

You Were Looking For WHAT?!

Using Your Site Search Data To Impact Your Business

Presented by:

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topfloortech.com

Top Floor



- Website Design & Development
- Search Engine Marketing
- Web Analytics & Conversion Improvement
- Marketing & Branding Strategy

Maximizing Online Marketing Results for Hundreds of Businesses Since 1999

Who's Using Site Search?

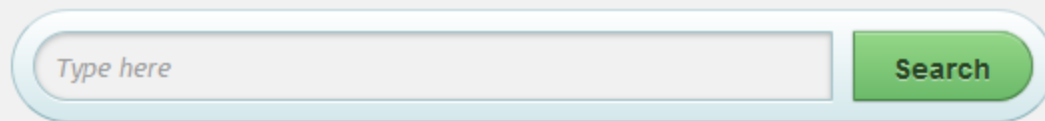
Why Are We Talking About Site Search?

Why Are We Talking About Site Search?

- People who use site search are more likely to purchase
 - Study of 21 niche websites showed users were 1.8 times as likely to purchase when they used site search
- Why are they more likely to purchase?
 - They have buying intent
 - They are in late stage buying mode

How To Implement Site Search

Search Box

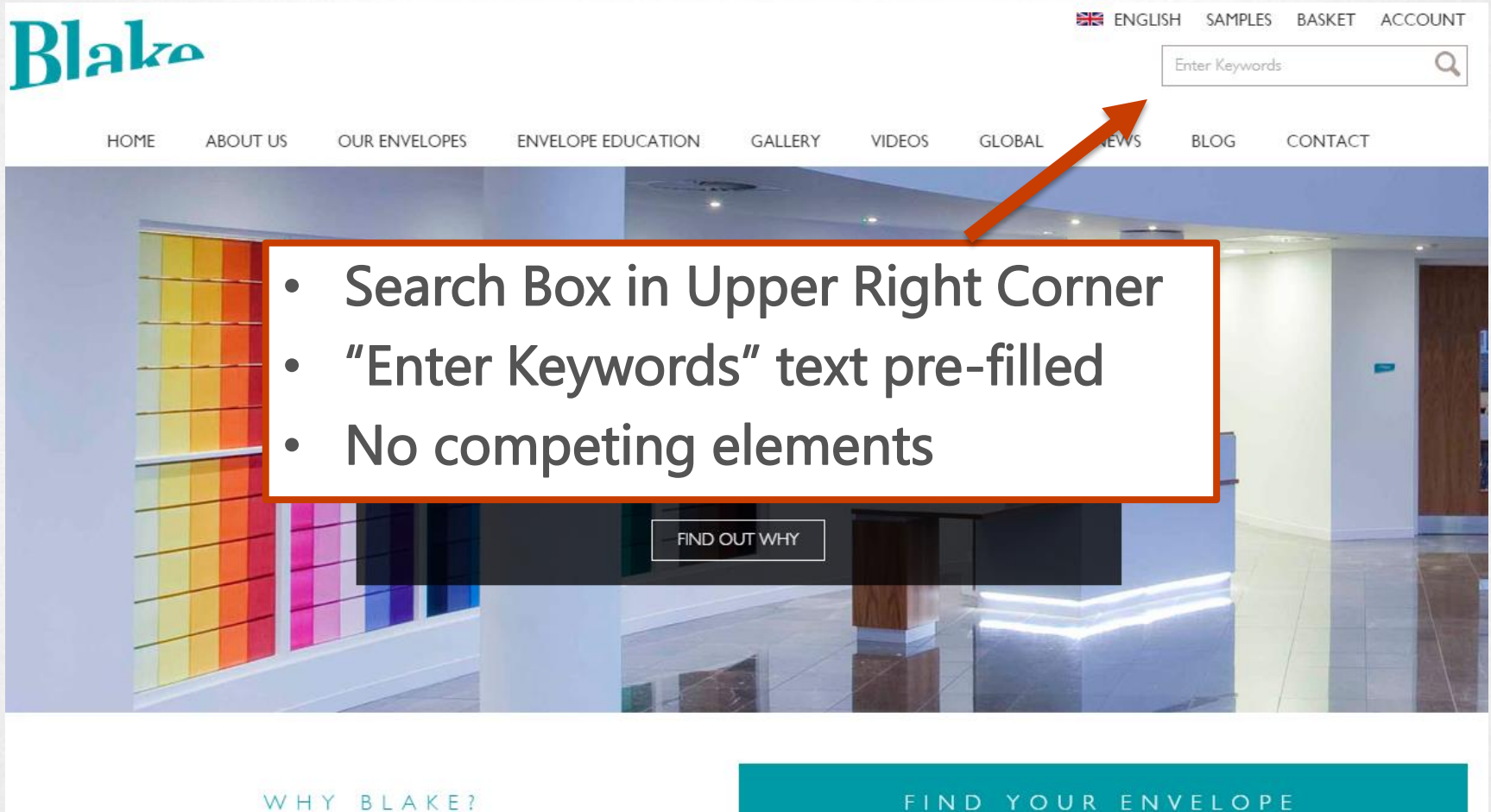


A search box with a light blue border and rounded corners. It contains a text input field with the placeholder text "Type here" and a green button with the text "Search".

Search Box - Placement

- Top Right Hand corner or top center of every page
- Have a text entry field not a “search link”
- Pre-load instructions increases usage
- Avoid competing boxes

Search Box - Placement



Search Box - Placement

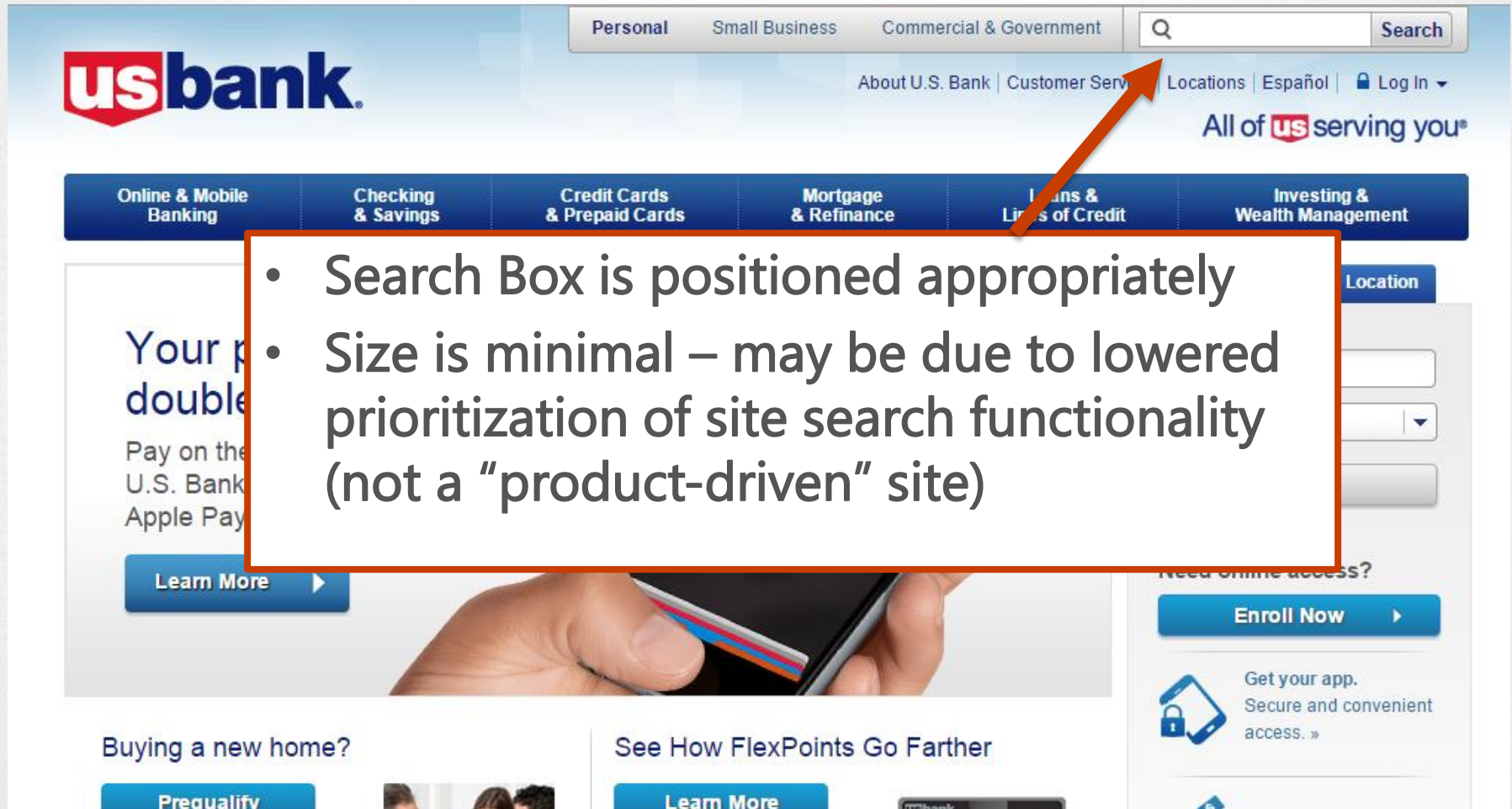
The screenshot shows the Fastenal website header. The search box is located in the top center, containing the placeholder text "Keyword, Part Number or X-Ref". It is flanked by navigation links: "Products Browse" on the left and "My Account Sign In or Register", "My Store Find a Store", and "My Cart Items(0)" on the right. Below the search box, there are three promotional banners: a video about Carl Edwards, a "Transform Your Supply Chain" banner, and a "State & Cooperative Contracts" banner. A red arrow points from the search box to the video banner. Below the banners, there is a horizontal menu with categories: Bolts, Screws, Nuts, Anchors, Washers, Sockets, Rods & Studs, Pins, Riveting & Self-Clinching, Direct Materials, and Inventory Management - FREE Bins. A link "» See All Fasteners" is also present. At the bottom, there are two sections: "Safety" with icons for gloves, vest, harness, and goggles, and "Tools & Equipment" with icons for various power tools.

- Search Box positioned Top Center
- "Keyword, Part Number or X-Ref" text pre-filled
- No competing elements

Search Box - Size

- Dependent on how critical site search is to users
- Users should see the majority of their search query
- 30 characters minimum

Search Box - Size



The screenshot shows the U.S. Bank website. The search box is located in the top navigation bar, to the right of the 'Personal', 'Small Business', and 'Commercial & Government' links. It is a small, rectangular input field with a magnifying glass icon and a 'Search' button. An orange arrow points to the search box. A text box with two bullet points is overlaid on the page:

- Search Box is positioned appropriately
- Size is minimal – may be due to lowered prioritization of site search functionality (not a “product-driven” site)

Search Box - Size

My Account | Order History | Lists/Learn More | Special Order Quotes

Sign In | Register Now

GRAINGER
FOR THE ONES WHO GET IT DONE

Sign Up for Email | Feedback | Help | Español

Catalog 405 | Find A Branch | Services ▾ | Resources ▾ | Worldwide

All Products ▾ Enter keyword, item, model or repair part number. **Search** Bulk Order Pad ▾ Cart (0)

Digital catalogs

Repair Parts

Abrasives

Adhesives, Sealants

Cleaning

Electrical

Electronics, Appliances

Batteries

Fasteners

Fleet and Vehicle Maintenance

Furniture, Hospital Service

HVAC and Refrigeration

Hand Tools

Hardware

Hydraulics

Lab Supplies

Lighting

Lubrication

Machining

- Search Box is positioned appropriately
- Prefilled with instructions to use a keyword, item, model or repair part number
- Featured prominently in the header

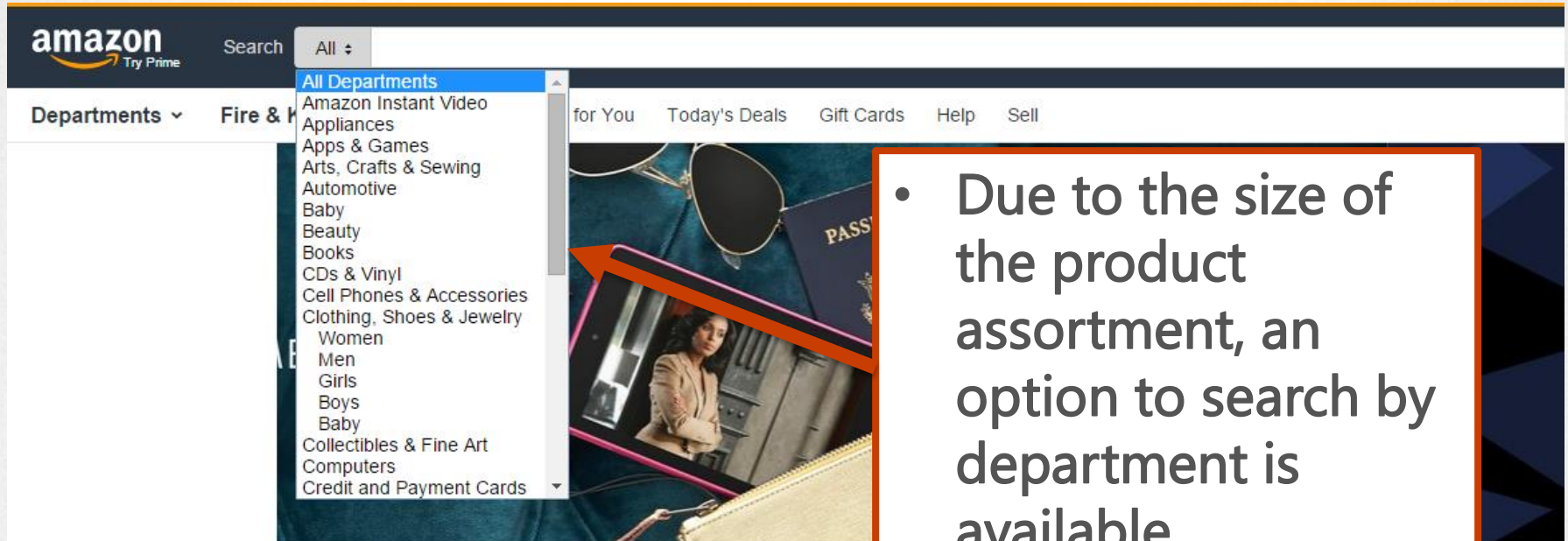
Check Out These Top Sellers

1 of 5 Prev | Next ›

Search Box - Scope


- Category dropdown for large sites
- OR refine by department on the search results page

Search Box - Scope




The screenshot shows the Amazon homepage with the search bar at the top. The search bar has a dropdown menu open, displaying a list of departments. An orange arrow points from the text box to the 'All Departments' option in the dropdown menu.

- Due to the size of the product assortment, an option to search by department is available



COUNTDOWN TO
BLACK FRIDAY
DEALS WEEK

Get early Black Friday Deals now



Search Box - Scope

The screenshot shows the Amazon search results page for "Catcher in the Rye". The search bar at the top contains the text "Catcher in the Rye". Below the search bar, the results are categorized by department, with "Fire & Kindle" selected. The results list includes the book "The Catcher in the Rye" by J.D. Salinger, showing its cover, price, and availability. A callout box with a red border and an arrow pointing to the "Fire & Kindle" department filter contains the following text:

- After a user searches, they are given the ability to refine their search by department or category

The page also displays related searches, a star rating of 3.923, and a "#1 Best Seller" badge in the "Literary Criticism & Theory" category. The "Refine by" section on the left lists various genres and themes, including "Classic Literature & Fiction", "Coming of Age Fiction", "Literary Fiction", "LGBT", "Short Stories", "Action & Adventure", "Science Fiction", "Romance", "Historical", "Women's Fiction", "Thrillers & Suspense", "Horror", "Fantasy", and "Humor".

