

How to get better search

WP Search with Relevanssi



Relevanssi family

Three variations

- Relevanssi
Released in 2009, 100k+ active installations!
- Relevanssi Premium
Released in 2011, 2500 active licenses
- Relevanssi Light
Released in 2020

Relevance: "the degree to which something is related or useful to what is happening or being talked about"

Cambridge Dictionary

Searching 101

- Optimize **RECALL** and **PRECISION**
- **RECALL**: all relevant results
- **PRECISION**: only the relevant results

Searching 101

- **RELEVANCE:** which of these results is the best match?

How does Relevanssi help?

- **RECALL:** Relevanssi exposes more of the post for searching
- **PRECISION:** admins can adjust the search parameters
- **RELEVANCE:** score the results and show the best results first

Hot Relevanssi tip: Content stop words

Stop words are those mostly useless little words that aren't important for searching: the, all, have, are, those, mostly, that, aren't, for, else, due, rather...

Generally you don't want to include them, but sometimes they are very important



PS4

Only On PlayStation.

OVER 200 GAME OF THE YEAR AWARDS

THE LAST OF US REMASTERED



Online Interactions Not
Rated by the ESRB

NAUGHTY DOG

Hot Relevanssi tip: Content stop words

Relevanssi Premium has separate stop words for titles and content

You can have all the stop words removed from content but kept in the title

This leads to improved precision AND recall



How does searching work, actually?

Index

Relevanssi builds an index from the posts

doc	term	term_reverse	content	title	comment
2	things	sgniht	1	0	0
2	user	resu	1	0	0
2	visitors	srotisiv	1	0	0
2	website	etisbew	1	0	0
2	wordpress	sserpdrow	1	0	0
2	xyz	zyx	2	0	0
3	accepts	stpecca	1	0	0
3	account	tnuocca	3	0	0
3	additional	lanoitidda	3	0	0
3	address	sserdda	4	0	0
3	administrative	evitartsinimda	1	0	0
3	administrators	srotartsinimda	1	0	0
3	agent	tnega	1	0	0
3	analytics	scitylana	1	0	0
3	anonymized	dezimynona	1	0	0
3	approval	lavorppa	1	0	0

TF × IDF

Term Frequency × Inverse Document Frequency

Adjustments

When we do the maths, we can break the rules



Customizing the search results

Adjusting the settings

- Things you can do from Relevanssi settings
 - choose which post types to include
 - choose between AND and OR search
 - boost recent posts
 - add synonyms

relevanssi_hits_filter

- With this filter hook, you can
 - change the order of the results
 - add new posts to the results
 - remove posts from the results
 - modify the posts before the results are displayed

relevanssi_post_content

- With this filter hook, you can
 - exclude parts of the post from index
 - combine data from different sources

Hot Relevanssi tip: Stemming

Koira, koiran, koiralle, koiralta, koirineen, koirilleen, koirinensa, koirillensakaan... Finnish language can be a NIGHTMARE when searching!

Enter stemming: all of those different word forms become "koir".

Hot Relevanssi tip: Stemming

There's a Relevanssi Premium add-on plugin that provides a stemmer for 10+ languages:

