

Search & Discovery

Search Term & Type Ahead Audit

January 2020

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Top 1000 Queries (Jan 1 - 31, 2020)

Total Queries: **1,934,528**

| <i>All Queries</i> | <i>All Terms-Not Deduped</i> | <i>Narrative</i> |
|--------------------|---------------------------------|---|
| 50% | Top 103 Terms (967,825 Queries) | The top 103 non deduped search terms make up 50% of the total queries conducted in 2020 |
| 25% | Top 25 Terms (486,630 Queries) | The top 25 non deduped search terms make up 25% of the total queries conducted in 2020 |

| <i>Top Deduped Terms</i> | <i>All Queries</i> | <i>Narrative</i> |
|-----------------------------------|--------------------|---|
| Top 50 Terms (769,785 Queries) | 39.8% | The top 50 deduped terms from 2020 establish 39.8% of all queries conducted. |
| Top 100 Terms (1,079,255 Queries) | 55.8% | The top 100 deduped terms from 2020 establish 55.8% of all queries conducted. |
| Top 380 Terms (1,549,472 Queries) | 80% | The top 379 terms (deduped up to 130) from 2020 establish 80% of all queries conducted. |

Type Ahead Suggestions Relevance

| Suggestion Position | # of suggestions |
|---------------------|------------------|
| 0 | 18 % |
| 1 | 39 % |
| 2 | 14 % |
| 3 | 13 % |
| 4 | 8 % |
| 5 | 8 % |

Top 50 Queries (2020; Deduped)

Covers 40% of all search queries from 2020

- forms
- direct deposit
- ebenefits
- jobs
- certificate of eligibility
- dental
- disability rating
- chapter 35
- aid and attendance
- urgent care
- gi bill
- disability
- rating
- careers
- champva
- disability benefits
- agent orange
- travel pay
- tms
- claims
- id card
- community care
- benefits
- dbq
- medical records
- home loan
- intent to file
- caregiver
- pension
- education
- vatas
- life insurance
- dic
- claim status
- compensation
- hearing aids
- burial
- vso
- ptsd
- loans
- appeal
- employment
- pharmacy
- award letter
- travel
- dependents
- letters
- eopf
- clothing allowance
- mission act

Query Variations

| Term | Variations |
|----------------------------|--|
| forms | va forms; va form 21-4138; form 21-4138; dd214; 22-1995;21-4138;21-526ez;10-10ez; 22-1990; dd 214; 20-0995; 21-686c; 22-5490;21-0845;dd-214; 21-2680; 10-10ezr; va form 21-526ez; 22-1990e |
| direct deposit | change direct deposit |
| ebenefits | Ebenifits (Spelling Error- 4,473 queries) |
| certificate of eligibility | coe |
| disability | disabilities |
| champva | champ va |
| claims | claim |
| id card | Vic; vhc; id; |
| home loan | va home loan; home loans |
| life insurance | vgli |
| burial | burials |
| loans | va loans |
| letters | letter |

Type Ahead POC Samples

| Query | Type Ahead Suggestions |
|----------------------------|---|
| forms | forms forms switch mode off forms for ptsd formsfamily forms in applying |
| direct deposit | direct deposit direct deposit of check direct deposit 21-0296 direct deposit dates direct deposit for check |
| ebenefits | ebenefits ebenefits disability page ebenefits account ebenefits disability screen ebenefits fact sheet |
| jobs | jobs jobs for registered nurse jobs in arizona jobs in good service jobs california 209 as food worker |
| certificate of eligibility | certificate of eligibility certificate of eligibility education certificate of eligibility letter certificate of eligibility for school certificate of eligibility expiration |

| Query | Type Ahead Suggestions |
|--------------------|--|
| dental | dental dental care dental pilot program dental houston dental insurance |
| disability rating | disability rating disability rating reduction disability rating decision history disability rating reduced disability rating scale |
| chapter 35 | chapter 35 chapter 35 pay winter break chapter 35 allowance chapter 35 application form online chapter 35 of title 29 |
| aid and attendance | aid and attendance program aid and attendance aid and attendance pay chart aid and attendance for spouse aid and attendance death of beneficiary |
| urgent care | urgent care urgent care assess urgent care assistant card urgent care center urgent care results |

| Query | Type Ahead Suggestions |
|------------|--|
| gi bill | gi bill gi bill feedback system gi bill to buy a house gi bill study in music gi bill certificate of eligibility |
| disability | disability rating disability disability pension chart disability both hearing loss disability pay dates |
| rating | rating rating code descriptions ratings ratings by description rating shoulder motion |
| careers | careers careers in memphis tn careers va birmingham al careers birmingham al va careers respiratory therapist |
| champva | champva champva program claims champva policy manual champva and medicare champva medication reimbursement |

Type Ahead Takeaways

| Characteristic | Description |
|--|---|
| Three Character Minimum | 3 character minimum |
| "Direct Match" Location | "Direct Match" can appear anywhere in suggestions and do not appear at the top of list of suggestion list. |
| Bold Text appears first | bolded text appears first in suggestions. This is a search.gov default setting |
| Date based suggestions | There are date based suggestions (example award letter for 2019 or 2020) what's the difference? (ie. Shouldn't they be pointed to "award letter" regardless of what or when it is for? |
| Spelling Errors do appear | Doesn't recognize common keywords as spelling errors (example 93. ebenifits} had 4473 searches in 2020. How should we handle spelling errors within Type ahead (example one suggestions stated "pymt" versus the full word 'payment' - not very professional to showcase a short form like that. |
| Suggestions numbers | 5 appears to be the max suggestions but there is no set # of minimum suggestions (Example: eopf only showed 3 suggestions, others 4 - the majority seems to be 5 |
| Location | Type Ahead does not appear in the search on the results page only in the top Navigation header Search |
| Suggestions are direct replica of what users are searching for | Odd Spacing: there are spaces and - 's between the occasional word. Found one that didn't have a space between the words - may have been typed that way? "formsfamily" |
| | Reference to Location: there are a lot of location based suggestions populating |
| | Nonsense words: not all terms highlighted in suggestions are words (example se, |
| | Names: Did see a few names pop up in the type ahead suggestions (under "vic") |
| | Tense: Both Singular and Pluralized form appears in suggestion |

Reference Data

Data used to make calculations

2020 Data Audit (Jan 1 - Dec 31, 2020)

VA.gov Search Results Relevancy Audit (Jan-Dec 2020)