ACADiA®

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Make your content easier to find

Make sure your team can find the content you've worked so hard to produce. The easier it is to find documents in Acadia, the more likely your team will be to use them.

In Acadia, you can see whether your document is being used or not. But how can you tell if your team is having trouble finding a document or not even looking for it?

Signs your content is hard to find

- The same mistakes are being made for policies or procedures related to the document

- People complain they don't have the right information

- Team members are still asking a lot of questions and not grasping information related to the document

Document Properties
How search uses them

To ensure all your content is easy to find, it's important to understand a bit about how Acadia search works.

All content in Acadia is searchable. The search algorithm presents results based on the quantity of similar matches in each field of a document. The more frequently a search term is used and the higher the importance of the field (see table), the higher the document will appear in search results.

Certain fields have a greater search impact than others. For example, a search term included in a Title will show higher in search results than the same search term used in the Document Content. But if the same term is used in the title **and** the body, it will appear higher still.

Below is a summary of common Acadia document fields along with their relative impact on search. Adding your most important terms to more than one of these fields will give your document greater weight in search results.

Field Name	Search Impact
Document Number	High
Title	High
Description	Medium
Section Titles (Manuals/Routines)	Medium
Step Titles (Procedures)	Medium
Things I need, Resources, More Info	Medium
Property Names	Medium
Document Content	Low
Uploaded Attachments	Low

Know your audience
Who uses your content?

When naming your documents and title steps, consider your audience. Think about the words your team would use to search for documents and incorporate those into your document title and other fields as necessary.

Avoid uncommon, technical jargon in high and medium search impact fields. For example, if everyone knows a procedure as "Sweeping the Floor," avoid a title like "End of Shift Dust Retrieval Process."

Think about the context for when they'll be using the documents. Will they be on the plant floor and likely to search by machine? Will they be on the phone with a customer trying to find a product using a SKU number?

Also, consider your colleague's sense of urgency. If the document title doesn't match their expectation or if the information they're looking for is buried in the middle of a long document, they may give up.

Talk to your team

What if you're not sure how an important document will be searched for by your team members? **Ask Them.** The people who rely on your content every day will be grateful for your thoughtful approach.

Keywords are key!
Create titles for your readers

Titles are important because it's the first thing your audience will see when they search. If the title doesn't make sense, they may not click. Titles are also a high priority for what appears in search results. Here are some examples of how you can build titles that will resonate with your team and rank high in search.

By activity:
- Handling a claim
- Cleaning the filler machine
- Processing an order

By issue:
- High risk authentication
- Machine error code
- Customer complaint

By role:
- Operator onboarding
- Sales playbook
- Finance period closing

If there are alternate terms that people would use to search for a document, you don't need to squeeze them all into the title. Add a list of common keywords used to search for the document to the document description or things I need.*

*For policy, it's the document "purpose."

Property shortcuts
Filter search results for relevance

Adding properties to content will help your team narrow search results based on personal relevance. Properties are unique to your company. Common properties used by many Acadia clients include:

- Category
- Department
- Location
- Role

Using properties like these would allow your team to filter their search results based on their location, for example.

On the other hand, if a document is created with no properties selected, it will be considered relevant to all users.

Help your sales professionals in Belgium and your maintenance engineers in Brazil see the information that's relevant just to them.

Keep up the good work!

Once you've established best practices for content in Acadia, make sure everyone follows your One Best Way.

- Develop "Acadia Document Standards" for your team and house them in Acadia for all Contributors to easily access.

- Conduct a document evaluation of existing content to identify ones that aren't aligned with those standards.

- Update and periodically review standards and documents for optimal user experience.

You're not alone! Contact your Client Success Manager for support on any of the concepts you've read about in this quick guide.