

SEARCH ENGINE INSTRUCTIONS

End of July release

ENGLISH VERSION

Q U I N T A E D I Z I O N E 2 3 / 2 5 n o v e m b r e 2 0 0 9

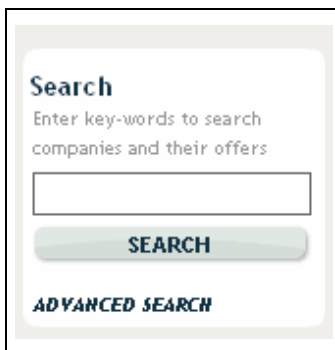
INNOVARE
INTERNAZIONALIZZARE

MATCHING
Un'iniziativa di  CDO

Introduction

Hereafter we'll specify the new functions of the **search engine**. The new functions will be introduced from the user's point of view, omitting technical details when possible.

The search engine on enterprises and offers available on the Matching portal is directly accessible on the Home Page from the box on the left side.



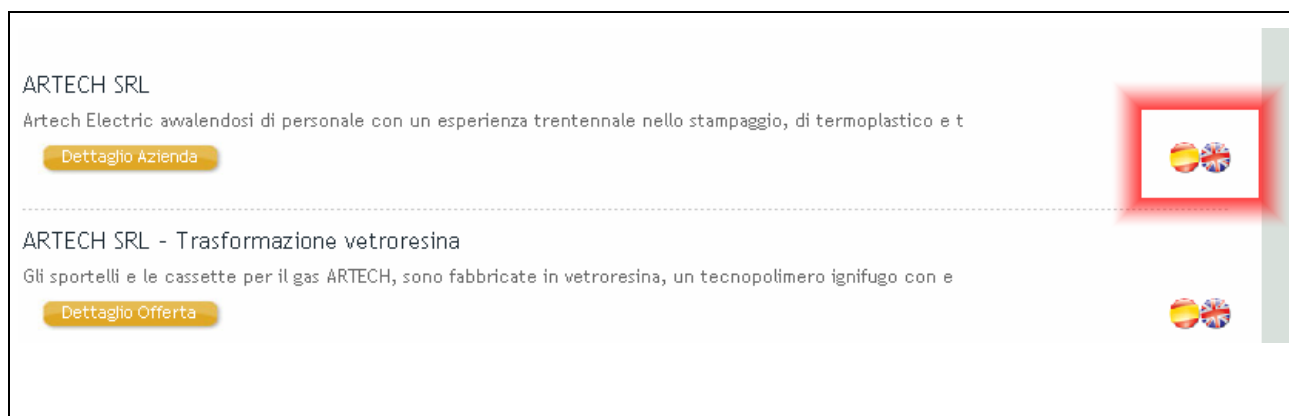
Screenshot 1 – The search engine on the Home Page

By clicking on the “Advanced Search” link, you'll access the advanced search engine, which, of course, presents many more functions. The following explanations focus on that engine. The Home Page Search Engine behaves like the advanced search engine when you don't choose any of the possible options: it just proceeds to a text-based search, without any filter.

Advanced Search

Through the Home Page link “Advanced Search” you access a much more detailed version of the search engine, which has been highly rationalized and strengthened in its functions when compared to the previous version.

If the user has activated his surfing in a specific language by one of the “flag buttons” (top right on the page), the search engine will present the text within the “shop-windows” in the chosen language (English, Spanish) as they were created by the companies, obviously if there are such texts. With the “flag buttons” appearing right next to each line, the user will be allowed to access the windows also in the other languages.



Screenshot 2 – Access to “shop-windows” in other languages from the search engine

Help and explanations

When using the search engine, the user has a general help available, which is accessible through the “question mark” button [top right].



Screenshot 3 – The Help button

By clicking on the Help button, you get an overlaying window listing with a certain level of detail the main functions of the search engine.

Each filter “tab” in the advanced search mode (see next paragraph on each filter) has a short help, explaining what you can obtain by applying each filter. The texts are the following:

"Available For" filter:

The criteria that follow allow to limit the search to the possible fields of “Availability” of the company.

"Activities" field:

The criteria that follow allow the selection of the present options to be limited to just the companies performing such “Activities”.

"Merchandizing Areas" Filter:

This filter allows to select a particular “Merchandizing Area” in which to search for the desired offers.

