OPTI

CASE STUDY

Stellar search for UiPath's website

CONTACT OPTI SYSTEMS

PHONE:
+40 723 22 89 94

WEBSITE:
www.opti.ro

EMAIL:
office@opti.ro

"We erase boundaries between ourselves and our customers through continuously shared learning and growth. Our successes aren't merely linked, they're inseparably fused.

We are defined by diversity of all kinds, open in the way we listen, honest in the way we speak, voracious in our appetite for understanding unique viewpoints and experiences."

Mission statement

Ui Path™

"Search is essential to any online presence. Search is knowledge. Search is power. Search is what built Google into the dominant force of the Internet. Better search is better business."

Marian Calborean, managing partner, **OPTI**

purpose

Our goal was to provide UiPath's web customers with the perfect search module, one that is comprehensive, reliable, structured, accessible, extendable, and fast.

challenge

UiPath's main website www.uipath.com **was built on HubSpot**. UiPath's web assets included other websites outside HubSpot such as the Knowledge Base, Blog, Academy, Discussion Boards, dedicated web sites for some markets and so on. These secondary web sites contained hugely-important content made available using **various technologies and platforms**. To create **a single point of entry for the customers**, a decision was made to use **Algolia as 'search a service'** provider and replace HubSpot's native search capabilities to become a single source of truth for all search inquiries.
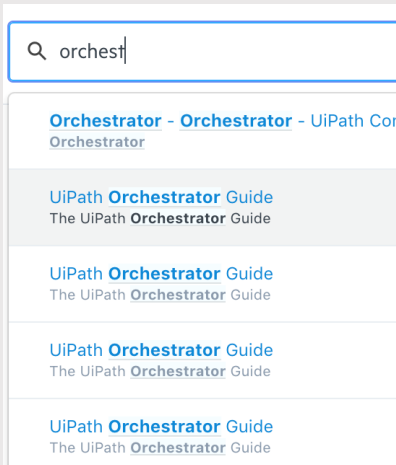
solution

OPTI helped deliver a full search capability using a four-step flow.

- Algolia was configured to **continuously index all the web portals** of interest to UiPath's visitors.
- All the native search capabilities of www.uipath.com were hidden.
- One single search section was essential for ensuring a positive user experience.
- The new search module was tested internally by following the industry standards. After the first testing phase, additional updates were made for better usability, including **auto-suggest, display by category, real-time result update and speed optimizations.**

Special note: additional settings were made for the translated content (the automatically-translated content is being copied to a dedicated server, so it can be better indexed for search).

HubSpot   algolia

results

Comprehensive search
Searching into www.uipath.com means searching into all UiPath's web portals, making it a single point of entry for web customers.

Reliable search
The single search provider guaranteed availability independently of the indexed platforms' status. Once the information was in, it was ready to search.

Structured search
The information was categorized by source platform, type of content, page length. The search provider also allowed custom logical searches, making the information a searchable knowledge database.

Accessible search
The search module was optimized for various operating systems and device screens. It also supports internationalization and multilingual variations.

Extendable search
New web portals or web sites can be added in a matter of minutes to the search module. The new pages are first being indexed by the search provider and then are being displayed as a new result category on the search page.

Fast search
The search provider guarantees speeds comparable or even higher than industry standards such as Google. The search module developed by OPTI avoids server-side dependencies turning it into a long-term solution for the UiPath's challenge, with advanced upgrading opportunities.

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Thank you for your time!