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

**Hey George,**

**Thanks for the email, and hope you + your family had a great Thanksgiving holiday! Please see my responses in red below**

**Records - Records are collections of attributes and their affiliated values. <u>These records are the data you pass to Algolia</u>, that collectively form an <u>index</u>.**

- **To use an analogy, you can think of a restaurant.**
    - **An Index can be looked at as a Dinner Menu**
    - **<u>Records</u> can be looked at as the individual items on/in that Dinner Menu (Burger, Chicken Fingers)**
    - **Attributes can be looked at as the ingredients for those records (for a burger: lettuce, tomato, onions, etc)**

**Indexing - Indexing is how Algolia prepares and organizes your data to be served up to your end users (specifically: quickly and efficiently!)**

- **Tacking on to the above analogy for records, the analogy you can think of here is that of a restaurant waiter:**
    - **The waiter knows the dishes on the menu inside and out**
    - **The waiter can quickly retrieve information for you as the customer, should you have inquiries like 'gluten free options' etc.**

**Regarding Custom Ranking - We would suggest using specific metrics that can help take your search experience to the next level.**
- **You can use <u>any metrics that are boolean or numerical</u> within Algolia.**

- **Our suggestion would be to use metrics that are 'high relevance', as these are the metrics that factor into which results present themselves first.**
- **On the analogy train:**
    - **A customer in the delivery/food service industry may not want to just serve up food dishes or ingredients, as these are general.**
    - **The customer may want to serve up dishes or ingredients based on things like popularity, release date, or items on sale.**
    - **Using 'popularity rating', 'release date', or 'sale status' metrics/attributes will allow the search to be even more impactful to <u>enhance the customer experience and drive revenue.</u>**
    - **These can be leveraged in the Custom Ranking area of your setup in order to ensure a 'prioritized push' of results.**

**I know this is a lengthy response but hoping the thoroughness bridges any gaps and addresses your questions. Please let me know if you need clarity on any of these pieces.**

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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

**Hey Matt,**

**Hope you're having a great afternoon and no problem at all on the feedback. This actually helps with ensuring we're relaying the right things to our product team to ensure efficiencies going forward. A few questions:**

- **To confirm, are you currently (1) clicking 'Data Sources' and (2) Clicking Indices? Or are you attempting to clear/delete using a different click path?**
- **Related to the first question, would you be able to provide any screenshots or video of the current experience?**

**While I wait to hear back, I'll start digging into whether there are some potential solutions in the interim. Appreciate your patience and partnership along the way.**

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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


**Hey Leo,**

**Hope you're doing well and thanks for the reachout! In regards to integrating Algolia, our aim is to make it as seamless as possible. Therefore, we actually offer a few code-free options to mitigate time/efforts for you and your development team.**

1. **Create/Set Up an Algolia account**
   a. **This can be [done here](). Feel free to use your personal or work email.**
   b. **Once logged in, you can click 'Get Started'**
2. **Setting up your Search Index/Index your Data**
   a. **You'll be able to do this by uploading a JSON, CSV, or TSV file (no code/drag and drop)**
   b. **Once you upload, you can add searchable attributes (which should pull directly from the file you upload)**
3. **Install Algolia's search library and configure UI components.**
   a. **This will be the step that requires some effort from your development team.**
   b. **To keep it high-level, this involves setting up how search results will be rendered in your app, where they will reside, design, etc.**

**Our customers are able to have their search functionality up and running between 1 and 10 days after sign-up, and the majority of the back-end lifting is done on our side (to allow your team to focus on implementation and design). Hope this helps, and happy to provide further detail should the team need it.**