

The Performance Report for Swiss Pharma Websites

The Future of Online is Global, Mobile and Social

Reflecting overall market developments, an innovation in this report is to incorporate two online mega-trends: mobile web usage and the omnipresence of social media (or Web 2.0). In addition, this report now also provides an international benchmark, making it possible to mirror the performance of the Swiss market constituents to that of the global Top 10 pharma players.

Online experiences with your brands, products and company are no longer confined either to just your company's website or to use of your website exclusively from a stationary browser. With social media ranking as the number 1 web "application", its importance for customer relationships cannot be overestimated. In spite of this, fewer than 10% of Swiss pharma companies make any reference to social media activities on their websites at all. To put this into context: 9 of the 10 largest global pharmaceutical companies make that connection so as to create a comprehensive experience of all their online activities and channels.

Likewise, the new mobile reality can no longer be ignored. Smartphones are taking the world by storm. Unfortunately, the increase in the screen real estate on these devices does not mean that you can now ignore how your website is delivered on a mobile device. A recent study by the University of Alberta shows

that the level of understanding for websites used on mobile devices is very low: fewer than 19% of all users are able to make sense of the information provided on websites that they accessed on a mobile device. This means that 4 out of 5 mobile users will leave your website none the wiser if it is not optimized for use on mobile devices. Pharma websites demonstrate an extraordinary level of immaturity here: only one of all the websites examined offers a dedicated version to mobile users.

Best website: Actelion

Actelion honourably defends its pole position and leaves both the national and the global competition trailing in its wake.

Most improved website: Octapharma

After a complete relaunch, Octapharma's website recorded an impressive increase of 2.02 points, catapulting it 50 places up the league table to 14th.

Top 10 Pharma Websites (Total Scores)

| Rank | Company | Total Score |
|------|---------------------------------------|-------------|
| 1. | Actelion Ltd. | 8.24 |
| 2. | Nycomed International Management GmbH | 7.34 |
| 3. | Novartis International AG | 7.13 |
| 4. | Cilag AG | 6.92 |
| 5. | F. Hoffmann-La Roche AG (Worldwide) | 6.84 |
| 6. | F. Hoffmann-La Roche AG (CH) | 6.52 |
| 7. | Galenica Ltd. | 6.41 |
| 8. | Siegfried AG | 6.24 |
| 9. | Biogen Idec International GmbH | 6.21 |
| 10. | Debiopharm S.A. | 6.19 |



About this report

The essential elements in website performance

The Swiss Pharma Site Monitor was established in 2010 by Infocentric Research, Sitemorse and ergonomie & technologie. It is published at least once a year and provides a unique combination of insights from different fields of expertise, all relevant to online performance and quality. It brings together key competences from web diagnostic reporting, usability, online strategy and management.

Participants

The study was carried out on websites operated by pharmaceutical companies that either have their headquarters in Switzerland or that have a discrete country-specific website for the Swiss market. 105 websites were identified and investigated in February 2011. Of this sample, an overall score was awarded to 96 websites. 9 websites failed to pass the technical test procedures and as a result could not be included in the overall analysis.

As a benchmark, the websites of the 10 largest pharma companies in the world (as identified by Fortune Global 500) were also put to the test.

Evaluation process

Each website was evaluated individually. This assessment was carried out in a multi-step process including

- automated testing of technical criteria (website quality),
- expert reviews of generic tasks that visitors typically perform on a website (usability) and
- business-related factors such as channelling, messaging and targeting (business value).

The total score was obtained by analysing over 600 technical measures, 13 usability-related criteria and 20 aspects comprising the business value of a professional website. The model provides a suitable representation of typical satisfaction levels experienced by visitors to the websites tested.

Points are awarded on a scale of 0 to 10 (where 10 is the best). A score of 0 to 4.49 points represents compromised performance and is illustrated by a red bullet. 4.5 to 7.49 points represent impaired performance (orange bullet).

7.5 points and above represent satisfactory performance (green bullet).

