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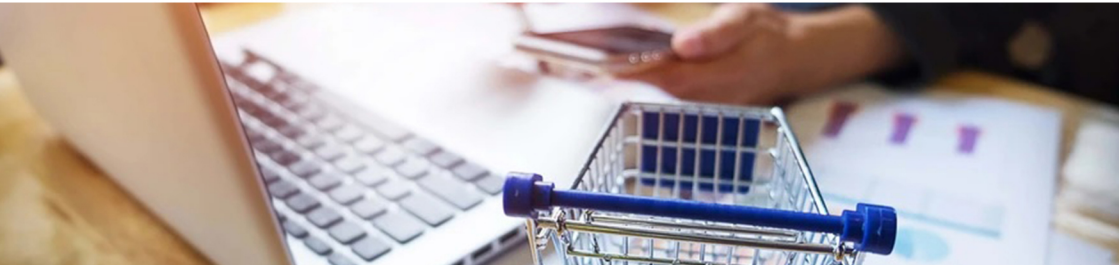
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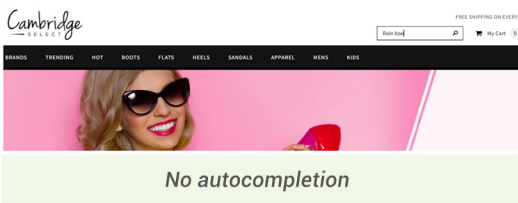
conversion through

delightful ecommerce site search

 CartUp AI



Does your site search actually convert?



E-tailers invest a lot to attract visitors to their e-commerce sites. Once they are there, site search is incredibly important to help potential customers find the products they are looking for. It can enhance the customer experience and lead them to the best products that meet their needs – or, it may be a frustrating experience, where repeated searches present no results, or too many irrelevant products. Search is therefore vital to e-commerce sales success.

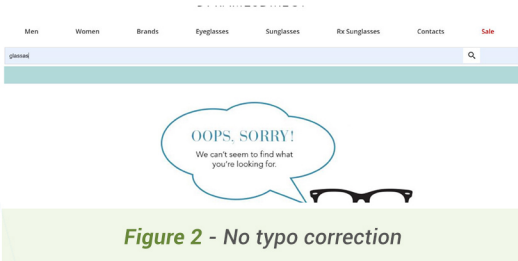
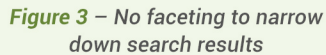


Figure 2 - No typo correction

- Does your site search provide a delightful Google-like experience? And is that experience as good on a mobile device as it is on a desktop or laptop?
- Do your customers find your products easily?
- When using search, is the path for them shorter than when navigating your site?
- Is the experience delightful, even when they make typos, use synonyms, or search with words you did not anticipate?
- Are search results personalized?
- Do you offer product recommendations?
- Are search results ranked to optimise conversion?

Are you satisfied with the search functionality of your e-commerce site?

So, do you feel there is room for improvement? Probably!



Here are some more reasons why delightful site search is crucial for e-commerce.

- WWW.CARTUP.AI

When thinking about your e-commerce site search, you may feel it's good enough, and not a priority for improvement. But investing in delightful search is important and will generate a strong financial return.

Your visitors are used to the highest standard in search, named ...Google. This gives them an experience that is relevant, personalized, and which anticipates their interests. So, your visitors expect a similar experience when searching on your website.

With the advent of mobile commerce, it is becoming even more important for your customers to have a delightful experience. After all, mobile devices have a small screen; there is no space for extensive navigation.

Research by Econsultancy indicates that up to 60% of your visitors use site search functionality, and this is growing fast due to increased mobile use. Overall, 30-60% of total revenue is generated by site search results. Those who find the product via site search have an average conversion that is two to four times higher. But there is more: if your site search is too basic, your visitors will go somewhere else. According to Baymard Institute research 61% of all web shops perform below an acceptable search level.

