Typical users

*Experience the need for an answer, solution, or piece of information.*

*Formulate that need in a string of words and phrases, also known as “the query.”*

*Enter the query into a search engine.*

*Browse through the results for a match.*

*Click on a result.*

*Scan for a solution, or a link to that solution.*

*If unsatisfied, return to the search results and browse for another link or ...*

*Perform a new search with refinements to the query.*

There are three types of search queries people generally make:

* **"Do"** Transactional Queries: I want to do something, such as buy a plane ticket or listen to a song.
* **"Know"** Informational Queries: I need information, such as the name of a band or the best restaurant in New York City.
* **"Go"** Navigation Queries: I want to go to a particular place on the Internet, such as Facebook or the homepage of the NFL.

When visitors type a query into a search box and land on your site, will they be satisfied with what they find? This is the primary question that search engines try to answer billions of times each day. **The search engines' primary responsibility is to serve relevant results to their users.** So ask yourself what your target customers are looking for and make sure your site delivers it to them.

REF: https://moz.com/beginners-guide-to-seo/how-people-interact-with-search-engines

***Impact of usability and UX***

<https://moz.com/beginners-guide-to-seo/how-usability-experience-and-content-affect-search-engine-rankings>

The search engines constantly strive to improve their performance by providing the best possible results. While "best" is subjective, the engines have a very good idea of the kinds of pages and sites that satisfy their searchers. Generally, these sites have several traits in common:

1. ***Easy to use, navigate, and understand***
2. ***Provide direct, actionable information relevant to the query***
3. ***Professionally designed and accessible to modern browsers***
4. ***Deliver high quality, legitimate, credible content***

Despite amazing technological advances, search engines can't yet understand text, view images, or watch video the same way a human can. In order to decipher and rank content they rely on meta information (not necessarily meta tags) about how people interact with sites and pages, and this gives them insight into the quality of the pages themselves.

**The Impact of Usability and User Experience**

***On search engine rankings***

There are a limited number of variables that search engines can take into account directly, including keywords, links, and site structure. However, through linking patterns, user engagement metrics, and machine learning, the engines make a considerable number of intuitions about a given site. Usability and user experience are second order influences on search engine ranking success. They provide an indirect but measurable benefit to a site's external popularity, which the engines can then interpret as a signal of higher quality. This is called the "**no one likes to link to a crummy site**" phenomenon.

Crafting a thoughtful, empathetic user experience helps ensure that visitors to your site perceive it positively, encouraging sharing, bookmarking, return visits, and inbound links—all signals that trickle down to the search engines and contribute to high rankings.

**Signals of Quality Content**

Precision

Recall

False Positives

Comparison to existing search engines and can we tailor an existing search engine? Any system that exists can essentially be tailored.

Pick criteria that are ONLY relevant to the ASD user group, and see how well my system does compared to the existing systems.