Recommendations contained in the Nielsen Norman Group reports most relevant to KCAI.EDU

Design
- Design the search box to be obvious and immediately recognizable

Function
- Make the search box wide enough for long queries. Determine length based on your search analytics data but opt for at least 40 characters for teenaged users
- Repeat the visitor's query in an editable search box
- Fix spelling errors and offer search suggestions to help teens formulate successful queries
  - Offer suggested search terms to guide visits in the right direction.
  - Ensure the search engine retrieves results for alternative spellings and synonyms, since the visitor might not be familiar with the terminology you use.
- Present direct links to the most popular content as an alternative to retiring zero results
- Ensure relevant search results appear on your site
  - Ideally, search s/w should place the most relevant page for any query at the top. This does not happen unless you carefully adjust search engine settings and sometimes tell the search engine what specific results to feature for a particular query (sometimes called "best bets").
  - NNGroup recommends checking the search logs to find the most frequent queries. Then instruct the search engine to point to the specific webpages for the critical queries.

DMH