



# 4 Warning Signs that You've Outgrown Google Site Search

# Introduction

You never thought you'd outgrow Google site search, but as your traffic explodes, the search experience suffers. Your visitors don't find what they want fast enough and they end up becoming angry with your brand. Why does this happen?

Corporate web sites were never Google's priority, which instead has poured countless resources into perfecting search for users scanning the global web. As a result, Google is poorly suited for the kind of search your business needs. And that's bad news when you literally have seconds to serve the information your prospects want before they give up.

Nor is Google's sluggish crawler performance the only issue. You also find yourself wanting the ability to precisely control search on your site, both in terms of the content served as well as the look and feel. Swiftype can do just that; Google doesn't even come close.

Here are four warning signs that you've truly outgrown what Google has to offer.

## You have specific areas of content that need their own search interface

Google's site search is one-size-fits all. They will index your site's content the exact same way they index the rest of the web. But what if you have pockets of content that need their own individual search tools?

Swiftype lets site owners pass specific information to their search engine index through a crawler or Developer API. This degree of precision allows site owners to customize their search interface with faceted navigation, or even customize their search relevance algorithm via the easy-to-use Swiftype dashboard.

## You're frustrated that your content doesn't index fast enough

Google isn't an especially fast creature. It relies on its Internet-wide web crawler to eventually notice site changes, which can take days or weeks. Even if you proactively notify Google that your site has updated, it returns a vexing message: "We cannot guarantee that Google will index all your changes, as Google relies on a complex algorithm to update indexed materials."

Gee, thanks Google. Swiftype does it differently, indexing new site content immediately so that your visitors' search results always reflect live site offerings.

## You hunger to customize the actual search results

While Swiftype and Google each use their own search algorithm to determine which results are most relevant to a particular query, only Swiftype users can customize their search results and relevance model to meet their own needs. For sites using Google's site search product, site owners must resort to standard SEO tactics to impact search results—a process that can often involve considerable guesswork.

Swiftype, on the other hand, gives site owners two patented tools to impact search results without any engineering resources:

**The ranking tool** allows site owners to drag-and-drop and rearrange search results for individual queries, add in new results that Swiftype's default algorithm doesn't surface, or eliminate results that they feel aren't relevant to a particular query.

**The weights tool** give site owners precise control over how different page attributes (such as date of publication, article title, etc.) impact searches across the site. With these tools in hand, site owners can iterate on their search engine customization over time and tailor their searches exactly the way they want

## You're all about look and feel

Your brand is important to you, and Google's "hands off" attitude in terms of customizing its user interface only grows more annoying over time.

Swifttype, on the other hand, is an extremely flexible service that lets site owners completely customize the look and feel of the search experience. While Swifttype, like Google, provides several default search result display methods for site owners to choose from, Swifttype can also be completely customized to work seamlessly with the existing aesthetic of your website template. In short, Swifttype gives companies the freedom to completely shape the user experience.

# In Summary

There's nothing wrong with growing up. In fact, it's a terrific milestone when you realize that your web site has so many users and so much growth that Google site search can no longer keep up. Don't be sentimental—just move on. With Swiftype, you gain the ability to serve the content you want to serve—in real time—with the exact look and feel that you've always wanted.

## About Swiftype

Swiftype is a leading provider of search for websites and mobile apps, currently powering search for over 500,000 websites and applications across a wide range of industries—including major corporations Qualcomm and Dr. Pepper, leading publishers CBS Interactive and AOL, and top customer success-focused companies SurveyMonkey and Shopify.

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