

Effective Keyword Searches

Providing the best search results for customers' questions starts by understanding the question and picking the best keywords to find the answer quickly. There are two kinds of search strategies:

Omitting Noise Words

Search engines ignore common words and characters such as "where" and "how", as well as certain single digits and letters such as "is" and "a".

Tip: For maximum efficiency and effectiveness, omit "noise words" from your searches.

Example

Customer Question: *What is the highest mountain in the world?*

Keyword Search: highest mountain world

Response: *Mount Everest in Nepal is the world's highest mountain. It is 8,848 m (29,029ft) high.*

Answer Found Within Words of Customer Question

Example

Customer Question: *What is the capital city of Peru?*

Keyword Search: Capital City Peru

Response: *Lima is the capital city of Peru and has a population of 7.5 million.*

Generating Your Own Keywords

Example

Customer Question: *How many cheerleaders can you fit into a Mini?*

Keyword Search 1: Seats BMW Mini Cooper

Keyword Search 2: Seats Minivan

Response: *In a BMW Mini-Cooper, 4 cheerleaders can be seated, or 7 in a large minivan.*

In this instance, the word 'Mini' could mean a Minivan or Mini Cooper, so we conduct two searches to cover these options, and reflect them in our answer.

Note: It is your responsibility to interpret customer questions and search several times to piece together the best response.