



# HOW TO INCREASE YOUR ECOMMERCE REVENUE



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CHAPTER

# 1

INTRODUCTION



Every shopper visiting an eCommerce site will encounter a few problems while looking for products during their buying journey. so, having A well-designed website navigation system isn't enough.

Each product, article, or another piece of content cannot have its submenu. The searchers are looking for a specific topic or category. Occasionally, they look for a specific product or service. and they want to know if you have it in one click.

These visitors will go for a site search box right away (also known as internal site search functionality).

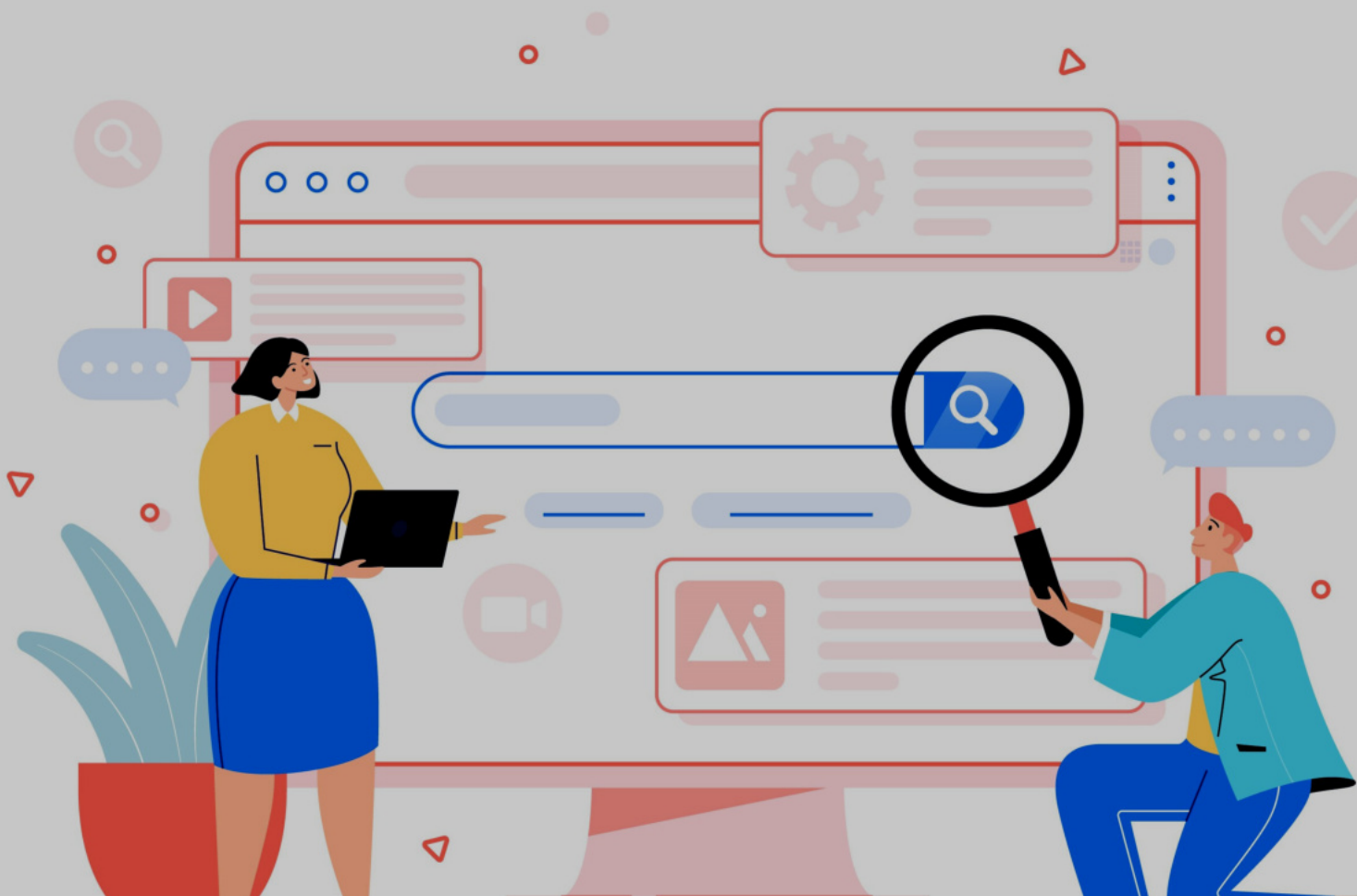
We are passionate about search at Expertrec. We've compiled a list of search best practices based on what we've learned over the last few years. We hope it is of use to you!



CHAPTER

# 2

## OPTIMIZING YOUR SEARCH BOX



A search box has a significant influence and it accounts for half of an eCommerce store's revenue.

People are shopping on their phones more than ever, so having a responsive website with an optimized mobile search function is crucial to your website's success.

Due to the default search box on your eCommerce site, you miss several business revenue opportunities.

Basic search functionality is implemented in most of the content management systems and eCommerce platforms, which can also be extended with plugins.

Some businesses opt to construct their own from the ground up by investing more time in optimizing their search function.

After implementing an optimized search bar you will see a measurable increase in your eCommerce revenue.

