# Using your Knowledge Base Data to Deliver Better Experiences

Kedar Joyner | UX/UI Designer | July 28, 2021



### **Table of Contents**

- 01 Intro
- 02 Definitions
- 03 Page View Data
- 04 Search Log Data

#### UX/UI Designer

### Kedar Joyner

UX/UI Designer with 6+ years of experience in the tech industry. I specialize in interface design within the Division of Information Technology where I help design enterprise applications for campus.





### Definitions

#### Page View Data

Shows the number of time each individual document within a KB Group has been viewed over a given time period.

- Log into your KB Group
- Navigate to the "Stats" tab
- Click on "Doc Views by Doc" in left hand menu

→ C a kb.wi	sc.edu/kbAdmin/index.php?group_id=41&t=Stats&mi=9										ž	2	8	٠	۰.	*	-
Apps 🔥 Google Drive	🔲 My Tasks 🐸 CF Team Tasks 🛅 Dev 🕅 Read Later 🕅 UX/UI 🕅	T AIS														l Re	ead
B Admin Tools				User: kic	vner®v	risc.edu	ı - Gro	uo soa	ce: KE	User	s Guid	e		~			
	Home Documents Topics No		SitePref	Users As	sessme	int	Sta	da i									
liew Usage Statistics																Use	er's.
loc Count by Institution	Internal and External Document Views for 20	21															
loc Count by Group	- Search / display filters																
oc Count by Owner	IDs: Topic: Site: Yea	r: Linit															
oc Views by Institution	comma-delimited los   Ali tópios V   internal and External V   20	21 🗸 25	V G0														
c Views by Group												Total:	: 327	Disp	playin	1g: 1	1
oc Views This Group	Title	ID	Created	Updated	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct N	lov D	ec '	1
to Views All Groups	KB User's Guide - Documents Tab - Status	5234	2007-01-02 19:00:00	2021-06-01 13:19:26	3,470	2,507	3,168	1,003	1,147	2,027	1,162	0	0	0	0 0	) 1	1
oc Views Last/This Wk	KB User's Guide - Documents Tab - Show/Hide Toggles	19085	2011-07-10	2021-06-01	2,800	1,978	2,445	2,273	2,127	1,405	335	0	0	0	0 0	) 1	1
c Views by User	KB User Group Meeting	29902	2013-04-29	2021-06-17	1,873	1,654	1,911	3,069	2,612	1,147	0	0	0	0	0 0	) 1	i
cs by Helpfulness	KB User's Guide - Documents Tab - Overview of Fields in Document editor	5238	2007-01-03	2021-06-19	3,140	2,203	2,787	631	712	1,649	800	0	0	0	0 0	) 1	•
cs Helduness	About the KnowledgeBase	3	2000-03-25	2021-06-01	1,164	1,040	1,162	1,261	2,057	1,365	1,335	0	0	0	0 0	) 1	\$
20 Events (000) 20 Upkeep All Groups	KB User's Guide - Documents Tab - ImportHTML button	14926	2010-08-24	2021-06-01	1,207	1,069	1,437	1,348	1,711	1,368	1,215	0	0	0	0 0	2 1	5
ews Views All Groups	Sample Doc - University of Wisconsin - Madison Events Calendar:	36837	2014-01-28	2021-06-01	347	304	409	528	477	4,839	399	0	0	0	0 0	) :	2
ows by News Items	KB User's Guide - SitePref Tab - Side Modules and Side Module Links	27019	2012-10-24	2021-07-14	653	627	752	747	902	2,518	879	0	0	0	0 0	2	2
paron Log In Searches	KB User's Guide - Documents Tab - Guide to HTML Editor Buttons (Classic	14927	2010-08-24	2021-06-19	909	781	1,092	1,022	1,282	1,059	893	0	0	0	0 0	) :	2
so Export Log.	KB User's Guide - SitePref Tab - Content Modules	60736	2016-02-12	2021-06-17	679	597	724	762	848	2,502	875	0	0	0	0 0		6
ag.Entries	KB User's Guide - Documents Tab - Guide to WYSIWYG Editor buttons (What	14797	2010-08-04	2021-06-01	842	753	985	863	973	912	827	0	0	0	0 0	)	6
nonyma vise Words	Sample Doc: IncludeDoc - Violin Parts	52052	2015-06-08	2021-06-19	674	675	821	925	967	806	801	0	0	0	0 0	) !	
	KB User's Guide - Topics - The Batch Topic Assignment Tool	22118	2012-01-09	2021-06-01	675	616	794	765	1,036	916	747	0	0	0	0 0	) :	
	KB User's Guide - General Info - Embed an Office 365 Calendar in a	66096	2016-08-15	2021-06-17	634	674	878	711	802	730	691	0	0	0	0 0	)	5
	KB User's Guide - Advanced HTML - Decision Tree	66704	2016-09-06	2021-06-01	827	607	729	691	736	753	562	0	0	0	0 0	, ,	4
	KB User's Guide - Topics Tab - Enable the Topic Tree Side Module on your	5212	2006-12-21	2021-06-01	592	592	703	695	847	687	664	0	0	0	0 0		4
	KB User's Guide - General Info - Table of Contents	5233	2007-01-02	2021-06-01	672	628	704	706	723	646	601	0	0	0	0 0	, ,	4

### How can Page View data help me?

- Provides a high-level overview of audience behavior and what information they might be most interested in (i.e. informational, events, how-tos, etc.)
- Can also surface potential problems with your site. High page views do not always mean you are reaching a broad audience or that users are able to locate the information they need.
- Can be compared with search log data to understand whether people are finding answers/docs to popular searches.

### Definitions

#### Search Log Data

Allows admins to browse through all successful (green text) and failed (red text) customer searches over a given time period.

- Log into your KB Group
- Navigate to the "Stats" tab
- Click on "Search Log" in left hand menu

→ C a kb.wis	c.edu/kbA	dmin/index.php?group_id=41	&t=Stats&mi=	15					<b>\$</b>	0 🔹	🚓 🛪 I
Apps 💧 Google Drive	🛄 My T	asks 😝 CE Team Tasks 🛅 D	Dev 🗎 Read I	Later 🗎							E Rez
Admin Tools							U	ser: kjoyner@wisc.edu	- Group space: KB User's Guide	~	
		Home	Documente	Topics	Neuer	SiteProf	liness	Assessment	State		
iew Usage Statistics		Home	Decumenta	Topica	incurs.	Unter for	Users	Assessment			User
on Count by Institution	Sear	ch Log									
loc Count by Group	Search	h / display filters									
loc Count by Owner	Find	Туре:	Siter		Year: Sort:		Size:				
and the second second second		Failed & successful	✓ Internal and	External ~	2021 ¥ Date D	escending	<ul> <li>25 per pag</li> </ul>	e 🗸 Go			
oc views by institution											
oc Views This Group								Total: 12	208 Displaying: 1 - 25 Save .	CSV Expr	ort all 12220F
oc Views All Groups	No.	Search Term	Topic	Site	Matches	Search Mod	le	IP Address	Time		Delete?
	1	glossary		ext	4	KWS		10.130.180.40	2021-07-26 17:26:	:49	
oc Views Lasu Tris Vik	2	glossary		ext	4	KWS		10.130.180.40	2021-07-26 17:26:	:49	
c Views by User	3	google analytics		ext	2	KWS		108.85.184.114	2021-07-26 17:06	23	
	4	revisions		ext	7	KWS		72.196.0.244	2021-07-26 15:40	:05	
ocs by Helpfulness	5	revisions		ext	7	KWS		72,196.0.244	2021-07-26 15:40:	:04	
000 1100000110000	6	restore revision		ext	1	KWS		72 196 0 244	2021-07-26 15:39	56	0
oc Events rev	7	restore revision		ext	1	KWS		72 196 0 244	2021-07-26 15:39	-55	0
oc Upkeep All Groups	. 8	eitee A=0		ent	0	KWS		40 121 242 185	2021-07-28 15-16	-30	
ews Views All Groups		ebould A=0		ent	0	ETS		89.46.62.65	2021-07-28 15-01	-53	0
ews by News Items	10	language		ent	7	ETSLATTS		10 134 65 11	2021-07-28 14-18	-30	
earch Log	10	language		ext	7	FTG+ATTE		10.134.65.11	2021-07-20 14:10.	-39	0
p Searches	11	language		ext	/	FISHAITS		10.134.65.11	2021-07-26 14:18	38	U
	12	muttiinguai		ext	U	KWS		10.134.65.11	2021-07-26 14:18	35	U
C EXCOLUCIÓN	13	multilingual		ext	0	KWS		10.134.65.11	2021-07-26 14:18:	.34	
og Entries	14	document template		ext	8	KWS		146.151.217.99	2021-07-26 13:56:	.35	
	15	save as template		ext	1	KWS		146.151.217.99	2021-07-26 13:56:	.26	
sise Words	16	tab		ext	173	KWS		20.204.53.227	2021-07-26 13:32:	.58	
	17	tab		ext	173	KWS		20.204.53.227	2021-07-26 13:32:	:56	
	18	tab A=0		ext	0	KWS		20.204.53.227	2021-07-26 13:32	:54	
	19	only A=0		ext	0	FTS+ATTS		89.46.62.65	2021-07-26 13:10:	:31	
	20	that [0]		ext	1	FTS+ATTS		94.198.51.44	2021-07-26 12:25:	:54	
	21	webaim		ext	1	KWS		122.173.25.68	2021-07-26 11:53:	:01	

