

# Search function

## External

- We content is optimized for public search engines (Google, Yahoo, Bing, etc.)
- how people might search to find your site

## Internal site search

- search functionality within the website itself;
- type in a term in a search box, get a list of results of pages on the site that contain what you're looking for;

# Search function

- Most searches are running against a search index of some kind (not in real time).
- A search index is a pre-defined, static pool of possible results
- hard work of filtering for possible relevant terms, weighting relevancy, and optimization
- leveraging the power of a refined search engine
- limited control over search index
  
- The downside of a search index needs content updates  
(some third-party search engines have on-demand indexing options)

# Internal site search options

- Content Management Systems (CMS)
  - Drupal, WordPress, other Content Management Systems
- Plugins
  - JavaScript internal site search script by Satadip Dutta <http://www.javascriptkit.com/script/cut154.shtml>
  - Free jQuery search Plugins <https://www.jqueryscript.net/tags.php>
- Third-Party search engines
  - Google Custom Search <https://www.google.com/cse/>
  - Findberry <http://www.findberry.com>, Swiftype,
  - Tipue <http://www.tipue.com/search/>, etc.
- Custom search scripts
  - JavaScript, php, JQuery, JSON, XML, etc.

# Search Engine Optimization

## SEO

On-page optimization

Off-page optimization

Linking strategies

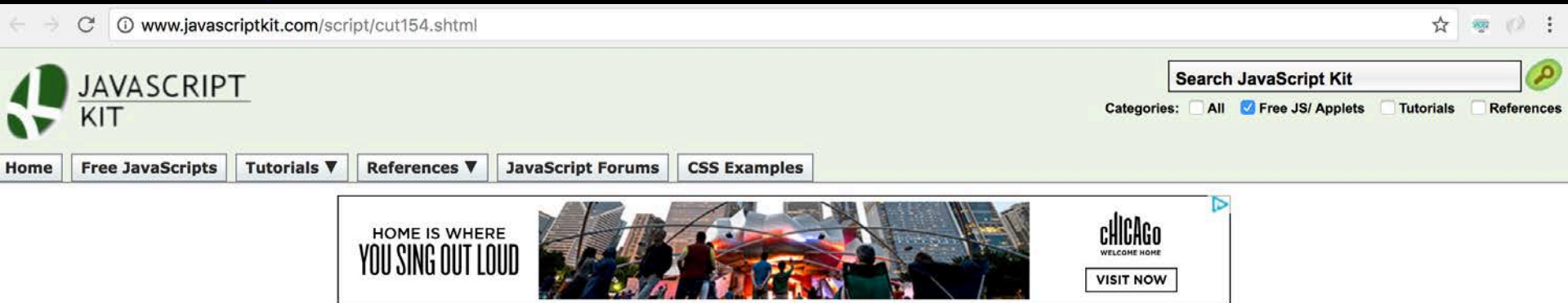
Research – keyword research, competitor analysis, site traffic review, etc.

Implementation- on-site coding and implementation, copywriting, etc.

Analysis- search engine monitoring, tracking, report, analysis of process, etc.

# Search function

- Plugins
- - JavaScript internal site search script by Satadip Dutta  
<http://www.javascriptkit.com/script/cut154.shtml>



The screenshot shows a web browser window with the address bar containing [www.javascriptkit.com/script/cut154.shtml](http://www.javascriptkit.com/script/cut154.shtml). The website header features the "JAVASCRIPT KIT" logo on the left and a search bar on the right labeled "Search JavaScript Kit". Below the search bar are category filters: "Categories:  All  Free JS/ Applets  Tutorials  References". A navigation menu below the header includes links for "Home", "Free JavaScripts", "Tutorials", "References", "JavaScript Forums", and "CSS Examples". A banner advertisement for "HOME IS WHERE YOU SING OUT LOUD" is displayed, featuring a photo of a city scene and a "VISIT NOW" button.

[Home](#) / [Free JavaScripts](#) / [JS Search Engines](#) / [Here](#)

**Cut & Paste JavaScript internal site search script (Microsoft Version)**

Credit: [Satadip Dutta](#)

**Description:** A cool client-side internal site search script. This script will actually allow your surfers to search the contents of your own web site. There are two versions of the script- one for NS, and one for IE. Each one will not work with the other. The current page demonstrates the Microsoft version- if you are using Netscape, click here for the **NS version instead**. Thanks to [Satadip Dutta](#) for this great script and giving us the permission to feature it.