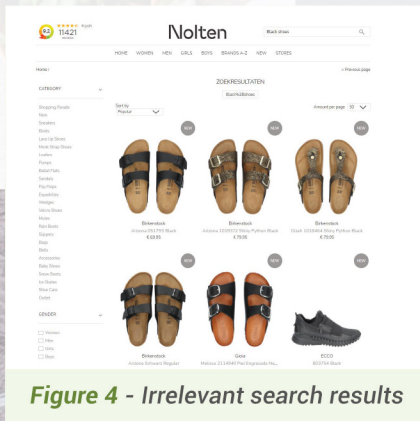


Figure 4 - Irrelevant search results

What is delightful site search?

Delightful search can be recognized by the following characteristics:

- Easy to find, fast results
- Ability to understand human language
- Relevant results, organized to maximize conversion
- Fully automated, minimum manual work to maintain

Now that we know how to recognize it, let's see what it should contain.

What are the components of a Google-like, delightful search experience?

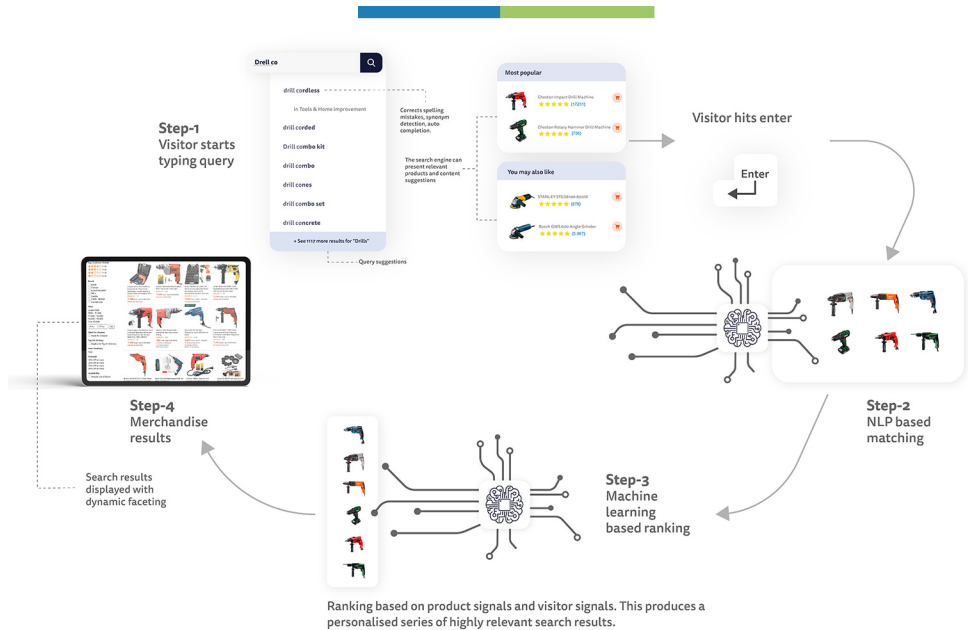


Figure 5 - Delightful search in four steps

There are four crucial steps

STEP 1

Query help - Help the visitor with synonyms and typo-tolerance, specific to your business. Provide suggestions while typing. Recommend products and queries personalized to the visitor.

STEP 2

Query matching - Match the query to potential products using Natural Language Understanding. Don't just match a couple of characters or words in the product name. Use all the data you have about the product. Make the system self-learning; make sure the matching of your system adapts to changing trends. Make sure long-tail queries are matched with the best suitable products.

STEP3

Results ranking - Rank matched products to maximise conversion. Google puts popular search results on top. When a perfectly matching result is not clicked, it goes down in the list. Do the same with your products! Also, personalise the search results; prioritise female results for a visitor that has browsed mainly female products.

STEP4

Results merchandising - Make it easy to zoom into merchandized search results. Provide faceting options specific to the relevant category.

While a query is being typed, an advanced a delightful search engine produces immediate results, typos are ignored, and synonyms are considered. The engine mimics the language understanding of a human being. This is called Natural Language Understanding, an advanced type of Natural Language Processing. It can read complex search queries, regardless of language and chops it up into manageable pieces, just like humans do. For example, "Shoes, sport, Nike, Air, size 10, men, grey, less than \$100".