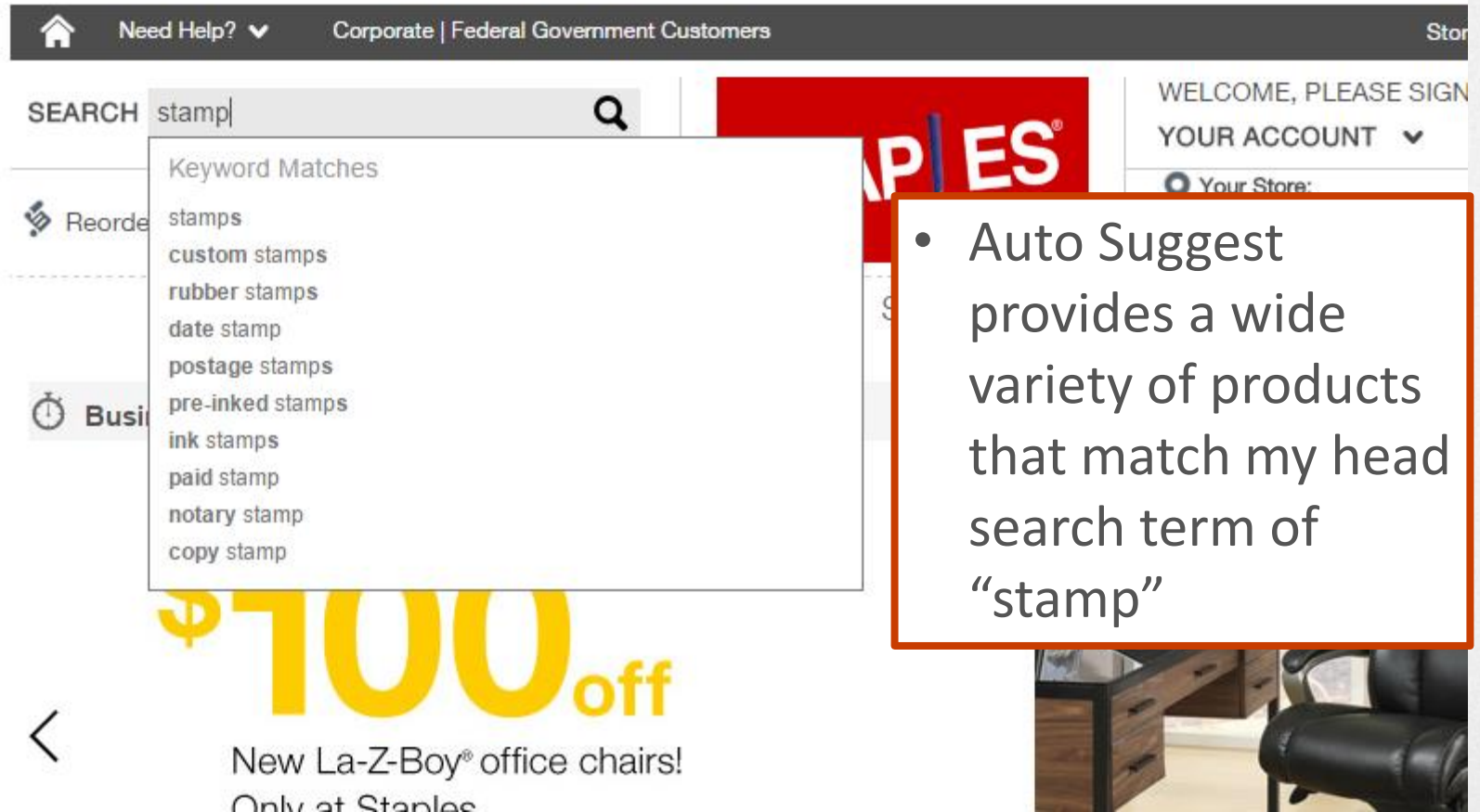
Search Tools

Search Tools -Auto Suggest

- Reduces typos
- Helps avoid *0 results found*
- CAUTION: Avoid redundant suggestions, typos, and other users past queries (without testing first)

Search Tools -Auto Suggest

 **BLACK FRIDAY FOR BUSINESS.** Shop online and save all week lo



The screenshot shows a website header with a navigation bar containing a home icon, 'Need Help?' with a dropdown arrow, 'Corporate | Federal Government Customers', and a 'Store' link. Below the navigation bar is a search bar with the text 'stamp' and a magnifying glass icon. A dropdown menu titled 'Keyword Matches' is open, listing the following suggestions: 'stamps', 'custom stamps', 'rubber stamps', 'date stamp', 'postage stamps', 'pre-inked stamps', 'ink stamps', 'paid stamp', 'notary stamp', and 'copy stamp'. To the right of the search bar, there is a 'WELCOME, PLEASE SIGN YOUR ACCOUNT' section with a dropdown arrow and a 'Your Store:' link. Below the search bar, there is a large yellow '\$100 off' discount banner and a section for 'New La-Z-Boy® office chairs! Only at Staples'. A red banner with the word 'APPLIES' is partially visible. A text box with an orange border is overlaid on the right side of the image, containing a bullet point about the auto-suggest feature.

- Auto Suggest provides a wide variety of products that match my head search term of “stamp”

Search Tools -Auto Suggest

The screenshot displays the overstock.com website interface. At the top, there is a navigation bar with links for Shopping, OVillage, Pet Adoptions, Insurance, Cars, O.info, Email, Wish List, Gift Cards, Flash Deals, Español, and Ship To: (with a US flag). Below this is the overstock.com logo and a search bar containing the text 'coffee'. To the right of the search bar are links for Sign In My Account and a shopping cart icon. Below the search bar, a dropdown menu shows search suggestions for 'coffee':

- coffee table
 - in Living Room Furniture > Coffee, Sofa & End Tables
 - in Living Room Furniture > Ottomans
 - in Living Room Furniture > Living Room Sets
 - in Furniture > Living Room Furniture
- coffee makers
- coffee
- coffee table glass
- coffee
- coffee
- coffee table set
- coffee mugs
- coffee & side tables
- coffee table black

On the left side of the page, there is a promotional banner for Mother's Day with the text 'BRIGHTEN YOUR Mother's Day' and an image of a woman sitting on a patterned rug. On the right side, there are promotional banners for 'Last Day' (with a woman's face), 'UP TO 40% OFF' (with a watch), and 'EXTRA 20% OFF' (with a towel). A text box on the right side of the image contains the following text:

- Auto Suggest results in multiple instances of the term "coffee"


Auto Correct



- Reduces the consequences of typos
- Helps avoid *0 results found*
- Shows the “intelligence” of your site
- Improves user experience by eliminating the frustration of re-typing a search query

Auto Correct



OfficeMax.com is gone, but we're here for you. [Learn more](#)

Need Help ▼ 1-800-982-3400 Quill Ideas Track Order

Quill.com Reorder Fast Order by Item # WELCOME, PLEASE SIGN IN My Account ▼ 



All ▼ hamermill  Fast Free Shipping. Order under \$25? See details  My Deals ▼

PRODUCTS ▼ INK & TONER ▼ COFFEE | SNACKS ▼ CLEANING ▼ SERVICES ▼ SHOP BY INDUSTRY ▼


hamermill Showing Results for: hammermill: (84 items found) Sort By: Best Match ▼  

Paper Weight ▼ Brightness ▼ Paper Size ▼ Category ▼ Brand ▼ Price ▼ [MORE OPTIONS](#)

Letter Size

 HammerMill® Copy Plus Paper; 8-1/2 x 11" 

- Paper Weight: 20 lb.
- Brightness: 92
- Paper Size: 8-1/2" x 11"

 up to \$200
ers, plus
ffers.

- Provided results for the term "Hammermill" despite the misspelling of the brand name

Auto Correct

Expert Service. Unbeatable Price. Weekly Ad Credit Cards Gift Cards Gift Ideas Order Status Store Finder

BEST BUY PRODUCTS SERVICES DEALS Search Best Buy Sign In Create Account

PREVIEW BLACK FRIDAY DOORBUSTERS [See the ad >](#)

Best Buy ► All Categories

No matches found for "Fridgidair"
"frigidaire"

Select 2 to 4 items to Compare
☐ ☐ ☐ ☐ [Compare](#)

SHOP CATEGORY


- Air Conditioners
- Refrigerators
- Ranges
- Wall Ovens
- Microwaves
- Ranges, Cooktops & Ovens
- Dishwashers
- Freezers & Ice Makers
- [See All \(17\)](#)

CURRENT OFFERS

- ☐ Free Shipping Eligible (404)
- ☐ On Sale (294)

All Items (446) [Best Match](#)

Sort by: [Best Match](#)



☐ Add to Compare

Frigidaire - 18.0 Cu. Ft. Top-Freezer Refrigerator - White

Model: FFTR1814OW | SKU: 8978005

ON SALE NOW

Regular Price: \$579.99

- Auto Correct becomes increasingly important for brand names that may cause users issues when trying to spell, like "Fridgidair" (I know it's spelled "Frigidaire")

Search Results Pages

Search Results - Zero Results

- No results found can lead to users leaving the site
- How you present this failed search can make or break the user's experience
- Provide similar products / services
- Give the user other ways to get help – phone, live chat, e-mail

Search Results - Zero Results

drugstore.com BEAUTY.COM welcome: sign in | account | help 2 sites 1 bag 0 items \$0.00 checkout

extra **20% OFF EVERYTHING** in our **skin care dept.**
hurry! offer ends Saturday 11/22 [click to redeem](#)

FREE SHIPPING
on orders over \$35! [learn more](#)

drugstore.com the uncommon drugstore

search keyword

pharmacy photo contact lenses

household, food & pets medicine & health personal care beauty baby & mom vitamins diet & fitness sexual well-being holiday GNC green & natural sales & coupons

Sorry, we no longer carry Bumble & Bumble™ hair care products
try these other great brands instead!

Page: 1 of 2

ADVERTISEMENT
febreze
Don't just

Special Offer
Get your American Crew favorites.
[view offer >](#)

Special Offer
Get your Amplify by Matrix favorites.
[view offer >](#)

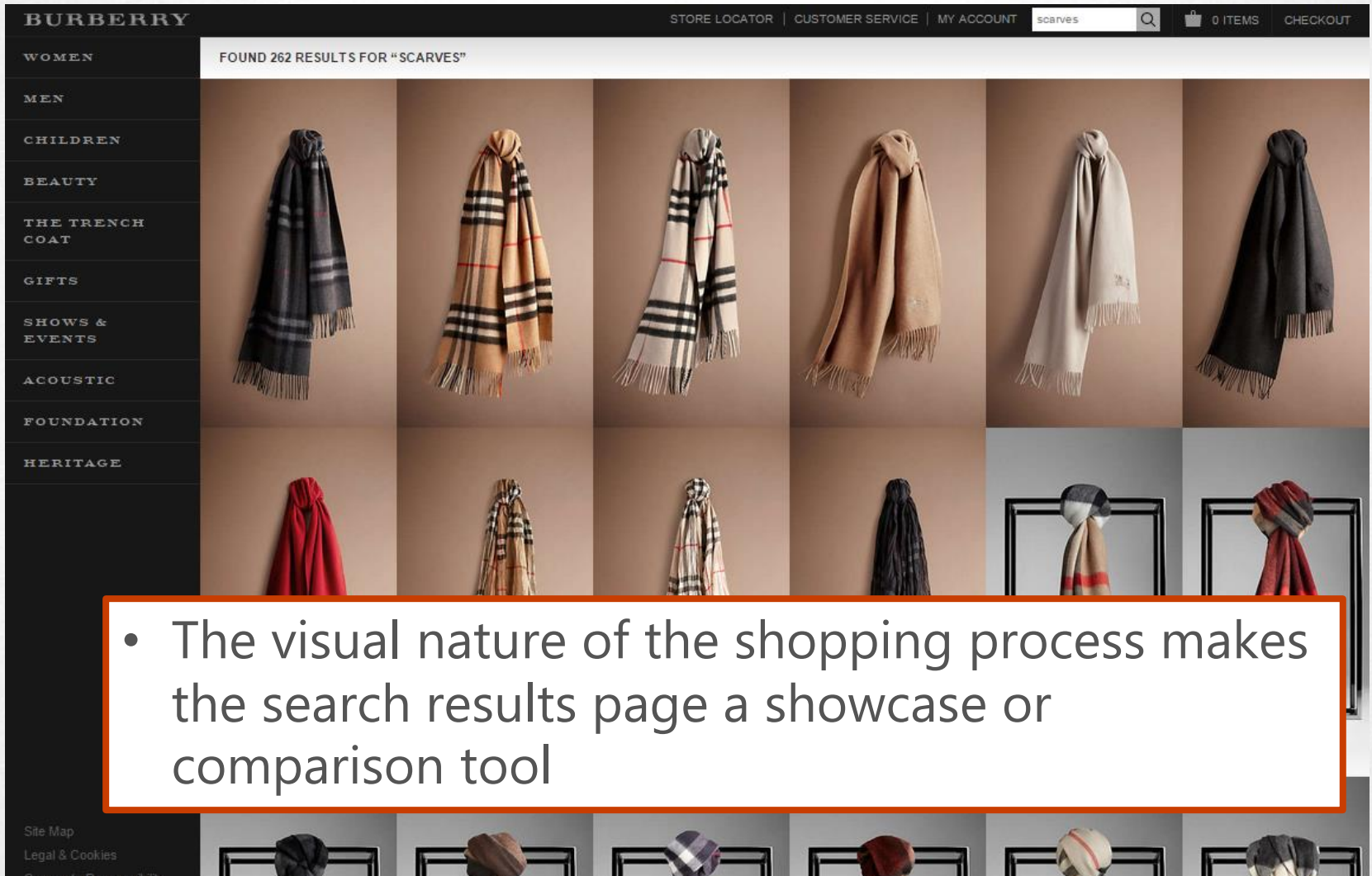
Special Offer
Get your A
[view off](#)

- No longer carry "Bumble & Bumble"
- Alternative products are offered

Search Results - View All

- If searches can potentially lead to a large quantity of results, give users the ability to view all results
- Minimizes clicking through pages
- Can provide users with a full visualization of all the options available


View All



Search Results - Content

- Understand what the user is looking for and make sure it's displayed in the results
 - Price
 - Images
 - Information

Search Results - Content

 **NEVER STOP IMPROVING**

FREE SHIPPING on qualifying orders \$49 or more.

