**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**

*Hi George,*

*Thanks for reaching out and for the questions. I’m happy to explain further.*

*For “Records”, an example would be phone numbers in your contact list in your phone. Each entry, whether it’s a person’s mobile number or work number, is a unique record. “Indexing” is how these records are stored to logically find the information fastest. In your phone, these numbers/records are typically stored under contact name. So searching by name is the fastest way to get to the number/records. Indexing could also be by other values, such as the phone number directly, maybe the company a person works for.*

*For “Custom Ranking”, this is setting up a way to determine which results are returned first. In the same example of phone contacts, a custom ranking could be returning a record based on who you talk to most frequently, or who you have talked to the longest.*

*For example, you search by the contact “John” and a lot of contacts (records) are returned. These records are indexed by name. But instead of seeing a first contact by alphabetical results, you see “John Smith” first instead of “John Appleseed”. This is because a custom ranking has been set so that you see contacts that you talk to most frequently are returned first.*

*Please let me know if you have any further questions.*

*Thanks,*

*Turner*

**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,*

*Thank you for your message, and we always appreciate feedback, whether it’s positive or not.*

*I can definitely understand how the new dashboard design may have made your existing process much more difficult. One thing I can offer now is the option to quickly speak with you to better understand your process. With this, I can see if there’s a solution to meet your needs better now.*

*Additionally, I can pass this information on to our product team, so as they continue to develop the product it can better meet your needs.*

*Please let me know if you have any questions, or if there’s a time you’re available to meet.*

*Thanks,*

*Turner*

**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**

***Hi Leo,***

*Thanks for reaching out.*

*Algolia was purposely built to be very easy to deploy and implement. Minimal additional development is needed to easily integrate the solution into your website.*

*A high-level process, once a customer, is to first add the data into the Algolia platform. This is the data that you want to expose for your customers to quickly search. This data can easily be added by uploading a file. After the data is uploaded, you have the options to easily configure how the data is searched, and this is done simply through the Algolia platform. After this, it’s easy to integrate Algolia into your current technology by using the Algolia’s built-out SDKs to interact with your previously provided data. Once integrated, you’re done, and your users can begin to enjoy a more seamless search experience. This can all be accomplished within a short amount of time.*

*Please let me know if you have further questions, or would like more explanation.*

*Thanks,*

*Turner*