

Azure-based search quality audit

Goals

Evaluate your search

We identify critical issues of your search system that significantly impact UX or system functionality.

Get improvement plan

We highlight key areas of consideration for potential search experience improvement.

Optimize your Azure costs

We make sure the search is tailored to business needs with minimum spending on Azure services.

Benefits



Quick

In 2 weeks you get an expert overview of your search system, the issues hindering conversion, and high-level optimization strategies.

Free

You don't pay anything for the audit and decide for yourself whether you need further search improvement actions or not.



Scope of work

Search performance analysis

A top-level overview of the overall search performance: user satisfaction, conversion rates, and broad trends.

Azure infrastructure audit

Azure resource configuration check: analyzing Azure data monitoring and logs, scalability settings, and more.

User engagement analysis

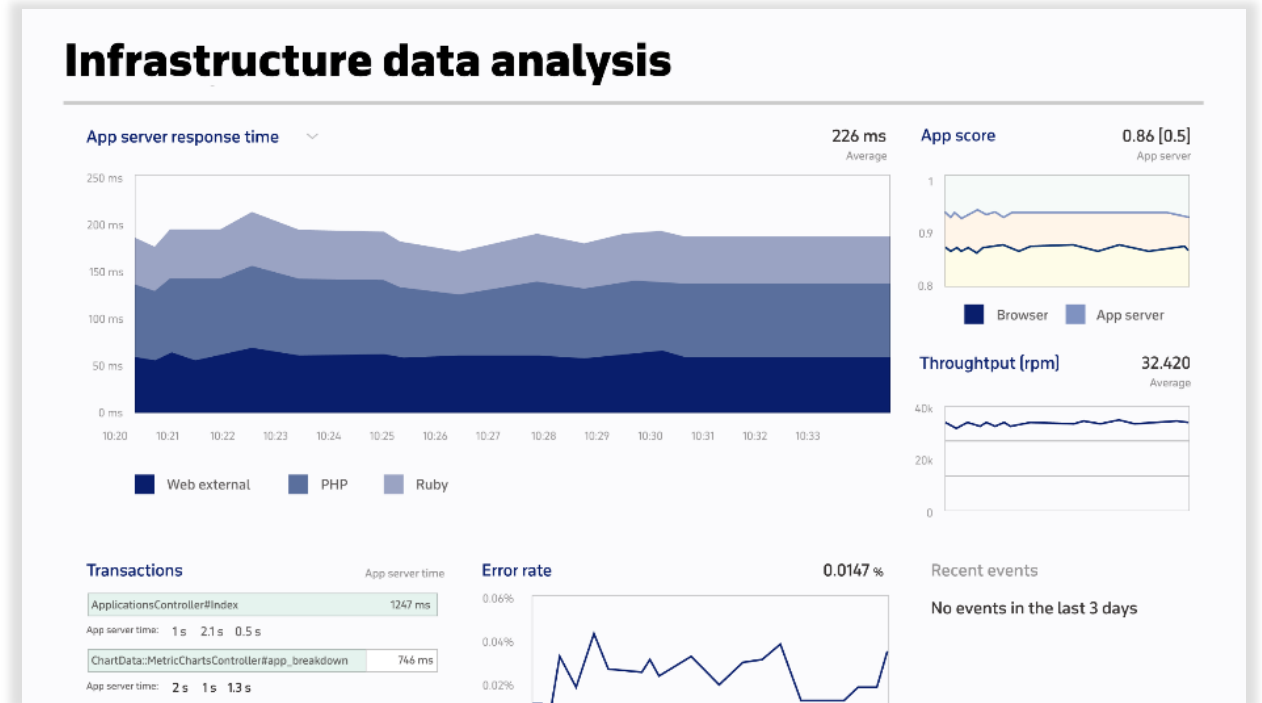
Exploration of user interaction with the search feature, including usage frequency, click-through rates, and search refinement patterns.

High-level recommendations

Provisioning a summary of critical issues and recommendations based on high-level observations to guide future actions.

Monitoring & alerting

Using Azure monitoring tools, we get a complete view of search functionality and its infrastructure dependencies across servers and processes. It allows us to form a list of critical issues and generate recommendations.



Process

Initiation

Week 1

- Eliciting business needs
- Accessing artifacts
- Analyzing requirements



Analysis & wrap-up

Week 2

- Identifying weak spots
- Designing recommendations
- Documenting audit results

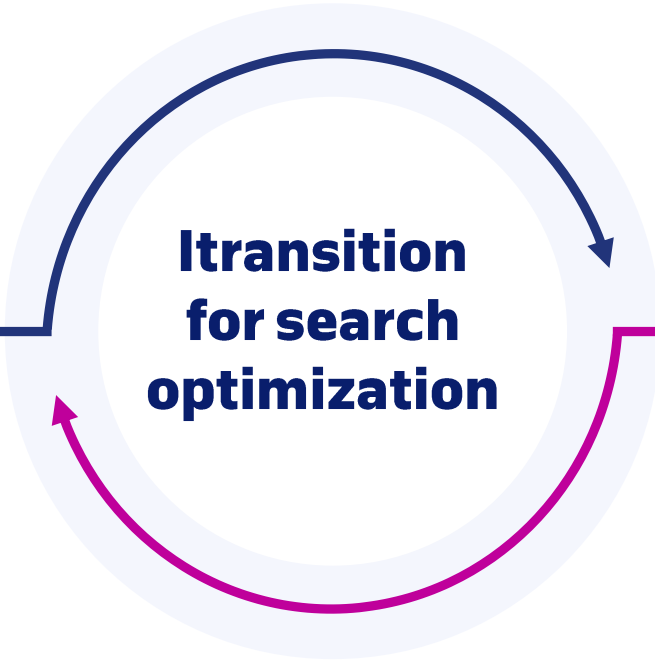
Why us

Microsoft
Partner



Microsoft Cloud Partner

- Deliver systems on Azure since 2010
- Have certified Azure professionals
- Provide a full spectrum of Azure services (consulting, development, migration, DevOps)
- Leverage partner-specific opportunities and resources to deliver top-tier services