## CHAPTER 2: OPTIMISING YOUR SEARCH BOX

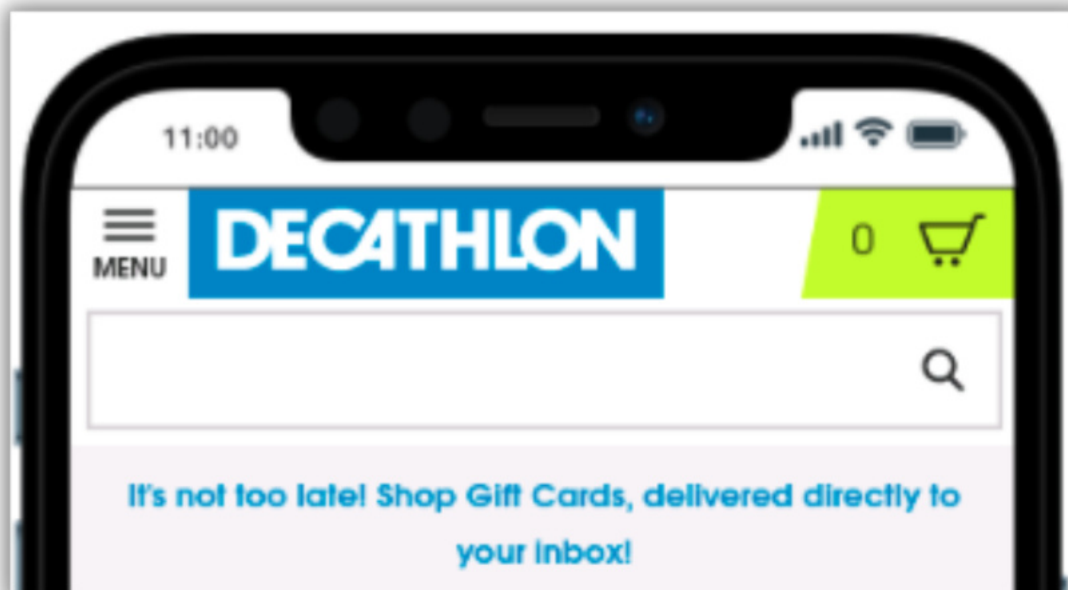
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### 2.1 SEARCH BOX USABILITY

Visitors on your eCommerce website should be able to locate your search box quickly. The search box should be the first thing customers see, so people looking to buy a certain product may simply convey their intent by putting in exactly what they want.



Make sure your search box is placed at the best possible location to obtain the most traffic! If the top of the page placement isn't receiving much use, consider moving it to the middle or left to see if it makes a difference.



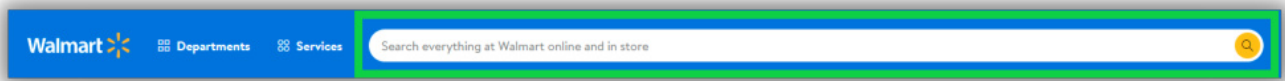
The location of your search bar determines how often it is used. While there is no "ideal" location, but for all websites, users frequently look for the site search box in the top right or top middle on desktop and on an individual line, the entire width of the screen, within the header on mobile.

## CHAPTER 2: OPTIMISING YOUR SEARCH BOX

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### 2.2 SEARCH - CALL-TO-ACTION (CTA)

People who use the search box are more likely to convert. Your search box should be large and distinctive so it's easy to spot.



Provide prompts in the search box so that users may quickly see which fields are searchable.

Use placeholder text in the search box field to confirm that this is, in fact, a search box while also leading users to what they can search for on your website.

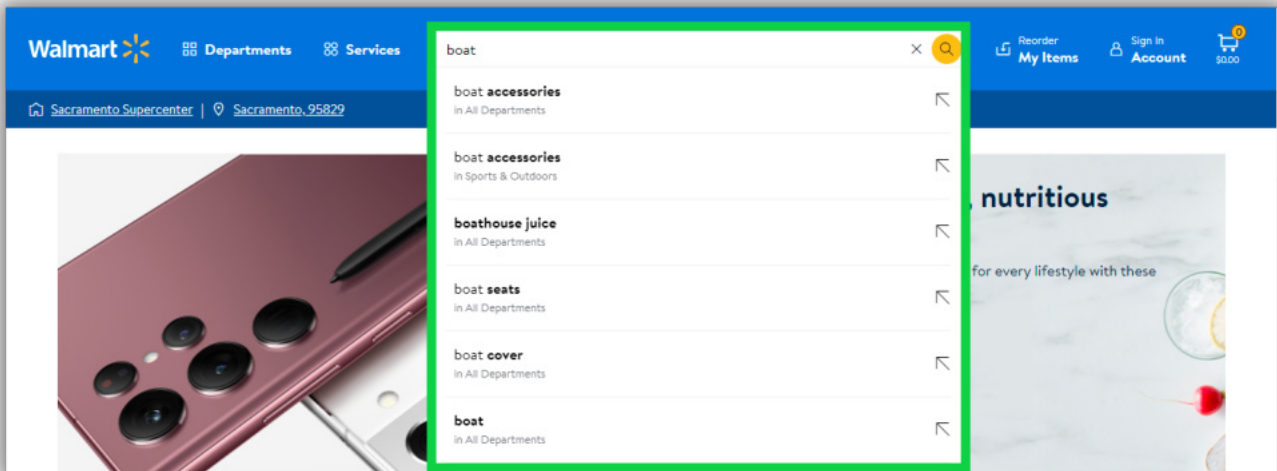
Encourage searches by using the following phrases

- "Search Products," "Search anything," and "Enter your product details" are examples of prompts.
- "What are you looking for?" or similar open-ended questions.

Make sure your text prompts are in a large, clear font so people can easily read them.

## CHAPTER 2: OPTIMISING YOUR SEARCH BOX

### 2.3 USING AUTOCOMPLETE



Autocomplete suggests products and keywords to users immediately when they click in the search box or after they type a few characters.

