



Take Control of Search: Replacing Google Custom Search Engine with Elastic Site Search

Scott Fingerhut, VP Demand Generation &
Regional Marketing, Elastic

Diane Tetrault, Director Product Marketing, Elastic



Scott Fingerhut
VP Demand Generation &
Regional Marketing
Elastic



Diane Tetrault
Director Product Marketing
Elastic

Housekeeping & Logistics

- Chat with us in the zoom chat
- **Recording** will be available after the webinar
- If you're only seeing part of screen, click "View Options" above the slides and click "Fit to Window"

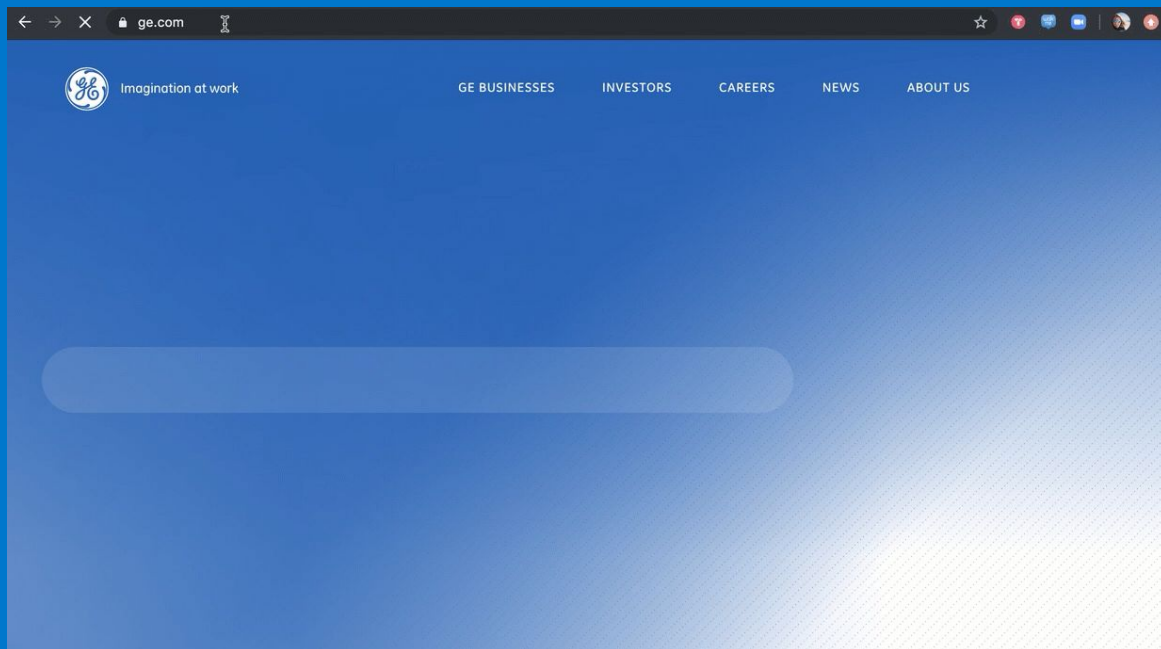
Search is no longer an afterthought

Site search has shifted to become a crucial aspect of your website

Search has become the primary way for people to interact with websites and find what they need

Must be:

- Relevant
- Engaging
- Customizable
- Dynamic
- In line with your brand





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About 17,000 results (0.22 seconds)

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Disney Debating Whether to Release Deadpool 2
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DEADPOOL 2 Director David Leitch Thinks a Sequel
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Disney CEO Bob Iger Reiterates That X-Men Fantastic Four
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DEADPOOL 2

HostGator WEB HOSTING

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FOR \$3/MONTH

Get Started!

Report Ad

With Google Custom Search Engine, your top search results could be for competitors

**So why do thousands
of organizations still
use Google Custom
Search Engine?**

Because it's free.

(and often, added unintentionally)

Google retired Google Site Search (GSS) a few years ago, and automatically swapped in CSE

Sometimes free isn't always free

The goal of your search should not be ad revenue, but your customer experience

Make searching your site easy

With Google Custom Search, add a search box to your homepage to help people find what they need on your website.



