✓ https://funnelback.edu/student/housing 6 more
tuition	✓ https://funnelback.edu/cost/tuition
student log in	⚠ https://admin.funnelback.edu/whiteboard/log-in 3 more
graduation	✓ https://funnelback.edu/commencement/20 4 more

Edit training data

86%

Keyword(s)

Suggest keyword(s)

Best URLs

- ✓ <https://funnelback.edu/commencement/20>
- ✓ <https://funnelback.edu/commencement/20/schedule>
- ✓ <https://funnelback.edu/commencement/requirements>
- ✓ <https://funnelback.edu/commencement/tickets>
- ✓ <https://funnelback.edu/commencement/20/schedule/speaker/keynote>

⌵ Suggest URLs to add
➕ Manually add a URL

Save
Back to list

Suggested URLs

- 1. Join Alumni Association**
funnelback.edu/alumni/home/join/classof2020
 Congratulations class of 2020! Your first stop as an alumni for information about...
- 2. Application for Graduation**
funnelback.edu/forms/graduation2020.pdf
 To walk in this year's commencement ceremony, fill out this form by November 16th...
- 3. Alumni Reception**
alumni.funnelback.edu/alumni/home/events/2020reception
 Joining us for commencement weekend? All alumni will receive free entry to the reception...
- 4. Graduation - School of Business**
funnelback.edu/collegeofbusinessandmanagement/ceremony
 Marketing, Management, Accounting, and Finance majors and minors may receive rec...
- 5. Cap and Gown - Order Form**
funnelback.edu/commencement/register/gownform.pdf
 Order by April 1 for regalia delivered to your student post office box. Only official cap and...
- 6. Commencement Speaker Nomination**
funnelback.edu/graduation/speakernomination
 Have a suggestion for who should give next year's commencement address? Let us know...
- 7. Graduation Tickets Policy**
tickets.funnelback.edu/commencement/policy
 Each student will receive ten (10) complimentary tickets to the ceremony. To purchase add...
- 8. Balloon and Noisemaker Policy**

III. Analytics & Auditors

Funnelback for Higher Education includes comprehensive search analytics and auditing tools to uncover user behavior, identify accessibility, ranking and content issues across your digital properties.



BACK-END INSIGHTS: Search analytics to inform content decisions utilizing search trends and granular click data.

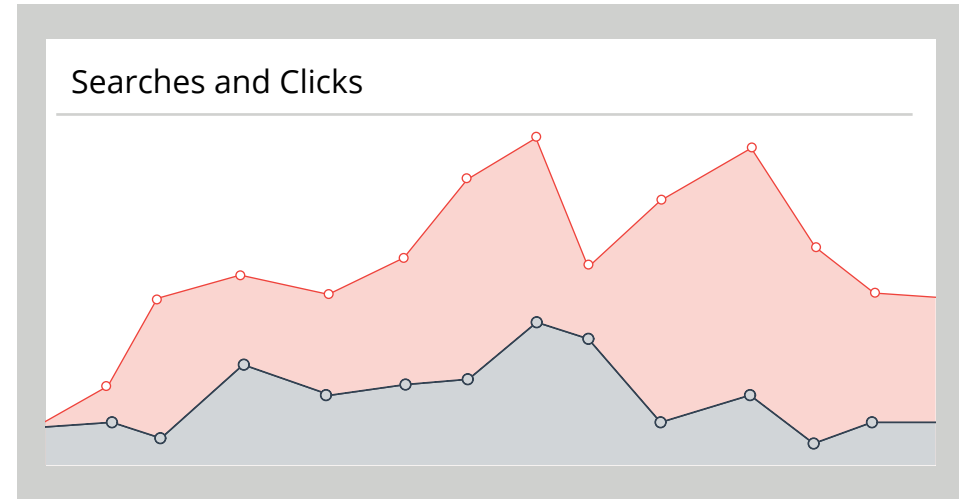
Search Analytics

Reveal search patterns to see the user's behavior and intent across the site.