Help | Weekly Ads | Gift Cards | For Pros | Credit Card Services

Shop | Ideas & How-Tos | Savings | MyLowe's

chainsaws

Home: Outdoors: Outdoor Tools & Equipment: Chainsaws & Pole Saws

Print

Chainsaws & Pole Saws


Chainsaw Accessories (53)
Chainsaw Bar & Chain Oils (1)
Chainsaw Bars (19)
Chainsaw Chains (61)


Your Store: **Wauwatosa, WI** Store Info Change Store

All Products (231) In-stock: Lowe's Of Wauwatosa, WI (93)

231 Results Results Per Page: 32 Previous 1 of 8 Next Go to Page: GO

Price (Low to High) Price (High to Low) Brand Best Sellers Customer Ratings List Grid

**Husqvarna 60.3cc 2-Cycle 24-in Gas Chain Saw**
★★★★★ (200 Reviews)
Item #: 110982 | Model #: 460 RANCHER PREPACK
• 2-year warranty
• Adjustable oiler pump: allows you to control oil flow depending on application and weather conditions
• Best for extended use in firewood cutting, large size tree cutting, storm clean-up and good for medium size tree cutting
\$499.00
Qty.: 1
Add to Cart +
FREE DELIVERY

**Poulan Pro 50-cc 2-Cycle 20-in Gas Chainsaw with Case**
★★★★★ (138 Reviews)
Item #: 353792 | Model #: PP5020
• DuraLife™ engine for longer life
• EPS effortless pull starting system reduces pulling effort by 30%
• Includes free carrying case
\$199.00
Qty.: 1
Add to Cart +

Work Gloves (327)
Mulchers & Wood Chippers (11)

Refine Results
— Rating
Select Your Star Rating

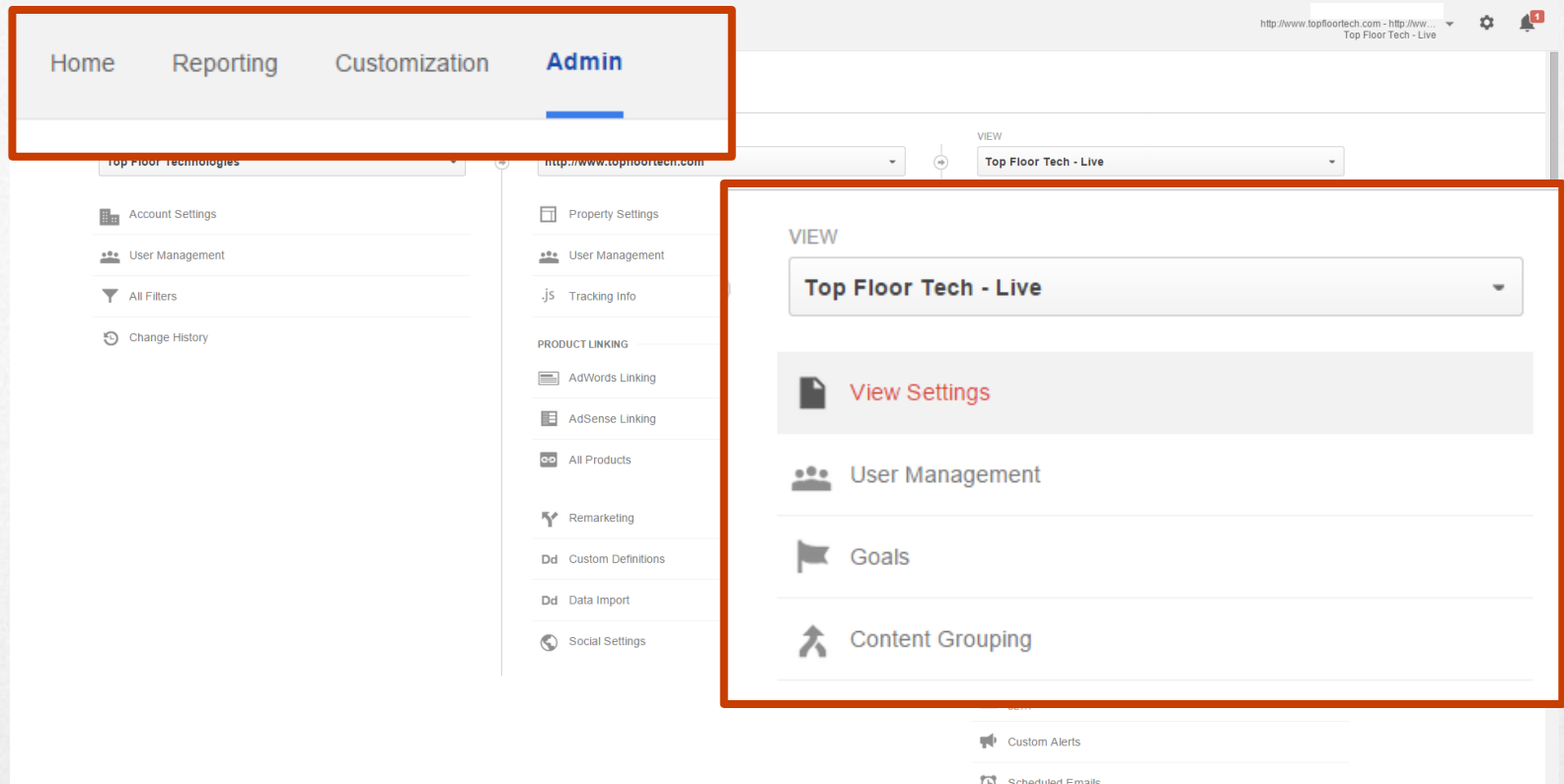
- Price
- Social Proof
- Features
- Comparison

Where is the data?



Google Analytics - Setup

- Site Search is not tracked in Analytics by default, it must be enabled



Google Analytics - Setup

- Site Search is not tracked in Analytics by default, it must be enabled

Site Search Settings

Site search Tracking optional (?)

☒ ON

Query parameter
Use commas to separate up to 5 parameters (case insensitive)

☒ Strip query parameters out of URL (?)

Site search categories optional

☐ OFF

- Turn "Site search Tracking" On

Google Analytics - Setup

- Identify you site's search parameters – strip them from reports

Site Search Settings

Site search Tracking optional (?)

☒ ON

Query parameter
Use commas to separate up to 5 parameters (case insensitive)

☒ Strip query parameters out of URL (?)

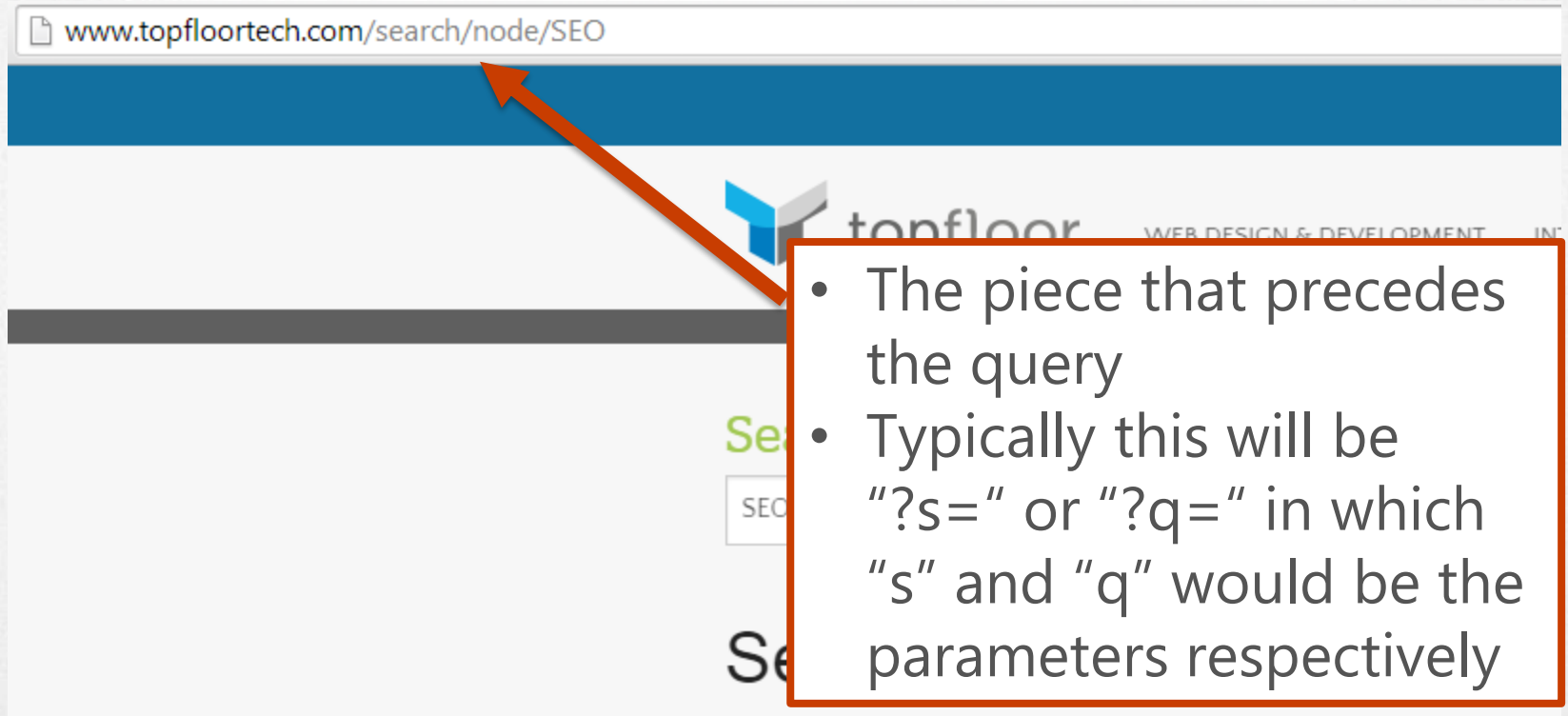
Site search categories optional

☐ OFF

- Need to identify your site's query parameters

Google Analytics - Setup

- Identify you site's search parameters – strip them from reports



The screenshot shows a web browser address bar with the URL `www.topfloortech.com/search/node/SEO`. An orange arrow points from a text box to the search parameters in the URL.

- The piece that precedes the query
- Typically this will be `"?s="` or `"?q="` in which `"s"` and `"q"` would be the parameters respectively

Google Analytics - Setup

- Does your site search have categories?

Site Search Settings

Site search Tracking optional (?)

☒ ON

Query parameter
Use commas to separate up to 5 parameters (case insensitive)

☒ Strip query parameters out of URL (?)

Site search categories optional

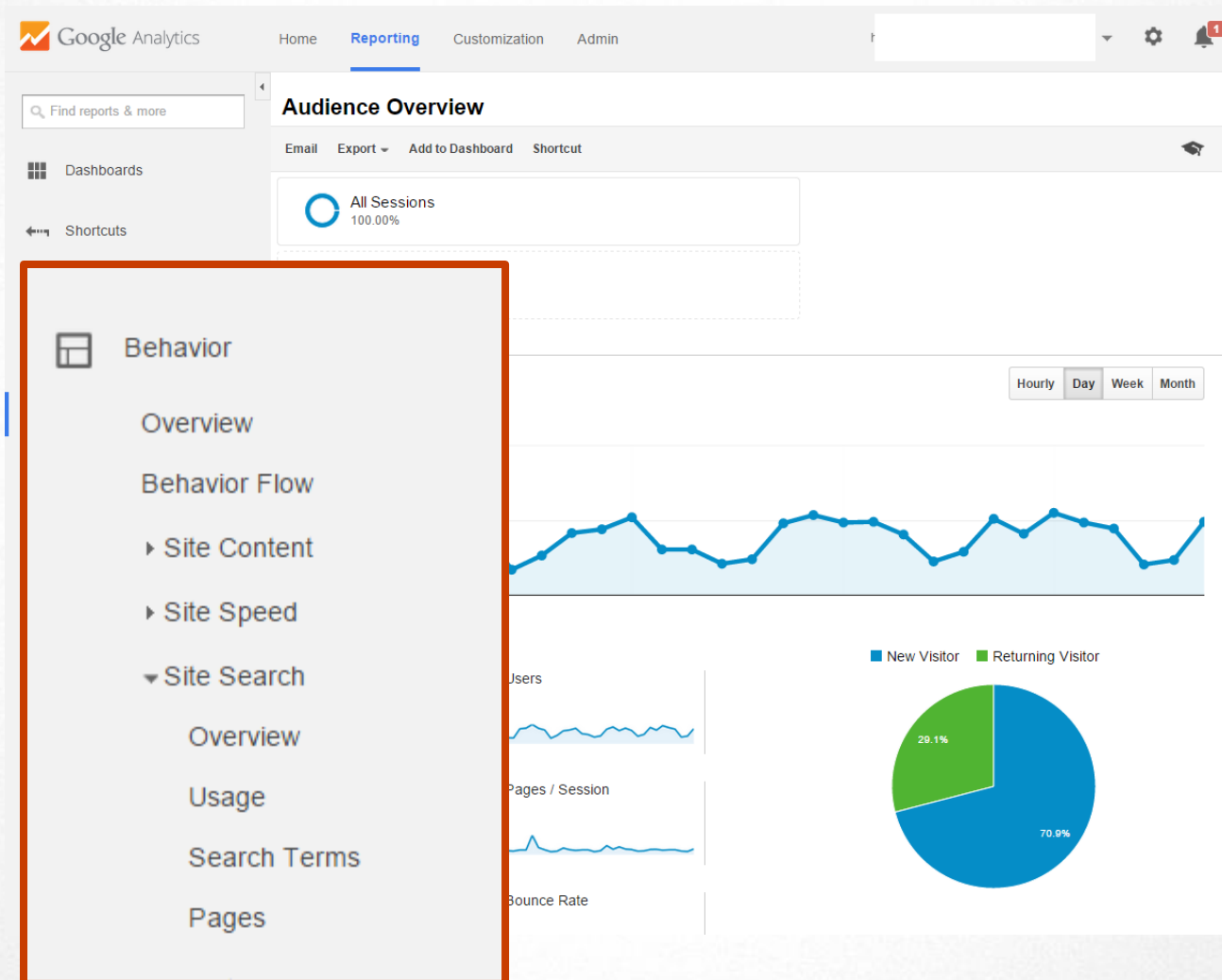
☒ ON

Category parameter
Use commas to separate up to 5 parameters (case insensitive)