Product recommendations are shown instantly. The displayed results and product recommendations are ranked so that the best results (highest probability for conversion) appear at the top. Results are adjusted to personal preferences of the customer, for example because he likes a certain color, style or typically does not want to spend a lot. Category based faceted navigation is tailored to search results.

Here are the 20 features your search engine should have, to give your customers the best search experience possible, and boost your conversion to a maximum.



Query interpretation and help

01 Instant search with autocomplete and query suggestions

The autocomplete feature helps your visitor write his query. It provides suggestions of typical queries, while your visitor is typing. Your visitor can select any of the autocomplete suggestions instead of typing the full query, and find relevant results faster.

Instant search provides immediate results while your visitor starts typing the first characters. It will present results before hitting enter. This is useful because the results presented give your shopper a glimpse of the search results coming up. It also shortens the route to results.

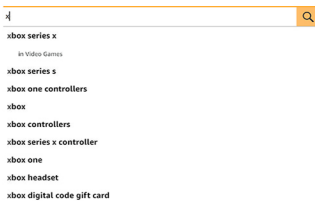


Figure 6 – Autocomplete and instant generation of query suggestions

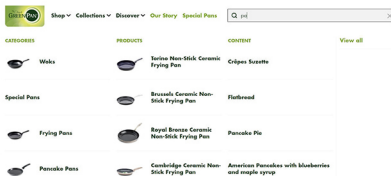


Figure 7 – Instant search: instant generation of product suggestions

Query suggestions help the searcher by providing a list of typical longer queries based on what has been typed so far. This is useful because these smart predictions help your shoppers find what they are looking for faster.

02 Typo tolerance

The typo tolerance feature allows the search engine to deliver search results regardless of typos your visitor may make while producing his search query. While your visitor is typing a query, typos are corrected, and the search engine produces immediate results. It can also give suggestions, like: "do you mean..."? This improves the customer experience and will result in returning customers. Now, while standard Search functions often have typo recognition for regular words, they may fail to recognize mis-spelt brand names. For example, Adidas instead of Addidas. And visitors searching for a specific brand are more likely to buy – and more likely to leave your site if search results don't show those branded products.

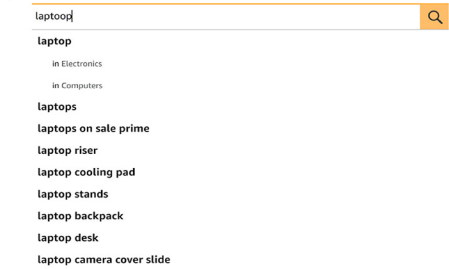


Figure 8 – Typo tolerance

03 Synonym support

Making the search engine search for headsets and headphones, when headset is entered as a query, will improve the quality of the search results, and increase conversion. This is enabled by a library of synonyms that is continuously updated based on your visitors' search queries. The search engine understands synonyms and returns results for all synonyms of the original query.

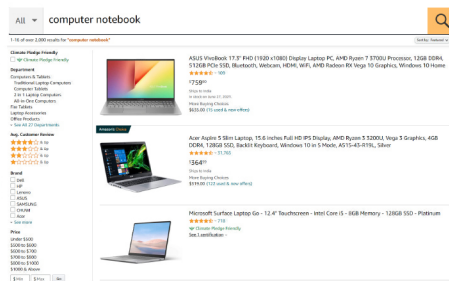


Figure 9 – Synonym support, recognizing computer notebook and laptop are synonyms

04 Site specific concept library (corpus)

Query signals, product signals, and visitor signals are captured and analyzed for all visitor and all browsing sessions. These analyses are turned into updates of the corpuses. A corpus is a collection of words, and associated relationships and data, collected from all search queries. The corpus contains keywords, synonyms, and spell checks. Most search engines have a dictionary with words that is generic, serving all sites working with that engine. A search engine becomes truly powerful when the applied corpus is specific to the individual merchant with his individual site, representing his specific assortment of products, and related search queries from his specific visitor segment.