The total score is compiled from the results of the three main categories evaluated (website quality, usability and business value) and weighted equally. Each criterion within these categories is also weighted equally within its respective category.

Target audience

The variety of analyses makes the findings of fundamental interest not only to marketing and website managers, but also to communications executives, content editors, technical staff, brand managers and business leaders who care about their company's external image, identity and offering in the online world.

Likewise, the ability to improve a website lies not in the hands of a single person but, depending on the areas affected, on a co-ordinated effort of everyone involved with your online presence.

New in this edition

With a medium as dynamic as the web, this report also strives to continuously exploit potential for optimization. Lessons drawn from dialogues with participants as well as from general market insights are regularly included.

For this edition, the criteria in the business value subcategory "targeting" were streamlined, four new criteria were added (including the aforementioned areas of social media and mobile use) and a number of criteria were refined and clarified.

A number of new participants were identified through research and industry organizations. This increases the overall number of websites evaluated from 80 to 105, giving an even better picture of the pharmaceutical industry in Switzerland.

Also, providing benchmarking data for the world's top 10 pharma companies (two of which are of Swiss origin) enables comparisons on a global scale and with international competitors.

Best websites in this report

Overall winner by total score: Actelion

The best website in this study again is that of Actelion Ltd. (www.actelion.com), headquartered in Allschwil, Switzerland. This means Actelion has now won twice in a row.

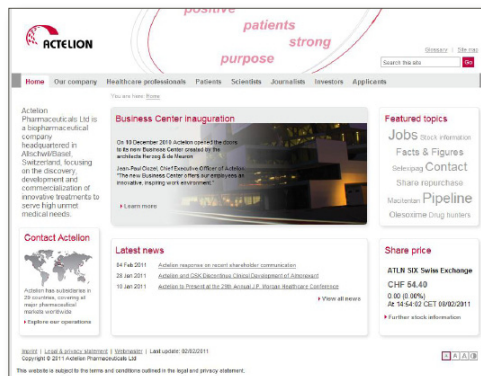
With an overall score of 8.24 points it clearly leaves the competition trailing in its wake (a gap of 0.9 points to the 2nd placed website and 1.11 points to 3rd place) and also marks a new all-time high since the inception of the Swiss Pharma Site Monitor. It is the only website in this report to come out with an overall result above 7.5 points.

Actelion ranks best in both the usability (8.77 points) and business value (7.78 points) categories. The website is ranked 2nd for website quality (8.18 points), marking an impressive improvement of over 2 full points compared with the last assessment.

Actelion.com is a clearly structured, easy-to-navigate website with high content quality meeting the information needs of diverse target groups. Outstanding results can be found in the sub-categories of “navigation”, “content quality” and “targeting” in particular.

Consistent strength across multiple disciplines is what we have been calling for since the first edition of this report. And that is what we see in Actelion’s website, making it a deserving winner once again.

What is also impressive about Actelion is its dynamism: the website has already been redesigned even since the tests were run. We are excited to see whether this will lead to even better results in the next analysis.



Details of Actelion's results

| | |
|-------------|-----------------------|
| Total Score | 8.24 |
| Total Rank | 1 st place |

Website Quality

| | |
|------------------|------|
| • Category total | 8.18 |
| • Function | 9 |
| • Accessibility | 6 |
| • Code quality | 8 |
| • Performance | 10 |
| • E-mail | 9 |
| • Metadata | 10 |
| • PDFs | 8 |

Usability

| | |
|------------------------|------|
| • Category total | 8.77 |
| • Navigation | 8.86 |
| • Content quality | 9.20 |
| • Interactive elements | 6.00 |

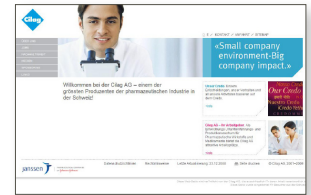
Business Values

| | |
|------------------|------|
| • Category total | 7.78 |
| • Channelling | 7.20 |
| • Messaging | 7.00 |
| • Targeting | 8.44 |