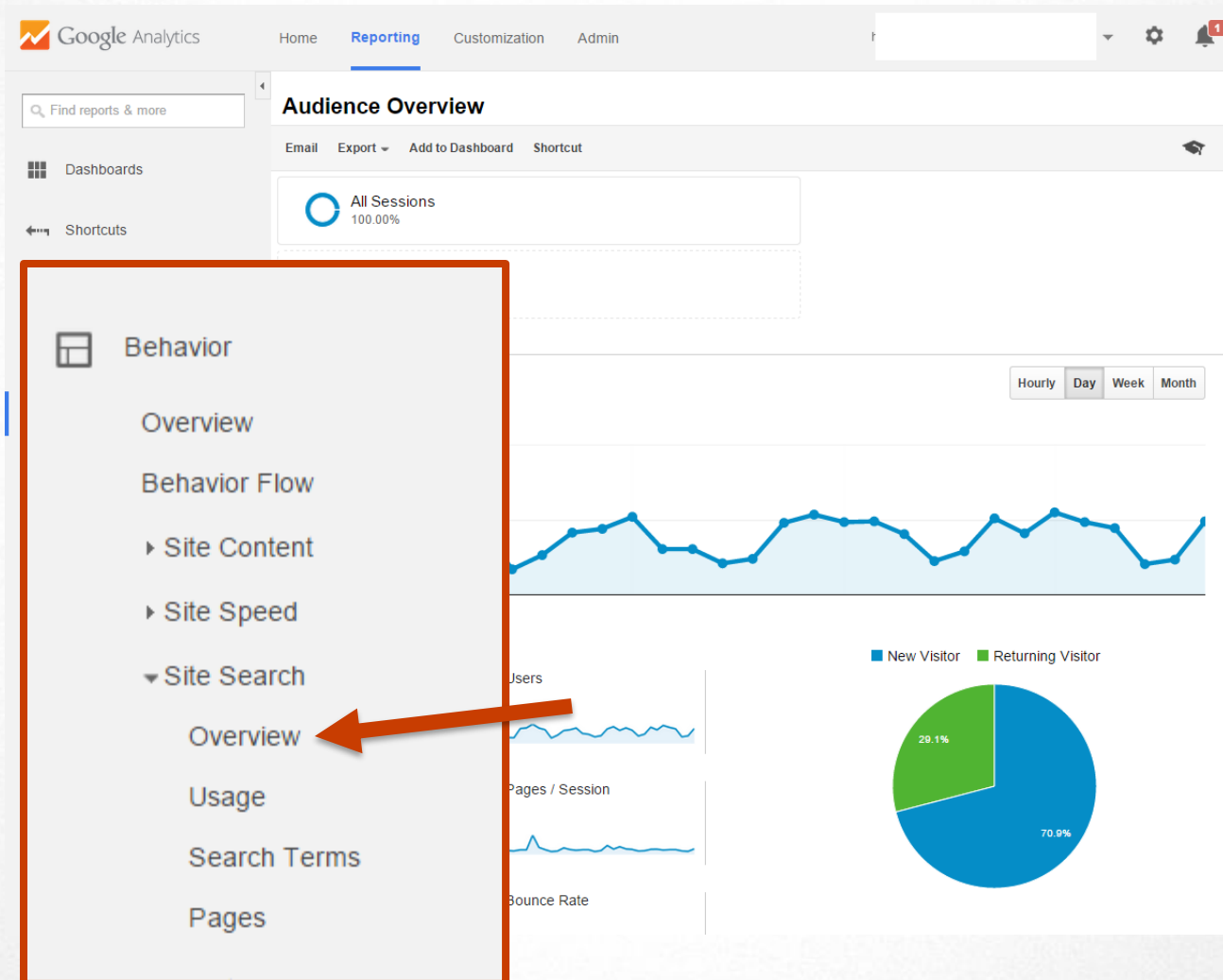
☐ Strip category parameters out of URL (?)