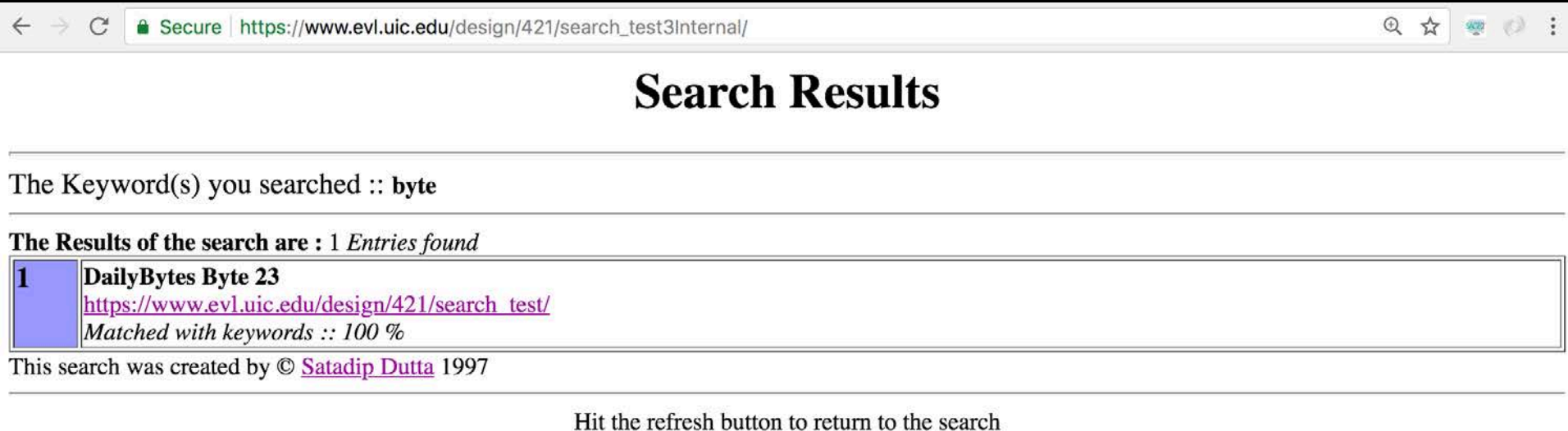
## JAVASCRIPT TOOLS:

- [Try it Code Editor](#)
- [LowerCase Converter](#)
- [Password generator](#)
- [Popup Window generator](#)
- [onMouseover whipper](#)
- [Combo box whipper](#)
- [HTML Validation Tool](#)

# Search function

- Plugins
- - JavaScript internal site search script by Satadip Dutta  
<http://www.javascriptkit.com/script/cut154.shtml>

example: InternalSiteSearchScript.html



The screenshot shows a web browser window with the address bar containing the URL [https://www.evl.uic.edu/design/421/search\\_test3Internal/](https://www.evl.uic.edu/design/421/search_test3Internal/). The page title is "Search Results". Below the title, it states "The Keyword(s) you searched :: byte". The search results section shows "The Results of the search are : 1 Entries found". A single result is displayed in a table with a blue header cell containing the number "1". The result text is "DailyBytes Byte 23" followed by the URL [https://www.evl.uic.edu/design/421/search\\_test/](https://www.evl.uic.edu/design/421/search_test/) and "Matched with keywords :: 100 %". At the bottom of the page, it says "This search was created by © [Satadip Dutta](#) 1997". A footer message at the very bottom reads "Hit the refresh button to return to the search".

← → ↻ Secure | [https://www.evl.uic.edu/design/421/search\\_test3Internal/](https://www.evl.uic.edu/design/421/search_test3Internal/) 🔍 ☆ 🌐 🔄 ⋮

## Search Results

---

The Keyword(s) you searched :: **byte**

---

The Results of the search are : 1 Entries found

<b>1</b>	<b>DailyBytes Byte 23</b> <a href="https://www.evl.uic.edu/design/421/search_test/">https://www.evl.uic.edu/design/421/search_test/</a> Matched with keywords :: 100 %
----------	--

This search was created by © [Satadip Dutta](#) 1997

Hit the refresh button to return to the search

# Search function

JavaScript internal site search script

script is client-side based,

any site on any server can use it to add internal search capabilities

The search engine is simply a script

Since it is client-based, the entire search engine has to be downloaded onto the surfer's computer before he/she can begin the search.