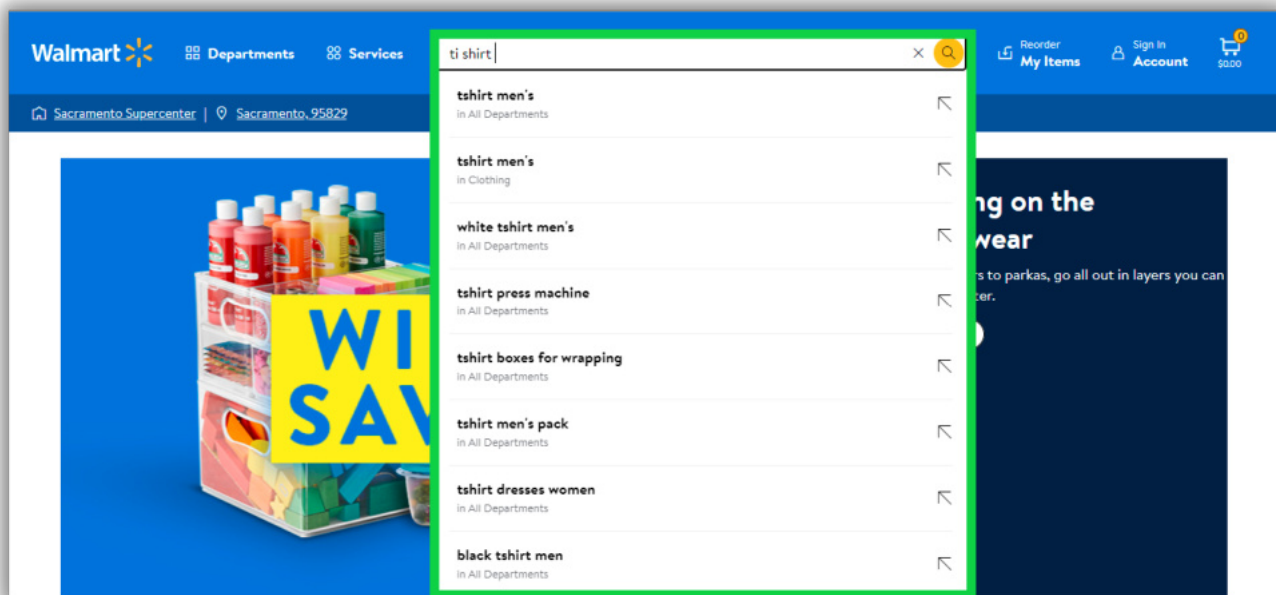
It completes the user's queries by finding the right keyword before they finish typing the search terms. It saves users time and effort.

With Autocomplete

- Recommends specific products to users.
- Helps prevent typos.
- Predicts search query of users.

## CHAPTER 2: OPTIMISING YOUR SEARCH BOX

### 2.4 SPELL CORRECTION



On mobile devices, people commonly mistype terms, thus it's critical that your mobile search function can detect and repair search query mistakes.

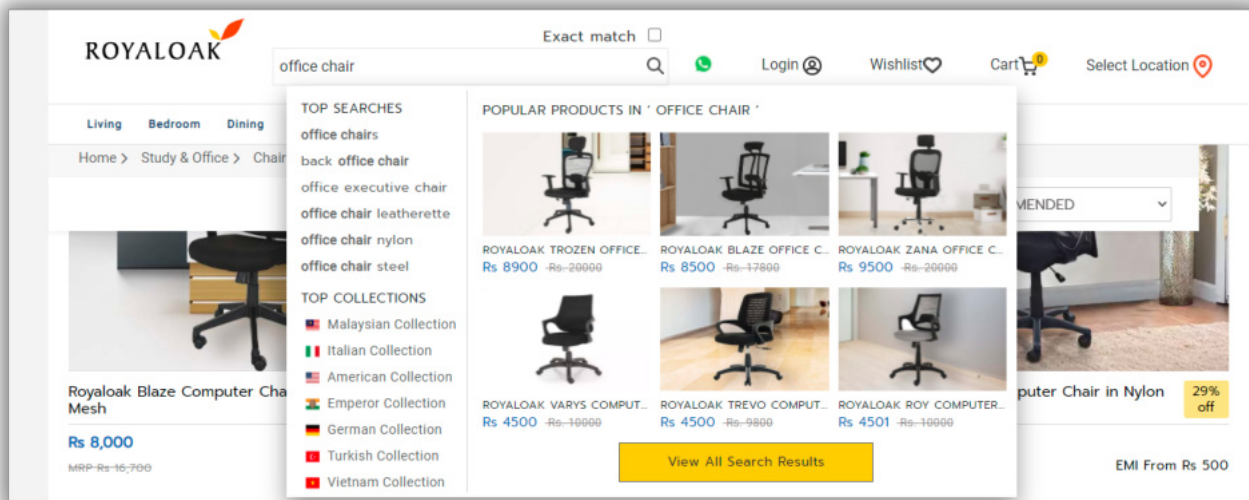
Creating synonym rules, which link words so your search can show the relevant products if a term is misspelled, is one solution to this problem.

On-site searches include the following

- Allow for normal typos and misspellings.
- By default, the search is case-insensitive.
- Allow for synonyms, abbreviations, and other terminology.
- Recognize the differences between single, plural, and other variations.
- Handle special characters and numerals.
- Recognize the differences between American and British English

## CHAPTER 2: OPTIMISING YOUR SEARCH BOX

### 2.5 SEMANTIC SEARCH RESULTS



Without natural language processing, on-site search treats query words as unrelated terms and returns results based on basic keyword matching.

Because it analyzes the terms input at face value, this technique is prone to misinterpreting the user's purpose.