- Enable "Site search categories"
- Enter Category Parameters

Google Analytics - Reports

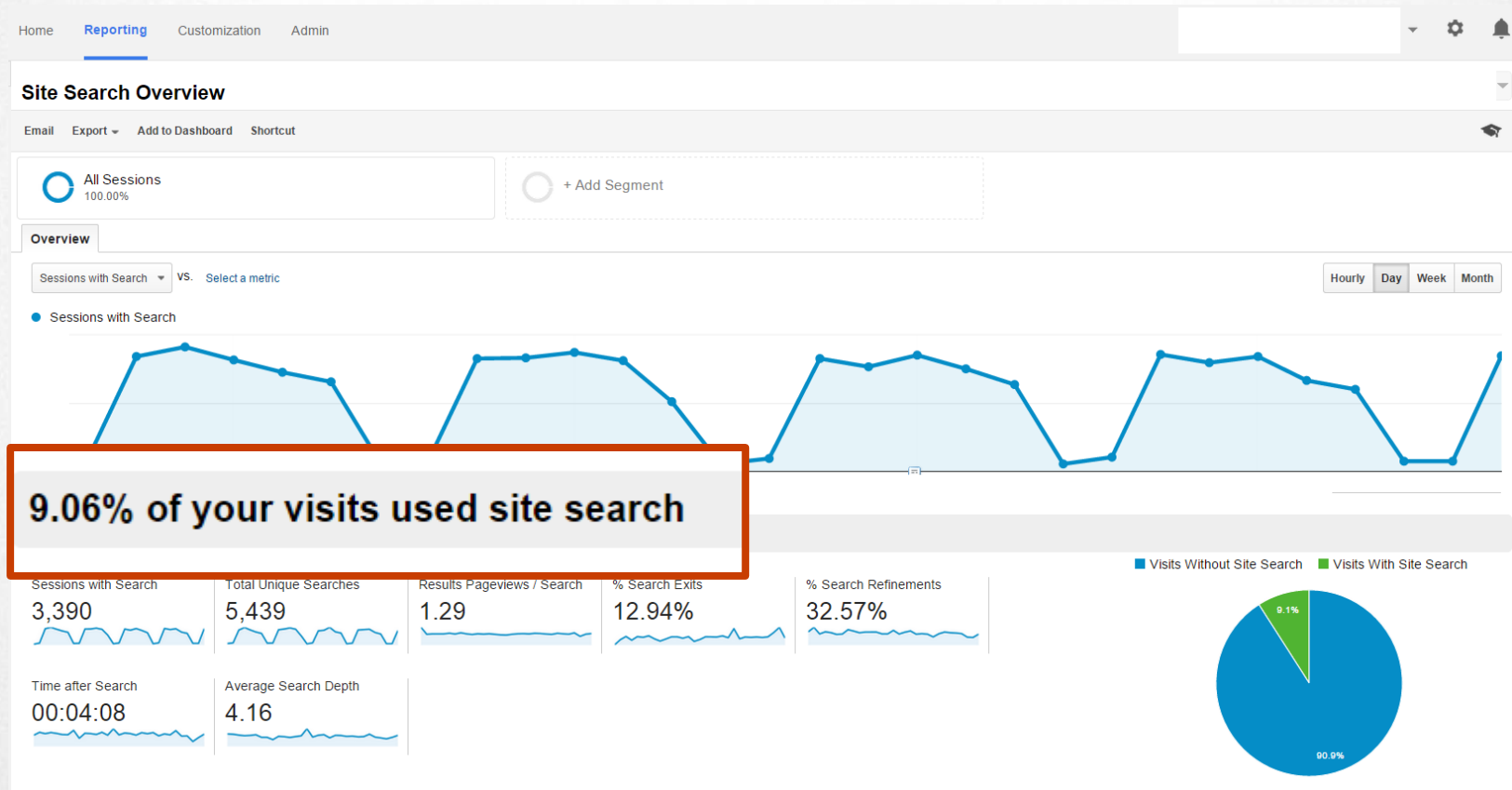


Site Search - Reports



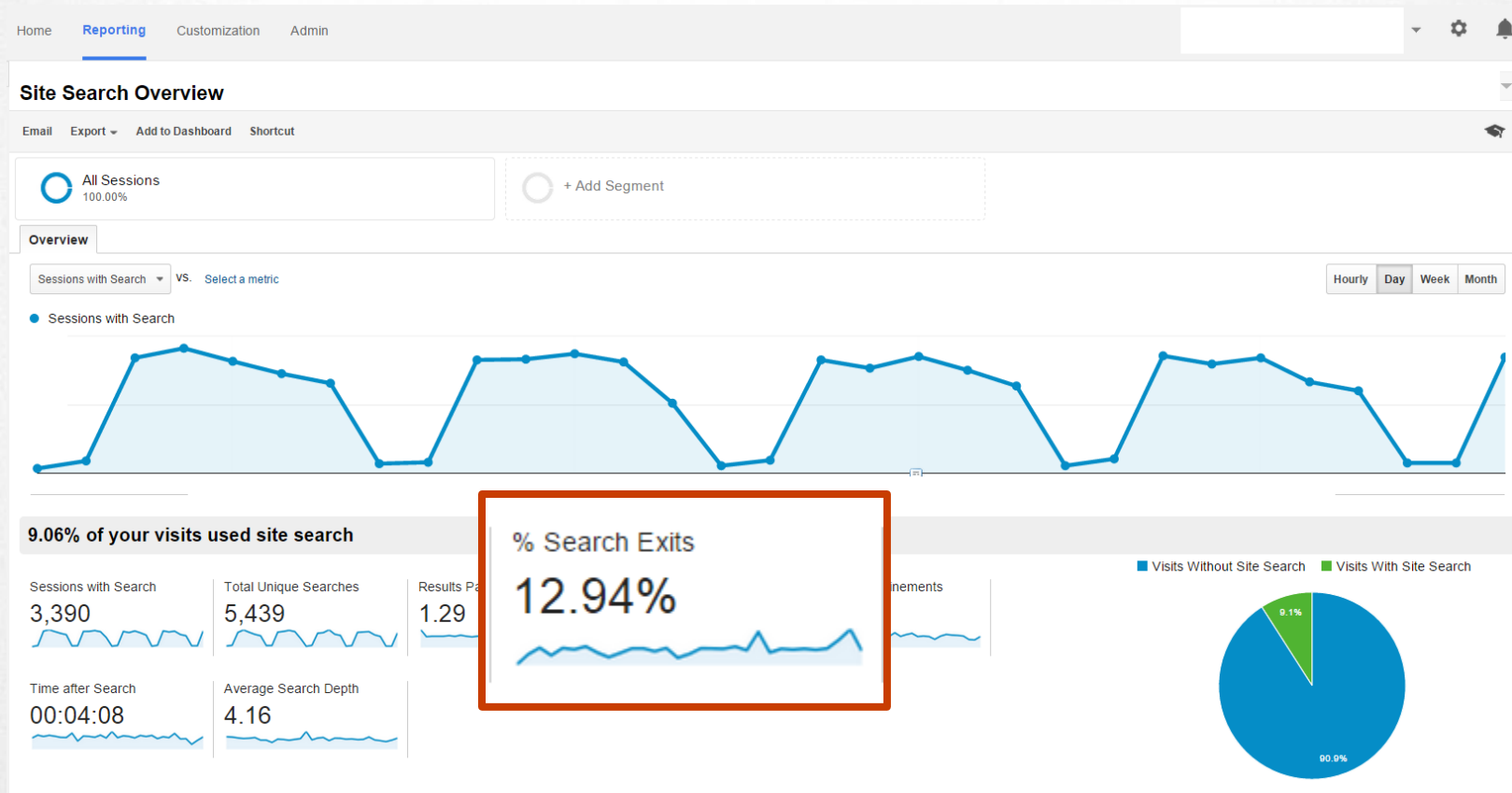
Site Search - Overview

- High level usage statistics



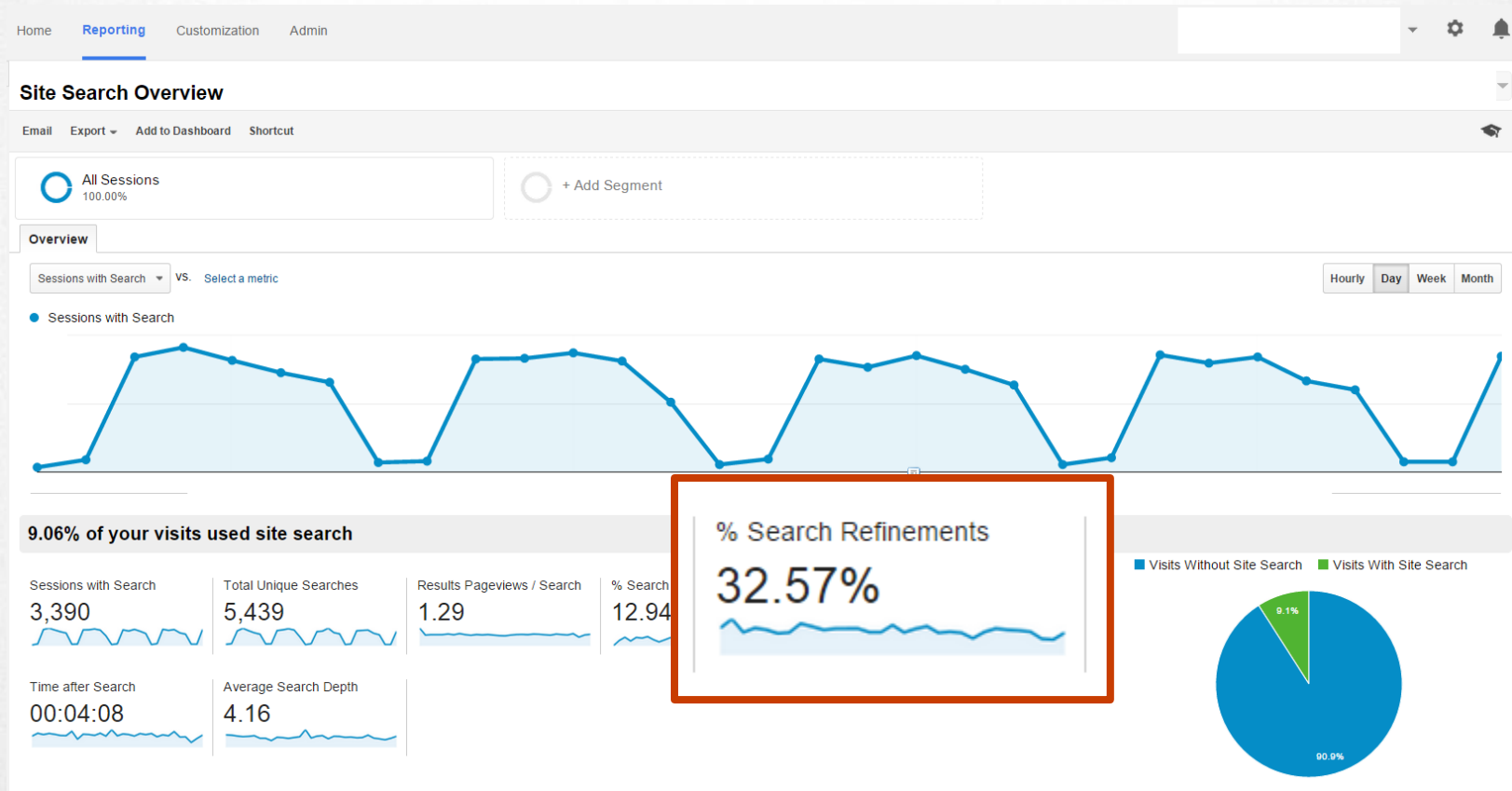
Site Search - Overview

- High level usage statistics



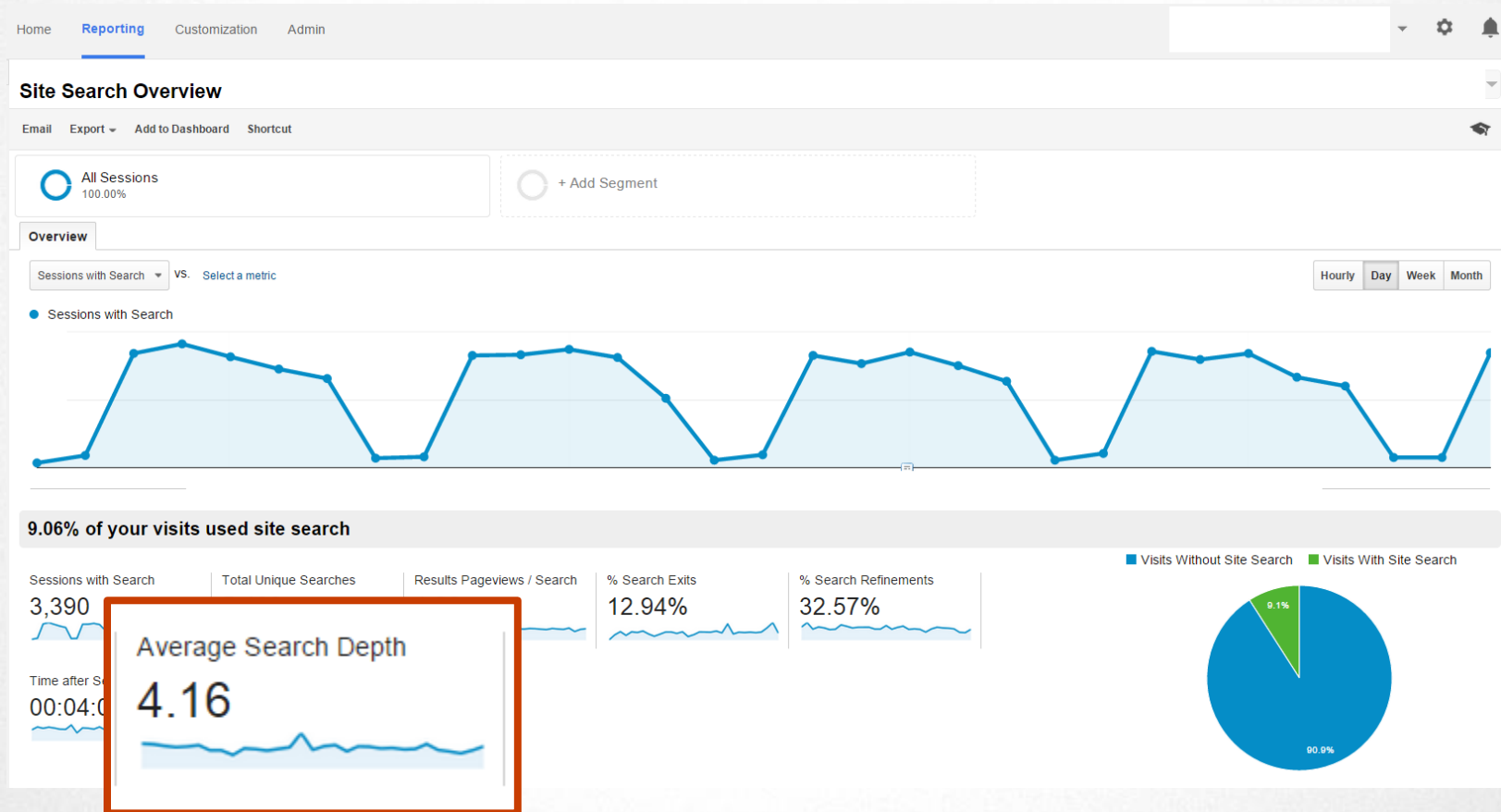
Site Search - Overview

- High level usage statistics

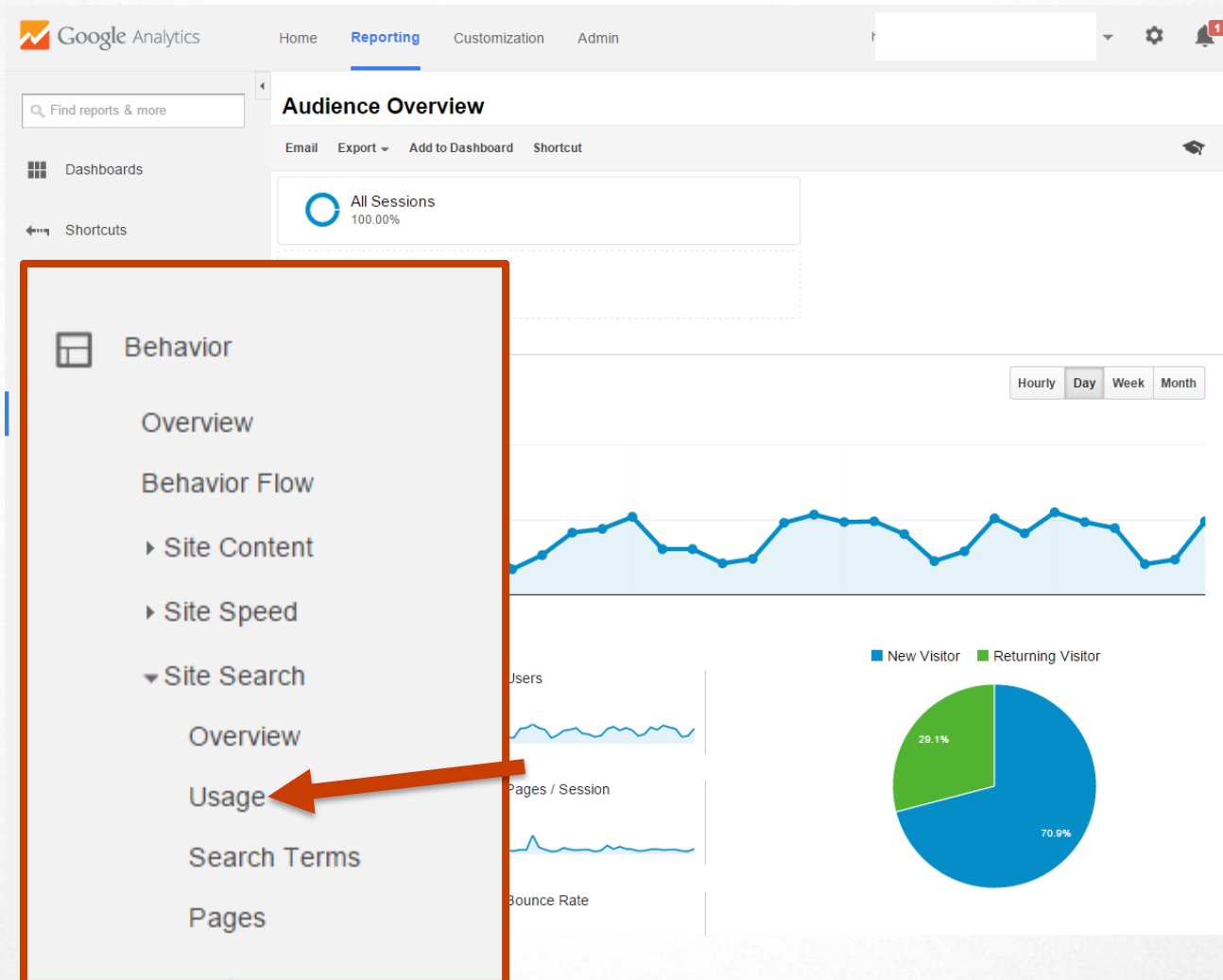


Site Search - Overview

- High level usage statistics

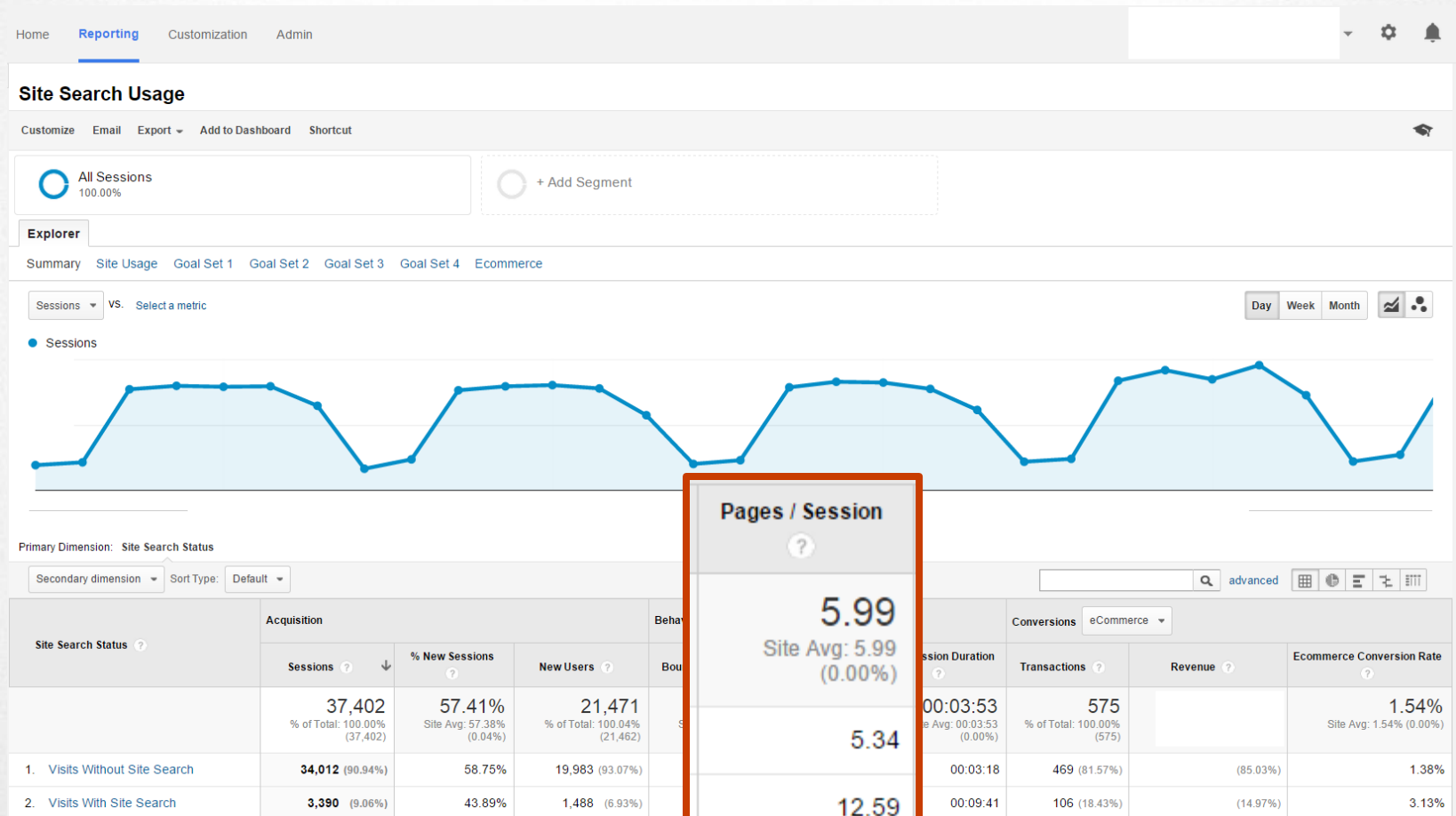


Site Search - Reports



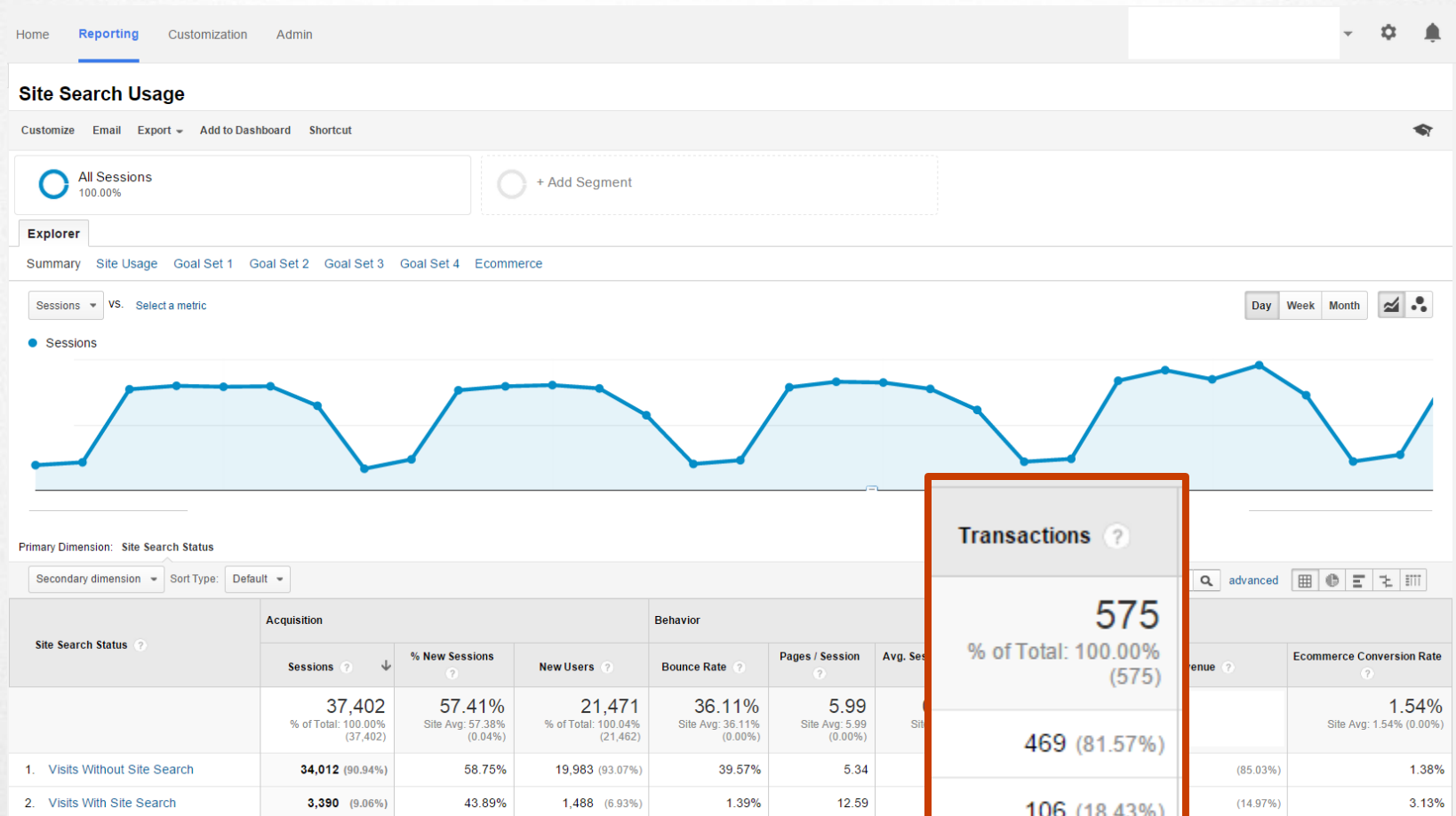
Site Search - Usage