Funnelback for Higher Education has an intuitive reporting interface that gives you an at-a-glance view of your search performance and where to improve. Funnelback can also sync with Google Analytics.

ADVANCED SEARCH METRICS

- Top keywords and clicks
- Unanswered keywords
- Search trends
- Clicks on promoted results
- Click through rate
- Top locations
- Hourly distribution of searches



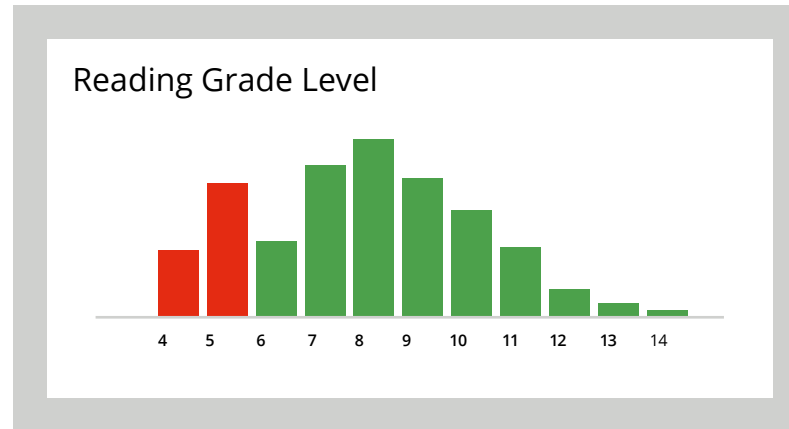
Top 10 trends				
Query	Shape	Confidence	Peak	Increase
open day <small>schedule, transcript, map, wifi</small>		100%	Feb 20, 2019	225%
admitted students <small>log in, transcript, housing, campus visit</small>		99.7%	March 10, 2019	314%
exam schedule <small>medical, science, bachelor, student</small>		98.8%	April 14, 2019	171%
graduation <small>calendar, credits, requirements</small>		100%	May 13, 2019	271%

Content Auditor

A powerful reporting tool keeps tabs on content regardless of its location or author. Out-of-the-box, Funnelback for Higher Education can help find duplicate content, missing metadata, spelling errors, and more.

CHECK FOR...