### How can Search Log data help me?

- Failed searches may help you identify the need to create new documents, revise existing documents, or create new/expanded keywords and synonyms.
- Additionally, failed searches can often include the most commonly misspelled words which can be added as synonyms to a document.
- Search data should help inform document titles, keywords, meta descriptions, and inform what displays on the homepage.

## **Page View Data**

Let's learn how to export this data, strategies for analyzing the information, and steps for taking action on what you discover from your analysis.

### **Export Page View Data**

- 1. Log into KB Admin
- 2. Choose KB Group
- 3. Click on "Stats" tab
- 4. Click on "Doc Views by Doc" from side menu
- 5. Increase limit to equal more than the total number of results
- 6. Export CSVs from the last 2 years (minimum 1 year)

#### **Step 1** Combine both CSV files into one ring that rules them all

	A	В	С	D	E	F	G	н	1	1	К	L	M	N	0	Р	Q
. 1	Title II	)	Created	Updated	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
ł	KB User's GL	5234	1/2/07 19:00	6/1/21 13:19	2,987	5,199	6,136	1,882	1,085	1,243	1,07	3,60	5 4,62	5 1,241	3,764	3,267	36,117
•	KB User Grou	29902	4/29/13 9:41	6/17/21 13:52	2,251	2,356	2,875	3,019	3,816	2,889	4,034	5 2,08	0 2,89	5 2,108	1,689	1,876	31,890
	KB User's GL	5238	1/3/07 19:00	6/19/21 14:22	2,612	4,808	5,737	1,427	676	759	70	3,23	3 4,17	5 801	3,375	2,933	31,24
1	About the Kn	3	3/25/00 19:00	6/1/21 13:18	2,130	1,934	1,939	2,038	2,034	2,153	1,750	1,39	4 1,51	4 1,412	1,929	1,144	21,37
ł	KB User's GL	19085	7/10/11 19:00	6/1/21 13:19	2,963	396	419	436	381	403	380	35	0 3,10	3 3,479	3,138	2,668	18,11
	KB User's GL	14926	8/24/10 19:00	6/1/21 13:19	1,310	1,302	1,320	1,530	1,461	1,734	1,53	1,36	6 1,62	9 1,531	1,323	1,073	17,11
ł	KB User's GL	14797	8/4/10 19:00	6/1/21 13:19	974	1,078	1,349	1,660	1,591	1,427	1,176	5 1,01	4 1,22	9 1,122	975	696	14,29
	KB User's GL	14927	8/24/10 19:00	6/19/21 14:15	967	980	1,000	1,165	1,123	1,286	1,14	1,03	9 1,23	0 1,145	1,011	805	12,89
	KB User's GL	22118	1/9/12 12:37	6/1/21 13:19	980	954	911	1,026	961	1,215	1,153	1,11	4 1,07	5 1,174	913	633	12,10
\$	Sample Doc:	52052	6/8/15 12:24	6/19/21 10:54	749	805	767	890	893	867	1,010	98	9 1,01	1 993	807	612	10,39
ł	KB User's Gu	60736	2/12/16 12:36	6/17/21 13:08	810	775	742	847	881	948	1,02	98	6 92	909	781	561	10,19
ł	KB User's Gu	27019	10/24/12 10:14	7/14/21 11:57	772	774	750	919	848	912	929	78	6 84	1 963	817	571	9,8
ł	KB User's Gu	24488	5/25/12 16:07	6/1/21 13:19	720	728	758	833	767	853	873	80	2 86	5 885	742	503	9,3
ł	KB User's Gu	5212	12/21/06 19:00	6/1/21 13:19	705	720	686	778	715	1,005	884	79	1 85	7 862	723	570	9,2
1	KB User's GL	36926	1/29/14 9:38	6/1/21 13:19	879	3,404	1,704	436	306	320	393	41	7 38	1 429	327	213	9,2
þ	KB User's GL	5304	1/18/07 19:00	6/1/21 13:19	785	770	916	857	675	829	830	69	8 76	7 751	614	559	9,0
	KB User's GL	66704	9/6/16 11:29	6/1/21 13:18	692	488	690	723	791	917	703	3 78	3 86	4 829	884	599	8,9
	KB User's GL	5233	1/2/07 19:00	6/1/21 13:19	627	792	978	779	710	829	723	5 73	2 74	5 702	618	520	8,7
	KB Author Tr	23433	3/26/12 8:31	6/1/21 13:18	549	611	850	1,111	1,125	854	70	5 59	9 74	4 608	576	381	8,7
	KB User's GL	5722	4/10/07 19:00	6/1/21 13:19	616	742	628	809	597	792	680	66	4 74	5 735	581	407	7,9
2	KB User's GL	36842	1/28/14 17:17	6/1/21 13:19	561	536	516	567	666	637	654	5 72	4 73	2 773	644	463	7,4
	KB User's GL	66096	8/15/16 14:50	6/17/21 13:14	919	522	488	517	436	613	66	69	1 74	4 739	613	510	7,4
1	KB User's GL	5235	1/2/07 19:00	5/17/21 16:12	664	594	634	667	564	673	67	61	7 67	0 657	557	431	7,39
1	KB Author Tr	23277	3/16/12 13:55	5/17/21 16:11	625	608	612	783	623	748	655	46	7 66	3 609	472	419	7,2
5 1	KB User's Gu	4643	4/27/06 19:00	6/1/21 13:19	590	683	688	702	514	603	663	64	0 64	5 616	466	389	7,1
	KB User's Gu	5344	1/29/07 19:00	6/1/21 13:19	585	589	538	597	577	724	683	65	1 64	8 705	513	350	7,1
	KB User's Gu	5338	1/29/07 19:00	6/1/21 13:19	547	533	556	490	589	756	71	67	1 62	7 663	527	403	7,0
	KB User's GL	23534	3/30/12 8:49	6/19/21 14:10	487	526	531	642	579	650	583	56	4 68	9 582	572	510	6,9
F	Poetry - Robi	36746	1/28/14 17:02	6/1/21 13:21	541	461	621	712	584	575	573	51	5 54	5 569	431	384	6,5
. )	KB User's GL	69832	1/9/17 14:27	6/17/21 15:06	477	475	447	486	562	574	639	62	4 55	2 715	546	304	6,4
	KB Users Gu	13301	2/10/10 19:00	5/17/21 16:14	578	524	543	576	501	607	614	54	6 57	2 548	463	323	6,3
	KB Author Tr	23149	3/14/12 8:15	6/1/21 13:18	511	489	487	582	535	651	554	44	2 56	4 611	550	414	6,3
	KB User's GL	8531	11/17/08 19:00	6/1/21 13:19	511	538	524	561	542	572	523	48	2 64	9 557	461	440	6,3
	KB User's GL	14925	8/24/10 19:00	6/1/21 13:19	450	518	439	506	519	522	63	5 59	5 60	583	484	378	6,2
5 1	KB User's GL	5307	1/18/07 19:00	6/17/21 15:07	528	531	578	579	521	500	58	5 54	9 50	5 543	459	328	6,2
	KB User's GL	3469	2/8/05 19:00	6/1/21 13:19	450	456	478	458	491	503	62	61	8 60	7 790	412	275	6,10
3 4	KB User's GL	15019	8/30/10 19:00	5/17/21 16:12	576	503	527	581	484	581	44	44	5 52	5 579	451	313	6.0

