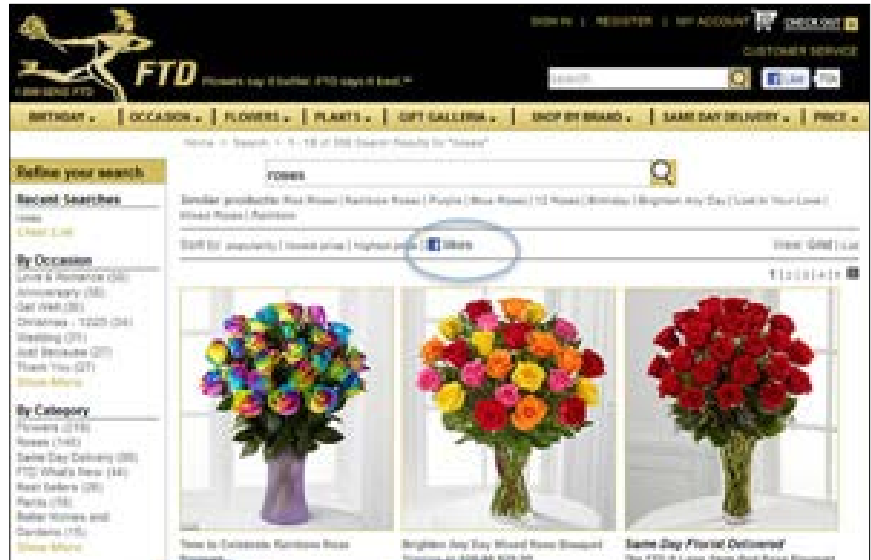


## FIVE WAYS SITE SEARCH DATA CREATES BETTER MERCHANDISING

### 1. Use Eye-Catching Banners to Enhance Messages

Similar to the use of well-designed in-store signs and banners, a merchandising banner on your website showcases your brand and draws attention to promotions and special offers (e.g. free shipping, clearance sales, etc.). By looking at your visitors' own search terms, you can trigger the display of merchandising banners with relevant messages or calls to action that match the keywords they're using. Content should be short and catchy, and you should be sure to use images and brand logos as appropriate.



**Both B2B and B2C merchants are stepping up their site search in an effort to convert browsers into buyers. Site search is so important because if it's not done right, 73% of consumers will abandon a site out of pure frustration.**



### 2. Call Out Specific Products and Drive Impulse Buys

Call out best-sellers, out of stock, free shipping, top-rated, limited stock availability, newly added products or videos, to bring attention to sale items and products with ribbon overlays. However, use them sparingly; when too many thumbnails in your search results feature a “best-seller” or “top-rated” overlay ribbon, it can lose impact.

are several reasons for “tuning” results and pushing certain products to the top of the page—they may be seasonal or new products, high margin or high inventory products. Similarly, there may be items you want to move to the bottom of the results or even hide for a particular search string, such as products that have low margins or poor customer reviews.

### 3. Tune Results to Promote Certain Products

While showing relevant search results is important, there may be times when you want to promote certain products and move those items to the top. There

### 4. Offer More Products to Your Visitors Coming from Organic Search Results Pages

When visitors land on a single product page, you run the risk of showing them an item that's not the most relevant to their search, and you miss out on letting

them know there are other products they might be more interested in. You can solve this problem by presenting a merchandising banner on these landing pages that shows products relevant to the original search term they entered. These merchandised landing pages can keep customers engaged and drive more page views and conversions.

### 5. Use Social Cues

Merchandisers can leverage social networking sites by showcasing social approvals, ratings, reviews and recommendations in search results. These social buttons also encourage social sharing and provide a more engaging experience with a human element that is sometimes missing from online retail.

– Geoff Brash 

**This article is interactive!**  
Click next to this symbol when spotted to read more.



### THREE WAYS TO GET SOCIAL WITH SEARCH

As we all know, online shopping is no longer the traditional ecommerce site; it also encompasses mobile and social shopping. But retailers are now learning that they can generate additional customer engagement and product promotion through sites like Facebook using social search. Here are a few ways you can turn your social presence into a search resource for the consumer.

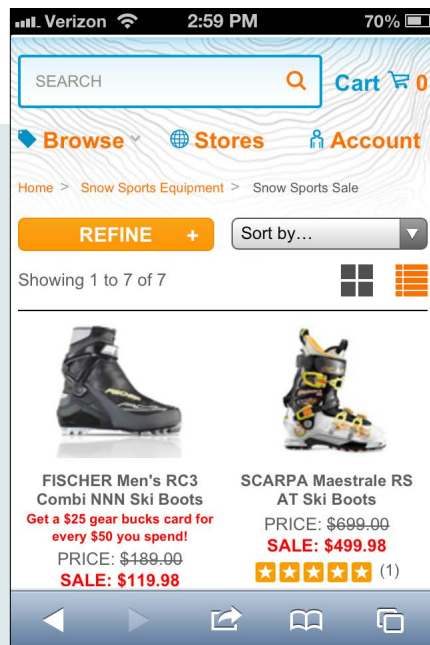
1. Make sure your Facebook page includes a product search tab that allows fans to search for products by brand, model or type. Make sure all the social search re-



- sults include a product name, product number, price and a large photo.
2. Facebook search results should be customizable, just like your traditional ecommerce search pages. Results should be sorted by bestsellers, price, oldest to newest, or newest to oldest. In addition, every retailer needs to have these tactics on its traditional ecommerce search results page.

3. Social search is not just about using social media to promote your products. Shoppers trust the opinions of others, which is why ratings and reviews, submitted by your customers, matter. Include ratings and reviews on every product page no matter what your customers are saying.

-Erin Lynch 




### FIVE WAYS TO PERFECT THE MOBILE SITE SEARCH EXPERIENCE

Thirty-eight percent of consumers say they would ban a mobile site if it were difficult to use. Bottom line: Your company can't revel in financial glorify if your responsive design is failing.

1. Make sure your site has multiple drill-down refinement options that will ultimately save space while also enhancing the user experience.
2. Display thumbnail images instead of full images to speed up your site.

3. Make sure all product titles and prices are easy to see.
4. Allow visitors to sort by relevance, price, gender and brand on all searches.
5. If a search creates zero results, offer a result similar to what they are searching. Do not ever bring them to a page that is empty, always give options.

-Erin Lynch 

### FIVE WAYS TO OPTIMIZE THE SEARCH BOX

The first hurdle retailers need to get past when creating a search friendly site is to accept the fact that not every shopper is going to make a purchase. Some stumble upon your page through an external search engine, some are there to research a product, to compare prices or to simply window shop. While a visitor might not be ready to buy today, with the help of site search, retailers can push a visitor down the path to purchase by offering compelling copy with great visuals. Here are five

ways you and your potential shopper can get the most out of the search box.

1. Place the site search box in a consistent location such as the upper middle or upper right portion of your site.
2. Make it prominent on the page and make sure it stands out against other logos or messages.
3. Have some contrast to the site search box; make sure it stands out in the eyes of your visitor.
4. Within the site search box, make sure



there is some text such as "search products" or "get help here," to let consumers know what options they have.

5. Give consumers the auto complete option when typing queries.

-Ed Hoffman 