Top 10 in each category

Website Quality – Winner: Cilag

| Top 10 for Website Quality | | |
|----------------------------|---------------------------------------|-------------|
| Rank | Company | Total Score |
| 1. | Cilag AG | 8.31 |
| 2. | Actelion Ltd. | 8.18 |
| 3. | Lumavita AG | 8.12 |
| 4. | Medinova AG | 7.85 |
| 5. | Nycomed International Management GmbH | 7.82 |
| 6. | Axentis Pharma AG | 7.72 |
| 7. | Neurimmune Therapeutics AG | 7.30 |
| 8. | ArisGen SA | 7.03 |
| 9. | Takeda Pharma AG | 6.85 |
| 10. | Pharmakon Ltd. | 6.79 |



Cilag AG is included in this report for the first time and jumped right to the top of the website quality category. The website (www.cilag.ch) scores top points for function, performance, e-mail and PDFs. It also features the lowest number of errors of all websites tested.

Website Quality looks at over 600 technical performance indicators using Sitemorse's automatic website auditing software – the most comprehensive and respected in the industry.

Usability – Featured 3rd place: Merck Serono S.A.

| Top 10 for Usability | | |
|----------------------|---------------------------------------|-------------|
| Rank | Company | Total Score |
| 1. | Actelion Ltd. | 8.77 |
| 2. | F. Hoffmann-La Roche AG (Worldwide) | 8.62 |
| 3. | Merck Serono S.A. | 8.33 |
| | Novartis International AG | 8.33 |
| | Novartis Pharma Schweiz AG | 8.33 |
| 6. | F. Hoffmann-La Roche AG (CH) | 8.15 |
| 7. | Nycomed International Management GmbH | 7.85 |
| 8. | Boehringer Ingelheim Schweiz GmbH | 7.69 |
| 9. | Lundbeck (Schweiz) AG | 7.50 |
| 10. | Galenica Ltd. | 7.38 |



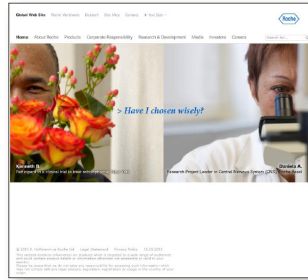
A newcomer to the top 10 for usability, Merck Serono has leapt over 1.5 points from 6.73 to 8.33. This is a great 3rd place for usability behind Actelion and Roche. As regards navigation, the website (www.merckserono.com) scores full marks for 5 of the 7 criteria. It is also one of only 10 websites to achieve full marks for the site search function.

Usability analyses how well visitors to a website can accomplish the tasks they came there for. For this report, usability is evaluated by means of expert reviews at ergonomie & technologie's usability labs in Zurich.

Business value – Featured 2nd place: Roche Corporate

Top 10 for Business Value

| Rank | Company | Total Score |
|------|-------------------------------------|-------------|
| 1. | Actelion Ltd. | 7.78 |
| 2. | F. Hoffmann-La Roche AG (Worldwide) | 7.58 |
| 3. | Novartis International AG | 7.33 |
| 4. | Bayer Schweiz AG | 6.74 |
| 5. | Debiopharm S.A. | 6.62 |
| 6. | CSL Behring AG | 6.59 |
| 7. | Siegfried AG | 6.57 |
| 8. | AC Immune SA | 6.53 |
| 9. | Baxter Switzerland | 6.47 |
| 10. | Cilag AG | 6.46 |



Coming a very close second, F. Hoffmann-La Roche AG (www.roche.com) is only 0.2 points behind Actelion, which is best in this category as well. When it comes to making sure that the company's messages reach their target audiences, Roche achieves a near-perfect score of 8.89. Full marks were awarded to the sections aimed at job seekers and investors.

Business Value looks at how well a website is performing in terms of channelling, messaging and targeting of audiences. This category was evaluated by information management specialists and online strategy experts from Infocentric Research.