#### **Step 2** Delete all columns except for Title and Total

1	Title	Total
2	KB User's Guide - Documents Tab - Status	36,112
3	KB User Group Meeting	31,890
4	KB User's Guide - Documents Tab - Overview	31,245
5	About the KnowledgeBase	21,371
6	KB User's Guide - Documents Tab - Show/H	18,116
7	KB User's Guide - Documents Tab - ImportH	17,112
8	KB User's Guide - Documents Tab - Guide to	14,291
9	KB User's Guide - Documents Tab - Guide to	12,893
10	KB User's Guide - Topics - The Batch Topic A	12,109
11	Sample Doc: IncludeDoc - Violin Parts	10,393
12	KB User's Guide - SitePref Tab - Content Mo	10,192
13	KB User's Guide - SitePref Tab - Side Modul	9,882
14	KB User's Guide - SitePref Tab- Quick Searc	9,329
15	KB User's Guide - Topics Tab - Enable the To	9,296
16	KB User's Guide - Documents Tab - Referen	9,208
17	KB User's Guide - Documents Tab - Docume	9,051
18	KB User's Guide - Advanced HTML - Decision	8,963
19	KB User's Guide - General Info - Table of Co	8,755
20	KB Author Training - Body Field - Design (W	8,714
21	KB User's Guide - Documents Tab - Uploadin	7,997
22	KB User's Guide - Documents Tab - Review	7,475

#### Step 3 Select a cell where you want the merged data to appear

А	В	С
Title	Total	
KB User's Guide - Documents Tab - Status	36,112	
KB User Group Meeting	31,890	
KB User's Guide - Documents Tab - Overview	31,245	
About the KnowledgeBase	21,371	
KB User's Guide - Documents Tab - Show/H	18,116	
KB User's Guide - Documents Tab - ImportH	17,112	
KB User's Guide - Documents Tab - Guide to	14,291	
KB User's Guide - Documents Tab - Guide to	12,893	
KB User's Guide - Topics - The Batch Topic 4	12 109	

#### Step 4 Go to Data > Consolidate and select "Sum" as the function, check "Top Row", and select columns A and B

	🖞 💼 Copy of Exported Page View Data				Q 8°
Home Insert Draw Page Layout Formu	ulas Data Review View 🗘 Tell me			년 Share	Comments
Connections	Can Can 24 RM T Schar El 21 Flash Fill S Data Validation -	Grou	• • · · · · · · · · · · · · · · · · · ·	💮 Ana	lysis Tools
Get Data from Refresh All Edit Links	Consolidate	Sub1	etal		
O Possible Data Loss Some features might be lost	Consolidate				Save As
t × ✓ fx					*
A B		0	Р	Q	R S
1 Title Total	Function: Sum				
2 KB User's Guide - Documents T 36,11 3 KB User Group Meeting 31,81					
4 KB User's Guide - Documents T 31,24					
6 KB User's Guide - Documents T 18,11	Reference: \$A:\$B				
7 KB User's Guide - Documents T 17,11					
8 KB User's Guide - Documents T 14,21 9 KB User's Guide - Documents T 12,85	All references:				
10 KB User's Guide - Topics - The 1 12,10	All references.				
11 pample Doc: IncludeDoc - Violi 10,31 12 KB User's Guide - SitePref Tab 10.11					
13 KB User's Guide - SitePref Tab 9,81					
14 KB User's Guide - SitePref Tab 9,3 15 KB User's Guide - Tonics Tab - 1 9 2					
16 KB User's Guide - Documents T 9,20					
17 KB User's Guide - Documents T 9,01 18 KB User's Guide - Advanced HT 8,91					
19 XB User's Guide - General Info 8,7					
20 KB Author Training - Body Field 8,71 21 KB User's Guide - Documents T 7 9					
22 KB User's Guide - Documents T 7,41					
23 XB User's Guide - General Info 7,45					
25 KB Author Training - Overview 7,21					
26 KB User's Guide - Documents T 7,15	Calast				
27 KB User's Guide - Topics Tab - 7 7,02 28 KB User's Guide - Users Tab - A 7,01	Select +				
29 KB User's Guide - KB Training - 6,91					
10 Poetry - Robert Frost - Lodged 6,51 31 KB User's Guide - Documents T 6,40					
32 KB Users Guide - General Info 6,35	Create links to source data				
33 KB Author Training - Creating a 6,31 34 KB User's Guide - Documents T 6.31	Create links to source data				
35 KB User's Guide - Documents T 6,2					
36 KB User's Guide - Documents T 6,2 37 KB User's Guide - Documents T 6,1					
38 KB User's Guide - Documents T 6.0	Use labels in:				
Copy of Exported Page View Data			m		40001
Fours	Top row	## (III)	E ==		+ 100%
	l eft column				
	Ent column				
	Close OK				

#### **Step 5** Copy the output into a new tab and sort the data from smallest to largest in the Total column



Done! Now you're seeing which KB Documents have the highest page views over a 2 year time period. You're ready to analyze!

### **Content Modules**

Ignore any page views that are given to Content Module documents. Every time a user visits a page with a content module, it's recorded as a page view for that particular document.

For documents with high page views, check if they are content module first by going to **KB Admin > Site Prefs > Content modules** 

#### **Example** KB User Group Meeting has 48,653 page views, but it's a Content Module so that





### "Linked From" Documents

Documents that are linked from other documents may have inflated page views because they encourage more traffic. However, this does not mean people find the information on these documents useful.

If your document is being referenced in other documents, the option to view "Linked from" will appear at the bottom of the doc in the admin.