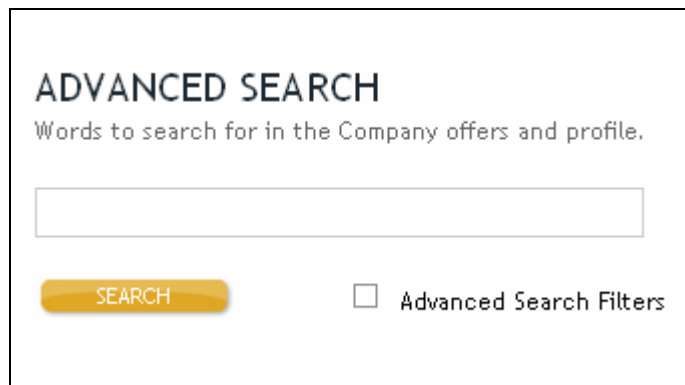
"Geographical Areas" Filter:

This filter allows to limit the search to only those companies whose address in the window corresponds to the chosen “Geographical Area”. The levels of selection will be activated according to the criteria of the country

"Company Size" Filter:

This filter allows to limit the search to only those companies having the selected numbers as an indication of the employees number, budget and percentages of export.

Text Search



Screenshot 4 – Advanced Search

Inputting one or more words in the search field, the words will be searched for in the “shop-windows” (profiles) of the companies taking part to Matching and in their offers, and as such they will appear in the list of search results.

Search Criteria

Some more details on the text search engine ⁽¹⁾:

- if you do a *text* search, the search engine will search the different words separated just by a space;
- if you use quotation marks, you search a “*word-sentence*”; hence, by inputting “**pasta filata**” you’ll find only sentences containing exactly the text “pasta filata” as it was input, and not an offer containing the word *pasta* and then, a few lines later, the word *filata*;
- if you input *several separate words*, the search will include all the companies and offers containing *at least one of the searched words* (eventually even all of them) ⁽²⁾; so, if you input **bolts screws**, you’ll get the companies producing bolts AND those producing screws, that is *more companies* than if you use one word only;
- if you wish to search companies and offers containing *all the search words*, then you must use the voice **AND** ⁽³⁾; so, if you input **bolts AND screws** you’ll find companies producing *both bolts and screws* (those who wrote it in their windows and offers); hence, by using the voice **AND** you tend to obtain a *smaller number of companies* in your results;
- word search is not affected by lower or upper case letters ⁽⁴⁾; if you search **bolts** you’ll get the same result by inputting **BOLTS, Bolts, bolts or bOLTS**.

Text areas on which the search is done

Which are the texts on which the search engine works? There are six “areas” in the “shop-windows” and the offers inserted by the companies.

Texts in the Company “shop-window”:

1. **Name of Company**: which was inserted at registration;
2. **Head Window**: it is initialized by the system with the Name of the Company (all in capital letters), however the company can freely set it in a different form from its legal company name; it is what’s written (60 characters max) on the stand front at the expo and on the catalog;
3. **Body of the window**: all the text input in the company profile;
4. **Keywords**: five keywords, typically very *descriptive* of the company, which were inserted in the appropriate field during the creation of the “shop-window”;

Texts in the different offers inserted by the company:

5. **Offer title**: the offer *heading*;
6. **Offer description**: the body of text describing the offer.

N.B: *the search engine will index the text chosen by the companies* in the phase of construction of the windows, but it does not index attachments, as PDF files or other. The search is therefore done only in the six areas mentioned above.

Users normally search in all the six areas described above, but they can limit the search to one area or more, using the “Text areas” boxes.

⁽¹⁾ N.B: these are approximately the same criteria used by most Internet search engines, i.e.: Google (www.google.com). See also Google Support <http://www.google.com/support/?hl=En>

⁽²⁾ We say technically that words are searched in “OR logical” search

⁽³⁾ We say technically that words are searched in “AND logical” search.

⁽⁴⁾ Technically we call this search “*case insensitive*”.

Screenshot 5 – The Text Areas search

Enabling and applying advanced filters

Advanced filters are used to “limit” the search field. Let’s suppose that you input the word *bolts* through the box in the Home Page or the Advanced Search box. It may happen that the obtained amount of companies or offers is too large. Is it then possible to limit the search field? Of course! You can do that, for instance, by geographical area, by size of the company, etc. That is what advanced filters are for.

They become visible, though, and usable, only if the user checks the “Advanced Search Filters” box. To save space, on the page as it appears at first, they are hidden, and they appear in their entirety when checking the box.

Screenshot 6 – The Advanced Search box with enabled search filters

Moreover, the three first filters have each an enabling “Use this filter” check-box.

