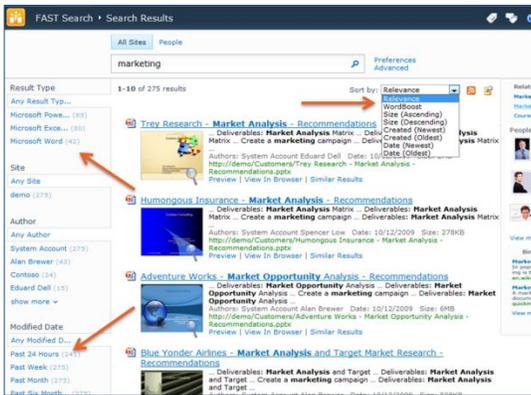# SharePoint 2010 Search: Relevance, Refinement, and People

Microsoft® SharePoint® 2010 Search helps your people find the information they need to get their jobs done. It provides intranet search, people search, and a platform to build search-driven applications—all on a single, cost-effective infrastructure. But what's so unique about SharePoint 2010 Search is its combination of relevance, refinement, and people. This new approach to search provides an experience that is highly personalized, efficient, and effective.

Find Content Faster

If your company is like most others, it has a lot of information in a lot of different formats. To help cut through the clutter, SharePoint 2010 Search provides an interactive, visual search experience. Visual cues help people find information quickly, while refiners let them drill into the results and discover insights.

Refinement and sorting turns searching into finding.

Metadata-driven refinement
With the new refinement panel, you can narrow the results of your search and find the right content faster.
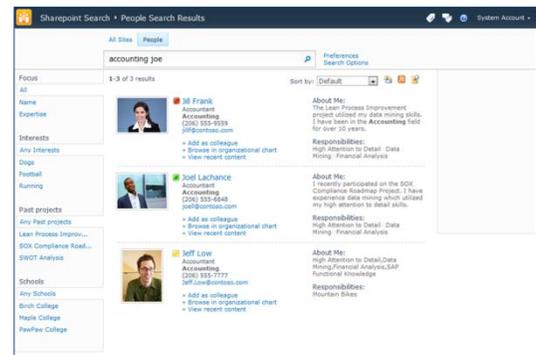
Thumbnails and previews
Quickly recognize the right content by visualizing search results with thumbnails and previews.

Click-through relevancy
The click-through behavior of similar search queries affects the rank that documents receive. The more you click on a certain item, the higher its ranking for related queries.

Help People Connect

People are your company's key asset. The more quickly and easily they can find each other, the more they can share ideas and expertise to solve problems, improve processes, and foster innovation.

People search makes it easy to locate experts in your company.

People and expertise search
A dedicated ranking system ensures people-specific factors are balanced in the search results. Profile information from My Sites is used to generate result summaries and metadata-based refiners that help locate the right resource quickly.

Phonetic and nickname search
The search system indexes names based on phonetic spelling and also includes common nicknames. This way, searches for "Geoff" will return results for "Jeff," while searches for "Bill" will also show results for "William."
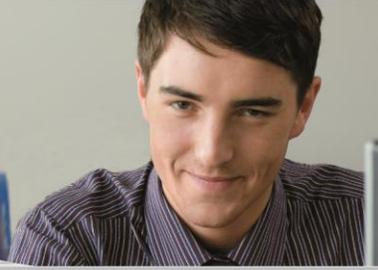
Keyword and colleague mining
In SharePoint 2010, you can submit or automatically generate a list of keywords and colleagues mined from Microsoft Outlook® and your activities. SharePoint 2010 suggests these keywords and colleagues to your My Site, helping you complete your profile with your relationships and expertise.

Customize the Search Experience

Your people use search in many different ways. With SharePoint 2010 Search, you can meet everyone's search needs on a single platform. You can add your own vocabulary, tune relevance, and use each person's specific information to deliver a great search experience.

Advanced content processing
Advanced content processing, based on deep linguistics and text analytics technology, adds tags and structure to unstructured information, automatically creating metadata directly from the content. Now the terms and language unique to your business can be part of the search experience.

Tunable relevance

Relevance is central to search, but one size doesn't always fit all. Use a highly tunable relevance model to meet the needs of a diverse set of applications. Multiple ranking profiles can be available simultaneously—and even presented as options for people to choose their own.

Contextual search

Because people's needs vary depending on their roles, great search is contextual. Deliver the best search experience by capturing the context of the user.

Feature	SharePoint 2010 Search	FAST Search for SharePoint
People and Expertise Search Search for people by name or by associated terms.	●	●
SharePoint 2010 Search Connector Framework Crawl content outside of SharePoint easily and securely. The Search Connector Framework is built on Business Connectivity Services and allows you to easily create your own connectors.	●	●
Enterprise Scale Search Search up to 100 million documents to meet the needs of your entire company or the specialized needs of individual departments.	●	●
Search from Windows 7 & Windows Mobile Search beyond the search center. Conduct searches from the Windows 7 desktop and on your Windows mobile device.	●	●
Metadata-Driven Refinement Use the new refinement panel in SharePoint 2010 to narrow the results of your search and find the right content faster.	●	●
Click Through Relevancy Find results that others liked. Each time people click on a search result, its ranking for related queries increases.	●	●
Taxonomy Tag Integration Bring the power of taxonomy into Search. Tag metadata is shown in results, and users can refine by taxonomy-based tags.	●	●
Phonetic and Nickname Search Search for a person's name as it sounds, without knowing the exact spelling.	●	●
Advanced Content Processing Extract and create metadata from documents to improve search results, sorting capabilities, and refinement.		●
Tunable Relevance with Multiple Rank Profiles Blend static and dynamic ranking parameters to instantly improve search results. Multiple ranking profiles can be available simultaneously		●
Contextual Search Tailor different results and refinement options based on the profile of the user or audience.		●
Thumbnails and Previews Recognize the right content quickly with thumbnail and preview images in your search results.		●
Extensible Search Platform Meet your company's complex search needs with an extensible search platform. Build search-driven applications, including 360° Customer Insight applications, Research and Development portals, and Product Support dashboards.		●
Extreme Scale Search Scale to extremes with FAST Search for SharePoint while maintaining sub-second query times.		●
Business Intelligence Indexing Connector Crawl Browse Excel workbooks and Reporting Services Reports with improved results, descriptions, thumbnails, and refiners. Discover your Business Intelligence assets quickly and easily, browse the document and its behind-the-scenes data, and access the information you need quickly and easily.		●

For more information

Learn more about SharePoint 2010 Search at www.microsoft.com/sharepoint.

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