#### Example

This document has 30, 764 views and is linked from 74 other docs, but it has 591 helpful votes and 437 unhelpful

← → ♂	7 👔 kb.wisc.edu/sbout-the-knowledgebase 🗄 🗄 🏠 🚳 🔶	* 0 1
🔛 Apps 🛆	🛆 Google Drive 🛄 My Tasks 🖊 CE Team Tasks 🛅 Dev 🛅 Read Later 📋 UX(UI 🛅 AIS	Reading List
	Boundary of Wilconstan Madium KNOWLEDGEBASE Search the KR. 2000	
	About the KnowledgeBase	
	What is the KnowledgeBase?	
	The KnowledgeBase (13) is a platform for early creating, displaying, sharing, and managing web-based locadedge documents. It is designed to provide constitutem within the University of Wiscoms-Nukaion and other instantiant of higher exclusions with a control location for storing and maintaining locadedge. The KnowledgeBase empowers not starts to analy locare information for thermities vortice had and an approxes to create, categories, and maintain that knowledge easily. The KS contains a wide variety of searchable information, including technical documents, directions, policies, and procedures.	
	Campus Partners	
	The University of Wiscossis-Mudicon Knowledgellate currently features more than 100 on campus partner groups. These partner groups include scademic departments, administrative groups, and technology sarete providem. Each group administrative internet the scatter state state in the scatter of a cambon features are of the Knowledgellate project's many and its measures plantments administrative and additional strenges and the group administrative administ	
	Institution Partners	
	In addition to on-campus partner sites, we partner with other institutions of higher learning to provide KnowledgeBase services using our hosted KnowledgeBase service:	
	Chapteres Valley Technical Callege     Enc Valley, Technical Callege     New Moscion Liberature     Neutraneuterin Liberature     Neutraneuterin Liberature     Patriane Callege	
	Box University:     Southern Illinois University: Edwardneille     University: Gilmois	
	University of Waconsin Extension and Colleges     University of Waconsin Extension and Colleges	

### Analyze the Data

#### Start small and look at the top 25-50 most viewed documents.

Questions to Ask	Notes
Does anything look odd or unexpected?	Look for things that make you think, "Oh, interesting!" to investigate further.
Does your KB homepage reflect the documents that people are viewing the most?	Helpful to compare this data with your existing homepage to see if popular documents are missing from view or need to be placed higher on the page.
Are these documents easy to find? And is there anything confusing about them?	If they're not referenced on the homepage, should they be? Are they easily searchable? Do they contain relevant keywords and synonyms to improve searchability?
Can these documents be grouped together in logical categories (if not already) that might help users find the information they need more quickly?	You may find that based on what you find, your homepage could be improved by improving navigation and/or groupings of content under categories that make sense to your audience. Consider a <u>card sort exercise</u> to determine these categories.

### **Card Sorting**

Card sorting is a method used to help design or evaluate the <u>information</u> <u>architecture</u> of a site.

In a card sorting session, participants organize topics into categories that make sense to them and they may also help you label these groups.



### Example

For the KB User's Guide we noticed based on the top page views, that content on the homepage was organized from least important to most important, and we want to flip this order.

The first 3 Top Docs are also content modules, so they likely aren't top docs in the truest sense.

Sidebar content also does not contain the themes we found in the top page views and searches. Favorites ^ 2021 KB User Group Meeting Show "My Favorite" Admin Tabs The 2021 KB User Group Meeting: July 26th-30th, 2021 Every year the KnowledgeBase team and the user community come together with industry experts to share References ~ lessons learned, and best practices. This years collaborative events will take place the week of July 26th-30th. 2021. Our HTML Tidy: Handy when moving Word dors into the KB virtual events and "live presentations" will be hosted using Zoom. We may also feature some pre-recorded videos and other resources. General KB Informatio Learn more and join a sessio Her Color Values Excel Table to HTM UTMI Dates **Documents Recently Updated** 1. + KB User's Guide - Documents Tab - Left Navigation Bar Links Helpful KB Tips 2. + 2021 KnowledgeBase (KB) User Group Meeting User's Guide Keyword Inde 3. + KB User Group Meeting LifeCycle of your KB Docum 4. + KB User's Guide - Documents Tab - Import & Export WYSIWYG Editor Controls 5. + KB User's Guide - Stats Tab - Doc Events HTML Editor Quick Code Button 6. + KB User's Guide - Stats Tab - Overview of Links 7 + KR User's Guide - UW Theme for KR-Features KB Trello Boards 8. + KB User's Guide - SitePref Tab - Side Modules and Side Module Link Known Issues Feature Requests Product Roadman Top Documents 2021 KB Cafe (UW-Madison Only) 1. + KB User Group Meeting 2. + 2021 KnowledgeBase (KB) User Group Meeting I Join Us !! 3. + KB User's Guide - Documents Tab - ImportHTML button 4. • About the KnowledgeBase 5. + Sample Doc: IncludeDoc - Violin Parts KB Basics - Start here! 1. KB Author Training - Overview 2. + KB Author Training - Creating a New Document 3. KB Author Training - Attachments and Revisions 4. My KB Group Space: A First Look

## Search Log Data

Let's learn how to export Search Log data and filter out pesky bot traffic to have a more accurate picture of what your users are searching for on your KB site.

# Why don't we just view the "Top Searches" log?

- Can only view one year of data at a time
- Doesn't filter out bot traffic. Discovered that roughly half of searches originated from non-human traffic or untrustworthy IP addresses
- Still provides a useful picture, but not as accurate



### **Export Search Log Data**

- 1. Log into KB Admin
- 2. Choose KB Group
- 3. Click on "Stats" tab
- 4. Click on "Search Log" from side menu
- 5. Filter log data by "Successful" or "Failed" respectively
- 6. Click on the "Export All" button
- 7. Export CSVs from the last 2 years (minimum 1 year)
- 8. Combine both files into one

### **Remove Duplicates**

#### Step 1

Often bots will make the same search multiple times at once or within seconds/minutes of each other.

So we'll remove duplicate entries that contain the search term and occur at the same time.

					Remove Duplicates	
					🗸 My list has headers	
					Column B	
AutoSaus Oct	8 8 9 . C			D coarob	Column C	0
					Coldinin C	
ie insert Draw Pagel	Connections	as Data Review	View V Tellin	Clear	Column D	Top
t Data from Refresh	Properties Frit Links	Stocks Currencies	× Z↓ <u>A</u> 2 Z↓ Sort I	Filter	Column E	
↓ × √ fx   27209:	14				Column F	
A 8	C D	E F	G	н	Caluman C	
ID Search Term T	opic Site	Matches Search Mode	IP Address	Time	Column G	
2720914 admin 2720913 users	ext	28 KWS 233 KWS	47.88.103.0	12/31/20 22:5		
2720647 undates	eat	33 KWS	5 181 42 142	12/31/20 20/3	🗸 Column H	
2720646 updates	eat	33 KWS	5.181.42.65	12/31/20 20:2		
2720189 redo	ext	2 KWS	88.198.118.239	12/31/20 16:2		
2720186 redo	ext	2 KWS	88.198.118.239	12/31/20 16:2		
2720181 redo	est	2 KWS	88.198.118.239	12/31/20 16:1		
2720161 wider	ext	3 FTS+ATTS	88.198.118.239	12/31/20 16:0	Canaal	
2720162 wider	ext	3 FTS+ATTS	88.198.118.239	12/31/20 16:0	Cancel	
2720158 wider	tes	3 FTS+ATTS	88.198.118.239	12/31/20 16:0		
2720159 wider	ext	3 FTS+ATTS	88.198.118.239	12/31/20 16:0		
2720160 wider	est	3 FTS+ATTS	88.198.118.239	12/31/20 16:00		
2720156 wider	est	S FISHATIS	88.198.118.239	12/31/20 16:08		
2720157 Wider	ext	3 FISHATIS	88.198.118.239	12/31/20 16508		
2720154 Wider 2720155 wider	109	3 FISTATIS	88 198 118 239	12/31/20 16:08		
2720155 wider	ent	1 8WS	88 198 118 239	12/31/20 16:04		
2720150 coding	ent	1 KWS	88 198 118 239	12/31/20 16:04		
2720149 coding	ext	1 KWS	88.198.118.239	12/31/20 16:04		
2720105 analytics	est	2 KWS	88.198.118.239	12/31/20 15:46		
2720105 analytics	ext	2 KWS	88.198.118.239	12/31/20 15:46		
2720104 analytics	ext	2 KWS	88.198.118.239	12/31/20 15:46		
2719804 [0] D	locuments T ext	1 FTS+ATTS	187.19.127.238	12/31/20 11:34		
2719803 Http://Www.Google.Com	ext	1 FTS+ATTS	103.146.110.18	12/31/20 11:34		
2719802 user s [0]	tes	1 FTS+ATTS	103.146.110.18	12/31/20 11:34		
2/19801 user's	ext	235 KWS	103.146.110.18	12/31/20 11:34		
2719300 http://www.Google.com	ext	1 FTS+ATTS	5.2.180.254	12/31/20 11:34		
2710798 knoword	ant	14 8945	5 2 180 254	12/31/20 11:34		
2719480 fag	ext	1 KWS	212.3.198.179	12/31/20 8:46		
	ext	1 KWS	212.3.198.179	12/31/20 8:46		
2/194/9 130	ext	1 KWS	212.3.198.179	12/31/20 8:46		
2719479 faq 2719474 faq		1 KWS	212.3.198.179	12/31/20 8:46		
2719479 faq 2719474 faq 2719475 faq	tes					
2719479 faq 2719474 faq 2719475 faq 2719380 wiki	ext ext	1 KWS	165.231.95.4	12/31/20 6:51		
2719479 raq 2719474 faq 2719475 faq 2719380 wiki 2719366 parent	est est est	1 KWS 17 FTS	165.231.95.4 101.250.50.10	12/31/20 6:51		
2719479 faq 2719479 faq 2719475 faq 2719305 wiki 2719366 parent 2719364 parent	tes ext tes tes	1 KWS 17 FTS 17 FTS	165.231.95.4 101.250.50.10 101.250.50.10	12/31/20 6:51 12/31/20 6:24 12/31/20 6:24		

