

Portal Agency Training Manual

Fine Tune Search Suggestions With Synonyms

Drupal 7 – GeorgiaGov Platform

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Support: For further assistance, fill out a Support Request at <http://portal.georgia.gov/support>

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1.0 Using Synonyms to Tag Content - Overview

As the name suggests, the **Synonym** field allows you to add alternative words or phrases to describe your content item. This works in conjunction with your website's internal autosuggest search box, giving the search box a broader vocabulary for predicted - or *autosuggested* - text.

By default, the search box will autosuggest pages whose titles contain the word or phrase you type, and it will also suggest terms that are added to the new Synonym field. This means that when a user starts typing a word or phrase from your Synonym list, your content item will pop up as a choice in the drop down box underneath the search box.

For example, the Department of Revenue added the following Synonyms to their Vehicle Registration page:



The image shows a 'SYNONYMS' field in a content management system. It contains a list of four items, each with a plus-minus icon on the left and a text input field on the right. The first three items are 'how to register my car', 'registering my car', and 'car registration'. The fourth item is an empty text input field. Below the list is a button labeled 'Add another item' with a checkmark icon.

Now if someone starts to type, "how to register my car," the Vehicle Registration page will pop up in the predicted text.



Synonyms do **not** help increase your SEO (use metatags for that) and they do **not** filter your content into specific subgroups (use the Topics and/or Categories fields for that). Once the user presses "enter" in the search box, Synonyms become irrelevant. They are only used to help the auto-suggest tool in the search boxes.

2.0 Adding Synonyms

Most content types have a Synonym box at the bottom of the page. This includes Blogs, Documents, Webforms, Index lists, Site Pages, Press Releases, Videos, and Photo Galleries. It's always somewhere above the "Menu Settings" box (sometimes not directly) and will look something like this:

The screenshot shows a user interface for adding synonyms. At the top, there is a header labeled "SYNONYMS" in a yellow box. Below this is a list of synonyms, currently empty, with a plus sign icon on the left of each entry. A button labeled "Add another item" with a checkmark icon is positioned below the list. Below the synonyms section is a "PARENT REFERENCE" section with an empty text input field. At the bottom, there are three sections: "Menu settings" with a checkbox for "Provide a menu link" and the text "Not in menu"; "Meta tags" with the text "Using defaults"; and "Revision information" with the text "New revision".

To add a Synonym,

1. Type in the word or phrase
2. Click "Add another item" to add more Synonyms
3. Rearrange by clicking and dragging the cross symbol on the left (there is no need to have a specific order for your Synonyms)
4. When you're ready, scroll to the bottom and click "Save"

3.0 How to Choose Your Synonyms

Review Your Analytics

The best way to come up with search terms that your users actually type is to take a look at your Google Analytics. Under **Behavior > Site Search > Search Terms**, you can see a list of searches performed by your users.



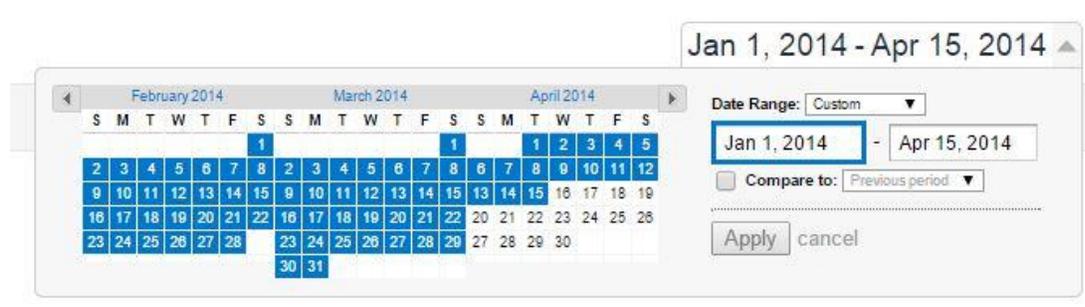
The screenshot shows the Google Analytics interface for Site Search Search Terms. The left sidebar is expanded to 'Search Terms'. The main table displays the following data:

	505,231	1.60	39.90%
	% of Total: 100.00% (505,231)	Site Avg: 1.60 (0.00%)	Site Avg: 39.90% (0.00%)
1. jobs	2,326 (0.46%)	1.48	33.83%
2. dij	1,556 (0.31%)	1.28	77.12%
3. child support	1,273 (0.25%)	1.20	58.84%
4. employment	1,022 (0.20%)	1.66	34.74%
5. forms	968 (0.19%)	1.73	14.57%
6. google	955 (0.19%)	1.52	44.50%
7. arounwise	937 (0.19%)	1.25	90.39%

That way you can discover the actual words used by your users. You might know that IRP stands for International Registration Plan, for example, but your users might be searching “Intr Reg Plan.” In that case, you would want to add “Intr Reg Plan” as a Synonym so that the IRP page will pop up in their predicted text.

Timeframe

Don’t forget to change the date in the upper right hand corner of your Google Analytics. That way you can control the time period of your search. For example, if you want to see which terms are most searched during tax season, you can control the date to reflect the desired period.



Add Common Abbreviations and Acronyms

It’s also always good to have any acronyms added to the Synonym list, especially if the acronym isn’t in the title already. For example, to get to the Motor Vehicle page from the search box, it might be wise to add “MVD” as a Synonym.