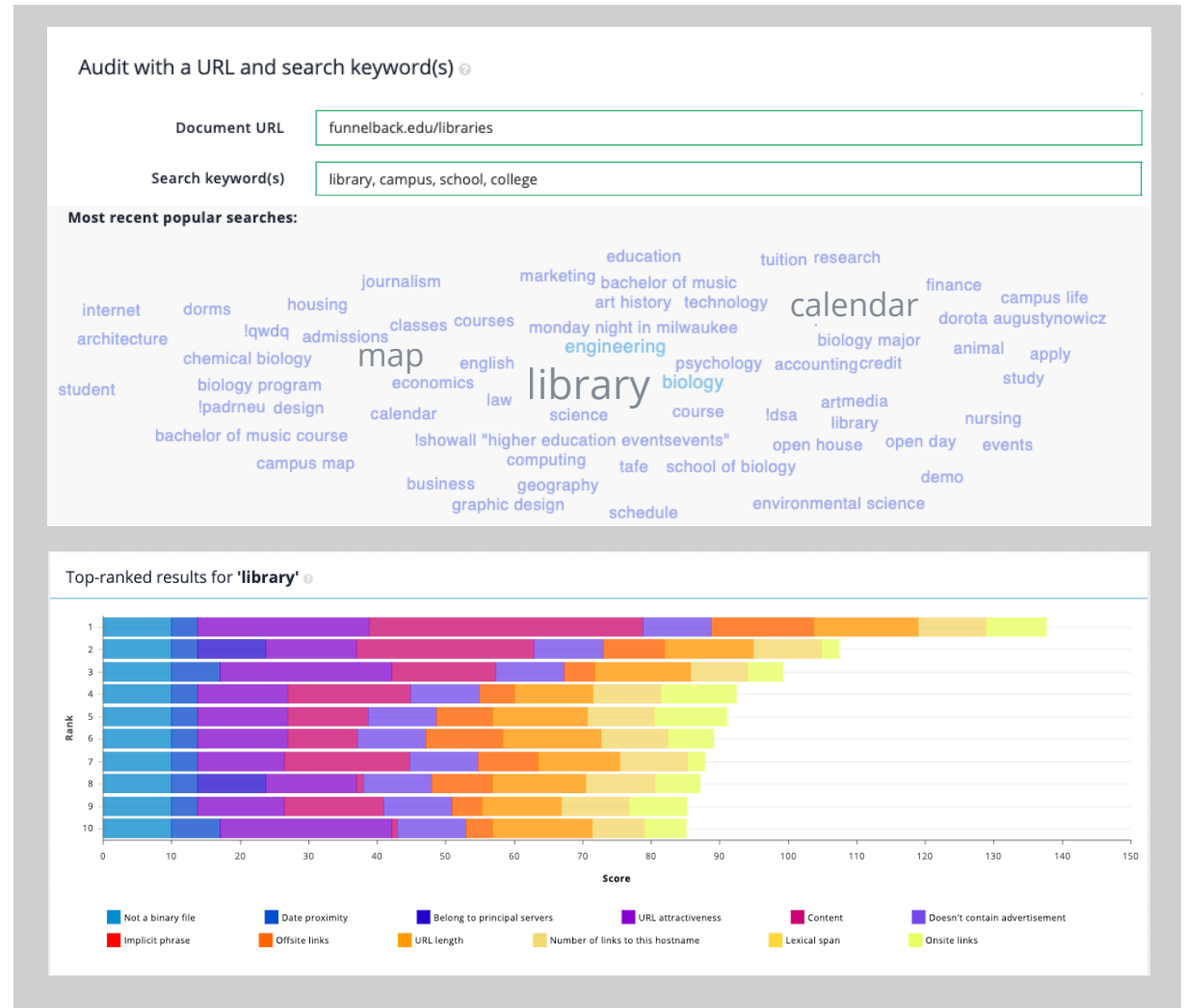
- Duplicate Titles
- Missing Metadata
- Author
- Format
- Reading Grade Level
- Response Time
- Undesirable Text



Missing Metadata	Duplicate Titles
Subject (12,053)	Sign In - EDU (753)
Publisher (6,798)	Library Tours (98)
Format (16,541)	Welcome Week (241)
Language (12,521)	Show Search (121)
Author (10,382)	Student News (382)

SEO Auditor

Based on your search term, the SEO Auditor helps you to understand the ordering of results and gives actionable advice to improve the ranking of a particular page. The tool suggests common URLs and related queries to streamline the audit process.