Note: It's also helpful at this time to remove cells that are blank or contain Excel errors.

### **Remove Special Characters**

#### Step 2

Bots will often make SQL injections (e.g. "A=0") and special characters (e.g. "/", "[0]", "!+{}") into their searches.

In the upcoming steps, we'll remove all searches that contain special characters to help filter out bot traffic and clean the data as best we can.

				S	PECI	AL CH	IARA	CTER	S				
a ^	b B	<b>С</b> с	d D	e E	f F	g <sub>G</sub>	h н	i	j	<b>к</b> к	l	m M	n N
<b>0</b> 0	Р	<b>q</b> 0	<b>Г</b> R	S S	t T	u u	V v	W w	X ×	y Y	Z z	A Shift+A	B Shift+B
C Shift+C	D Shift+D	E Shift+E	F Shift+F	G Shift+G	H Shift+H	 Shift+I	<b>J</b> Shitt₊J	K Shift+K	L Shift+L	M Shift+M	N Shift+N	O Shift+O	P Shift+P
Q Shift+Q	R Shift+R	Shift+S	T Shift+T	U Shitt+U	V Shift+V	W Shift+W	X Shift+X	Y Shift+Y	Z Shift+Z	1	<b>2</b> 2	<b>3</b> 3	4
5 5	<b>6</b>	<b>7</b>	<b>8</b> 8	9 9	<b>0</b> 0	! Shift+1	@ Shift+2	# Shift+3	\$ Shift+4	% Shift+5	A Shift+6	& Shift+7	* Shift+8
( Shift+9	) Shift+0	,	÷	;	shift+;	-	1	? shitt+/	4 1	۰۰ Shift+'	<b>i</b> Alt+0161	<b>¿</b> Ah+0191	 Alt+0173
+ Shift+=	X Alt+0215	÷ Alt+0247	=	<b>±</b> Alt+0177	< Shift+,	> Shift+.	[	]	{ Shift+[	} Shift+]	4 Alt+0145	, Alt+0146	44 Alt+0147

#### In your Excel file click on "Excel" in the top menu > Preferences > View and check "Developer tab"

• • · · · · · · · · · · · · · · · · · ·	ew Q Search
Show in Workbook	
🗹 Formula bar	Zero values
Sheet tabs	Page breaks
Row and column headers	Formulas
Outline symbols	Function ScreenTips
Gridlines Automatic	
Preferred view for new sheets:	Normal View
For Cells with Comments, Show No comments or indicators Indicators only, and commen	nts on rollover
Cells with Comments, Show     No comments or indicators     Indicators only, and commen     Comments and indicators	r nts on rollover
For Cells with Comments, Show No comments or indicators Indicators only, and commen Comments and indicators	nts on rollover
Cells with Comments, Show     No comments or indicators     Indicators only, and commen     Comments and indicators     Condetex, Show     All	nts on rollover
Cor Cells with Comments, Show     No comments or indicators     Indicators only, and commer     Comments and indicators     Comments and indicators     Cobjects, Show     All     Placeholders	n nts on rollover
Cells with Comments, Show     No comments or indicators     Indicators only, and commer     Comments and indicators     Comments and indicators     Coljects, Show     All     Placeholders     Nothing (hide objects)	nts on rollover
Or Cells with Comments, Show     No comments or indicators     Indicators only, and commen     Comments and indicators     Cobjects, Show     All     Placeholders     Nothing (hide objects)     n Ribbon, Show	nts on rollover
Cells with Comments, Show     No comments or indicators     Indicators only, and commer     Comments and indicators     Comments and indicators     Cobjects, Show     All     Placeholders     Nothing (hide objects)     Ribbon, Show     Developer tab	r nts on rollover

#### Step 4 Now click on the "Developer" tab > Visual Basic > and then you will see the VB editor

		Microsoft Visual Basic - search logo - copy.csv
🕼 🐟 - 🖬 🛛 🛪 💼	POCAL	
<b>∠</b>   ▶ 0 •   •		
	COM	5
Project - V	BAProject X	
III III 🔝		
B VBAProject (sear	ch logo - copy.csv)	
Microsoft Exce     Sheet1 (see     ThisWorkbe     ThisWorkbe	il Objects irch logio – copy) jolk	
Propertie Sheet1 Worksheet	s - Sheet1 X	
Alphabetic Categoria	ed	
(Name)	Sheet1	
DisplayPageBreaks	False	
DisplayRightToLeft	False	
EnableAutoFiter	False	
EnableCalculation	True	
EnableFormatConditio	n: True	
EnableOutlining	False	
EnablePrvotTable	Parse	
EnableSelection	U - XINOMESTRICTIONS	
CasellAssa	search logo - copy	
Scrollarea	10	
StandardWidth	10	

Insert a module from the Insert menu. Copy the <u>code below</u> and paste it into the module. Click save, and now your function is ready to be used!



#### **Step 6** Insert a new column in your primary workbook next to the "Search Term" column

	A	В	с	D	E	F	G
1	LogID	Search Term	Special Characters?	Topic	Site	Matches	Search Mo
2	2720914	admin			ext	28	KWS
3	2720913	user s			ext	233	KWS
1	2720647	updates			ext	33	KWS
5	2720646	updates			ext	33	KWS
5	2720189	redo			ext	2	KWS
7	2720186	redo			ext	2	KWS
3	2720181	redo			ext	2	KWS
Э	2720161	wider			ext	3	FTS+ATTS
0	2720158	wider			ext	3	FTS+ATTS
1	2720156	wider			ext	3	FTS+ATTS
2	2720154	wider			ext	3	FTS+ATTS
3	2720151	coding			ext	1	KWS
4	2720150	coding			ext	1	KWS
5	2720149	coding			ext	1	KWS
6	2720106	analytics			ext	2	KWS
7	2720105	analytics			ext	2	KWS
8	2720104	analytics			ext	2	KWS
9	2719804	[0]		Documents T	ext	1	FTS+ATTS
0	2719803	Http://Www.Google.Com			ext	1	FTS+ATTS
1	2719802	user s [0]			ext	1	FTS+ATTS
2	2719801	user s			ext	233	KWS
3	2719800	Http://Www.Google.Com			ext	1	FTS+ATTS
4	2719799	keyword [0]			ext	1	FTS+ATTS
5	2719798	keyword			ext	14	KWS
6	2719480	faq			ext	1	KWS
7	2719479	faq			ext	1	KWS
8	2719474	faq			ext	1	KWS
9	2719380	wiki			ext	1	KWS
0	2719366	parent			ext	17	FTS
1	2719364	parent			ext	17	FTS
2	2719363	parent			ext	17	FTS
3	2719362	parent			ext	17	FTS
4	2719361	parent			ext	17	FTS
5	2719360	parent			ext	17	FTS

### **Step 7** Write the below in Cell 2 in the new column you just created.

1	А	В	С	D
	LogID	Search Term	Special Characters?	Торіс
	2720914	admin	=ContainsSpecialCharacte	rs(B2)
	2720913	user s	FALSE	
	2720647	updates	FALSE	
	2720646	updates	FALSE	
	2720189	redo	FALSE	
	2720186	redo	FALSE	
	2720181	redo	FALSE	
	2720161	wider	FALSE	
)	2720158	wider	FALSE	
L	2720156	wider	FALSE	
	-			

Double click the bottom right corner of Cell 2 to apply the function to the entire row. It will display TRUE for strings that contain a special character and FALSE for those that do not.

