Search and Alerts

GIGAOM

What is Gigaom?

LOOK AT THESE KITTENS.
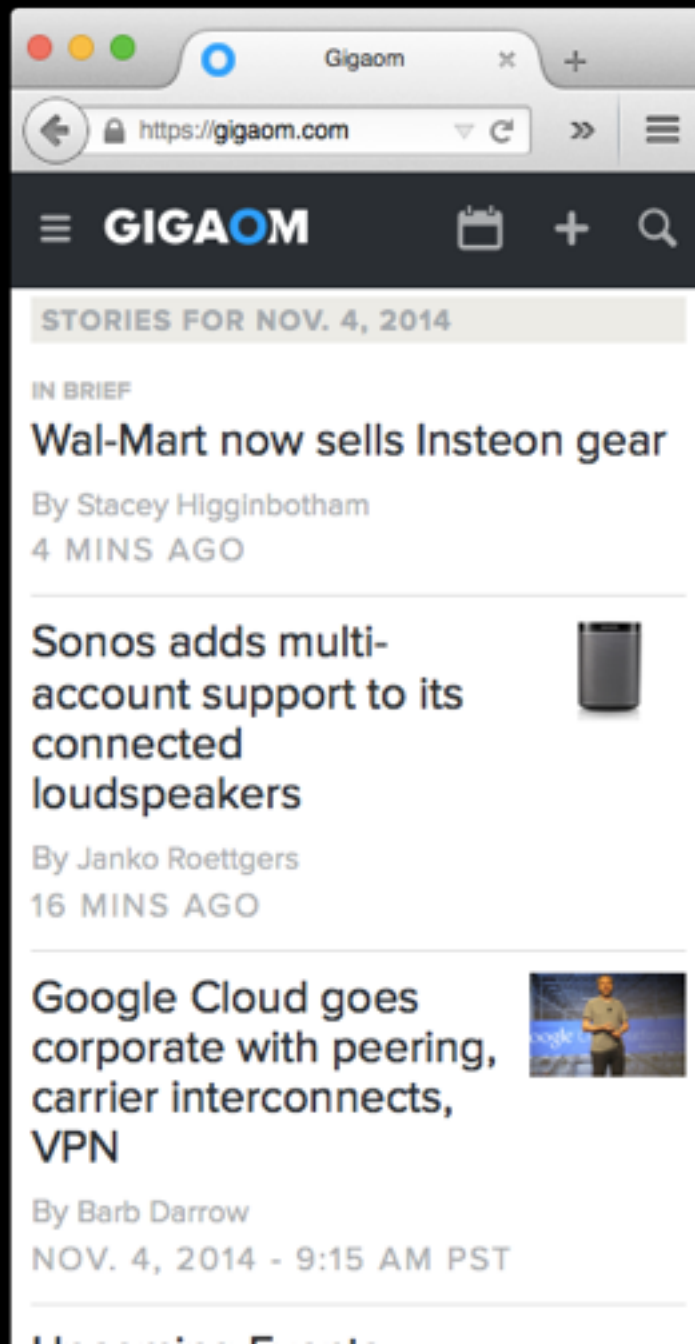# LOOK AT THEM.

What is Gigaom?