The league table of Swiss pharma websites

The tables below list all the pharma websites that could be awarded a total score, ranked by overall result. The score indicators for the three main categories are also shown.

| Rank | Change in Rank | Company | Total Score | Website Quality | Usability | Business Value |
|------|----------------|--|-------------|-----------------|-----------|----------------|
| 1. | 0 | Actelion Ltd. | ● | ● | ● | ● |
| 2. | ↑ 3 | Nycomed International Management GmbH | ● | ● | ● | ● |
| 3. | 0 | Novartis International AG | ● | ● | ● | ● |
| 4. | new | Cilag AG | ● | ● | ● | ● |
| 5. | ↓ 3 | F. Hoffmann-La Roche AG (Worldwide) | ● | ● | ● | ● |
| 6. | 0 | F. Hoffmann-La Roche AG (CH) | ● | ● | ● | ● |
| 7. | ↑ 6 | Galenica Ltd. | ● | ● | ● | ● |
| 8. | ↓ 4 | Siegfried AG | ● | ● | ● | ● |
| 9. | ↑ 13 | Biogen Idec International GmbH | ● | ● | ● | ● |
| 10. | ↓ 3 | Debiopharm S.A. | ● | ● | ● | ● |
| 11. | 0 | Novartis Pharma Schweiz AG | ● | ● | ● | ● |
| 12. | ↓ 2 | Evolva SA | ● | ● | ● | ● |
| 13. | ↑ 7 | Novo Nordisk Pharma AG | ● | ● | ● | ● |
| 14. | ↑ 50 | Octapharma AG | ● | ● | ● | ● |
| 15. | new | Acino Holding AG | ● | ● | ● | ● |
| 16. | ↓ 4 | Ferring International Center SA | ● | ● | ● | ● |
| 17. | ↑ 19 | AstraZeneca AG | ● | ● | ● | ● |
| 18. | ↓ 9 | AC Immune SA | ● | ● | ● | ● |
| 19. | ↑ 4 | Basilea Pharmaceutica Ltd. | ● | ● | ● | ● |
| 20. | ↑ 23 | Neurotune | ● | ● | ● | ● |
| 21. | ↑ 16 | Merck Serono S.A. | ● | ● | ● | ● |
| 22. | ↓ 8 | 4-Antibody AG | ● | ● | ● | ● |
| 23. | new | Pentapharm (DSM Nutritional Products AG) | ● | ● | ● | ● |
| 24. | new | Boehringer Ingelheim Schweiz GmbH | ● | ● | ● | ● |
| 25. | ↓ 9 | Cytos Biotechnology AG | ● | ● | ● | ● |
| 26. | ↑ 8 | Permamed AG | ● | ● | ● | ● |
| 27. | ↑ 3 | CSL Behring AG | ● | ● | ● | ● |
| 28. | ↓ 4 | OMIDA AG | ● | ● | ● | ● |
| 29. | ↓ 14 | Addex Pharmaceuticals | ● | ● | ● | ● |
| 30. | ↑ 5 | Molecular Partners | ● | ● | ● | ● |
| 31. | new | Lumavita AG | ● | ● | ● | ● |
| 32. | new | GlaxoSmithKline AG | ● | ● | ● | ● |
| 33. | ↓ 2 | Mundipharma Medical Company | ● | ● | ● | ● |
| 34. | ↑ 18 | Mepha Pharma AG | ● | ● | ● | ● |
| 35. | ↓ 7 | Medinova AG | ● | ● | ● | ● |
| 36. | ↓ 10 | Bayer Schweiz AG | ● | ● | ● | ● |
| 37. | ↓ 16 | AmVac AG | ● | ● | ● | ● |
| 38. | new | Bristol-Myers Squibb SA | ● | ● | ● | ● |
| 39. | ↓ 14 | BioPartners GmbH | ● | ● | ● | ● |

For a detailed evaluation of your website's performance, please contact us for a copy of your individual results (addresses can be found on the back of the report).