Ok for up to 100 pages, but not ok for 1000 pages+

# Search function

## Internal Search Functionality

- adds value to your website/app
- makes it easier for your clients to find information they want exactly when they need it



# Search function

## Tips

- The search bar should be at the top of a website page or close to the the navigational bar or on a side bar for blogs.
- should be noticeable and contain a call to action button(“Search”) The internal search script should be set up to search the entire site
- Some search tools allow autocomplete in the search results to offer more suggestions for content

# Search function

- Third-Party search engines
    - Google Custom Search
- <https://www.google.com/cse/>

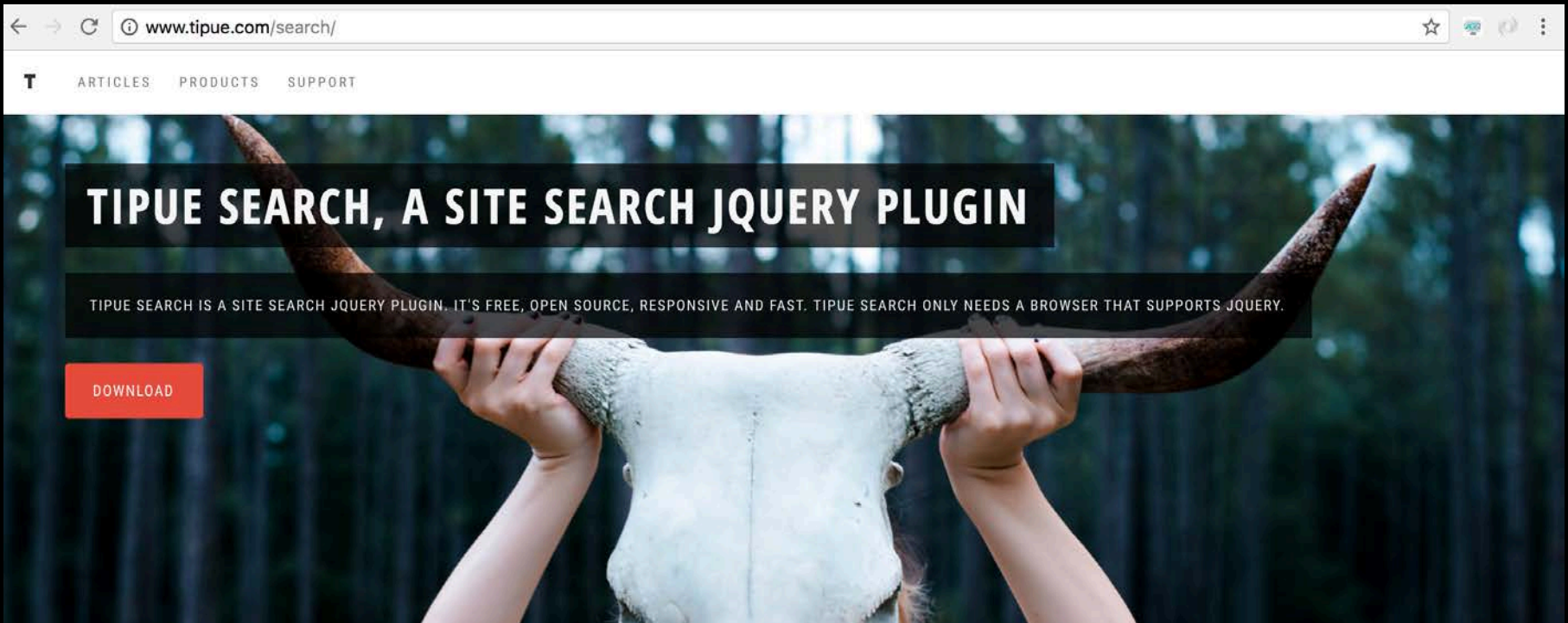
The screenshot shows a web browser window with two tabs, both titled "Daily Bytes". The main content is a login page for "Daily Bytes" featuring a logo of a square with three horizontal lines. Below the logo, the text "Daily Bytes" is displayed in a large, bold font. There are input fields for "User Name" and "Password", and a blue "Login" button. At the bottom of the page, there is a "Google Custom Search" box with a search icon.