A	В	С
LogID	Search Term	Special Characters?
2720914	admin	FALSE
2720913	user s	FALSE
2720647	updates	FALSE
2720646	updates	FALSE
2720189	redo	FALSE
2720186	redo	FALSE
2720181	redo	FALSE
2720161	wider	FALSE
2720158	wider	FALSE
2720156	wider	FALSE
2720154	wider	FALSE
2720151	coding	FALSE
2720150	coding	FALSE
2720149	coding	FALSE
2720106	analytics	FALSE
2720105	analytics	FALSE
2720104	analytics	FALSE
2719801	user s	FALSE
2719798	keyword	FALSE
2719480	faq	FALSE
2719479	faq	FALSE
2719474	faq	FALSE
2719380	wiki	FALSE
2719366	parent	FALSE
2719364	parent	FALSE
2719363	parent	FALSE
2719362	parent	FALSE
2719361	parent	FALSE

Use the "Conditional Formatting" feature to highlight a cell red if it's equal to the word "TRUE"

• • • AutoSave • •					💼 search logo - d	opy ~				
Home Insert Draw	Page Layout	Formulas D	ata Review	View Develope	er 🖓 Tell me				🖻 Share	Comments
Paste V B I	ody) v 12 U v   ⊞ v   Ø	• A* A*	3 3 3   3 3 3 1	≫ •   않 • = = = = •	General \$ • % 9   5	Conditional Form	at Cell Sound v	∑ * A <sub>Y</sub> * O * . Sort & Find &	Analyze	Sensitivity
Possible Data Loss				Ne	w Forma	tting Rule				Save As
A										Q. R
LogiD         Search Term           2         2720914         admin           3         2720913         user s           4         2720647         updates           5         2720646         updates           6         2720189         redo           7         2720186         redo	Style:	Class	ic	E						
7 2720186 1600 8 2720181 redo 9 2720161 wider 10 2720158 wider	Forma	at only	cells th	at contair	ı		0			
11         2720156 wider           12         2720154 wider           13         2720151 coding           14         2720150 coding	Cell V	alue		\$	equal	to	0			
15         2720149 coding           16         2720106 analytics           17         2720105 analytics           18         2720104 analytics           19         2719804 [0]           02         02700021 line (0)	Format	with:	Light	Red Fill wi	ith Dark R	ed T 🜔	AaBb	CcYyZz		
2719803 mtp;//www           2719802 users [0]           22           2719801 users [0]           23         2719800 Http://Www           24         2719799 keyword [0]           25         2719798 keyword           26         2719480 faq							Cancel	ОК		
2/ 2/194/9 faq 28 2719474 fag	FALS		ext	1 KWS	212.3.198.179	12/31/20 8:46				
29 2719380 wiki	FALSI	E	ext	1 KWS	165.231.95.4	12/31/20 6:51				
30 2719366 parent	FALSI	E	ext	17 FTS	101.250.50.10	12/31/20 6:24				
31 2719364 parent	FALSI	E	ext	17 FTS	101.250.50.10	12/31/20 6:24				
32 2719363 parent	FALS	E	ext	17 FTS	101.250.50.10	12/31/20 6:24				
33 2719362 parent	FALSI	E	ext	17 FTS	101.250.50.10	12/31/20 6:24				
34 2719301 parent	FALS		ext	17 FTS	101.250.50.10	12/31/20 6:24				
d h search long - cor	PALS		***	A7 F13	101.230.30.10	14/ 34/ 20 0.24				
Enter Calculate	иу т						Count: 154255			+ 100%

#### Step 10 All cells that contain "TRUE" should now be highlighted red.

Ho	ne Insert Draw Pag	e Layout Formulas	Data	Review	View	Developer	🖓 Tell me							년 Share	Comm
C] Pa	te de la calibri (Body) B I ∐ v	• 12 • A ≠	× = ≡	= =	₩ •   89 •	% ~ G	Seneral 5 - % 9   %	Condition	al Format	Cell Styles	Insert v Delete v Format v	∑ × A ↓ Z Sort ♦ × Filt	& Find & ar Select	Analyze Data	Sensitivity
3	Possible Data Loss Some featu	res might be lost if you s	ave this	vorkbook in	the comma-	delimited (.cs	v) format. To preser	ve these features,	save it in a	an Excel fil	e format.				Save
11		c c	D	F	F	6	н	1	1	к	1	M N	0	P	0
	2209730 subtities	EALSE		ant		KW/S	92 165 49 42	12/27/20 22:56							
	2709730 sublides	FALSE		ext		NW3	34 00 105 10	12/27/20 23:30							
	2700713 document	FALSE			147	10405	34.00.105.10	12/27/20 23/22							
	2700172 butter	FAIRE				10405	100.10.10.41	12/27/20 23:32							
	2209122 button	TRUE		art	24	ETGAATTS	196 16 10 41	12/27/20 22:29							
	2209121 button	CALSE		ant	24	PM/S	196 16 10 41	12/27/20 22:29							
	2709170 button 27	EAISE		art	25	ETSAATTS	196 16 10 41	12/27/20 22:29							
	2709169 button	EALSE		art	24	PM/S	196 16 10 41	12/27/20 22:29							
	2209168 button	TRUE		ant		ETGAATTE	196 16 10 41	12/27/20 22:29							
	2709166 button	CALSE		art	24	PM/S	196 16 10 41	12/27/20 22:29							
	2209164 button*	TRUE		art		ETGAATTE	196 16 10 41	12/27/20 22:29							
	2709165 button	CALSE		art	24	PM/S	196 16 10 41	12/27/20 22:29							
	2709163 button*	TRUE		ant		ETSAATTS	196 16 10 41	12/27/20 22:29							
	2709162 button*	TRUE		ext	2	FTS+ATTS	196 16 10 41	12/27/20 22:29							
	2209161 hutton	FAISE		ext	24	KWS	196 16 10 41	12/27/20 22:29							
	2709159 hutton	FAISE		ext	24	KWS	196 16 10 41	12/27/20 22:29							
	2709150 contact	FAISE		ext		KWS	117 193 162 210	12/27/20 22:16							
	2709128 rss	FAISE		ext		KWS	135 181 42 180	12/27/20 21:59							
	2708980 0	FAISE		ext	131	KWS	45 87 214 236	12/27/20 20:02							
	2708979 0	FAISE		ext	131	KWS	45 87 214 236	12/27/20 20:02							
	2708959 administrator	FAISE		ext		KWS	34 94 13 228	12/27/20 19:45							
	2708958 administrator	FAISE		ext		KWS.	34 94 13 228	12/27/20 19:45							
	2708936 administrator	FAISE		ext		KWS	34 94 13 228	12/27/20 19:35							
	2708934 administrator	FAISE		ext		KWS.	34 94 13 228	12/27/20 19:35							
	2708915 user s	FAISE		ext	233	KWS	18 130 139 228	12/27/20 19:11							
	2708914 name	EALSE		ext	20	KWS	18 130 139 228	12/27/20 19:11							
	2708913 admin	FALSE		eat	25	KWS	18.130.139.228	12/27/20 19:11							
	2708910 series)	TRUE		ext	1	FTS+ATTS	5.12.188.188	12/27/20 19:10							
	2708909 series	FALSE		ext	1	KWS	5.12.188.188	12/27/20 19:10							
	2708907 series 27	FALSE		ext		FTS+ATTS	5.12.188.188	12/27/20 19:10							
	2708908 series	FALSE		ext	1	KWS	5.12.188.188	12/27/20 19:10							
	2708906 series	FALSE		ext	1	KWS	5.12.188.188	12/27/20 19:10							
	2708905 series\	TRUE		ext	1	FTS+ATTS	5.12.188.188	12/27/20 19:10							
	2708903 series	FALSE		ext	1	KWS	5.12.188.188	12/27/20 19:10							
	2708902 series	FALSE		ext	1	KWS	5.12.188.188	12/27/20 19:10							
	2200500 reder	EALSE		est		KW/S	5.12.188.188	12/27/20 19:10			_				

