

Question 1: Hello,

I'm new to search engines, and there are a lot of concepts I'm not educated on. To make my onboarding smoother, it'd help if you could provide me with some definitions of the following concepts:

Records: *It's your data putting in a simple way. Technically a record is an object you add to an index and want to search for. It can contain any number of attributes. Here is an example of a record, formatted in JSON:*

```
{  
  "name": "Iphone 6 64Gb",  
  "brand": "Apple",  
  "color": "Gold",  
  "categories": ["smartphone", "phone", "electronics"],  
  "price": 789  
}
```

Indexing: *An index is the place where the data used by a search engine is stored. It is the equivalent for search of what a "table" is for a database. Unlike a database table, an index is optimized for search operations. For example, in an ecommerce website, the index would be a complete list of all products with a Custom Ranking.*

I'm also struggling with understanding what types of metrics would be useful to include in the "Custom Ranking."

Typical custom ranking attributes include number of sales, views, likes, ratings, release date, etc. Any boolean or numeric attribute works with custom ranking.

Cheers, George

Question 2: Hello,

Sorry to give you the kind of feedback that I know you do not want to hear, but I really hate the new dashboard design. Clearing and deleting indexes are now several clicks away. I am needing to use these features while iterating, so this is inconvenient.

Regards, Matt

Hi Matt,

Ours customers are the reason why we exist, and your feedback is always valuable. Regarding the new dashboard, we understand that sometimes changes do not please everyone and your comments will help us to build a better interface. In the new dashboard we made the clearing and delete process harder to avoid accidental clearing and deletions that could cause problems to your systems and customers.

*Regards,
Luciano.*

Question 3: Hi,

I'm looking to integrate Algolia in my website. Will this be a lot of development work for me? What's the high level process look like?

Build a search UI using Algolia is easy and fast, the process can be broken down into 4-step process:

1. Indexing data

In this step you will push your data to an Algolia Index. API clients have been developed for most major languages. Additionally, if you would like to test a static subset of your data, you can upload a JSON file directly via the Algolia dashboard.

2. *Configuring relevance*

In this step you will configure and fine-tune your index, like the searchable attributes and the custom ranking attributes.

3. *Building the search user interface*

In this step you will be creating your user interface. We offer to our customers a family of UI/UX libraries called InstantSearch. It offers a full set of UI components that you can use on any web, mobile, or voice application. In minutes, you get a fully functional search UI.

4. *Iterating using Algolia Analytics.*

In this final step you can iterate on your implementation by making use of Algolia's out-of-the-box analytics or implementing Click and Conversion Analytics. These analytics are the foundation for more advanced features like A/B testing, Personalization, and Dynamic Re-Ranking