Overlaid on the right side of the browser is a search results window. It has a "Sort by: Relevance" dropdown menu. The search results include a link titled "Having Surgery? - Drink Delicious ClearFast" with a sub-link "Delicious ClearFast". Below the link is an advertisement for "www.drinkclearfast.com/" with the phone number "(858) 649-1070". The ad text reads: "Drink ClearFast before your surgery to increase comfort and heal faster! Developed for surgery Types: Surgery Drink, Colonoscopy Prep". There are links for "Learn More", "Buy Now", and "Discover". Below the search results is a yellow box with the text "No Results". At the bottom of the search results window, it says "powered by Google" and "Custom Search".

# Search function

Tipue

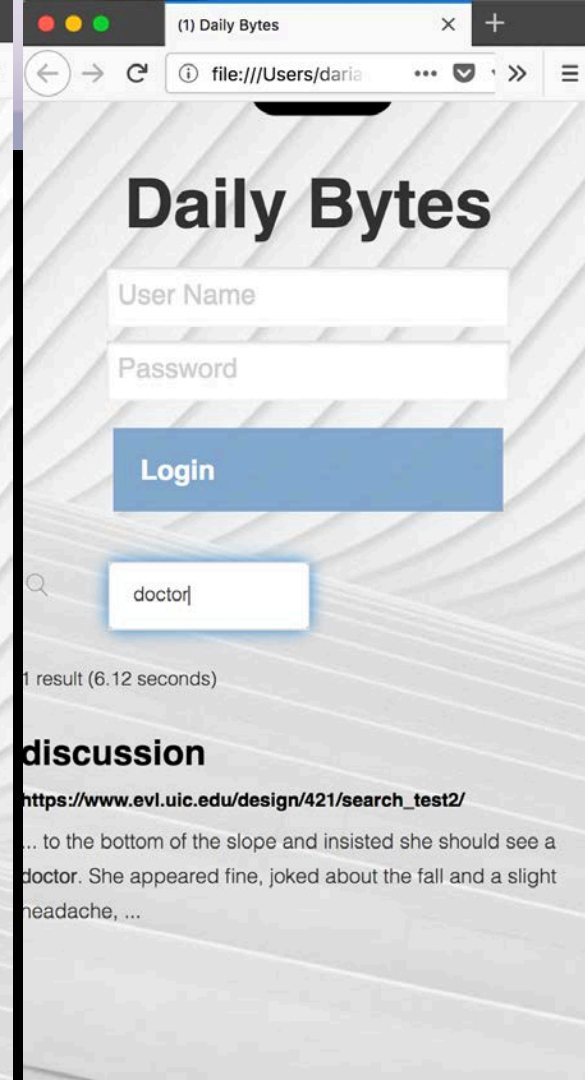
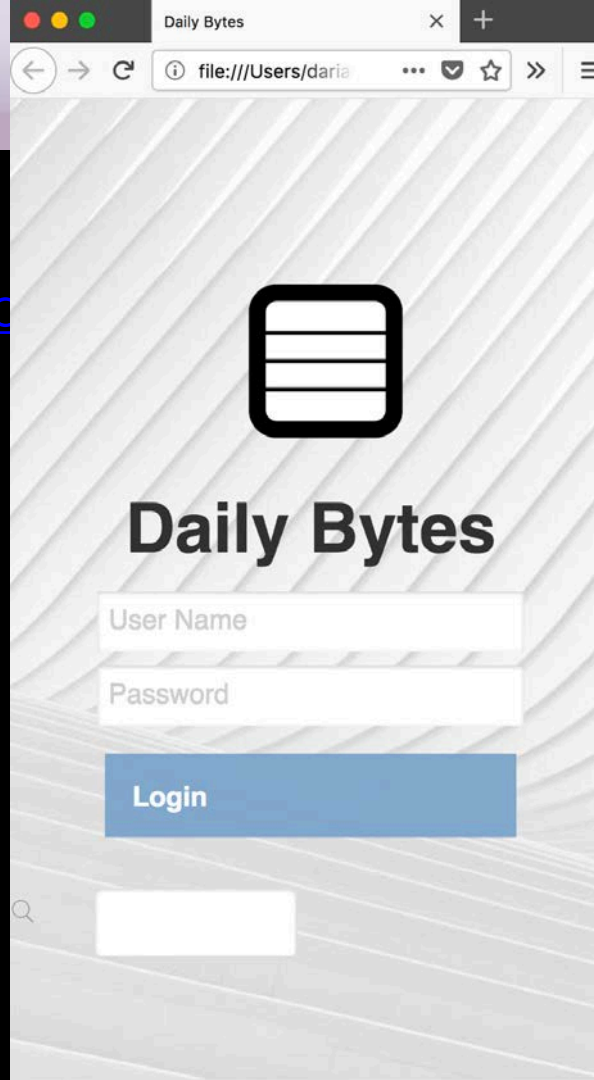
<http://www.tipue.com/search/>