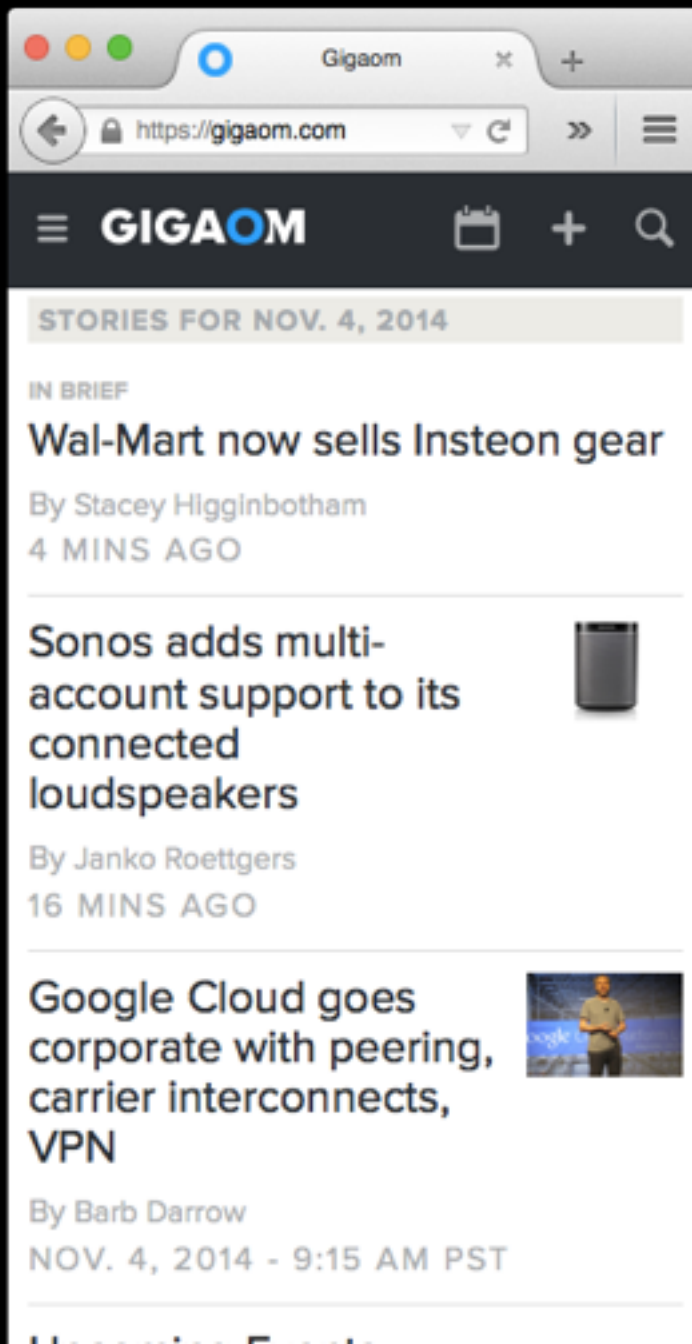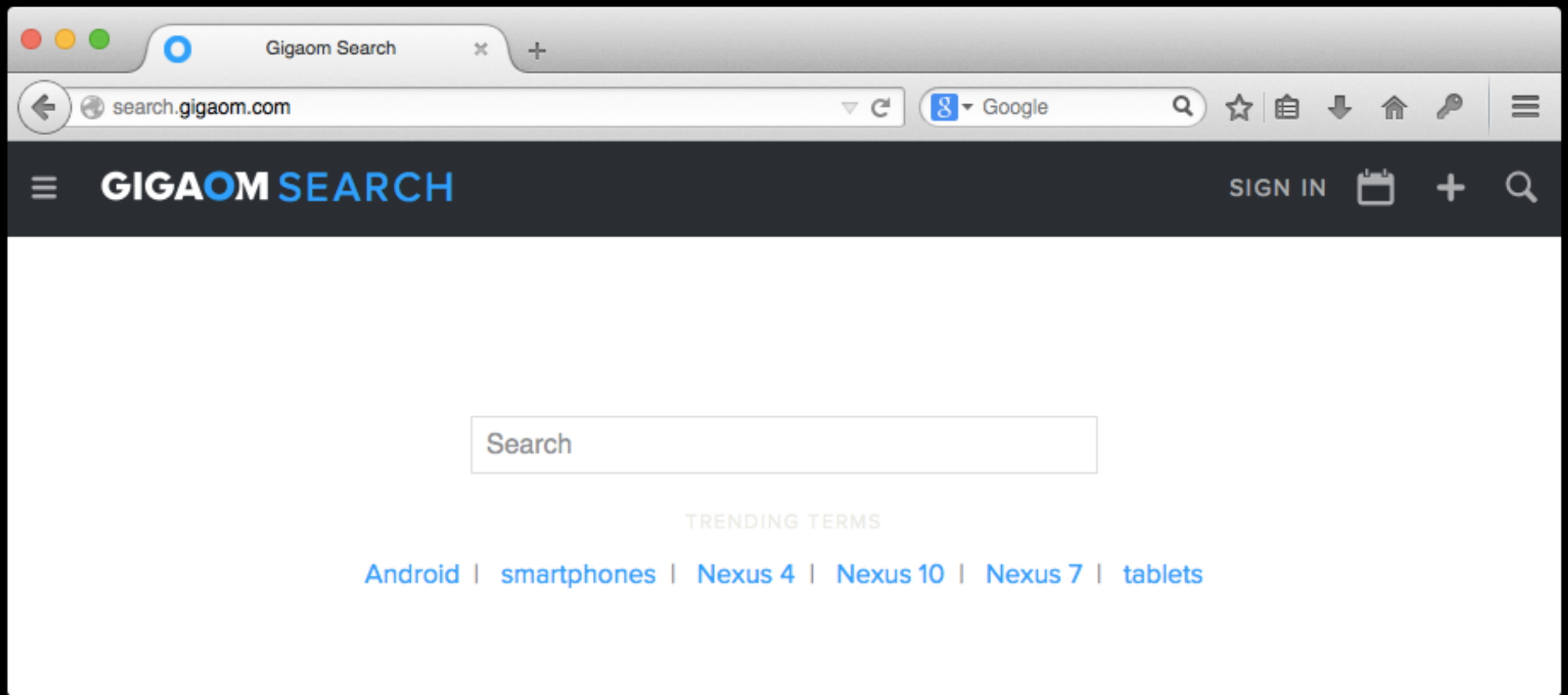Blog   Events   Research
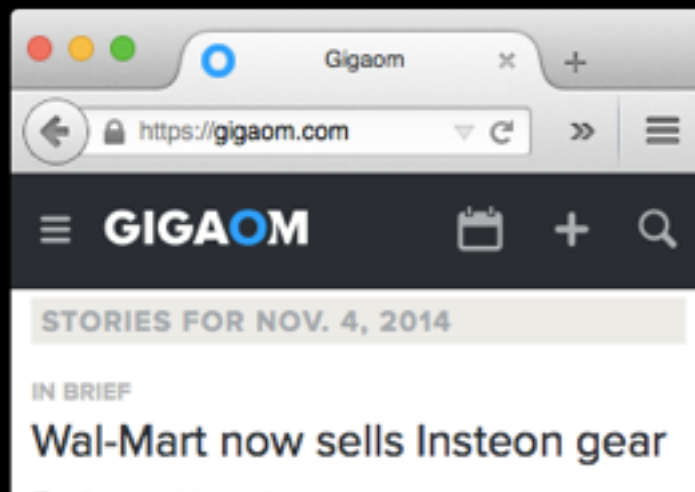
Where is our content?

