

Best Practices for Making Great Applications



SearchMonkey

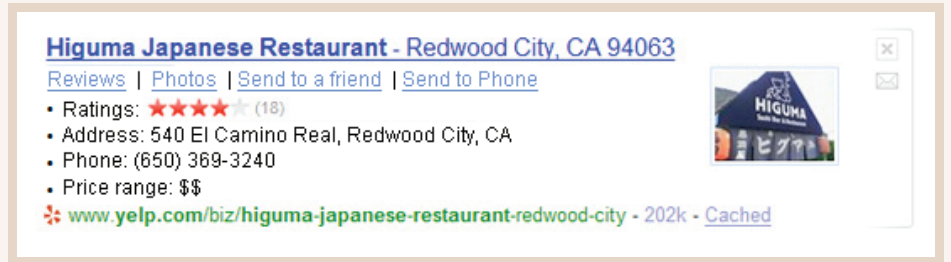
There are two watch-words when designing your results: **Brief but Meaningful**. **People scan**, especially when searching, and make decisions in a matter of seconds. So, your result must stand up to a quick scan, rather than a thorough read.

It sounds obvious, but **think about what people are trying to do** and design your result to **help them achieve their goal**. Don't add extra info or photos just because you can. Our research shows it will negatively **affect click-through** on your result.

SearchMonkey Results Can Help People Get What They Need!



without monkey: people can't always tell if a result is relevant



with monkey: people can get more quickly to key info

Making Enhanced Results...

Title

- This is the first thing people look at to determine if your result is relevant, so **good titles are essential**.
- Only change the title IF you can provide something better than your current page title defaults.
- Include **keywords** people might use to search for your site. BUT make sure they are descriptive for all of your pages.
- Below is a good example - it quickly tells what the site is, and what the page has to offer.

Deep Links

- Links should be one, maybe two words. Each link cannot exceed 20 letters & spaces or it will be truncated.
- Four links are the maximum number that will show up for any result on the search page. However, when building your result you can include more, in case data is not available for one link.

Description

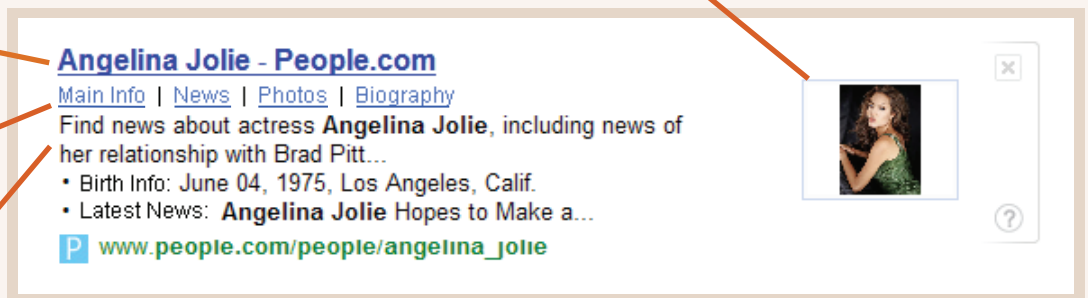
- You can override the provided description if you can offer better information than can be gleaned by search engines.
- 3-4 quick snippets are better than full sentences.

Key Value Pairs

- Think short and descriptive. The label should be one or two words.
- The value of the label should be simple, terse, and easy to understand.

Image

- To make it worth 1000 words, make the image something that helps people get their tasks done. For example, someone searching for restaurant recommendations will find a picture of the restaurant **helpful and relevant**.
- A generic or stock pictures train people to ignore your result in the future



The Ring - IMDb

Trailer | Photos | Videos | Message Board

- Ratings: ★★★★★ 9/10 (64,375 votes)
- Director: Gore Verbinski (2002)
- Cast: Naomi Watts, Martin Henderson, David Dorfman...
- Plot: A young journalist must investigate a mysterious videotape...

www.imdb.com/title/tt0298130 - 65k - Cached

... and don't forget infobars!

You have more flexibility with info bars, but the same rules apply: **Brief but Meaningful**

Title or Overview

- This is the teaser for people to click so you need to give the users a sense of what you have to offer.
- The name of your site, or a critical fact, like rating stars can bring eyes and clicks to your infobar.

Body

More latitude to be creative here, but still needs to be interesting and useful.

Here are a few ideas:

1. give people a key fact or a snapshot of the data on you site, such as sports stats, financial data or user reviews.

2. Be minimal and offer people a coupne or special offer - show them they can get something from your infobar!