Semantic search, on the other hand, takes a more in-depth look into the query's context and intent. Particularly for long or complex queries, such implementations produce more relevant results.

For example, the search for "NIGHT PANTS" should return only "NIGHT PANTS".

## CHAPTER 2: OPTIMISING YOUR SEARCH BOX

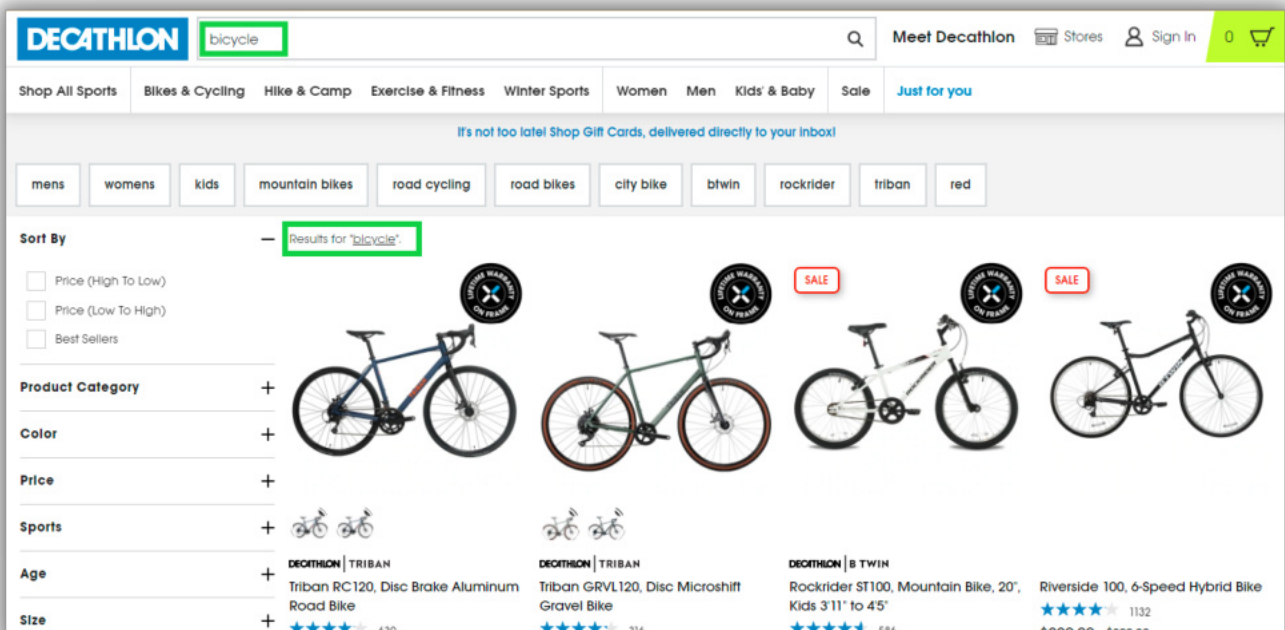
### 2.6 USING SEARCH BAR ON ALL PAGES

By including a search box on every page, you may enhance search usage by eliminating the need for visitors to return to the homepage to use it. Make sure it's in the same position on every page so users know where to look.



### 2.7 KEEP SEARCH TERM IN SEARCH BOX

Keep a user's query accessible in the search field after they've completed a search so they may readily update it. Some users like to add a few terms to their query to clarify it or repair a typo.

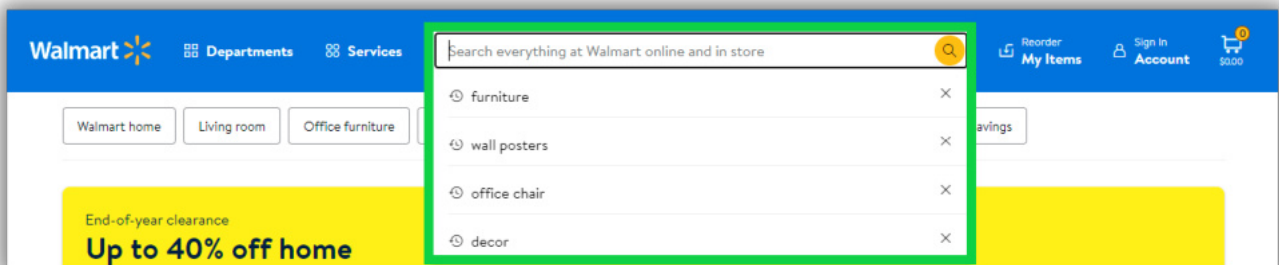


## CHAPTER 2: OPTIMISING YOUR SEARCH BOX

### 2.8 SHOW RECENT SEARCHES

Personalize your website by saving prior visitor searches and utilizing them as recommendations for the next search query. Query suggestions from previous searches assist customers in picking up where they left off.

If you do decide to implement this functionality, make sure to include basic controls that allow users to remove prior searches if they so desire.





C H A P T E R

# 3

IMPROVING  
SEARCH RESULTS  
PAGE



A web page that displays relevant product results after a particular search query is known as the Search Engine Results Page (SERP).

SERP is a place where shoppers view and engage their products. So it makes sense that the results are listed in a logical order where the relevant search results are displayed.

Pages that aren't optimized can have some pretty bad results - if customers aren't able to quickly find what they're looking for on the SERP, they'll abandon the site and they will visit your competitor's site.

