



Google Search Appliance Helps Elaph Deliver Accurate Search Results to Visitors



CASE STUDY

User:
Elaph.com

Country:
Saudi Arabia

Industry:
Media

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BACKGROUND

Elaph.com, launched in 2001 by Elaph Publishing in the UK, is one of the first Arabic-language electronic newspapers. Over the past eight years since its inception, Elaph.com has become a strong competitor to Arab and international news agencies, by reporting news as it happens. The website covers a wide range of subjects such as politics, sports, arts, technology and so on. As a leading news site, Elaph boasts an audience of around 75,000 daily users and a page impression rate of half a million every day. The website also registers a total of 368 million clicks a day. It's large, international readership makes it one of the most influential websites in the Arab world.

Elaph.com is managed by Integrated Intelligent Solutions (IN2SOL), one of Middle East's leading providers of diverse range of end-to-end IT services and solutions with established presence in the region. IN2SOL's mission is to provide high quality solutions by leveraging technology and delivering business value.

CHALLENGE

Elaph.com is an ASP.NET based website and combines SQL Server as its database. As one of the region's largest news site, Elaph produces trusted text, graphics, video, and pictures for regional audiences. Elaph.com relies on a variety of media sources and formats – video, images, and graphics, to name a few. The site reaches its users worldwide in offices, homes, and mobile phones, giving them quick access to the news and data they require, anytime, anywhere. To ensure this, Elaph required a robust search solution with the ability to search multiple sources of content and to query constantly-updated news databases in real-time.

"We needed a way to provide quick and accurate search results to the visitors on our site," explains Abdullah Al Masoud, the General Manager at IN2SOL. "Our previous search solution was difficult for the Elaph web team to maintain because it required extensive resources in order to update relevant algorithms when new content was added to the network."

According to Al Masoud, even with significant optimization, the search results were not effective and accurate. Elaph.com needed a solution that could simplify search maintenance, display more useful search results, and provide better control of the site's content.

"We were on a lookout for an innovative solution that could provide our users with a friendly, easy-to-use interface for rapid and flexible access to news and other media on the site," he added. "Rather than get inaccurate news and editorial search results, we needed a way to provide our site's visitors with comprehensive search across all data available on Elaph.com – whether from text, news feeds, pictures, or other sources, quickly and accurately."



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SOLUTION

The web team at IN2SOL set out to rebuild the underlying search platform for Elaph.com with Google Search Appliance (GSA) to improve search relevance and provide unified search results for the website's visitors. Al Masoud claims that Elaph chose to go with GSA, a part of the Google Enterprise suite, because of the faith they had in the Google brand name. GSA provides fast, relevant search for intranets and websites. An on-premise, easy-to-deploy solution, the GSA was easier to set up than a home PC and provides high relevancy right out of the box. It can be customised to meet specific needs and scales easily as the content grows.

Al Masoud says, "Deployment was straightforward. The search solution requires very little maintenance. It's so easy to use and manage, we sometimes can't believe it. The GSA saved us an enormous amount of time and effort. The system integrated with our existing IT infrastructure seamlessly."

RESULT

According to Al Masoud, once the Google search solution was launched, the number of search queries has immediately soared and continues to grow. "Search results are accurate and fast. The search solution not only searches the headers of the news articles, but also searches within the body text of the news articles. Users are definitely pleased to have the capability to search breaking news easily, quickly and accurately. Since implementing the GSA, both our search queries and our page views have grown tremendously – and feedback has been overwhelmingly positive," concludes Al Masoud.