Matching

05 Long tail query handling based on NLP / NLU

Being spoiled by Google, visitors enter very specific long queries, to find exactly what they are looking for. To handle these queries properly, the search engine needs to be equipped with cutting-edge Natural Language Processing and Natural Language Understanding capabilities. Applying NLU results in a proximity score between the query and specific products, based on comparing words of similar semantic types. So, brands are compared to brands, units to units and attributes to attributes. It then presents results in decreasing degree of relevance to the specific query.

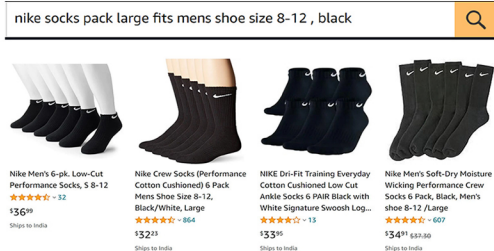


Figure 10 – Long tail query handling

06 Multilanguage compatibility

Multilanguage compatibility is essential. It is important that a maximum number of people can use the search engine on your e-shop. This genuinely improves your market reach in an easy way.

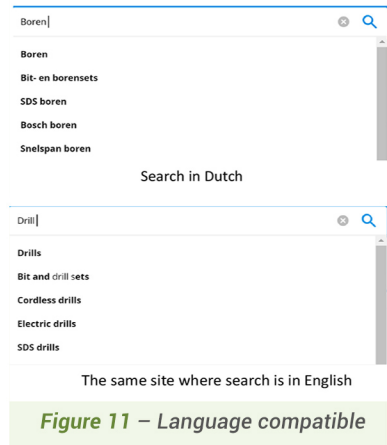


Figure 11 – Language compatible

07 Alternatives in case of no results search on a specific query

Presenting alternatives in case of a no result search reduces your shoppers' bounce rate. You can offer alternatives to your shopper, which might interest him, based on the product he was originally looking for. This allows you to keep your visitor on the site and increase conversion.



Figure 12 – Alternatives in case of no result



Ranking

08 Ranking to optimize conversion

Once search results have been shown, they should be ranked in order of probability to convert. AI-based ranking algorithms rank search results based on product signals that relate to traffic signals, price signals and customer review signals related to that product. The ranking adjusts dynamically with new incoming information, optimizing search results in real-time. These ranked search results produce significantly better conversion.

09 Personalization, including geolocation search

Generic search is when all visitors get to see the same products, disregarding the information you have about returning visitors. You know which categories they are interested in; you know which brands they prefer; you

know if they typically buy more expensive products or less expensive products. Personalized search uses these signals to rank search results. The search results presented and ranked based on the data you have of these visitors will significantly improve conversion.

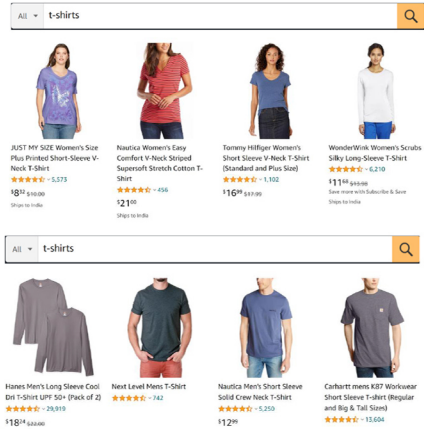
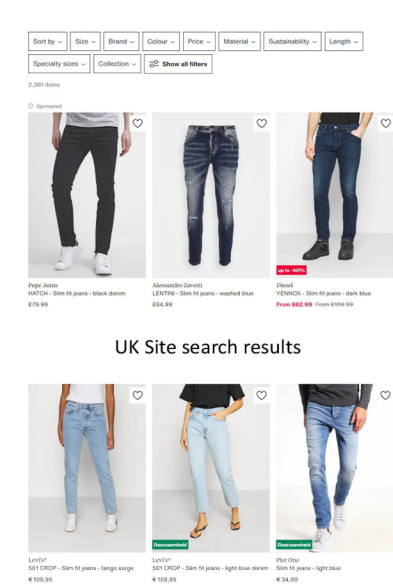
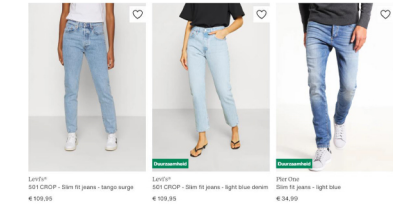


Figure 13 – Personalization of search results; results for Jane vs results for Jim

Each geography has its own culture, language, tastes, and preferences. Also, stock availability may differ from one geography to other. A search engine that considers the geographic signals while returning results will lead to significantly better conversion.