Blog
Events
Research

Gigaom Search

search.gigaom.com

Google

GIGAOM SEARCH

SIGN IN

Search

TRENDING TERMS

Android | smartphones | Nexus 4 | Nexus 10 | Nexus 7 | tablets

Blog

Events

Research

Gigaom

https://gigaom.com

GIGAOM

STORIES FOR NOV. 4, 2014

IN BRIEF

Wal-Mart now sells Insteon gear

Gigaom Events

https://events.gigaom.com

GIGAOM
EVENTS

UPCOMING
EVENTS

Gigaom Research

research.gigaom.com
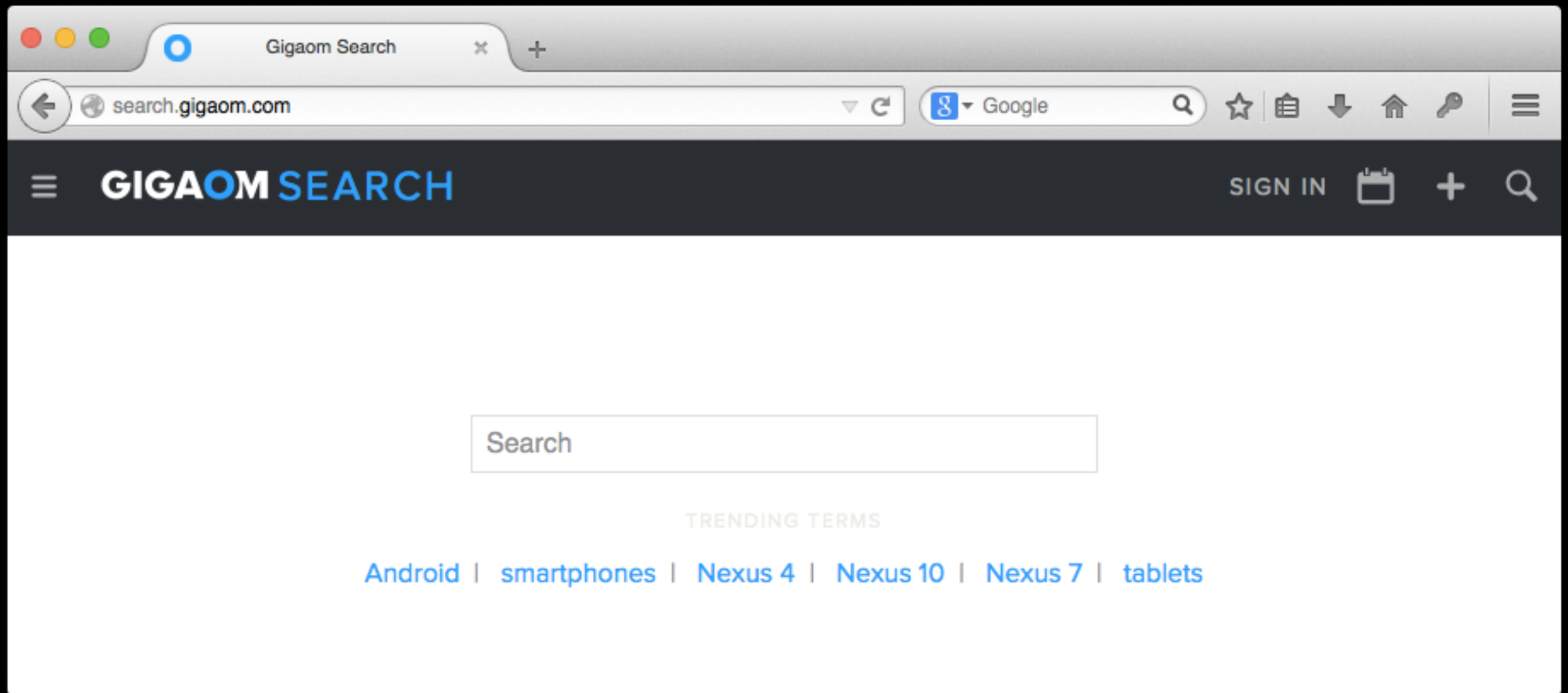
GIGAOM
RESEARCH

Analysts

Smart. Opinionated. Independent.

Our content is here!

Problems to solve

- Gathering content from all properties into a single location.

- Indexing and presenting results to the user

- Data normalization

- Workflow

Demo time!

go to search.gigaom.com

Architecture

- Every result is a post, presented on the page in standard post loop

- Facets/filters are taxonomy terms, presented on the page in widgets

- It's just a WP theme, just a regular waterfall

- Custom post types and taxonomies fully supported

- DB backed by Sphinx for higher performance

Opportunities

- "Topic" pages

- Alerts for content across all properties

- Recommendations for content across properties

- Behavioral mapping/modeling across properties

Alerts

Problems to solve

- Already have an index of content

- Already have identity architecture

- Need a way to match compare new posts with previously saved alert preferences

Demo time!

go to search.gigaom.com

Data model

- Each saved alert is a post

- The terms for the alert are just taxonomy terms on the post

- The author of the post is the user to be alerted

- Two additional tables are used to queue posts for alerts and track which posts have already been sent in alerts

Usage

- For the period of August 19 through October 13...

- 0.3% of visitors to Search sign up for alerts

- 20% of Alerts users are new to Gigaom

- 2% of Alerts users have since trialed or subscribed to Research

- Alerts referrals generate 50% more page views per session and 130% more time on site than average

  - Comparator, newsletter referrals: only 25% and 70% better than average for those same metrics

What could work better

- Alerts mostly working just fine, but...

- Alerts by author (complicated by co-authors-plus)

- Need CTA on individual post pages to introduce the feature to more people.

- Alerts by something other than email? Maybe.

- RSS feeds, custom widgets, or integration with IFTTT? Maybe.

Plugins used for Search

- <u>Scriblio</u>: facets/filters

- <u>Scriblio Authority</u>: term management typeahead suggestions

- <u>Gigaom Sphinx</u>: Sphinx integration

- Gigaom xPost: moving posts between blogs

- <u>Gigaom Termtracker</u> + <u>Popular</u>: tracking new and popular terms

Plugins used for Alerts

- Gigaom Alerts

- Gigaom User Profile

- Gigaom UI + Timepicker

Thank you
GIGA**O**M

kitchen.gigaom.com

@misterbisson