Sign up - it's free

- Get fast and relevant search results
- Customize the look of the search results to match your site's design
- Make money off the ads we show using [AdSense for Search](#)



Introduction to Google Custom Search



Watch later



Share

Make money off the ads we show using [AdSense for Search](#)

What does good site search look like?

How to deliver that excellent customer experience

Features that you should expect

- Uncluttered with advertising
- Well integrated with site & brand
- Query time features like auto-complete and typo tolerance
- Search results refinements like filters and ranges
- Relevance tuning
- Search analytics



Good search pays off

Investing in rich search leads to measurable results

An engaging search experience with relevant results helps drive

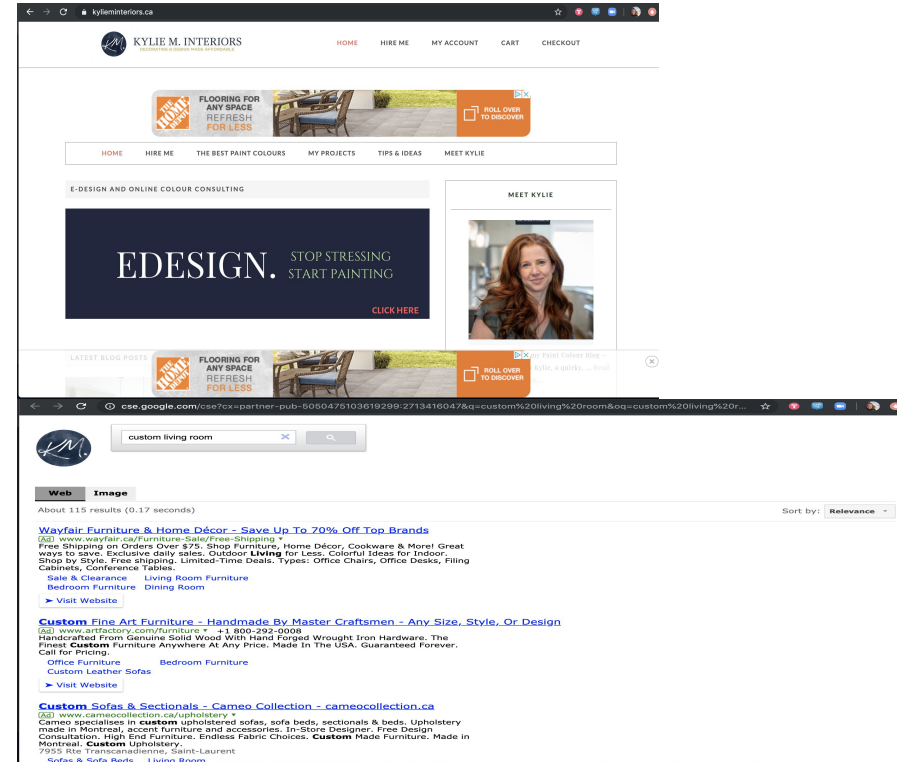
- ↑ website conversion
- ↑ time on site
- ↑ content consumption
- ↑ repeat visitors
- ↑ ROI on visitor acquisition investment
- ↓ bounce rates



The CSE compromises that are killing your website experience

Search should be central to your digital customer experience

- Lack of control of your own search results
- Prominent advertising in and around your search results (including by your competitors) (*CSE free edition*)
- Very basic out-of-the-box results interface, which doesn't match your site
- Lack of enterprise-grade support and features
- A low cap on the number of queries daily (*CSE paid edition*)
- Uncertainty about the future of your search, given the previous EOL of GSS and GSA





Elastic Site Search

Built on Elasticsearch and the Elastic Stack

Create and manage a tailored search experience for your website with world-class relevance, intuitive customization, and rich analytics

Out-of-the box features include:

Optimized relevance for search use cases

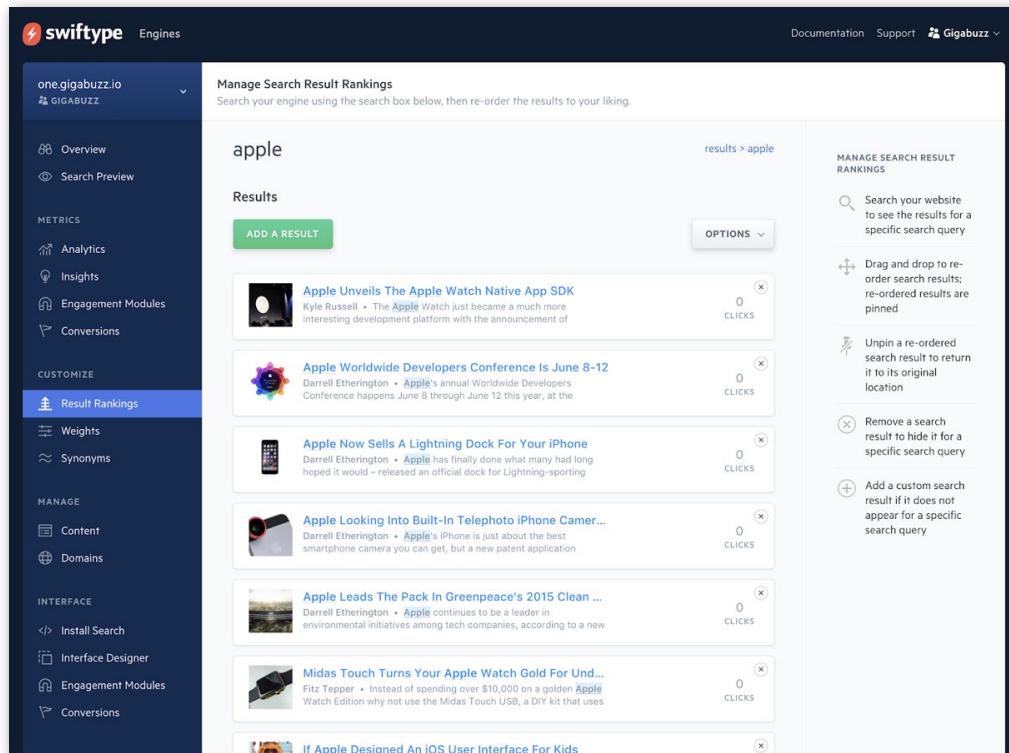
Fully automated and managed web crawler

Algorithmic Customizations (Weights, Pinnings)

UI Libraries for easy website integrations

Advanced Analytics and Behavioral Insights

Automatic Scaling & Operational Support





Elastic Site Search

Built on Elasticsearch and the Elastic Stack

Swifttype Site Search Engines Documentation Support Gigabuzz

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Overview
Search Preview

METRICS
Analytics
Insights
Engagement Modules
Conversions

CUSTOMIZE
Result Rankings
Weights
Synonyms

MANAGE
Content
Domains

INTERFACE
< Install Search

Manage Weights

Your search relevance function determines the order of your search results. [RESTORE DEFAULTS](#)

Field	Impact
title	8
body	2.5
info	5.5
tags	5.5
published_at	3.5

apple

Apple Revives Ping As "Connect," Letting Artists Share A Feed Of ...
Apple Revives Ping As "Connect," Letting Artists Share A Feed Of Music, Videos And Social Media → [Apple](#) wants to be the way you socially connect to musicians, not

Apple Watch In-Store Retail Sales Begin In Two Weeks
Apple Watch In-Store Retail Sales Begin In Two Weeks → [Apple](#) will begin selling some models of the [Apple](#) Watch starting in two weeks, according to a press release from the

All You Need to Know About Today's Apple Event
All You Need to Know About Today's Apple Event → 90 second recap of today's [Apple](#) event.

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Apple Begins Rejecting Apps That Offer Rewards For Video Views, ...
Apple Begins Rejecting Apps That Offer Rewards For Video Views, Social Sharing → of thousands per day. [Apple](#) News To Be Pulled From App Store Retroactively? The language

WWDC Apple News Versus Reused
WWDC [Apple](#) News Versus Reused → Alex Wilhelm give his take on Apple's announcements at WWDC 2016.

