

## Measuring Search Relevance: Discover the Metrics that Matter



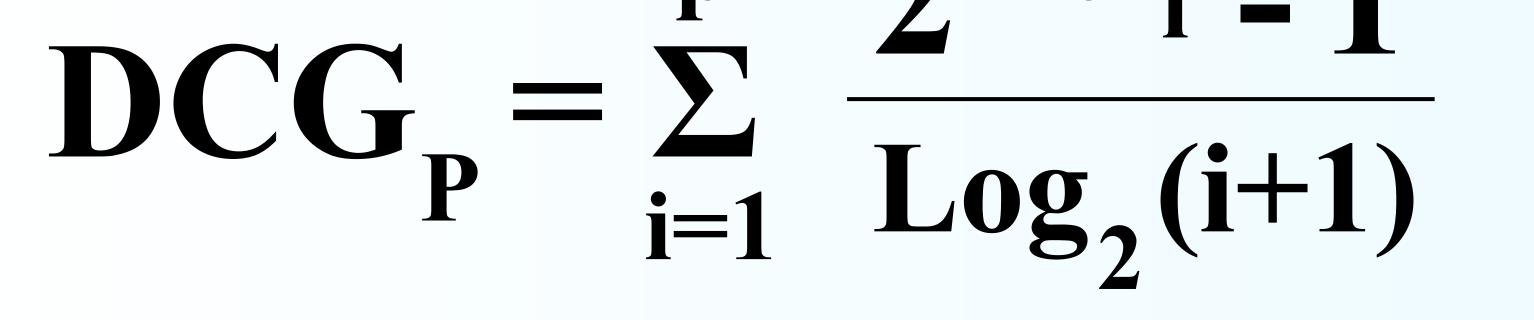
Key search Relevance Metrics

## **Discounted Cumulative Gain**

It assigns higher scores to the most relevant results at the top of the search results page. The higher the score, the higher the relevancy.



p 2 re1; 1



reli = Graded relevance of the document in the ranked list at position i. P = Number of results considered for evaluation



It merges two crucial metrics, precision (accuracy of results) and recall (whether all relevant results are included), into a single score.



# $F1 = 2x \quad (Precision x Recall) \\ (Precision + Recall)$

### F1 score = 1 (Maximum), F2 Score = 0 (Minimum)

# **5** Expected Reciprocal Rank

This metric evaluates the quality of the topranking search results on the search results page.

It also accesses the probability of a user checking the documents ranked at various positions on the search results page.





It calculates the average position of the clicked results on the search results page. The lower the click ranks, the higher the relevancy.



## Sum of the ranks of clicked results

## Average Click Rank

## **Total number of clicks**

In case of a higher average click rank, the user has to go down the search results page to find the relevant information.



It provides a view of user engagement with search results. The more clicks a search result gets, the more likely it is to be relevant to a broad range of users.





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