| Rank | Change in Rank | Company | Total Score | Website Quality | Usability | Business Value |
|------|----------------|---|-------------|-----------------|-----------|----------------|
| 40. | ↓ 23 | Neurimmune Therapeutics AG | ● | ● | ● | ● |
| 41. | ↓ 9 | Kuros Biosurgery AG | ● | ● | ● | ● |
| 42. | new | Takeda Pharma AG | ● | ● | ● | ● |
| 43. | new | Lundbeck (Schweiz) AG | ● | ● | ● | ● |
| 44. | new | MEDA Pharma GmbH | ● | ● | ● | ● |
| 45. | ↓ 16 | NovImmune | ● | ● | ● | ● |
| 46. | new | Teva Pharma AG | ● | ● | ● | ● |
| 47. | ↑ 10 | Baxter Switzerland | ● | ● | ● | ● |
| 48. | ↓ 3 | mondoBIOTECH AG | ● | ● | ● | ● |
| 49. | new | Merz Pharma (Schweiz) AG | ● | ● | ● | ● |
| 50. | ↓ 11 | Helvepharm AG | ● | ● | ● | ● |
| 51. | new | Galderma Pharma SA | ● | ● | ● | ● |
| 52. | ↓ 8 | Max Zeller Söhne AG | ● | ● | ● | ● |
| 53. | ↓ 3 | Spirig Pharma AG | ● | ● | ● | ● |
| 54. | ↓ 36 | Axenoll AG | ● | ● | ● | ● |
| 55. | ↓ 1 | ArisGen SA | ● | ● | ● | ● |
| 56. | ↓ 23 | Crucell Berna Biotech Ltd | ● | ● | ● | ● |
| 57. | ↓ 10 | BioVersys GmbH | ● | ● | ● | ● |
| 58. | ↓ 17 | Vifor (International) Ltd. | ● | ● | ● | ● |
| 59. | ↓ 8 | Auris Medical AG | ● | ● | ● | ● |
| 60. | ↑ 2 | Streuli Pharma AG | ● | ● | ● | ● |
| 61. | ↓ 1 | Med Discovery S.A. | ● | ● | ● | ● |
| 62. | new | Tillotts Pharma AG | ● | ● | ● | ● |
| 63. | ↑ 10 | Axentis Pharma AG | ● | ● | ● | ● |
| 64. | ↑ 2 | GlycoVaxyn AG | ● | ● | ● | ● |
| 65. | ↓ 12 | Lipideon Biotechnology AG | ● | ● | ● | ● |
| 66. | new | LEO Pharmaceutical Products Sarath Ltd. | ● | ● | ● | ● |
| 67. | ↑ 2 | OM PHARMA | ● | ● | ● | ● |
| 68. | ↓ 28 | Redbiotec AG | ● | ● | ● | ● |
| 69. | ↓ 11 | Gruenenthal Pharma AG | ● | ● | ● | ● |
| 70. | ↓ 32 | Merck Sharp & Dohme-Chibret AG | ● | ● | ● | ● |
| 71. | ↓ 23 | Nycomed Pharma AG | ● | ● | ● | ● |
| 72. | ↓ 7 | Medipol SA | ● | ● | ● | ● |
| 73. | new | Pfizer | ● | ● | ● | ● |
| 74. | ↑ 3 | PharmaSwiss SA - HQ | ● | ● | ● | ● |
| 75. | ↓ 16 | Covagen AG | ● | ● | ● | ● |
| 76. | ↓ 20 | Kenta Biotech AG | ● | ● | ● | ● |
| 77. | new | A. Menarini AG | ● | ● | ● | ● |
| 78. | ↓ 7 | Aurora Pharma GmbH | ● | ● | ● | ● |
| 79. | ↓ 11 | Ergonex Pharma GmbH | ● | ● | ● | ● |
| 80. | new | Dr. Wild & Co. AG | ● | ● | ● | ● |

Legend:

- Satisfactory: Continuous monitoring advisable
 Congratulations! Green identifies areas of strength. With a medium as dynamic as your website, maintaining and further improving this state can be challenging enough and should be constantly on your radar.
- Impaired: Prioritise repair and improvement programmes
 Impaired means we have found a substantial number of issues. Luckily less significant ones, but enough to cause concern.
- Compromised: Urgent attention required
 This means we have found significant problems within your site – and if we experience them so do your visitors including customers, investors and regulators.