Apple Pay Is Coming To The U.K. Next Month
[Apple](#) Pay Is Coming To The U.K. Next Month → using [Apple](#) Pay every time you need to pay for your coffee. [Apple](#) also previewed a new tap-and-pay Square reader that will

Midas Touch Turns Your Apple Watch Gold For Under \$100
Midas Touch Turns Your [Apple](#) Watch Gold For Under \$100 → Instead of spending over \$10,000 on a golden [Apple](#) Watch Edition why not use the Midas Touch USB, a DIY

Weights and Result Rankings

Curate and fine-tune the search output for any engine using a set of intuitive tool directly from a cloud-based dashboard

Swifttype Site Search Engines Documentation Support Gigabuzz

Create an Engine

Enter your website URL below to ingest your content for later searching.

Website URL

- ☒ Initial Validation
- ☒ Network Connectivity
- ☒ Indexing Restrictions
 - A sitemap was found at <http://one.gigabuzz.io/sitemap.xml>. We will use your sitemap as the basis for our crawl.
- ☒ Content Verification

Web-Based Crawler

Index data from any website by simply adding its domain to an engine and letting the crawler discover content automatically

A look at analytics and tuning (demo)

Check the state of search on your site

Is your search experience living up to expectations

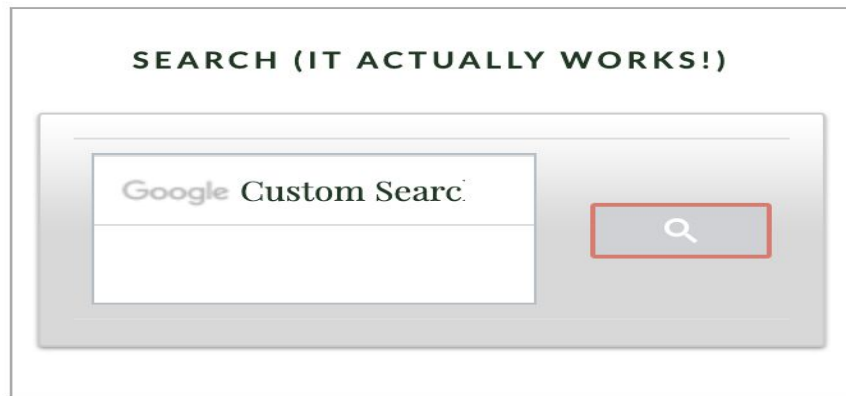
Checking for Google Custom Search on your website

Step 1 - find your search box

Find your search bar on your site

TIP: If it's hard to find or just not there, you already know that you have some work to do in order to make search much more prominent

Depending on if you're using the paid or free edition, your search box may even be branded Google Custom Search



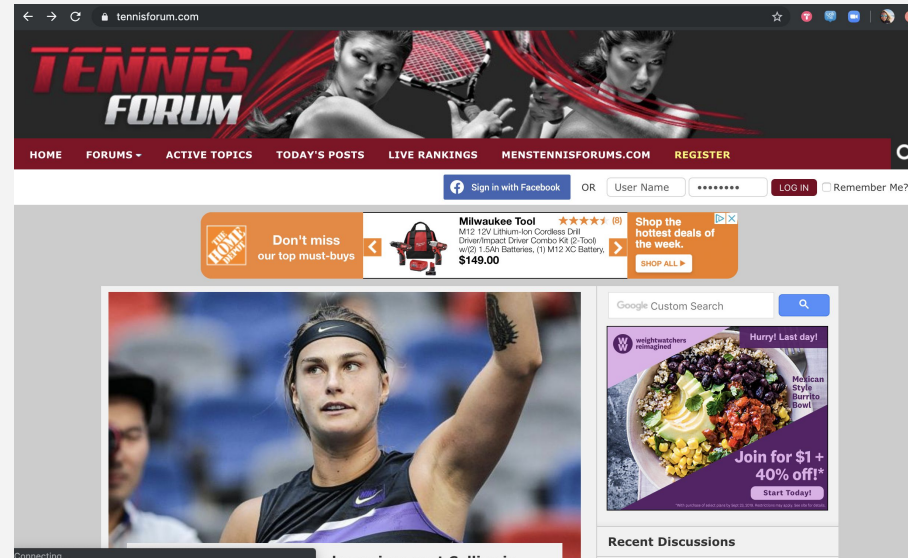
Checking for Google Custom Search on your website

