About City of Portland

With a population well over 600,000, Portland is the largest city in Oregon and the second largest in the Northwestern United States.

Advanced Site Search Search by Swiftype

Easily implement relevant search and help your website visitors find what they need.

Search for

Provide search functionality on their main website which contains 200,000+ pages and is used by all of the city's bureaus and offices.

Why Swiftype?

Real-time indexing, real-time search analytics, and the ability to innovate and offer better service for citizens and city employees

Visit **https://www.portlandoregon.gov**

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swiftype CASE STUDY

City of Portland

SEARCH AS A CRITICAL WEBSITE FEATURE

Swiftype powers search on the City of Portland's main website, www.portlandoregon.gov, which contains over 200,000 pages. The website is used by all of the bureaus and offices within the City of Portland to host both public and intranet content, as well as various web applications supporting such things as online payments, business license registrations, and stormwater calculations.

"With such a large, diverse website, searching is a critical feature because it's one of the primary means our [citizens and employees] use to locate desired information on our site," says Richard Davies, a web application developer for the City of Portland. Davies goes on to say, "our experience has been so positive that we will keep [Swiftype] in mind for use with future projects/sites."

EASY IMPLEMENTATION

When Google announced that they were sunsetting their Site Search product, the City of Portland set out to find a replacement. They knew they wanted a turnkey solution with robust functionality and eventually settled on Swiftype.

The City of Portland quickly realized how easy it is to get started with Swiftype after implementing a basic installation in about an hour by leaning on Swiftype's performant web crawler and out-of-the-box relevancy.

PAINLESS MAINTENANCE AND UPDATES

As content changes on the City of Portland's website, Swiftype automatically reindexes new pages and updates their search engine. Over time as the City of Portland has recognized trends in their search data such as popular queries with lower click through rates, they have been able to update their search results using a drag-and-drop interface to ensure they're providing the most relevant information to their citizens.

BETTER SEARCH MEANS HAPPIER PORTLANDERS

Before implementing Swiftype, many citizens of Portland complained about their website's poor search functionality. Given that the city's website is a critical source of information for hundreds of thousands of people, city leaders realized they needed to implement a better performing search engine.

Portland's citizens now have a new website search solution, and they are much happier with its functionality. According to Davies, "searching with Swiftype is remarkably faster than our previous solution" and "the total number of searches has gone down dramatically since our move to Swiftype (about half of our previous total average)" signaling that citizens are finding what they need after one or two queries. These days Portland's citizens are spending less time browsing through their city's website and more time doing the things they love.