1. **RELEVANCY**
   - Search selected terms
   - Record target title, ranking, and URL, if located within the search term results
   - Calculate the mean, median, and frequency of target rankings per range (below 1st, 5th, and 10th)
   - Compare results to benchmarks

2. **PRECISION**
   - Record 5 top results with title, tags, and URL
   - Determine if all terms in the search string were in each result
   - Rank results using a 4 measure R, N, M, I scale
   - Calculate using 3 formulas for S, L, P applied to the 4 measure scale
   - Compare results to benchmarks

3. **TAXONOMY & TAG MANAGEMENT**
   - Review 5 top results’ tags
   - Record total number of tags
   - Record number of tags containing a search term
   - Determine rank of final occurrence of result containing the entire search string

4. **PUBLISH RESULTS**

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**CONGRATS**

You made it!

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