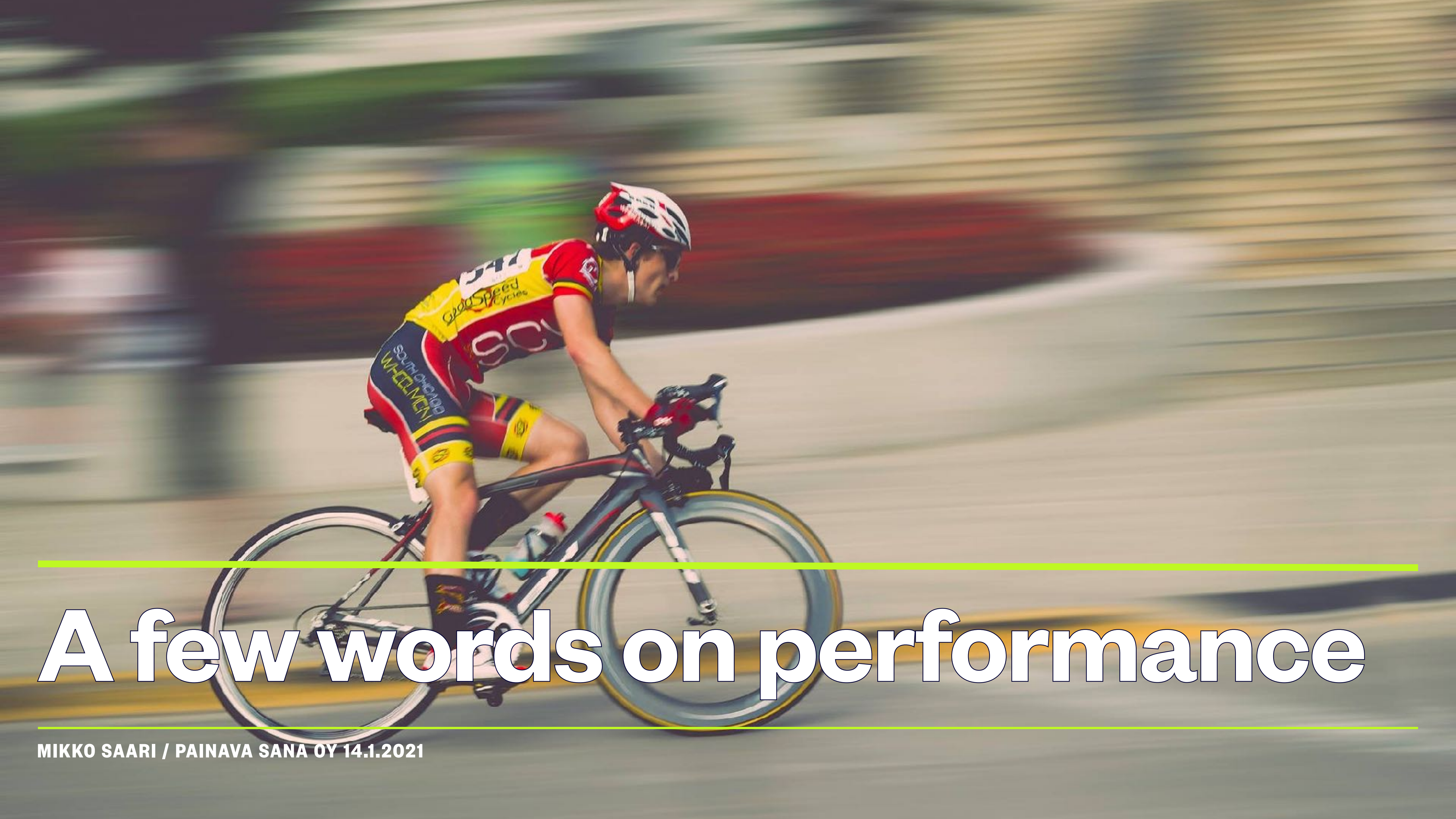
If you want a proper stemmer, you can install the Relevanssi Premium Snowball Stemmer add-on plugin. This plugin implements a proper stemmer for over dozen languages. The stemmer used is the [Wamania native PHP stemmer](#), this plugin just makes it easy to use with Relevanssi Premium.

Current language support

Catalan • Danish • Dutch • English • Finnish • French • German • Italian • Norwegian • Portuguese • Romanian • Russian • Spanish • Swedish

Installing the plugin

The best way to install this plugin is as a [Composer](#) package from GitHub. That way you can get access to updates, in case the Wamania PHP stemmer is updated.



A few words on performance

MIKKO SAARI / PAINAVA SANA OY 14.1.2021

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- Relevanssi Light is the fastest search
 - Relevanssi can be made faster:
 - **Throttle:** only look at 500 posts per term
 - **Excerpts:** count words not characters, optimise excerpt creation or disable
 - **Indexing:** don't index unnecessary content



Wait, there's more!

Why use Relevanssi?

- Total control
- Search for attachment content (Premium)
- Search for user profiles (Premium)
- Related Posts (Premium)
- Redirects (Premium)

Get Relevanssi!

- Relevanssi and Relevanssi Light can be found in the WP.org plugin repository
- Relevanssi Premium can be found at **www.relevanssi.com**
- Use coupon **SERAVO** for a 20% discount