| Rank | Change in Rank | Company | Total Score | Website Quality | Usability | Business Value |
|------|----------------|----------------------------------|-------------|-----------------|-----------|----------------|
| 81. | ↓ 20 | Multipharma | ● | ● | ● | ● |
| 82. | ↓ 27 | GKL Biotec AG | ● | ● | ● | ● |
| 83. | ↓ 9 | ESBATECH AG | ● | ● | ● | ● |
| 84. | new | Genzyme GmbH | ● | ● | ● | ● |
| 85. | new | Pharmakon Ltd. | ● | ● | ● | ● |
| 86. | ↓ 23 | GeNeuro SA | ● | ● | ● | ● |
| 87. | new | Geistlich Pharma AG | ● | ● | ● | ● |
| 88. | ↓ 39 | APR Applied Pharma Research s.a. | ● | ● | ● | ● |
| 89. | ↓ 14 | GenKyoTex SA | ● | ● | ● | ● |
| 90. | ↓ 14 | Medena | ● | ● | ● | ● |
| 91. | ↓ 21 | Helsinn Healthcare S.A. | ● | ● | ● | ● |
| 92. | new | PFC Pharma Focus Switzerland | ● | ● | ● | ● |
| 93. | ↓ 21 | Neurim Pharmaceuticals S.A. | ● | ● | ● | ● |
| 94. | ↓ 15 | Lunamed AG | ● | ● | ● | ● |
| 95. | ↓ 17 | Novelty Pharma Galenical | ● | ● | ● | ● |
| 96. | ↓ 16 | Schwabe Pharma AG | ● | ● | ● | ● |

Top 10 international websites

Despite all their scope for improvement, Swiss pharma websites have no grounds for embarrassment in an international comparison:

- The two Swiss representatives in the global benchmark, Novartis and Roche, hold the top two positions
- The average score of the Swiss top 9 is over 0.5 points higher than the global top 9 (6.87 compared to 6.33)
- The highest ranking non-Swiss website in this global benchmark (3rd place) would only achieve 6th place in the Swiss league table
- 9th place in this global benchmark would only come 31st in the Swiss ranking

| Rank | Change in Rank | Company | Total Score | Website Quality | Usability | Business Value |
|------|----------------|----------------------|-------------|-----------------|-----------|----------------|
| 1. | | Novartis | ● | ● | ● | ● |
| 2. | | Roche | ● | ● | ● | ● |
| 3. | | AstraZeneca | ● | ● | ● | ● |
| 4. | | Abbott Laboratories | ● | ● | ● | ● |
| 5. | | Sanofi-Aventis | ● | ● | ● | ● |
| 6. | | Johnson & Johnson | ● | ● | ● | ● |
| 7. | | GlaxoSmithKline | ● | ● | ● | ● |
| 8. | | Merck | ● | ● | ● | ● |
| 9. | | Bristol-Myers Squibb | ● | ● | ● | ● |
| -/- | | Pfizer | -/- | -/- | ● | ● |

Key issues in this report

Whilst the problems described in the last two reports persist (e.g. poor site search, contact forms that are hard to use, low code quality, etc.), they are not the only areas requiring urgent attention. Other weaknesses identified in this edition include:

- One recurring issue in usability is orientation within a website. Good orientation results from a number of different aspects, both major and minor. One such aspect, which is minor but nonetheless relevant, is consistency between link names and menu titles and the respective target pages. If a user clicks on “XYZ” he will likely be confused, landing on a page titled “ABC”. Nearly half of all websites tested perform poorly here.

Examples of best practice in this field can be seen at: Abbott (www.abbott.ch), Boehringer Ingelheim (www.boehringer-ingelheim.ch) and Galderma Pharma (www.galderma.com).

- An obvious area of neglect is providing information to partners and potential partners along the supply chain. With an average score of 4.06 points, most websites

either offer no such information at all (e.g. about product pipelines, fields of research, in- and outlicensing or contract manufacturing interests) or the information is limited and of low quality.