Step 2 - search for your hero

Type in a search for one of your most important products, services or content

TIP: Do you get autocomplete suggestions, or see result previews as you type? If not, you're missing out

You may be seeing ads on your homepage before you even search



Checking for Google Custom Search on your website

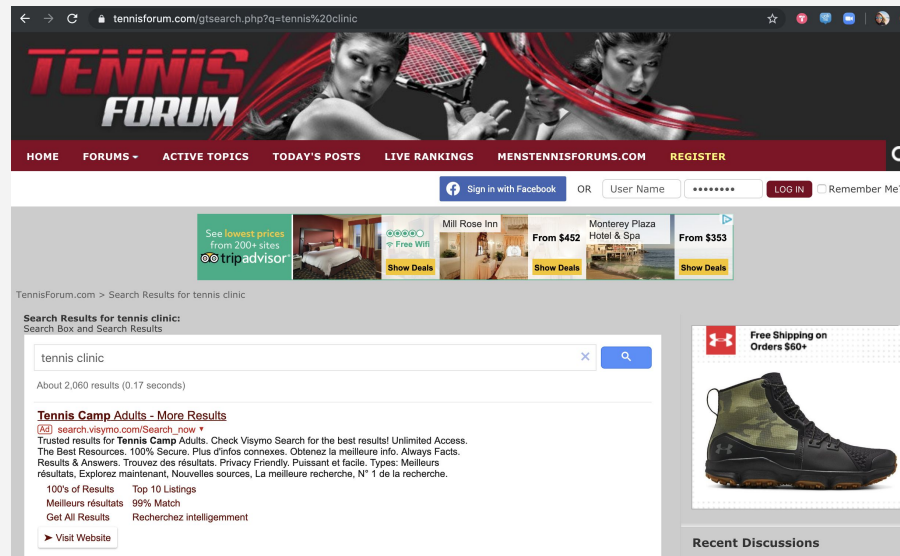
Step 3 - check your results

Check out the results

TIP: Look for ads at the top of the results list, or along the side

Is the top result for this star product what you want to see?

Take note of the look and feel - does it match your site?
Can you refine the results?



