**Questions and Answers**

**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
* Indexing

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

Cheers, George

**Answer:**

Hi George,

Hope you are well and thanks for you reaching out to us.

Of course, we are here to help and please see my answers below.

Records – Every record corresponds to a search result returned by the search engine. It can be a product, a blog article or any other searchable content. Every record can have one or multiple data points associated with it. For example, a product would have a name, a price, a colour and a category.

Indexing – This is the process of feeding the records into the search engine in a way that it can search on it. Once indexed, the search engine can return the relevant records back to the user.

Custom Ranking - Custom Ranking attributes influence how your search results are ordered and they would be used to order results after the textual relevancy.

Which attributes to use depends on the problem search tries to solve. This is where you need to balance the business needs vs. relevance for the user. For example, popularity, newness and stock might be more relevant to the customer whereas margin, conversion might be more business focused.

I hope this answered your questions. If you have any further question, please feel free to get in touch.

Best,

Sachini

**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

**The Answer:**

Hi Matt,

Thanks for your email and we value your feedback as this helps us make better products and improve. I have now passed this on internally.

In order to understand your requirements better, could you please let me know what exactly are you trying to achieve here by deleting the index? If you could tell me more about the use case, I could look in to see if there are any alternative approaches, I can offer you to achieve the same results.

Look forward to hearing from you.

Best,

Sachini

**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?

Regards, Leo

**Answer**:

Hi Leo,

Thanks for your email.

We believe that implementing Algolia is relatively straightforward, and the process is well documented. However, the effort depends on the scope of your project and the rest of the eco-system on your side. Would you be able to send me a brief overview of the project scope and existing eco-system setup, so I can give you a better estimate on effort levels.

From a high-level point of view, implementing Algolia start with the data integration part, followed by the configuration of the search engine and integrating Algolia into your front-end. Once these 3 steps you would typically have a final phase of end-to-end testing.

Additionally, if you would like to make use of our analytics and AI capabilities, there is also a front-end tracker to implement to collect user behaviour. If that is also in scope for the initial phase of the integration, I can point you to the relevant documentation.

Best,

Sachini