41 of 65 websites (this criterion does not apply to the remaining websites due to the nature of their owners’ business) have results that are poor or worse.

Examples of best practice in this field can be seen at: Actelion (the only Swiss company with a full score) and international players GlaxoSmithKline (www.gsk.com), Abbott Laboratories (www.abbott.com) and Bristol-Myers Squibb (www.bms.com).

- Code quality remains a massive problem. With up to 19,895 failures on a single website and only 17 of the 105 websites being error free, lots of attention needs to be focused on the “engines” of pharma websites. The most common failure is a “404 Not Found” error, meaning that a web server has reported that a page or file expected to be present was not found. This very basic but severe error can be found in every other website tested (51.65%).

Excluded sites

Why have some organisations been excluded from this survey?

No result for the “website quality” category could be established for the websites of the following organizations because, at the time the tests were conducted, the site was either unavailable, not large enough or was not operating without ‘assistive’ technology such as JavaScript (failing basic accessibility requirements and preventing proper search engine indexing).

Therefore it was not possible to calculate an overall score for the websites affected.

| Websites with no total score | | |
|------------------------------|-----------|----------------|
| Company | Usability | Business Value |
| Abbott AG | ● | ● |
| Alpex Pharma SA | ● | ● |
| AMGEN Switzerland AG | ● | ● |
| Anergis | ● | ● |
| Dybly | ● | ● |
| Eli Lilly Schweiz | ● | ● |
| IBSA | ● | ● |
| Janssen-Cilag | ● | ● |
| Robapharm AG | ● | ● |

Improving your performance

How does your site search compare to the standard?

Web search has become such a fundamental building block of our experience using the web that most people just take it for granted, including how it looks and works. And with Google still dominating the web search engine market, the “google experience” has become the de facto standard of what online users associate with “good search”. This determines how people expect a search engine to be designed and to function.

Of course, searching the web with Google (or any other search engine for that matter) is not always perfect. But search engines do a pretty

good job when you consider the unimaginable amounts of information they sift through. In comparison, even the largest of the pharma websites tested here is minuscule in size. And good search results are certainly infinitely harder to achieve when processing huge amounts of information.

But let’s take a step even further back. A satisfactory search experience is not based only on the quality and relevance of the search results. Instead, it all starts with the look and feel of both the search box and search engine result pages. Some basic tips:

- It should go without saying, but with 50 out of 105 websites failing to offer any search functionality at all, the primary advice has to be to include a search engine in your website
- Obviously, you should have a search box on every page and always in the same location – not just a link leading to a page from which a search can then be performed
- The top right of the page is the most common place to position search boxes on a web page. Users are so accustomed to finding it there, they look there first and often assume that there is no search function if they do not immediately find it there.
- Structure and orientation are two basic requirements for search results pages. The user must be able to scan the results quickly. Individual results need to be clearly separated from each other by empty space. The title of a result has to stand out, making it easy just to scan all the visible titles, for instance. The title (being the most prominent entity of each hit) should also be the link for opening the respective result.
- Content-wise, the title should, of course, always give the user a good impression of what to expect when clicking on that particular link. Likewise, the result context should be displayed, typically 2 to 3 lines of text.
- Any additional data should only be presented if it adds value for the user’s decision about which result to click on. Google web search, for instance, displays the URL for each hit. This makes absolute sense as it allows you to make a judgement about the source of the information. However, the same information presented in an in-site search often does not. It is of help only if the respective URL provides additional context (such as http://www.roche.com/about_roche/management/executive_committee.htm).

In summary: if your search result pages look and work very differently from Google’s, acceptance will most likely be low. And, worse still, undermine your visitors’ confidence in the quality and relevance of the search results. This in turn can decrease the attention users pay to

the results, thereby further minimizing their chance to find what they are really looking for.

Of course, these points are just some of the basic pre-requisites for satisfactory searching. If the search engine does not deliver the best results

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