- Site engagement comparison (sessions with/without



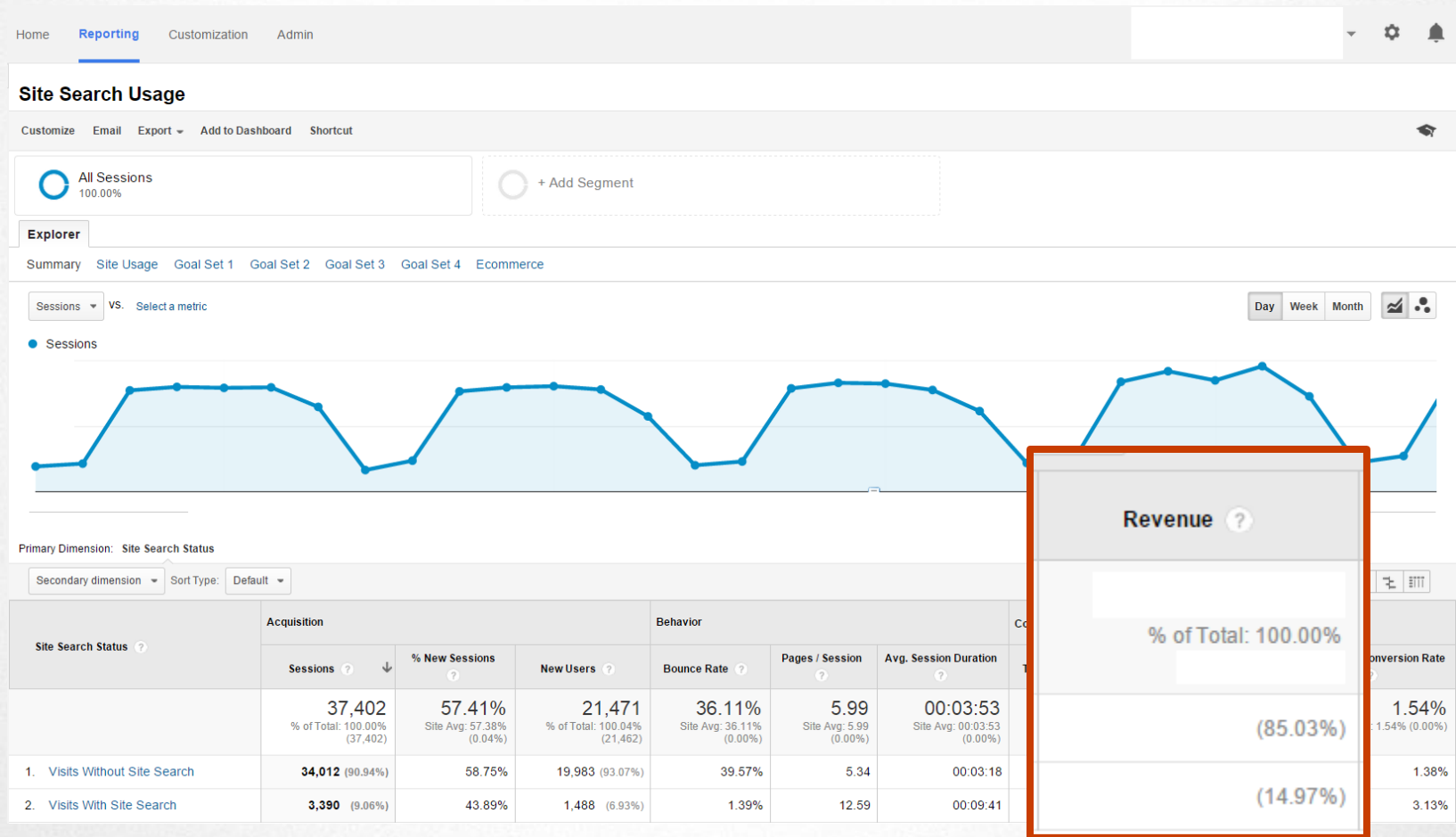
Site Search - Usage

- Site engagement comparison (sessions with/without



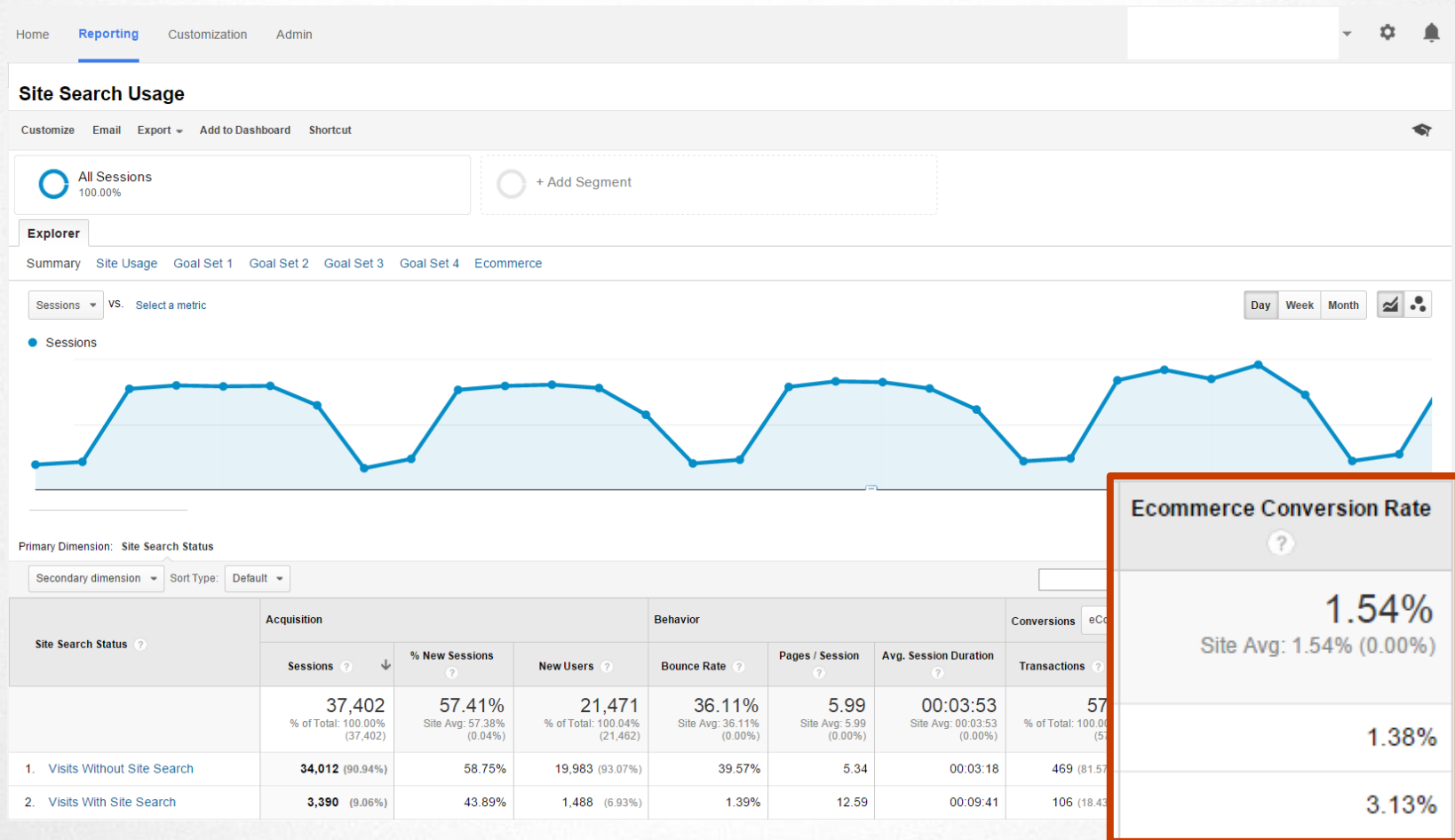
Site Search - Usage

- Site engagement comparison (sessions with/without



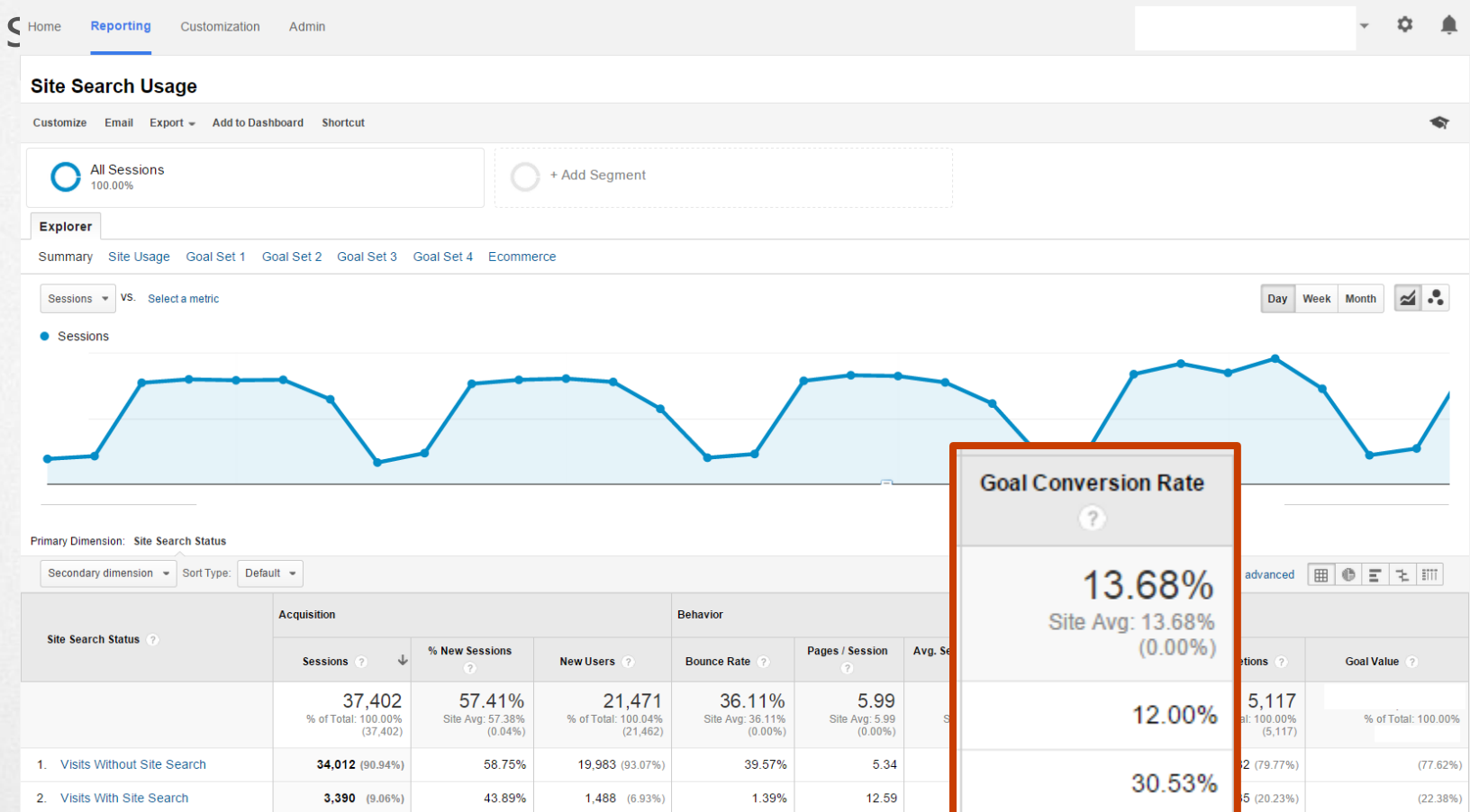
Site Search - Usage

- Site engagement comparison (sessions with/without



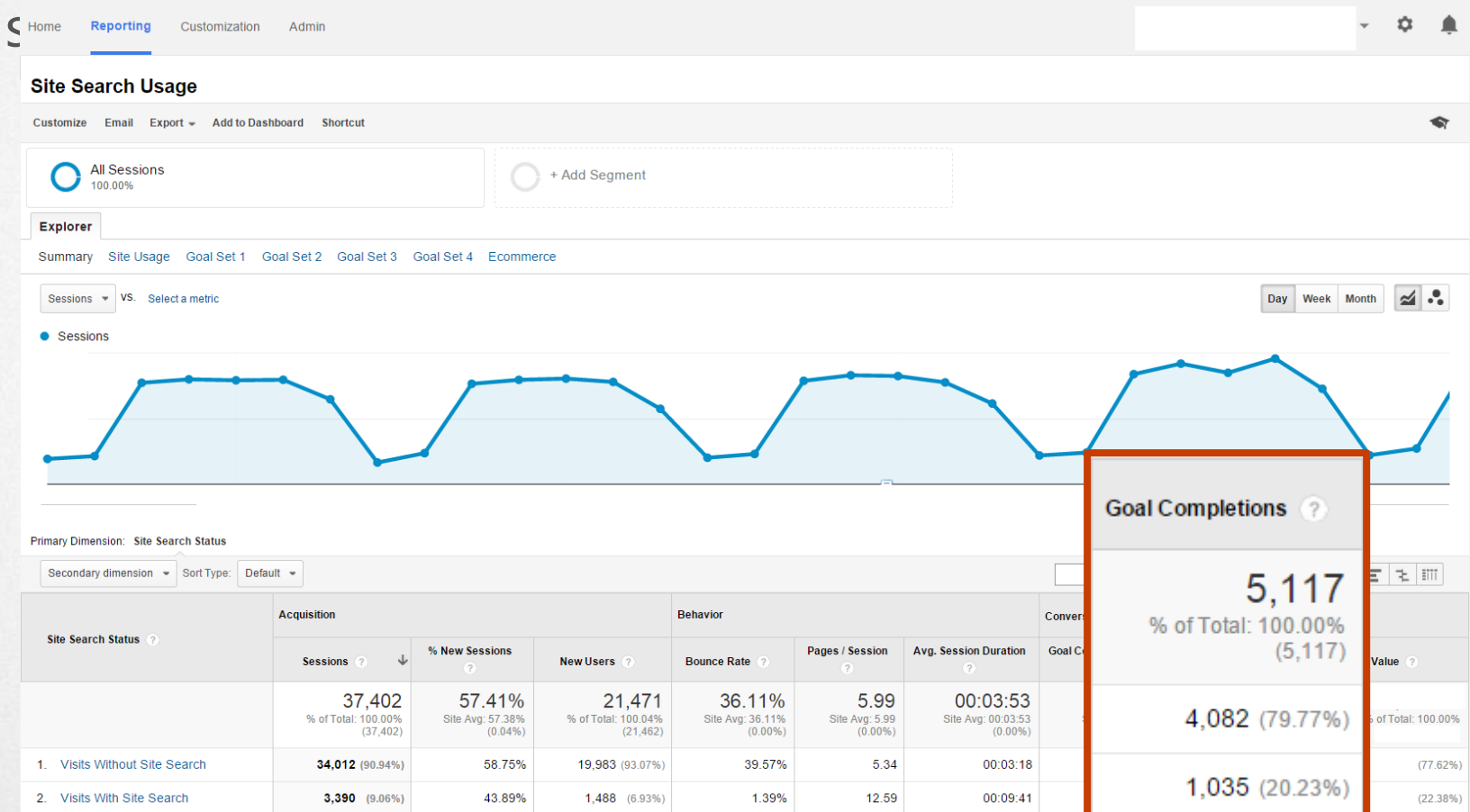
Site Search - Usage

- Site engagement comparison (sessions with/without



Site Search - Usage

- Site engagement comparison (sessions with/without



Site Search - Usage

- Can view performance by search term with a secondary dimension

Secondary dimension ▾ Sort Type:

▾ Behavior

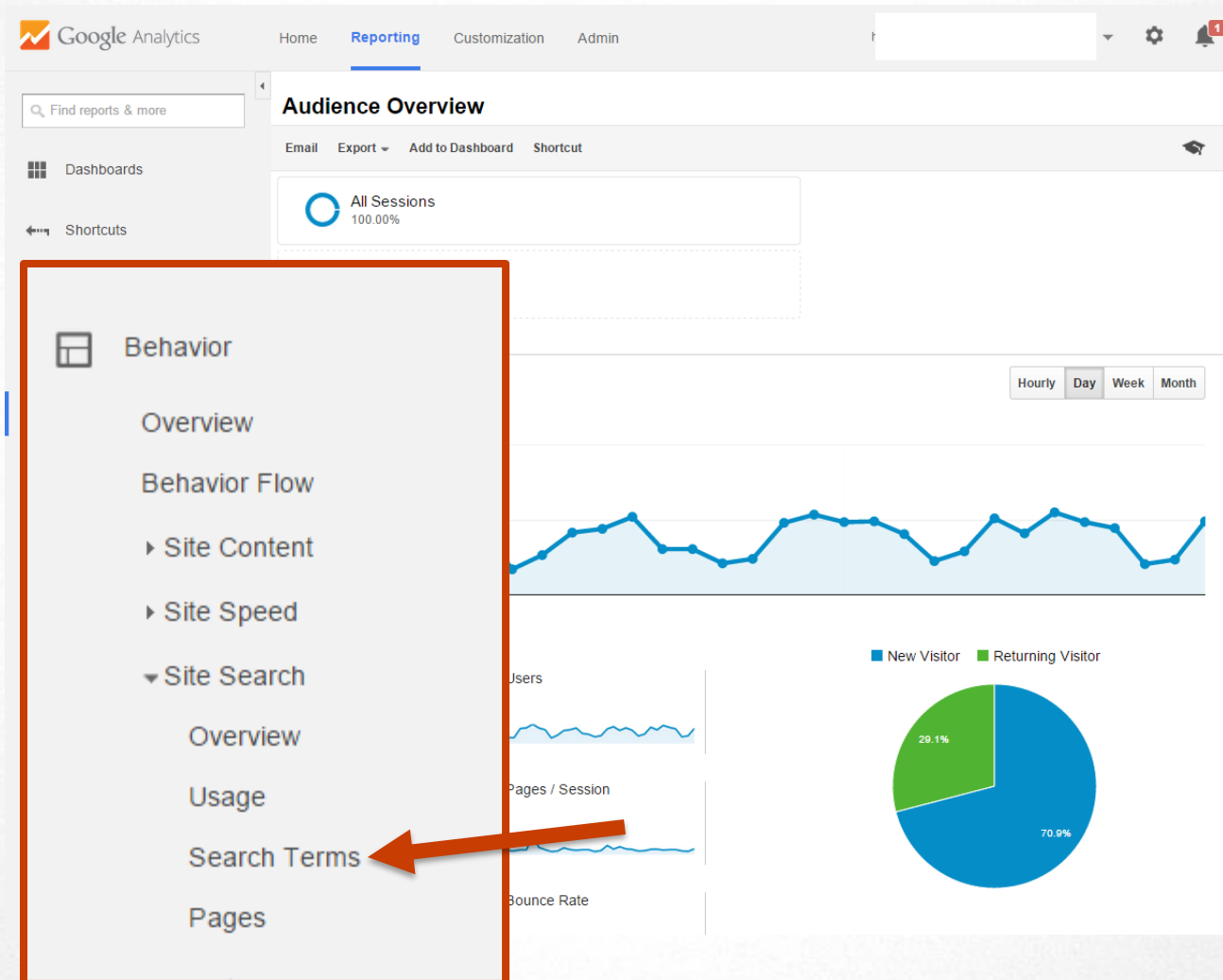
Search Term ?

☐ Display as alphabetical list

Acquisition			Behavior				Conversions	eCommerce ▾	
Sessions ? ▾	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?	
196 % of Total: 0.52% (37,402)	14.29% Site Avg: 57.38% (-75.10%)	28 % of Total: 0.13% (21,462)	23.98% Site Avg: 36.11% (-33.58%)	35.92 Site Avg: 5.99 (499.35%)	00:06:17 Site Avg: 00:03:53 (61.87%)	102 % of Total: 17.74% (575)	% of Total: 14.41%	52.04% Site Avg: 1.54% (3,285.10%)	
16 (8.16%)	50.00%	8 (28.57%)	18.75%	1.75	00:02:07	0 (0.00%)	(0.00%)	0.00%	
6 (3.06%)	33.33%	2 (7.14%)	50.00%	5.67	00:00:45	0 (0.00%)	(0.00%)	0.00%	
6 (3.06%)	16.67%	1 (3.57%)	33.33%	6.33	00:02:16	2 (1.96%)	(0.51%)	33.33%	
5 (2.55%)	0.00%	0 (0.00%)	0.00%	7.00	00:01:11	2 (1.96%)	(4.91%)	40.00%	
5 (2.55%)	0.00%	0 (0.00%)	40.00%	4.20	00:00:53	0 (0.00%)	(0.00%)	0.00%	
4 (2.04%)	0.00%	0 (0.00%)	0.00%	11.50	00:04:36	2 (1.96%)	(1.43%)	50.00%	
3 (1.53%)	0.00%	0 (0.00%)	100.00%	1.33	00:00:00	0 (0.00%)	(0.00%)	0.00%	
3 (1.53%)	66.67%	2 (7.14%)	66.67%	1.67	00:02:33	0 (0.00%)	(0.00%)	0.00%	
2 (1.02%)	0.00%	0 (0.00%)	0.00%	6.00	00:09:03	0 (0.00%)	(0.00%)	0.00%	
2 (1.02%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:15	0 (0.00%)	(0.00%)	0.00%	



Site Search - Reports

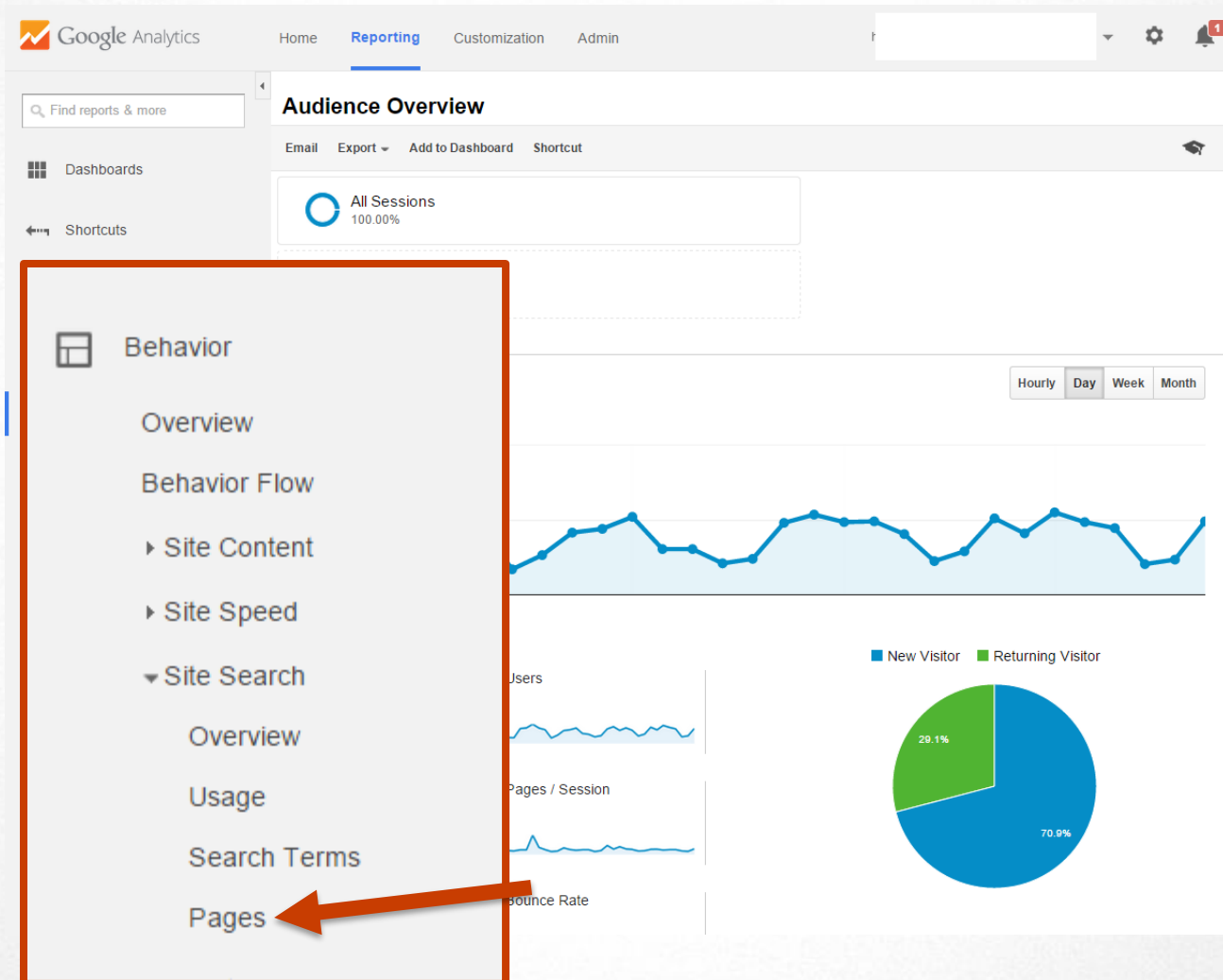


Site Search - Search Terms

- Search specific (not engagement/goal) metrics by search term

Primary Dimension: Search Term Site Search Category							
Secondary dimension Sort Type: Default						advanced	
Search Term	Total Unique Searches	% Search Exits	% Search Refinements		Average Search Depth		
	5,439 % of Total: 100.00% (5,439)						
1.	74 (1.36%)	12.94% Site Avg: 12.94% (0.00%)	32.57% Site Avg: 32.57% (0.00%)		00:04:08 Site Avg: 4.16 (0.00%)		4.16
2.	50 (0.92%)				00:01:21		2.36
3.	41 (0.75%)	1.32	4.88%	35.19%	00:03:53		4.28
4.	38 (0.70%)	1.37	10.53%	28.85%	00:03:48		3.54
5.	34 (0.63%)	1.35	2.94%	34.78%	00:07:59		6.92
6.	31 (0.57%)	1.16	12.90%	25.00%	00:04:36		5.21
7.	30 (0.55%)	1.57	16.67%	17.02%	00:02:07		2.19
8.	29 (0.53%)	1.21	13.79%	31.43%	00:05:47		6.47
9.	29 (0.53%)	1.31	13.79%	39.47%	00:03:49		3.31
10.	28 (0.51%)	2.07	14.29%	18.97%	00:04:14		3.55
					00:06:22		7.32

Site Search - Reports



Site Search - Pages Report

- Which pages are users on when they decided to search

Secondary dimension ▾		Sort Type: Default ▾		<input type="text"/> <input type="button" value="Q"/> <input type="button" value="advanced"/>			<input type="button" value="Grid"/> <input type="button" value="Pie"/> <input type="button" value="List"/> <input type="button" value="Filter"/> <input type="button" value="Table"/>	
Start Page ?		Total Unique Searches ?	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Search ?	Average Search Depth ?	
		5,439 % of Total: 100.00% (5,439)	1.29 Site Avg: 1.29 (0.00%)	12.94% Site Avg: 12.94% (0.00%)	32.57% Site Avg: 32.57% (0.00%)	00:04:08 Site Avg: 00:04:08 (0.00%)	4.16 Site Avg: 4.16 (0.00%)	
1.	Home Page	1,314 (24.16%)	1.03	10.35%	29.97%	00:03:01	3.23	
2.		904 (16.62%)	1.46	20.13%	41.53%	00:04:14	3.63	
3.		204 (3.75%)	1.10	7.84%	30.67%	00:03:44	3.80	
4.	Category Page	201 (3.70%)	1.00	23.38%	17.41%	00:02:41	2.56	
5.		177 (3.25%)	1.11	9.04%	34.69%	00:04:33	4.08	
6.		101 (1.86%)	1.16	10.89%	36.75%	00:03:39	3.77	
7.	Product Detail Page	88 (1.62%)	1.11	10.23%	25.51%	00:04:25	4.98	
8.		61 (1.12%)	1.10	11.48%	29.85%	00:04:52	4.39	
9.		49 (0.90%)	1.04	6.12%	39.22%	00:02:42	2.80	
10.		45 (0.83%)	1.13	17.78%	29.41%	00:02:47	4.11	

Site Search - Pages Report

- Which pages are users on when they decided to search

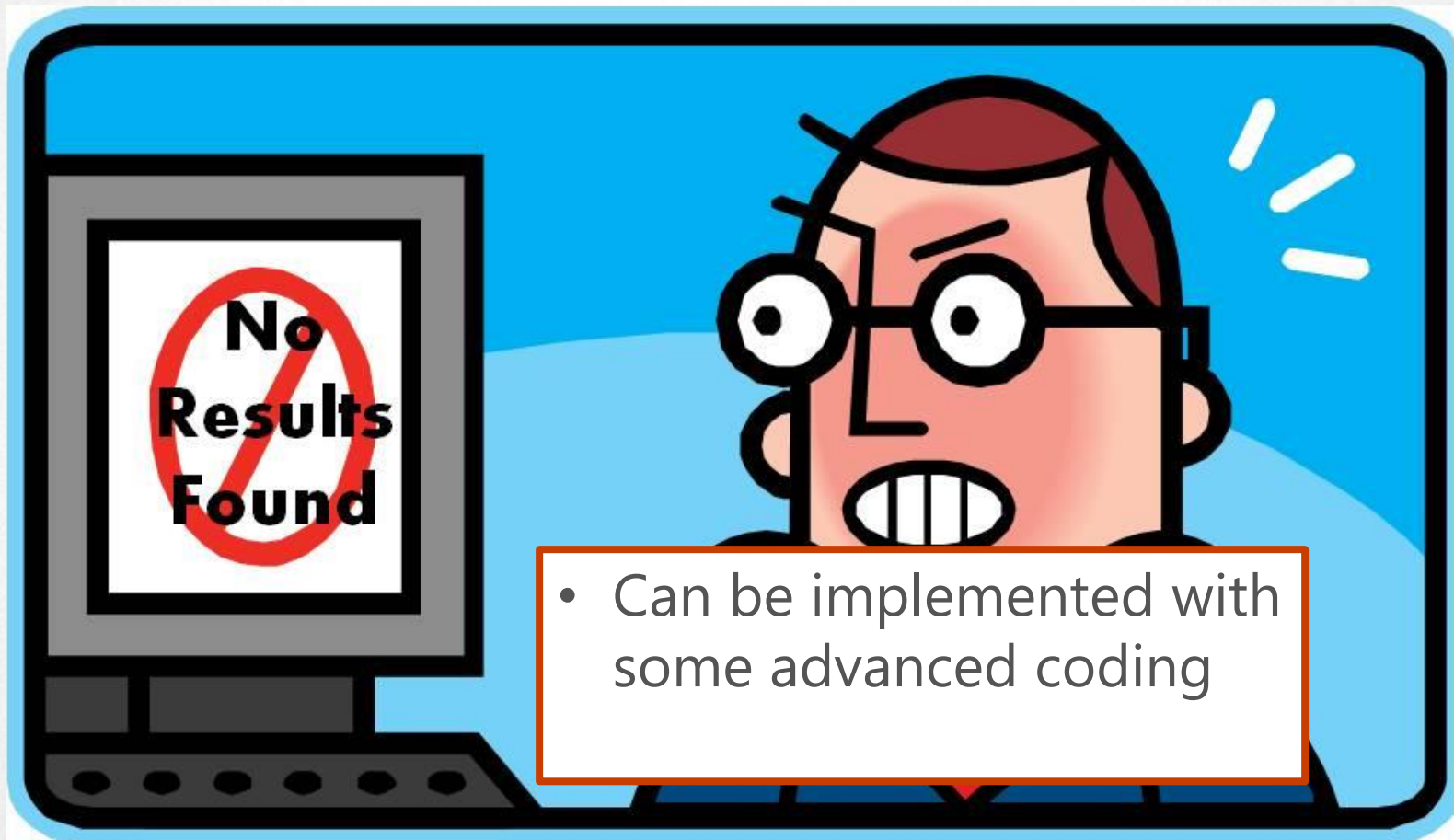
Primary Dimension: Search Term Other

Secondary dimension Sort Type: Default

advanced

Search Term ?	Total Unique Searches ? ↓	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Search ?	Average Search Depth ?
	1,314 % of Total: 24.16% (5,439)	1.03 Site Avg: 1.29 (-20.15%)	10.35% Site Avg: 12.94% (-20.04%)	29.97% Site Avg: 32.57% (-7.98%)	00:03:01 Site Avg: 00:04:08 (-26.91%)	3.23 Site Avg: 4.16 (-22.36%)
1.	24 (1.83%)	1.00	0.00%	50.00%	00:01:33	3.58
2.	22 (1.67%)	1.05	4.55%	39.13%	00:05:27	7.18
3.	12 (0.91%)	1.08	0.00%	38.46%	00:04:45	4.25
4.	11 (0.84%)	1.00	0.00%	18.18%	00:01:34	2.91
5.	10 (0.76%)	1.10	0.00%	27.27%	00:04:31	4.20
6.	10 (0.76%)	1.00	0.00%	20.00%	00:02:16	3.10
7.	10 (0.76%)	1.00	10.00%	40.00%	00:02:46	2.90
8.	10 (0.76%)	1.00	20.00%	40.00%	00:02:21	4.10
9.	10 (0.76%)	1.10	0.00%	9.09%	00:01:29	7.20
10.	9 (0.68%)	1.00	22.22%	11.11%	00:04:00	3.11

