

06. Role of search

Purpose

Search engines help users locate relevant content. Content should be effectively tagged, based on a controlled vocabulary, to facilitate search engines indexation.

Guidelines

- while the navigation principles help 'move' your users through the experience, as quickly as possible, to relevant content, some users will prefer to search via Google or use the [Europa Search](#). Some may use a combination of search and navigation or navigation and search. The approaches are not mutually exclusive – users may deploy them in a complementary way – even within the same session.

Please see also [Search Engine Optimisation](#)

- what's critical is that writers and editors tag content effectively, according to a controlled [centralised] vocabulary that helps users and machines [eg search engines] to find relevant content

Contact and support

If you require further assistance, please contact:

[Comm Europa Management](#)

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