UK Site search results



Same company, Dutch Site search results are different

Figure 14 – Geolocation search

10 Filter out out-of-stock items

There is hardly anything worse than recommending a product that is not in stock. Your customer will

say, thanks for the suggestion, I will now go off to your competitor to buy just that. Instead, leave out the matches that are not in stock, and provide relevant alternatives that are available. This will keep your visitors on your site to buy your products.

11 Manual promotion of specific products into your search results

Advanced search technologies allow e-commerce managers to push certain products manually. So, you can combine AI-based ranking with your own choices to come up with a custom ranking. This enables promoted products to appear on top, opening an additional revenue channel.

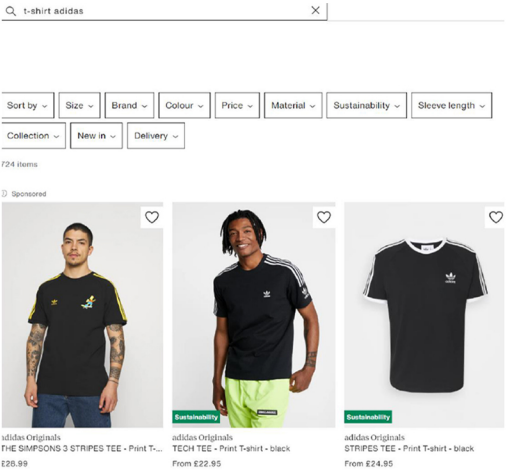


Figure 15 – Manual promotion of a sponsored article

[illegible]

Figure 17 – Dynamic faceting – based on the search query

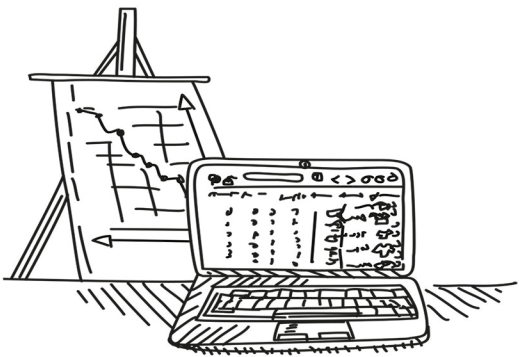


13 Product recommendations to complement search results

Product recommendations can be integrated into the search bar interface. They immediately appear as the search query is keyed in. Typical product recommendations that fit well within the search bar interface are trending items or recommended for you. These are AI-based product recommendations, using the search query as an additional signal to the browsing history and other data from the visitor. These personalized product recommendations make the choice easier and faster for the visitor. As a result, conversion increases significantly.

14 Add to basket option on search results

Offering a faster and easier shopper journey to the cart page generally means a better conversion rate. An option to add to cart on the search bar itself can lead to less distraction and higher conversion.



Headphones

headphones

in Electronics

headphones wireless bluetooth

headphones with microphone

headphones for kids

headphones bluetooth

headphones beats

headphones for tv

headphones sony

headphones stand

headphones with microphone for laptop

Best Sellers

Apple AirPods

★★★★★ (24229)

\$274.99

ADD

Bose Quiet 35

★★★★★ (913)

\$299.99

ADD

OneOdio

★★★★★ (208)

\$94.99

ADD

More

You May Like

Sony WH-1000

★★★★★ (1682)

\$274.99

ADD

Sony WF

★★★★★ (1216)

\$239.99

ADD

Bose earbuds

★★★★★ (1)

\$154.99

ADD

More

The following content may interest you

Top 10 headphone

Guide to buy headphone

Figure 18 – Product recommendations to complement search results - with add to cart buttons

Scope

15 Content search

Are only products contained in the search results, or is content like blogs or how-to guides are also included? Cutting edge search engines apply Natural Language Processing and Natural Language Understanding to display not only products, but also blogs and how-to guides related to the products your shoppers are searching. This feature supports conversion as the shopper has more information to make a purchase decision.

