CONTENT MANAGEMENT SYSTEM (CMS) EVALUATION:

RELEVANCY, PRECISION, TAXONOMY & TAG MANAGEMENT

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PROVENANCE

- Adapted from testing developed by John Ferrera as published in *Testing Search for Relevancy and Precision* (Ferrera, 2009)
- Relevancy, precision and tag evaluation focused on the short head will provide the most effective and efficient evaluation of overall user experience since the majority of that experience resides in the short head.
- Short head consisted of the top 80 search terms from the analytics dashboard
- Targets were determined based on patron request frequency and format
- Test performed in each of two test environments (old search, new search)

RELEVANCY

- Search top 80 terms
- Record target title, ranking, and URL, if located within the search term results
- Calculate the mean , median, and frequency of target rankings per range (below 1st, 5th, and 10th)
- Compare results to benchmarks

PRECISION

- Search top 80 terms
- Record top 5 results with title, tags, and URL
- Determine if all terms in the search string were in each result’s title and truncated description
- Rank results using a 4 measure R, N, M, I scale
- Calculate precision using 3 formulas for S, L, P applied to the 4 measure scale of 5 top results
- Compare results to benchmarks

TAXONOMY & TAG MANAGEMENT

- Review 5 top results’ tags recording the
  - Total number of tags
  - Number of tags containing a search term

- Review top 80 searches to the determine rank of final occurrence of result containing the entire search string

RESULTS

- New Search performed better than Old Search
  - Exceptions
    - 3% improvement in Relevancy testing Times below 10%
    - 1 tag improvement in Search Relevant Tags Per Record in records with 3 or more Search Relevant Tags
  - New Search did not reach Benchmarks
    - Exception is the 1% improvement in Precision testing under the Strict calculation

- Tags were not present in a large number of the results returned
  - Most tagged results had fewer than three (3) tags overall
  - One-quarter to one-half of all results had no tags overall

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