

# 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!

I will gladly help and provide some information on those topics. We at Algolia absolutely want your onboarding experience to go as smoothly as possible, so feel free to ask any questions you have.

### Records

[Documentation](#)

A record is a collection of attributes where each attribute has a key-value pair.

- **Example**

- "title": "The Office"
- "description": "TV show about workers in an office."

The attributes in these records are the ones that will be used to power searching, showing results, sorting, and relevance. Because of that, records only need information that would help with those, and you can leave everything else out.

### Indexing

[Documentation](#)

Indexing refers to sending your data to Algolia to store it and make it searchable. Once stored, you can decide how to structure and configure it. You can send data to Algolia in several ways:

- **Without coding**

- Dashboard
- No-code connectors
- Crawler
- Ecommerce integrations
- Algolia CLI
- **With coding**
  - API clients
  - Web frameworks Search API

Indexing can consist of naming your index (unique and readable with no PII), authenticating with an application ID and valid API key, updating data, setting up third-party integrations, etc.

## **Custom Ranking**

### [Documentation](#)

Custom ranking aims to increase the visibility of your most important content. Since you know your business better than I do, we want to align ranking with your business metrics so that your best products appear higher in search results.

- **Example**
  - If a user types in “t-shirt”, you can make the most popular t-shirts appear at the top

Typical custom ranking attributes include the number of sales, views, ratings, release date, etc. Any boolean or numeric attribute works with custom ranking. We want to ensure you have the tools and control necessary to achieve your business goals, such as showcasing your product line, encouraging people to stay on your site and view as many products as possible, increasing sales, and more!

I hope this was helpful and that you have a better understanding of these topics. For a deeper dive into each topic, refer to the documentation links provided in each section.

As always, we are here to help and ensure you get the most value out of Algolia, so don't hesitate to reach out with any more questions or concerns.

Best,  
Steve Carranza

## 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

## Answer

Hi Matt!

There is no need to be sorry. We welcome feedback and always take it seriously. Your feedback can help shape and improve our product for our customers, so I thank you for bringing that to my attention.

It sounds like you are trying to perform these tasks multiple times and want an easier way to accomplish them. We have several options for that using the API or our CLI:

### **Deleting Multiple Indices**

- API clients - *'listIndices'*
- Algolia CLI - *'algolia indices list'*

### **Clearing records from an index**

- API clients - *'clearObjects'*
- Algolia CLI - *'algolia indices clear'*

Here's the [documentation](#) for syntax and usage.

Once again, thanks for the feedback. I will pass this on to the product team so they are aware of what our customers are saying.

Let me know if this needs to be clarified. I am happy to jump on a call and discuss further.

Best,

Steve Carranza

## 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,

It's great that you are ready to get Algolia going on your website!

At a high level, implementing Algolia consists of 4 steps:

**1. Pick your dataset**

- a. Algolia will search through structured data that we can index. Think of a JSON file broken into individual records (objects) containing fields (attributes).
- b. [Documentation](#)

**2. Push Data to Algolia**

- a. Once your data is structured, it must be sent to Algolia for storage and indexing. You can accomplish this with or without code.
- b. [Documentation](#)

**3. Building a Search User Interface**

- a. We offer 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 app. You can use our widgets out-of-the-box or fully customize them to match your needs.

**4. Configuring Relevance and Ranking Settings**

- a. Using the Algolia dashboard, you can start configuring different aspects of the search. Configuration is basically telling Algolia HOW to search your data, so now we want to do things like define searchable attributes and customize ranking.

Algolia is meant to be easy to use out of the box with minimal development work while also being fully customizable to fit your business needs. I would like to learn more about your business goals and what you want to accomplish with Algolia so I can better provide you with a more accurate solution.

Look at this [Quickstart Demo](#) to see a quick and easy way to create an Algolia interface, and this [How Algolia Works](#) guide to explain it a bit more at a higher level.

Please let me know if you have any further questions or if you would rather jump on a call to discuss or dive deeper into any of those topics.

Best,  
Steve Carranza