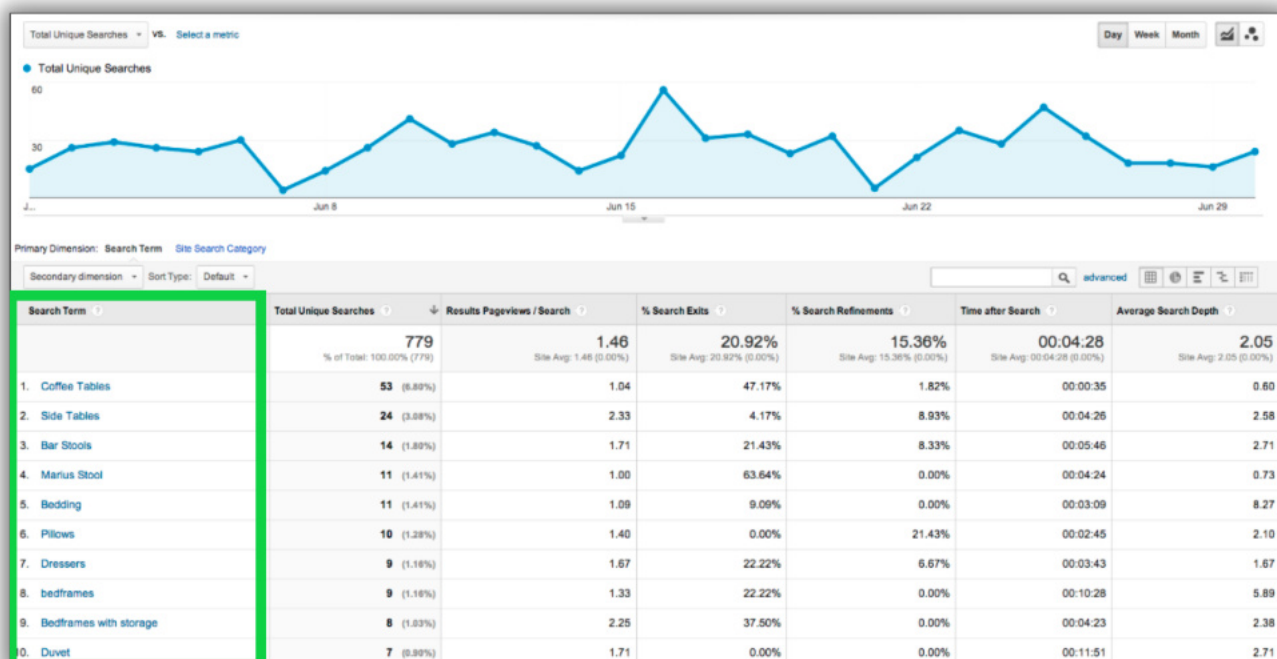
## CHAPTER 3: IMPROVING SEARCH RESULTS PAGE

### 3.1 UNDERSTANDING USER BEHAVIOUR

Understanding how people use your website will help you improve the user experience. It's crucial to keep track of how long visitors stay on your site, how they navigate/which pages they visit, which search functions they use, and how they got there.

Users of your search box supply a variety of data that you may utilize to increase the relevance of your search results.

By analyzing this data, you can observe that visitors who search for a specific term are more likely to click on a particular product, which is useful when determining the best potential product ranking.



## CHAPTER 3: IMPROVING SEARCH RESULTS PAGE

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Track your search box data by using the on-site search report in Google Analytics.

Calculate the possible KPI impact of site search optimization using these metrics.

Use this information to spot high-volume problem requests and improve the user experience.

### 3.2 GENERATING RESULTS PAGES QUICKLY

Users are impatient for the long SERP to be generated, therefore make sure your SERPs load fastly to keep customers on your site.

Slow pages not only degrade the user experience but also affect your company's reputation.

To improve the speed of your search engine, consider employing AJAX because only important data is delivered to the browser, AJAX enables a faster and better search experience for users.

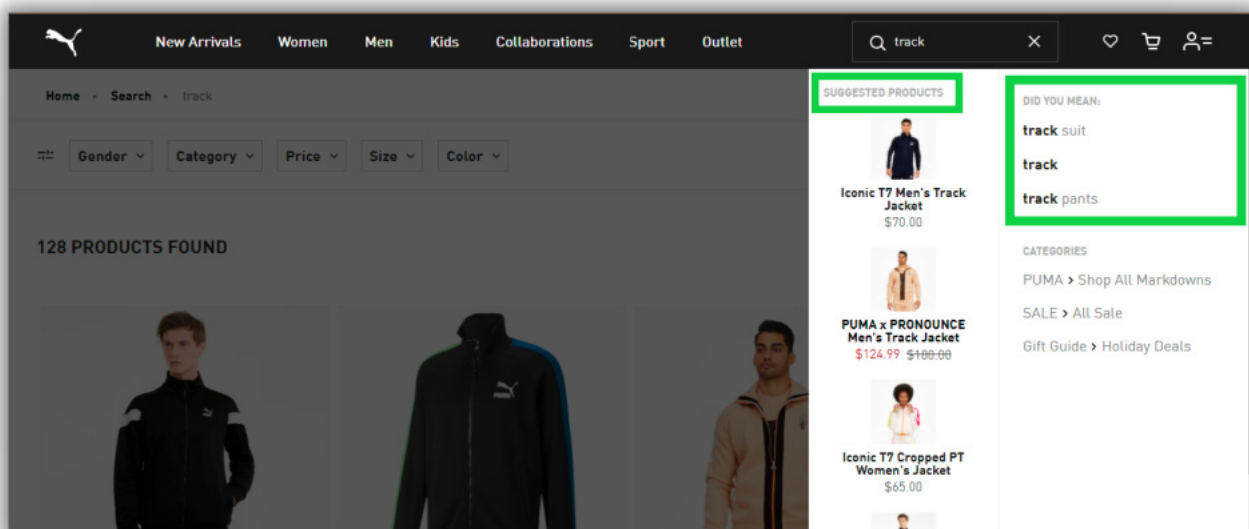
Improve the search experience for users. It saves bandwidth and speeds up loading times.