# Search function

Tipue

<http://www.tipue.com/sec>



```
1 <!doctype html>
2 <html>
3 <head>
4 <meta http-equiv="content-type" content="text/html; charset=utf-8" />
5 <title>Daily Bytes</title>
6 <meta name="viewport" content="width=device-width, initial-scale=1">
7 <link rel="stylesheet" href="http://code.jquery.com/mobile/1.4.5/jquery.mobile-1.4.5.min.css">
8 <script src="http://code.jquery.com/jquery-1.11.1.min.js"></script>
9 <script src="http://code.jquery.com/mobile/1.4.5/jquery.mobile-1.4.5.min.js"></script>
10 <link href="css/styles3.css" rel="stylesheet" type="text/css">
11
12
13 <!--links to Tipue Search -->
14 <link rel="stylesheet" href="tipuesearch/css/normalize.css">
15 <link rel="stylesheet" href="../../inc/standard.css">
16
17 <script type="text/javascript" src="tipuesearch/tipuesearch_set.js"></script>
18 <script type="text/javascript" src="tipuesearch/tipuesearch_content.js"></script>
19 <link rel="stylesheet" type="text/css" href="tipuesearch/css/tipuesearch.css">
20 <script type="text/javascript" src="tipuesearch/tipuesearch.min.js"></script>
21 </head>
22 <body>
23 <script>
```

# Search function

tipuesearch\_content.js

index.html

```
67
68 <label for="textinput-hide" class="ui-hidden-accessible">User Name</label>
69 <input name="textinput-hide" id="textinput-hide" placeholder="User Name" value="" type="text" data-corners="false">
70
71 <label for="textinput-hide" class="ui-hidden-accessible">Password</label>
72 <input name="textinput-hide" id="textinput-hide" placeholder="Password" value="" type="text" data-corners="false">
73
74 <a href="#todaysbyte">
75 <div id="login">Login</div></a>
76
77 <!-- Tipue Search static-->
78 <div class="center" style="padding-top: 7px;"><a href="http://www.tipue.com/search">
79 <form action="search.html">
80 <div class="tipue_search_left"></div>
81 <div class="tipue_search_right"><input type="text" name="q" id="tipue_search_input" pattern=".{3,}" title="At least 3 characters" required></div>
82 <div style="clear: both;"></div>
83 </form>
84 <div id="tipue_search_content"></div>
85
86
87 <script>
88 $(document).ready(function() {
89     $('#tipue_search_input').tipuesearch();
90 });
91 </script>
92 <!-- Tipue Search static-->
```