A circular diagram with a light blue outer ring and a white inner circle. Two curved arrows, one blue and one pink, form a circle around the center. The blue arrow points clockwise from the top-left to the top-right. The pink arrow points clockwise from the bottom-right to the bottom-left. A horizontal line extends from the left side of the circle to the left, and another extends from the right side to the right.

IT transition for search optimization

Search functionality optimization expertise

- Provide search optimization services to leading companies worldwide
- Have company-wide Centers of Excellence to accumulate and expand domain knowledge
- Accumulate best practices, aligning with international development standards

Free search audit for car service provider

Context

Our customer, one of the largest automotive service companies in the USA, wanted to evaluate the overall effectiveness and efficiency of the search system within their marketplace. They approached Itransition for a free high-level search quality audit.

Solution

Itransition analyzed the aggregated user interaction data, performance metrics, and user feedback, summarized the critical search UX issues, and provided initial improvement recommendations. The list included:

- Suggestion issues [delayed displaying, ambiguity, empty results]
- Search results issues [nonoptimal match parameters, absence of synonym support, irrelevant list in categories facet, absence of the lookup by attribute, etc.]

Results

2 weeks

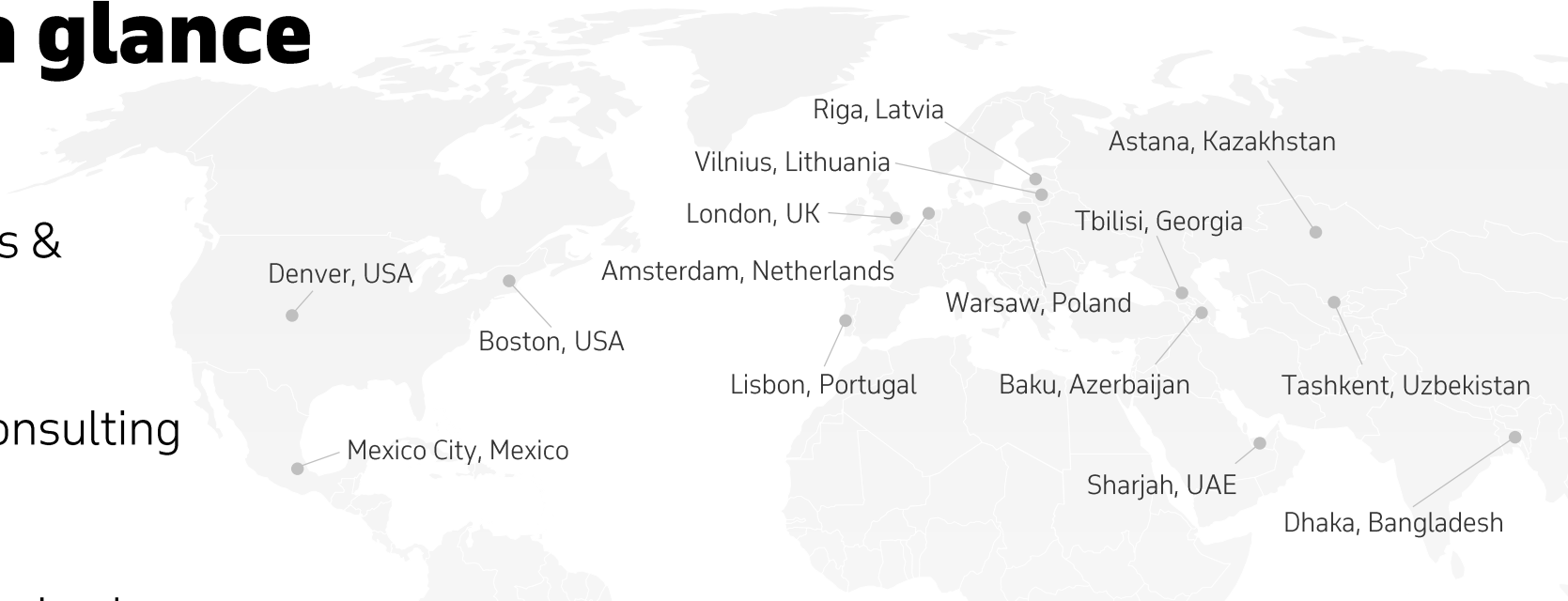
audit duration

13

critical UX issues detected

Transition at a glance

- Full-cycle digital solutions & IT services provider
- Strong IT & technology consulting capabilities
- Deep tech expertise supervised by CTO office
- Processes maturity
- Scalability [combination of onsite/offsite/remote modes]



25

years in business

3000+

full-time specialists

25%

annual revenue growth

1600+

completed projects

800+

clients worldwide

40+

countries served

Let's keep in touch

microsoft@itransition.com

www.itransition.com

We didn't quite catch that

TRY AGAIN

 itransition