## CHAPTER 3: IMPROVING SEARCH RESULTS PAGE

### 3.3 SHOW RELATED SEARCHES

Search keyword recommendations that appear at the top and/or bottom of the SERP are known as related searches. With just one click, users can access various products.

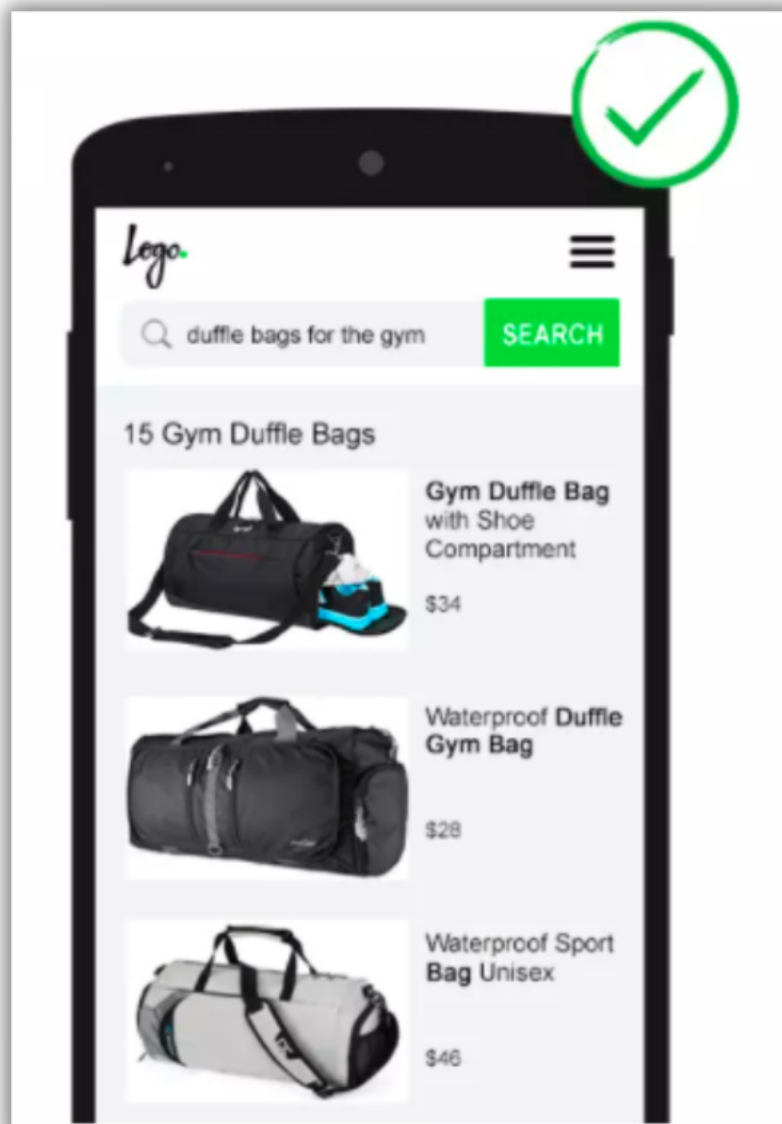
Recommending products that are comparable to the initial search query helps users locate what they're looking for faster, and you can enhance average order values by delivering complementary choices.



### 3.4 IMPROVING SEARCH RELEVANCE

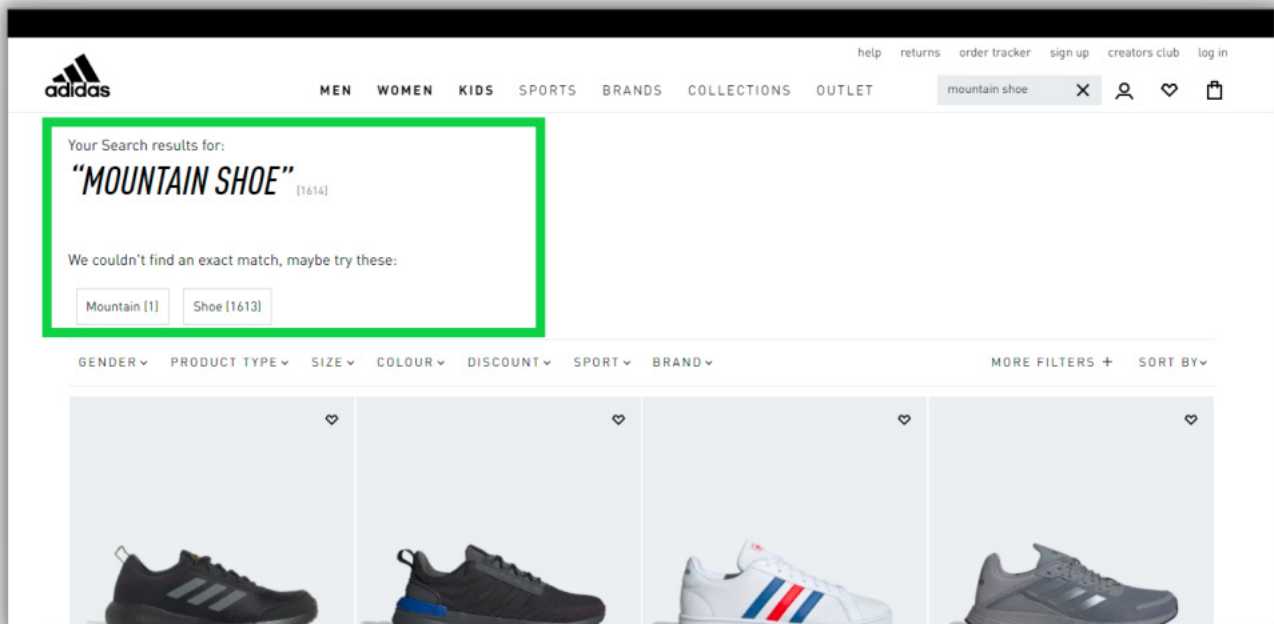
The screens on mobile phones are small. We all know this, but it's more crucial for eCommerce stores because they don't have as much space as a website to offer relevant products to customers.