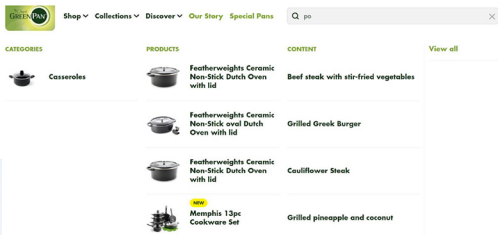


Figure 19 – Content recommendations – recipes that go well with the pan that is searched

16 Visual search

Visual image search let your shopper upload or drag a picture of a product into the search bar. The search engine uses image recognition to identify the brand, product type and other attributes and provides results based on the uploaded picture. With this feature it is easier than ever for your shopper to find the exact items they are looking for, and to find items they cannot express in words.

17 Voice search

Voice search allows your shoppers to use a voice command to search your e-shop. This feature reduces screen interactions and provides a faster search experience. With shopping happening more and more on mobile devices or virtual assistants such as Alexa, this feature becomes increasingly important.

e-commerce

18 Collection and storage of query data

Browsing data, purchase data and product data are valuable data for personalization. Similarly, query data is a goldmine of information about your shoppers' searches and purchase behavior. Collecting, storing, and harnessing query data will improve personalization and shopping experience.

Web shops have lots of searchable data: product names, article numbers, titles, product descriptions, categories, attributes, reviews, etc. A lot of insights can be created from this data, after it is captured. This data needs to be well processed and prepared for it to be relevant and before insights can be derived from it.

This may include:

- Converting unstructured data into an organized structure by identifying patterns.
- Learning, tagging, extracting, and optimizing data to understand even long-tail complex queries. E.g., HP laptop SSD 500GB, Intel 5 touchscreen
- Identifying queries for which you have no products, which tells you about the demand of your customer base.
- Identifying searches with a high volume, that require a second or third search. These will point at terms that require analysis and addressing.
- % of searches without second search, and bounce rate on page.

Experience

19 User friendly console to easily configure your search

Search console contains tools and reports that will help you configure your search engine to your sales objectives. Also, it will help you monitor your site's search traffic, measure performance, fix issues, and make your site shine.

20 Clear search bars for all devices, including mobile

Customers are browsing and purchasing on smartphones and tablets more and more. The search bar should therefore be clear on every device. Moreover, search engine should consider the shopper's search behavior across all devices before giving search results that are personalized, leading to a better shopping

experience. A large percent of shopping is happening on mobile devices. E-commerce search engines that are optimized for mobile device leads to better shopping experience and higher conversion. Optimization for mobile requires a clear large search bar and faceting and navigation UI tailored to a small screen.



Figure 20 – Search optimized for mobile

Book a free audit to learn where your site search should improve!

Now, addressing all 20 items at once may seem daunting. Also, Search may not be the only aspect of your site that needs attention. What you should do next, is book a free ecommerce site assessment. This will help you prioritize the steps in your journey to maximizing your site conversion.

Yes, give me a free site audit!

You have spent a lot of money and effort to get visitors to your site. Now get a clear understanding on what makes them turn

- Get a clear overview of what works well and what doesn't work well within your ecommerce site.
- Assessed by ecommerce conversion experts.
- Get insight into what you should do to turn visitors into buying customers and make them come back for more again and again.
- Benefit from our deep understanding of how to maximise site conversion. Get an expert's opinion about your product recommendations, the way you merchandise your products, your site search, and the way you handle product reviews.
- Benefit from a team with the experience of dozens and dozens of site assessments, of which ecommerce managers say that they provide lots of value.
- Get a free personalized debrief call about your assessment, where we talk about what we have found, and discuss solutions that will increase the conversion of your site.

Hit that button now, to make the next step.

Yes, give me a free site audit!