



Keeping the user in perspective, what care is to be taken while developing Search page of a website?



Enter Y / N after checking the content under description

Description	(Y/N)
<b>Users &amp; tasks</b>	
Providing search field in all web pages	
Easy to find shipping options and prices	
Easily find products	
Easily access sufficient information about product	
Providing fields for entering shipping and billing information	
<b>Best practices</b>	
Positioning the search function prominently	
Providing for simple search first	
Providing advanced search functionality	
Search field not case sensitive	
Monitor search usage for finding common search terms	
Providing page header title in the keywords during search	
Providing alternative keyword spelling if user submits misspelled word from search field	
Displaying exact / close match of search result	
Highlighting keywords of words searched by providing similar words in the results page	
Providing clear descriptions of each search result and allow user to focus on key content	
Listing ten to twenty items in results page	
Providing access to all of results pages through clickable links	
Providing two search fields at top and bottom of the web page. If user enters key word in one box, same should be reflected in the other search box	
Displaying clear message in case of zero search result, provide tips for searching	



Categorizing the results	
<b>Pitfalls</b>	
Failure at content management level to provide appropriate metadata and well structured documents	
Failing to support simple search	
Failing to support users' terminology and common search terms	
Failing to provide a simple search refinement mechanism within the results page	
Presenting too many results per page	