### Select your entire spreadsheet and sort your spreadsheet based on the highlighted cells.

		Sort			
Add levels to so	rt by:			🗹 My list	has headers
	Column	Sort On	Order	Color/le	con
Sort by	Special Characters?	Cell Color	🕻 On Top	\$	Rose ≎
+ – Сору			Ontions	Cancel	OK
			Options	Cancer	UK

#### **Step 12** Select all of the cells highlighted red and delete.

A LogID Seas	t Draw Page	Layout Formula Connections Properties Edit Links BD4 C	Data	Review Currencies	View	Developer	Clear Reapply Advanced	Columns Remove Duplicates	E Data Validation	What-if Analysis	t한 Group ~ 1년 Ungroup E Subtotal	년 Share	Comn Analysis Tool	ment: 4s
Possible Data Possible Data ¢ > A agiD Sea	Refresh a Loss Some featur Some featur B arch Term	Connections Properties Edit Links as might be lost if you 804 C	Stocks save this wo	Currencies rkbook in t	> 2 Z A	↓ ZAZ Sort Filter	Clear Respply Advanced	Columns	B Data Validation	What-If Analysis	6 Group ¥ 년 Ungroup E Subtotal		Analysis Tool	Ns
Possible Data	a Loss Some featur ×	es might be lost if you 304 C	save this wo	rkbook in t	he comma-	delimited (.csv)	) format. To prese							
¢ × A ogiD Sea	<ul> <li>✓ fx   2719;</li> <li>B</li> <li>arch Term</li> </ul>	во4 с	D					ve these features, save it in an I	Excel file format.				Save	e As
A ogID Sea	B arch Term	с	D											
ogiD Sea	arch Term			E	F	G	н	I J	K L	м	N O	Р	Q	
368	nurrenn	fermine Characterral	Tenis	Cite:	Matchier	County Maria	ID Address							T
Z Z L MAN AN HULLE		TRUE	Documents 1	ant	instances 1	ETSAATTS	187 19 127 238	Cut		9.0 1	/		-	-
2719803 Http	rr/Mww.Goosle.Com	TRUE	ooto mento re	ent	1	ETSAATTS	103 146 110 18	Cut		00/	~			
2719802 use	ar s [0]	TRUE		ent	1	ETSAATTS	103 146 110 18							
2719800 Http	m//Www.Goosle.Com	TRUE		ent	1	FTSAATTS	5 2 180 254	0		0.0 /	2			
2719799 key	award [0]	TRUE		ent	1	FTS#ATTS	5 2 180 254	VqoJ		H (				
2718803 mor	viule	TRUE		ent	1	FTS+ATTS	173 245 211 29	.,,						
2718798 mor	viule	TRUE		ext	1	FTS+ATTS	173 245 211 29	_						
2718793 mor	viule"	TRUE		ext		FTS+ATTS	173 245 211 29	Paste		¥۲ \				
2719793 mor	viula"	TRUE		art		ETGAATTS	172 245 211 29	Tuste		00	¥			
2719791 mor	viula"	TRUE		art		ETGAATTS	172 245 211 29							
2716284 http	n://www.acosta.com	TRUE		art		ETGAATTS	50 2 105 126	Dacto Cno	aial					
2715806 Litte	or / Mure Gootle Com	TRUE		art		ETSAATTS	12 222 120 29	Paste Spe	Ciai		/			
2715766 Mitty	conte Com	TRUE		art	1	ETSAATTS	93 118 32 29							
2715262	- (0)	TRUE		c.n.		FTELATTE	03 118 33 30				-			
2715762 1164	w (O)	TRUE		cu		FTSTATTS	33.110.32.27							
2715297 Hug	p//www.dougle.com	TRUE		eu	1	FTSTATTS	207.146.20.73	Incort						
2715105 http	p//www.google.com	TRUE		cat		ETELATTE	92.103/49/43	insert						
2713104 may	py/www.google.com	TRUE		eat		ETSTATTS	36 99 153 34				_			
2714094 mo	udule)	TRUE		eat		ETSAATTS	36.99.153.34							
2714085 mm	white"	TRUE		en		ETSAATTS	36.99.153.34	Delete						
2714083 mo	ududa"	TRUE		ent		ETSAATTS	36.99.153.34							
2714082 mo	vdula*	TRUE		ent		ETSAATTS	26 99 152 24							
2711521 http	n Umum aposto com	TRUE		out	3	ETSAATTS	94 17 46 104	Clear Con	tonte					
2711517 http	py/www.google.com	TRUE		out	1	ETGAATTS	94.17 AE 104	Cical Con	conto					
2711512 out	Victorial	TRUE		out	1	PW/S	94.17.46.194							
2711511 ort	listornal	TRUE		art	1	KW/S	94 17 46 104				-			
2711501 ett	lietornal	TRUE		art	1	KW/S	94 17 46 104							
2711000	n (beaux google	TRUE		art	1	ETGAATTS	94.17.46.10*	Format Ce		96	1			
2711097 http	pr//www.google.com	TRUE		art	1	ETGAATTS	84 17 46 101	i onnat Ce		00	1			
2711097 http	p//www.google.com	TAUE		en	1	FISTALIS	04.17.46.191				-			
2711091 http	p//www.google.com	TRUE		ent	1	FTELATTE	84.17.46.191	Dowyllaigh	*		-			
2711089 http	py/www.google.com	TRUE		ent	1	ETELATTE	64.17.46.191	Row Heigr	11					
2711065 tool	451	TRUE		ent	1	ETELATTE	5/12/165/185	0						
2711051 tool	451	TRUE		ent	1	ETELATTE	5.12.165.185				-			
b 6020	rah logo - conv	4					0.11.100.100	Hide		~ (	1			-
P Searc	ulate 17										- m -		- + 10	0.036
cooy care							1	Unhide		~公?			4 10	10.70
								Sorvicos						

# 10,404

I got rid of 10,404 rows after cleaning my Search Log data. If you were to check every IP address, even more would be removed but that's not an efficient use of time with thousands of results. With this method, we *at least* have a more accurate data set than we did before.

Next, we'll walk through how to <u>find all of the unique search values</u> and count how many times these words were searched.

### Count the Unique Search Terms

#### Step 13

Create a new tab in our spreadsheet and copy/paste only the "Search Term" column.