People are less inclined to click through to the second page of search results in general, and especially less likely on mobile sites, so make sure the things you display first are the most relevant and popular.



## CHAPTER 3: IMPROVING SEARCH RESULTS PAGE

### 3.5 MANAGING NO-RESULTS PAGE



Visitors will depart if they believe your website doesn't return relevant search results. Worse, you'll be frustrated when you leave. As a result, people are less likely to engage with your brand in the future.

Instead of displaying no results page provide alternative search suggestions, contextual category links, broader matching content, or details to contact support.

Some websites display the most popular searches, highlight certain material, or showcase all of their categories.

## CHAPTER 3: IMPROVING SEARCH RESULTS PAGE

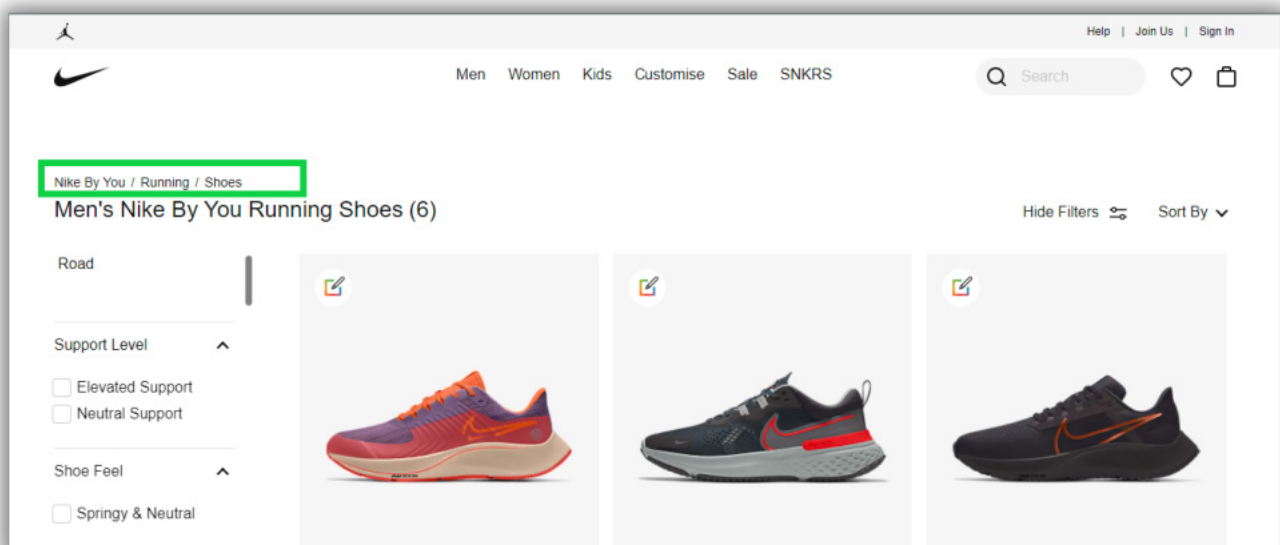
### 3.6 INFINITE SCROLLING

Users prefer to scroll, so allowing users to scroll indefinitely enhances the likelihood that they will peruse your inventory.

Limit the number of results displayed at once to avoid overwhelming visitors with endless scrolling. It also improves the loading time of your website.

If you don't want to use infinite scrolling, make sure you have a reasonable number of results per page (40-50), an opportunity to adjust the number of results shown, clearly visible paging choices, and a total number of results pages displayed.

### 3.7 SHOWING BREADCRUMBS



Breadcrumb is an interesting name for a navigation chain that can be used to increase the usability of a website.