# Search function

Tipue

<http://www.tipue.com/search/>

tipuesearch\_content.js

```
1
2
3 var tipuesearch = {"pages": [
4   {"title": "question", "text": "A motorcyclist is thrown from his bike and is unconscious in the field. In the trauma room he withdraws all
5   {"title": "discussion", "text": "A 45 year old healthy woman fell while taking a ski lesson on a beginners' hill at the Mont Tremblant ski
*   headache, but declined seeing a doctor. An ambulance arrived at 1 p.m. and transported the patient from the foot of the mountain to the ir
6
7   {"title": "discussion", "text": "The typical pattern of symptoms that indicate an EDH is a loss of consciousness, followed by alertness, t
*   indicate an emergency situation. Sometimes, bleeding does not start for hours after a head injury. The symptoms of increased intracranial
*   "https://www.evl.uic.edu/design/421/search_test2/"},
8   {"title": "Tipue Search Documentation", "text": "surgery complications text placeholder", "tags": "", "url": "https://www.evl.uic.edu/desi
9   ]};
10
```

```
1
2  /*
3  Tipue Search 6.1
4  Copyright (c) 2017 Tipue
5  Tipue Search is released under the MIT License
6  http://www.tipue.com/search
7  */
8
9
10 (function($) {
11
12     $.fn.tipuesearch = function(options) {
13
14         var set = $.extend( {
15
16             'contentLocation'       : 'tipuesearch/tipuesearch_content.json',
17             'contextBuffer'         : 60,
18             'contextLength'        : 60,
19             'contextStart'         : 90,
20             'debug'                 : false,
21             'descriptiveWords'     : 25,
22             'highlightTerms'       : true,
23             'liveContent'          : '*',
24             'liveDescription'      : '*',
25             'minimumLength'       : 3,
26             'mode'                 : 'static',
27             'newWindow'            : false,
28             'show'                 : 9,
29             'showContext'         : true,
30             'showRelated'         : true,
31             'showTime'            : true,
32             'showTitleCount'      : true,
33             'showURL'             : true,
34             'wholeWords'          : true
```

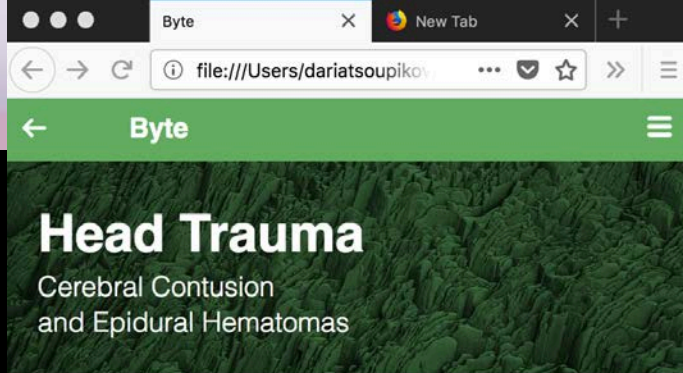


# Search function

## Plugins

- jQuery search
- highlight text

<https://www.jqueryscri>




Byte New Tab

file:///Users/dariatsoupikov

← Byte

## Head Trauma

Cerebral Contusion and Epidural Hematomas



**Terms**

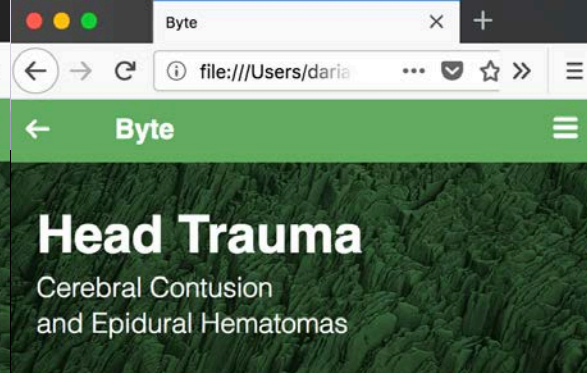
- subarachnoid hemorrhage (SAH)
- subdural hemorrhage (SDH)
- epidural hemorrhage (EDH)
- intraparenchymal hemorrhage (IPH)
- diffuse axonal injury (DAI)

**Epidemiology**

Approximately 1.4 million people per year suffer traumatic brain injury (TBI). Of these patients, approximately 1.1 million are treated and released, 240,000 are hospitalized, and 50,000 die. TBI has a bimodal age distribution with the greatest risk in 0–4 and 15- to 19-year-olds. Males have 1.5 times the risk of females.

**Presentation on exam**

Raccoon's eyes (periorbital ecchymosis), Battle's sign (postauricular ecchymosis), and otorrhea/rhinorrhea suggest a basilar skull fracture. Assessment by Glasgow Coma Scale, 15 points, based on motor (6 points), best verbalization (5 points), and best eye opening (4 points). Other aspects include cranial nerve exam (pupils reactive to light, normal fields), normal facial



Byte

file:///Users/daria

← Byte

## Head Trauma

Cerebral Contusion and Epidural Hematomas

risk

**Terms**

- subarachnoid hemorrhage (SAH)
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