If you do not check the filter, the related fields of search remain disabled.

Thus the user knows exactly which filters he/she is using at any given time, so that he/she can control exactly which results to obtain. In the world of search engines this technique is called “using the *dice and slice*”: first you proceed to a larger text search, obtaining a *large piece*, that is lots of answers, then you *slice* by applying a filter (i.e.: geographical area), then you *dice* with another filter (i.e.: company’s dimensions), and so on.

By enabling and disabling different filters, the user can *refine* his search and find more interesting results.

Once you apply the filters and execute the search, the search engine presents the used criteria on top of the list of found results.

Screenshot 7 – The “Use this filter” checkbox

Companies or offers?

We already said that inputting one or more words into the search field, they will be searched for both *in the “shop-windows” (profiles)* of the companies taking part to Matching and *in their offers*, and as such they are shown in the lists of results.

If you need to select further, you have the option “What kind of information are you looking for?”, as shown in the screenshot below.

By using the radio buttons you’ll then limit the search field to only company windows or only company offers. If you select “Offer” you’ll enable for the search only the text areas “Offer title” and “Offer description”.



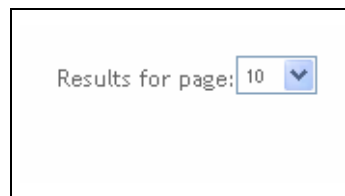
Screenshot 8 – Search for only Companies or only Offers

Number of results per page

Search results are shown one per line.

The search engine defaults is 10 items per page.

On the top right you will find a box allowing to choose how many results to display per page, with possible choices of: 10, 20, 30, 50, 100.

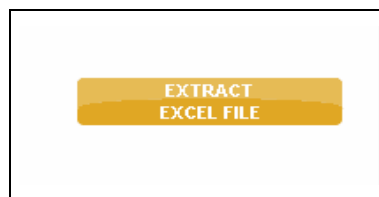


Screenshot 9 – Setting the number of results per page

The selected number is saved as a *cookie* ⁽⁵⁾ on the user’s computer, so that the preference is saved for the next use.

Saving the result of the search as an Excel file

Once the search is done, the user can save the results in Excel format, by using the button “Extract Excel File”, at the top right of the results list.



Screenshot 10 – Exporting the search results to an Excel file

The Excel page highlights the criteria and lists on different lines the companies/offers found. The cell in the first column (“Window Title”) is an active clickable cell that allows to directly open the company “shop-

⁽⁵⁾ HTTPcookies (more commonly called Web cookies, tracking cookies or simply cookies) are text fragments sent by a server to a Web client (usually your browser) and then sent back by the client to the server – without changes – each time the users access the server. Notice that the cookie left on your computer by the Matching server does not impair the security of the system: on the other hand, the company security settings or your Internet browser settings can pre-empt the acceptance of cookies. In that case the function described above won't work.

window”. Likewise (in case you search for offers) the cells in the column “Offer Title” are active and clickable: by clicking on them, you open a window presenting the offer.

The exported fields in the XLS files are the following:

- Window Title
- Profile
- English profile
- Spanish Profile
- Offer Title
- Offer Description

To be positioned in the “ranking” of the search engine

Whoever uses a search engine may ask what is the order in which results appear. Likewise, each company wishes to appear on top of the results of any search and asks itself how to do that.

Let’s start by saying that if in the advanced search you do not input *any search word* but only one of the filters (i.e.: geographical area), companies appear simply *in order of registration*, from the first registered down, since there was no ordering criteria chosen.

However, if you use one or more words in the text search, the so-called *ranking algorithm* is used: the system, based on pre-established settings, assigns a *point value* to the found items. Such point value is studied in a way to bring to the first place the items that are more significant in relation to the search words used. Each search engine has its own ways to define the meaning of “*more significant*”, that is each one adopts its own ranking algorithm, at times very complex, which is usually changed from time to time. ⁽⁶⁾.

⁽⁶⁾ See for instance, for more info, http://en.wikipedia.org/wiki/Search_engine_optimization.

Likewise, the ad hoc Matching search engine **does not supply any specific information about our ranking algorithm**, but only some general rules.

- We take into consideration only the text areas mentioned above.
- We attribute to each text search a different weight: they all contribute to the final points, but each one in a more or less important manner.
- No company gets a higher placement because of the quote paid or other payment criteria. In other words: one cannot *buy* his positioning on a search engine.
- Given equal points, companies are listed in order of registration/subscription: those who subscribe first appear first on the lists.