Heme Incest Dre	u Dege Leve	t Form	dee De	te Deviev	u Mau	Devel		all me										
	w Page Layor	ut Form		ita Review	v view	Deven	when A	en me							69 a	er sha	are 🖓	Comme
Get Data from Data Picture	Refresh All Edit L	ections arties Jinks	Stocks	Currencie	<b>3</b>	Ž↓ ZAZ Z↓ Sort		liear leapply kdvanced	Text to Columns	Flash Fill	Duplicates	E Data Vali	dation ~	What-If Analysis	Ungroup V	• -	gy Analy	sis loois
Possible Data Loss S	ome features mig	ht be lost if y	ou save thi	is workbook in	the comm	a-delimiter	d (.csv) form	at. To pres	erve these	features, sav	e it in an E	xcel file form	iat.					Save
	fx Search Term	1	0		r	6								0		0		
A	В	C	U	E	F	G	н	1	,	K	L	M	N	0	P	Q	R	5
County Town																		
admin rend																		
escol																		
undator																		
updater																		
opuates																		
redo																		
redo																		
wider																		
wider																		
wider																		
wider																		
coding																		
coding																		
coding																		
anabeira																		
analytics																		
analytics																		
user s																		
keyword																		
fan																		
faq																		
fag																		
wiki																		
parent																		
parent																		
parent																		
parent																		
parent																		
parent																		
parent																		
parent																		
parent																		
parent																		
5 parent																		

Because there are multiples of the same search terms, we want to create a list of each search term that contains only one of each. We'll use the "Unique" formula like shown here:

### Add the formula to the first cell in the second column.

.

	•	P
	A	В
1	Search Term	=unique(A:A)
2	admin	
3	user s	
4	updates	
5	updates	
6	redo	
7	redo	
8	redo	
9	wider	
10	wider	
11	wider	
12	wider	
13	coding	
14	coding	
15	coding	
16	analytics	
17	analytics	
18	analytics	
19	user s	
20	keyword	
21	faq	
22	faq	
23	faq	
24	wiki	
25	parent	
26	parent	
27	parent	
28	narent	

### Press enter to apply the function to the entire row.

	А	В
1	Search Term	Search Term
2	admin	admin
3	user s	user s
4	updates	updates
5	updates	redo
6	redo	wider
7	redo	coding
8	redo	analytics
9	wider	keyword
10	wider	faq
11	wider	wiki
12	wider	parent
13	coding	tableizer
14	coding	displaying Ki
15	coding	module
16	analytics	conversion
17	analytics	Kbadmin
18	analytics	interest
19	user s	module 27
20	keyword	recordings
21	faq	listener
22	faq	ui
23	faq	tips
24	wiki	Access
25	parent	Permissions
26	parent	Excel table
27	parent	edit an exist
20		

# Counting the Occurences

#### Step 15

Now that we have a unique set of Search Terms, we want to count how many times each term occurs. Starting by creating a new column titled "Count"

4	A	В	С
1	Search Term	Search Term	Count
2	admin	admin	
3	user s	user s	
4	updates	updates	
5	updates	redo	
6	redo	wider	
7	redo	coding	
8	redo	analytics	
9	wider	keyword	

### Use Excel's "=COUNTIF" function to count how many times each unique search term occurs in Column A.

	А	В	С	D
1	Search Term	Search Term	Count	
2	admin	admin	=COUNTIF(A:A, B2)	
3	user s	user s	480	
4	updates	updates	149	
5	updates	redo	143	
6	redo	wider	62	
7	redo	coding	63	
8	redo	analytics	74	
9	wider	keyword	81	
10	wider	faq	107	
11	wider	wiki	205	
12	wider	parent	81	
13	coding	tableizer	84	
14	coding	displaying KB	1	
15	coding	module	160	
16	analytics	conversion	168	
17	analytics	Kbadmin	61	
18	analytics	interest	85	
19	user s	module 27	2	

Copy column B and C and paste into a new tab, but we want to "Paste Special" and then choose "Value". We want static version of the dataset, otherwise the embedded formula will try to recalculate the data when we sort the sheet leading to errors.

1 $\frac{1}{\sqrt{x}} \times \sqrt{f_x}$	=UNIQUE(A:A)				A B C	D	E F G H I		
A	ВС	F	G	Н 1			B1		
		Cut #X		2	Cut	ЖX			
Search Term	Search Term Count	Сору ЖС		3	Copy	ЖC			
admin	admin +	Paste XV		4	Deste	901/			
undates	undates	Paste Special		5	Paste	96 V			
updates	redo			6	Paste Special	>	Paste		
redo	wider	Insert		7	_				
redo	coding	Delete		8	Smart Lookup	~~第L	Formulas		
redo	analytics			9	Thesaurus	^\~ #R	Formulas & Number Formatting Keep Source Formatting		
wider	keyword	Clear Contents		LO					
wider	faq	Format Calla 99.1		11	Insert Conied Cells				
wider	wiki	Format Cells # 1		L2	insert copied cens	No Borders			
wider	parent	Column Width		L3	Delete		Keen Source Column Widths		
coding	tableizer	Hide ^0		L4	Clear Contents Transpose				
coding	displaying KB			L5					
analytics	conversion			L6	Filter	>			
analytics	Kbadmin	Services >		L7	Sort Values Values & Number Formatting				
analytics	interest	85		L8					
user s	module 27	2		L9			values a runiber romatting		
keyword	recordings	67		20	New Comment		Values & Source Formatting		

### Sort the data based on the value of the Count column from largest to smallest.

1		A	В	С	D	E	F	G	н	1	J	К
1	Search Tern	n	Count									
2	admin		373									
3	user s		190				0					
4	updates 🖳	••					Sort					
5	redo											
6	wider	Add levels	s to sort by	r:						🗹 My list	t has heade	rs
7	coding			Caluma		Cart	0-	Order		Galar		
8	analytics			Column		Sort	On	Order		Colory	icon	_
9	keyword			alan an						<i>2</i> .		
10	faq	Sort by	y	Count		Valu	les	Cargest 1	to Smallest	\$		
11	wiki											
12	parent											_
13	tableizer											_
14	modulo											-
16	conversio											-
17	Khadmin											
18	interest											
19	module 2											
20	recording	+ - (	Сору									
21	listener							0	ntions	Cancel	OK	
22	ui							0	puons	Cancel	UK	
23	tips											
24	Access		152									

#### Step 18 🎉

Review your file and remove anything that's clearly spam (i.e. "???"), still contains special characters, or empty cells. Now you have a more accurate dataset to work with!

1 Search Term		Count		
2	html	1218		
3	knowledgebase	740		
4	kb	625		
5	guide	584		
6	doc	582		
7 li		494		
8	tab	483		
9	user s	480		
10	insert	423		
11 kms		414		
12 user		413		
13 use		407		
14 picture		387		
15 site		374		
16 admin		373		
17	p	364		
18	meetings	364		
19	accessibility	344		
20	rss	338		
21	search	331		

### Analyze the Data

### Start small and look at the top 50 - 100 searches. Look for those "Oh, interesting!" moments.

Questions to Ask	Notes
Do the top search terms also match the top documents?	If they don't, you may need to update the site to show those things in order to help users find what they're looking for most.
When looking at failed searches, what are keywords people are searching for? Do these keywords need to be added and/or do new documents need to be created?	Looking at failed searches can help you you find any keywords, synonyms, or documents that might need to be added/updated.
Also for failed searches, are there any common misspellings?	Consider adding these misspellings as synonyms to your documents(s) so that users still see related results.
Can you group these search terms into common themes? What patterns do you notice in these common groupings?	This may help you understand how users think about the content for your particular service/group, and you can use this information to organize content in a way that they related to.

### Example

For the KB User's Guide we grouped searches into the following categories:

- How to design with the KB
- Understanding what thing are
- Content sharing
- Notifications
- KB meeting information
- Authoring
- Training
- Batch features/migrations
- Searching for university-wide information, rather than just KB



## **Questions?**

"A user interface is like a joke. If you have to explain it, it's not that good." - Martin LeBlanc

Contact kedar.joyner@wisc.edu