The case to replace Google Custom Search Engine

Every week you don't switch is costing you

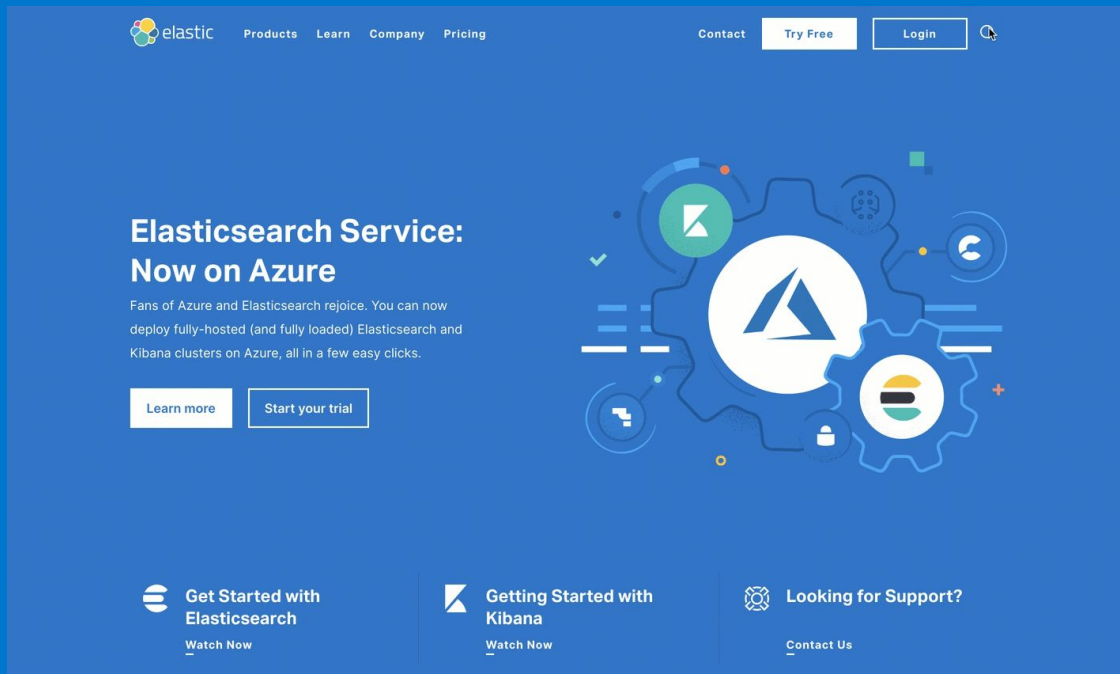
- The **cost to attract visitors** to your website far exceeds any potential ad revenue from CSE
- You can no longer permit advertisers to **hijack your search results** or clutter your website
- You need to give your marketing and content teams **full control over your search results**, including the ability to pin key results to the top
- You need **search analytics to continually improve** your website content based on what users are looking for
- It's much **easier (and more affordable)** than you think to **make the switch**

Take control of your site search

Replacing Google Custom Search with Elastic Site Search is this easy

Add search in minutes with Elastic Site Search

1. Start a free 14-day trial
2. Spin up a new engine
3. Enter your website URL to start crawling
4. Use our code to add a search box to your site
5. Starting searching, tuning and learning from the analytics




The screenshot shows the Elastic website with a dark blue header. The Elastic logo is on the left, and navigation links for Products, Learn, Company, and Pricing are in the center. On the right, there are links for Contact, Try Free, and Login, along with a search icon. The main content area features a large graphic of interlocking gears with various icons inside them, including the Elastic logo, a checkmark, a magnifying glass, and a gear with a plus sign. The text "Elasticsearch Service: Now on Azure" is prominently displayed, followed by a paragraph about deploying Elasticsearch and Kibana on Azure. Below this, there are two buttons: "Learn more" and "Start your trial". At the bottom, there are three sections: "Get Started with Elasticsearch" with a "Watch Now" link, "Getting Started with Kibana" with a "Watch Now" link, and "Looking for Support?" with a "Contact Us" link.


elastic Products Learn Company Pricing Contact Try Free Login


Elasticsearch Service: Now on Azure

Fans of Azure and Elasticsearch rejoice. You can now deploy fully-hosted (and fully loaded) Elasticsearch and Kibana clusters on Azure, all in a few easy clicks.

Learn more Start your trial

 Get Started with Elasticsearch Watch Now

 Getting Started with Kibana Watch Now

 Looking for Support? Contact Us

Additional Resources

Lots of help to get you start

- [Site Search overview webinar replay](#)
- [Elastic.co](#) > Site Search
- [Extensive product documentation](#)
- A vast community of peers

Plus we'll send you a follow-up email with links to all of these and more

Site Search Documentation / Site Search: Introduction

SITE SEARCH

Introduction

Quick Start

Plan & API Limitations

Crawler Overview

Crawler Configuration

Crawler Troubleshooting

GUIDES

Access Control

Analytics

Billing

Crawler Optimization

Design & Customization

Engine Cloning

Faceted Search, jQuery

jQuery Plugin

Multiple Domains

Result Rankings

Site Search Introduction

With Site Search, you can create a dynamic, intuitive, and

Well crafted search can help your visitors find what they

This leads to **deeper engagement**, more **bountiful conversions**, and new exploration habits.

READY TO GET STARTED?

Most people want to get started with the *Crawler*.

- [Crawler Quick Start](#)
- [API Quick Start](#)

Q&A