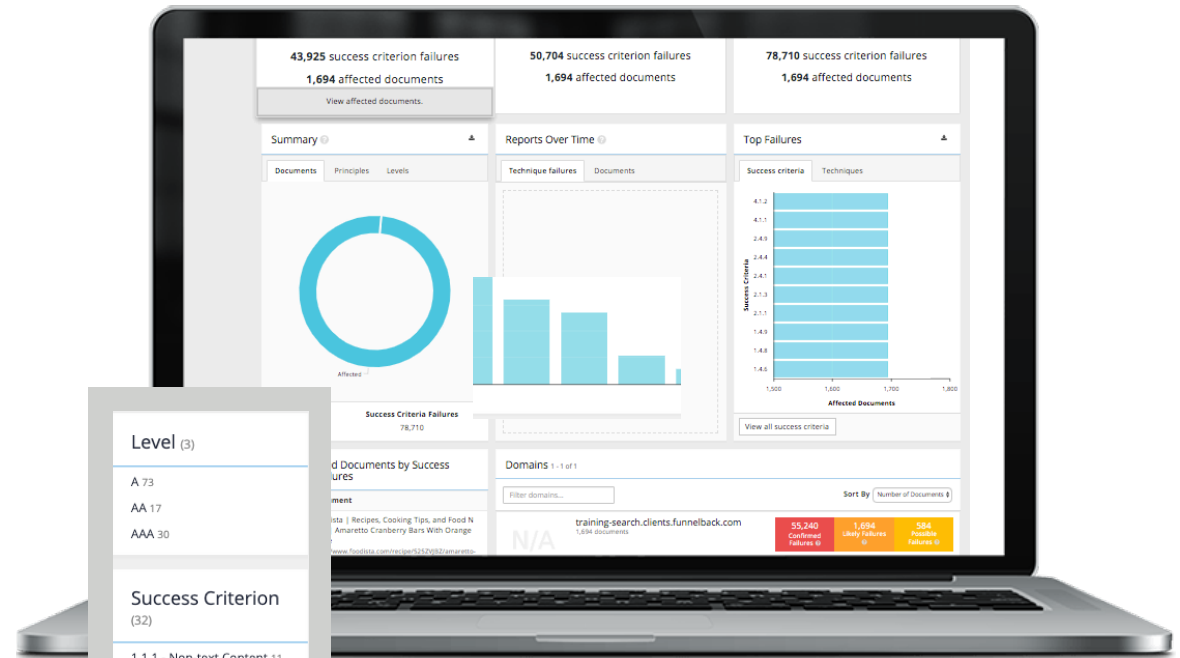


Accessibility Auditor

Included with Funnelback for Higher Education, this tool allows your organization to flag accessibility failures against WCAG standards, suggest remedies, and track progress over time.

AUDIT FOR...

- WCAG 2.0 successes and failures
- Content with the most failures (quick wins)
- Failures over time
- Failures for a specific URL



Level (3)

- A 73
- AA 17
- AAA 30

Success Criterion (32)

- 1.1.1 - Non-text Content 11
- 1.2.1 - Audio-only and Video-only (Prerecorded) 3
- 1.2.2 - Captions (Prerecorded) 8
- 1.2.3 - Audio Description or Media Alternative (Prerecorded) 11
- 1.2.4 - Captions (Live) 5

Show 27 More

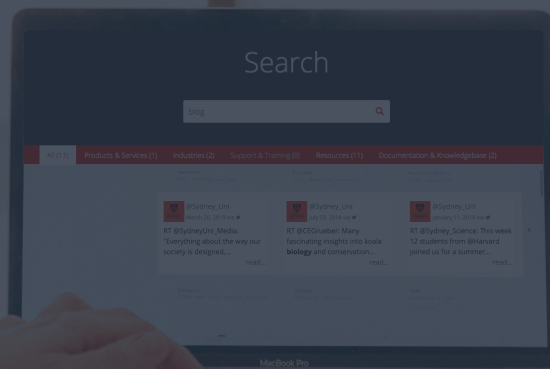
Principle (4)

- Perceivable 61
- Operable 21
- Understandable 8
- Robust 13

Affected Documents	Technique	Related Success Criteria	Failures
8,615	ARIA11 - Using ARIA landmarks to identify regions of a page	A 1.3.1 A 2.4.1	441,410
5,827	G1 - Adding a link at the top of each page that goes directly to the main content area	A 2.4.1	5,827
5,647	H91 - Using HTML form controls and links	A 2.1.1 AAA 2.1.3 A 4.1.2	48,091
5,151	H37 - Using alt attributes on img elements	A 1.1.1	37,233
4,448	H44 - Using label elements to associate text labels with form controls	A 1.1.1 A 1.3.1 A 3.3.2 A 4.1.2	14,449
4,354	H67 - Using null alt text and no title attribute on img elements for images that AT should ignore	A 1.1.1	33,692

“In my 10+ years of Higher Education experience, I have never seen anything remotely as sophisticated and useful as Funnelback to improve the findability of content in college and university websites.”

CHRIS SMITH, SAN MATEO COMMUNITY COLLEGE DISTRICT



funnelback. 
www.funnelback.com