Site Search - Not Readily Available



Put That Data Into Action

Identify Content Gaps



Identify Content Gaps

Where To Find This Data

- Zero results report
- Search terms with high exit percentage
- Searches from specific page types (Category or Product Detail level pages)

What To Do With This Data

- Determine if the search terms are relevant to your business
- Prioritize content needs by importance
- Find the best location for the content

Identify Content Gaps

How Does This Benefit Your Customers

- They can find the content they want
- Better user experience/impression of your company

How Does This Benefit Your Company

- Users stay engaged with your site
- New content can improve search rankings – driving additional traffic

Explore New Products/Services To Offer



Explore New Products/Services To Offer

Where To Find This Data

- Zero results report
- Search terms with high exit percentage

What To Do With This Data

- Identify search terms for products and services that fall line with your target audience's needs
- Determine the demand/interest level of your customers
- Analyze cost of entry (Product costs, logistics, adding to your website, sales collateral creation)

Explore New Products/Services To Offer

How Does This Benefit Your Customers

- They can meet their needs through one supplier/partner
- Better online experience

How Does This Benefit Your Company

- Additional opportunities to drive traffic to the site
- New revenue sources

Alter/Improve Search Marketing Campaigns



Alter/Improve Search Marketing Campaigns

Where To Find This Data

- Search terms report
- Search usage report (with Search Term dimension enabled)

What To Do With This Data

- Identify high performing keywords
- Add them to Paid Search campaigns
- Update site content and SEO strategy if necessary

Alter/Improve Search Marketing Campaigns

How Does This Benefit Your Customers

- Customers looking for those products will be driven to the appropriate landing pages directly from search engines

How Does This Benefit Your Company

- Wider traffic base to target
- High performance keywords are actively targeted

Diagnose Site Search Functionality



Diagnose Site Search Functionality

Where To Find This Data

- Zero results report
- Usage report
- Search terms report

What To Do With This Data

- Monitor indicators that your site search tool may be experiencing issues
- Act quickly to resolve

Diagnose Site Search Functionality

How Does This Benefit Your Customers

- Customers are not forced to use a broken product
- Better User Experience

How Does This Benefit Your Company

- Maintain/improve your company's perception amongst highly engaged and motivated customers

Identify Product Trends/Feature

Hot Products



Identify Product Trends/Feature Hot Products

Where To Find This Data

- Search terms from the home page
- Search terms reports (compare to previous periods)

What To Do With This Data

- Identify any search terms from the home page that significantly stand out from the others. Potentially feature that product from your home page directly
- Analyze trends in search data to find products that are rapidly increasing in popularity

Identify Product Trends/Feature Hot Products

How Does This Benefit Your Customers

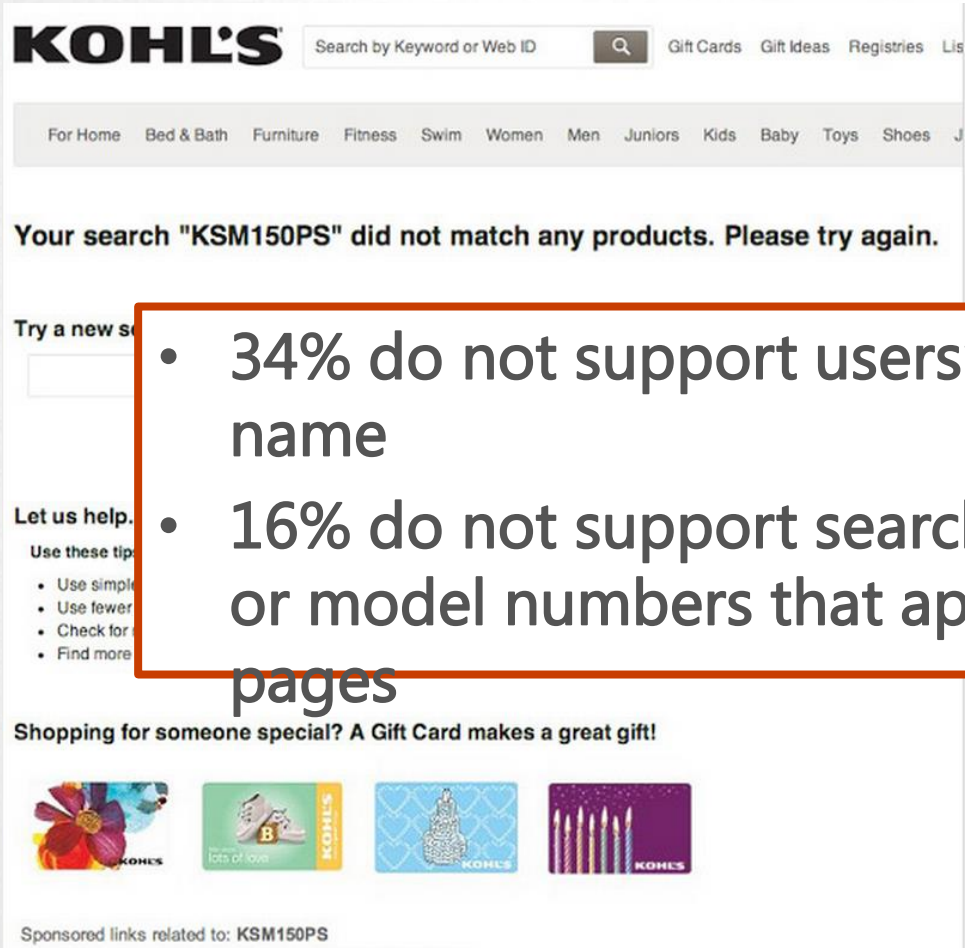
- They can quickly and easily find the products they want directly from the home page
- Products are in-stock

How Does This Benefit Your Company

- Popular products are featured prominently
- Appropriate inventory levels can be maintained to avoid out of stock situations

Best Practices To Improve Site Search

Allow Searches by Product Name or Model Number



KOHL'S Search by Keyword or Web ID Gift Cards Gift Ideas Registries Lis

For Home Bed & Bath Furniture Fitness Swim Women Men Juniors Kids Baby Toys Shoes J

Your search "KSM150PS" did not match any products. Please try again.

Try a new s

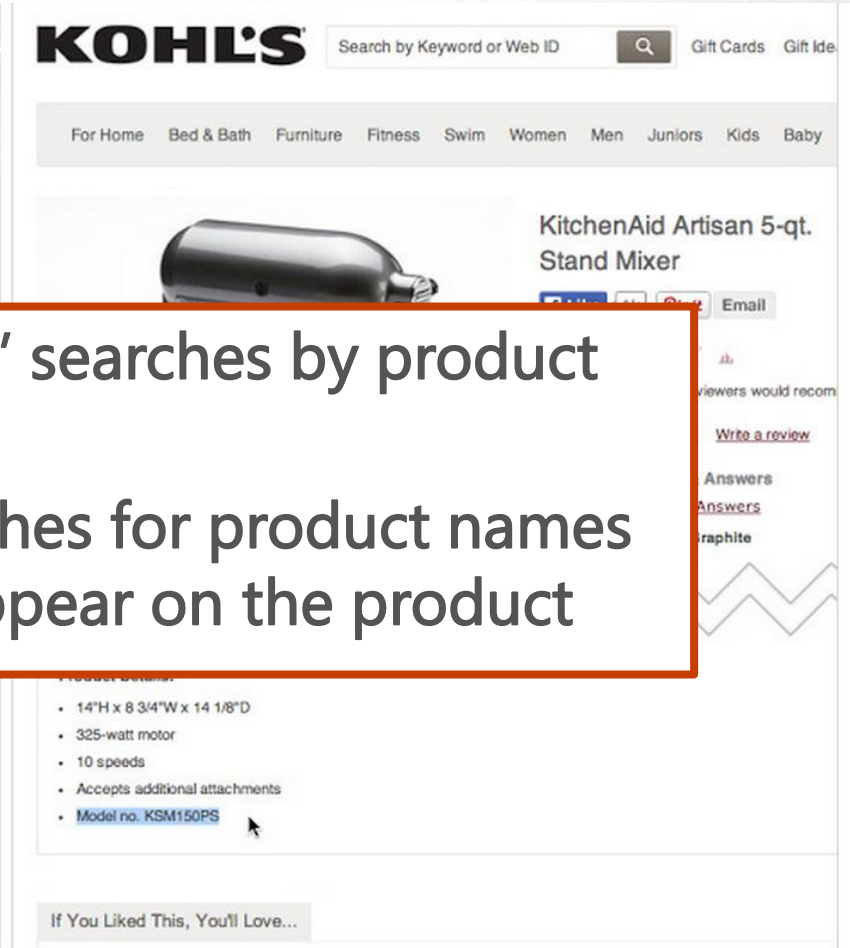
Let us help.

Use these tip

- Use simple
- Use fewer
- Check for
- Find more

Shopping for someone special? A Gift Card makes a great gift!

Sponsored links related to: KSM150PS



KOHL'S Search by Keyword or Web ID Gift Cards Gift Ide

For Home Bed & Bath Furniture Fitness Swim Women Men Juniors Kids Baby

KitchenAid Artisan 5-qt. Stand Mixer

14"H x 8 3/4"W x 14 1/8"D

325-watt motor

10 speeds

Accepts additional attachments

Model no. [KSM150PS](#)

If You Liked This, You'll Love...

- 34% do not support users' searches by product name
- 16% do not support searches for product names or model numbers that appear on the product pages

Account For Synonyms Of Your Products/Categories

The screenshot shows the American Eagle Outfitters website interface. At the top, the logo and navigation links (MEN, WOMEN, AERIE, SHOES, CLEARANCE, FACTORY) are visible. A search bar contains the text 'dress shirt'. Below the navigation, the search results are displayed for 'dress shirt' (584 items). The results are filtered by GENDER (MEN, WOMEN) and BRAND (AE, AERIE, FACTORY). The size selection is set to 'ONE SIZE'. The results show four items: AE 34 T-SHIRT, AE ACID WASHED PLAID SHIRT, AE AMERICANA HOODIE T-SHIRT, and AE APPLIQUE GRAPHIC T-SHIRT. A red box highlights the text: '70% of sites required users to use their specific jargon'.

AMERICAN EAGLE OUTFITTERS

dress shirt

MEN | WOMEN | AERIE | SHOES | CLEARANCE | FACTORY

Track Order | Find A Store

Search Results for "dress shirt" (584 Items)

FILTER BY:

GENDER

MEN (240)

WOMEN (344)

BRAND

AE (426)

AERIE (51)

FACTORY (107)

SIZE

TOPS

Size

00	0	2
4	6	8
10	12	14
16	18	

Size

ONE SIZE

Size

- 70% of sites required users to use their specific jargon

AE 34 T-SHIRT \$19.95 \$14.99

AE ACID WASHED PLAID SHIRT \$44.95 Buy One Get One 50% Off

AE AMERICANA HOODIE T-SHIRT \$34.95 Buy One Get One 50% Off

AE APPLIQUE GRAPHIC T-SHIRT \$24.95 Buy One Get One 50% Off

Map Results For Abbreviations and Symbols

The image displays two screenshots of the REI website's search results page. The top screenshot shows a search for "11 foot paddleboard" which resulted in 0 matches. The bottom screenshot shows a search for "11' paddleboard" which resulted in 24 matches. A red box highlights the difference in search results based on the use of a symbol (apostrophe) versus an abbreviation (foot).

Top Screenshot: Search for "11 foot paddleboard"

- Search bar: "Find great gear and clothing"
- Navigation: SHOP REI, SHOP REI-OUTLET, TRAVEL WITH REI, LEARN, SHARE, MEMBERSHIP
- Sub-navigation: Camp & Hike, Climb, Cycle, Fitness, Run, Paddle, Snowsports, Travel, Men, Women, Kids, Footwear, Brand
- Results for "11 foot paddleboard" (0 matches)

Bottom Screenshot: Search for "11' paddleboard"

- Search bar: "Find great gear and clothing"
- Navigation: SHOP REI, SHOP REI-OUTLET, TRAVEL WITH REI, LEARN, SHARE, MEMBERSHIP
- Sub-navigation: Camp & Hike, Climb, Cycle, Fitness, Run, Paddle, Snowsports, Travel, Men, Women, Kids, Footwear, Brands
- Results for "11' paddleboard" (24 matches)
- Categories: Paddling (24)
- Product list: Amundson (4), Badfish (1), BIC Sport (4), Boardworks (1), Imanine Surf (2)

- 60% do not support searches with symbols or abbreviations

Use Breadcrumbs

sign in my account stores customer service

 **FREE SHIP**
+ Free Returns. U



the

- 72% display only one breadcrumb type
- 20% have no breadcrumb at all



HOME BED

CESSORIES JEWELRY

als & promotions gift c

[Back to Results](#) | You are in: [Men](#) > [Shirts](#) > [Dress Shirts](#)



NEW!

Club Room Estate Wrinkle-Resistant Navy
Gingham Dress Shirt only  macy's Web ID: 1599246

★ Be the first to [write a review](#).

Lowest Price of the HOLIDAY Season

Reg. \$52.50

Was \$34.99

Sale \$18.99

Sale ends 11/19/14 [Pricing Policy](#)



topfloor

Questions?

Thank You!