## CHAPTER 3: IMPROVING SEARCH RESULTS PAGE

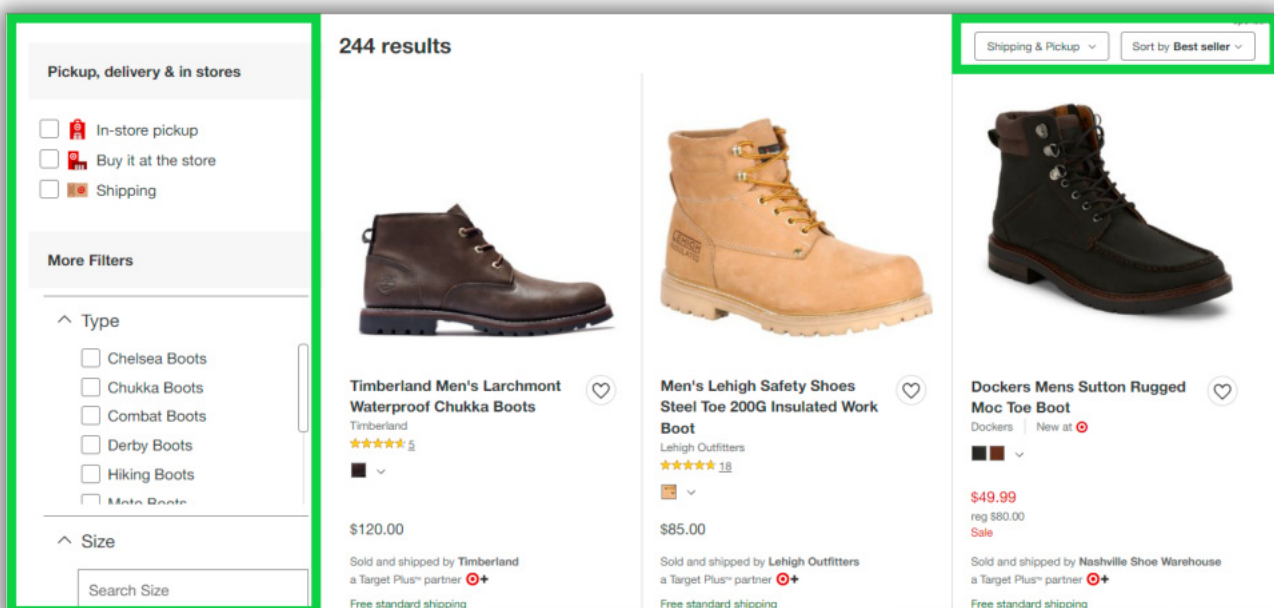
Users can better comprehend the relationship between the page they're on (such as a category or product page) and higher-level pages using breadcrumb navigation. One of the primary functions of Breadcrumbs navigation is to quickly return to previous pages.

If a user wants to modify a refinement, this trail allows them to do so without having to use the browser's back button; using the browser's back button typically deletes the search and forces shoppers to start over.

### 3.8 ALLOW SORTING OF RESULTS

Your website should be able to sort your results using an algorithm that prioritizes the most relevant and popular items.

Your website visitors, on the other hand, may want to organize things in a different method, so be sure to provide them with options. Include sorting options such as price, new arrivals, brand, and most relevant.

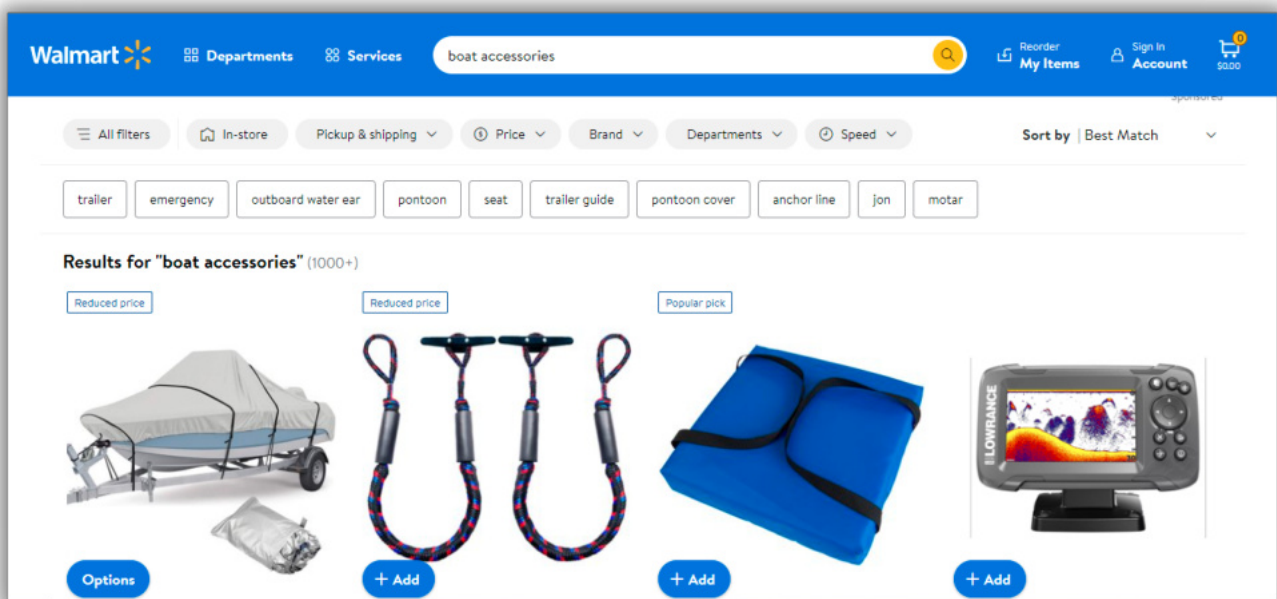


## CHAPTER 3: IMPROVING SEARCH RESULTS PAGE

### 3.9 THEME OF RESULTS PAGE

Have a cohesive theme for your results pages – all images should be the same size, fonts should match, don't show product URLs, and decide if you'll display results in a list or a grid.

Provide clear titles, use large images of good quality, and consider implementing quick view windows with add-to-cart options.



Showing item prices and sale prices can also be a good idea if you offer discounts. Lots of things go into ensuring your SERP is beautiful.

It is a good idea to provide an option that lets users toggle between list and grid views. Be sure to test these variables, so you can find what your users respond to best.

Simply having a nice, responsive website can help you avoid this hostility and easily direct customers to the things they want to buy, thus it helps in increasing your eCommerce sales!



## CHAPTER

# 4

## HOW TO USE FILTERS WELL



All filters

In-store

Pickup &amp; shipping

Price

Brand

Departments

Speed

Sort by | Best Match

trailer

emergency

outboard water ear

pontoon

seat

trailer guide

pontoon cover

anchor line

jon

motar

## Results for "boat accessories" (1000+)

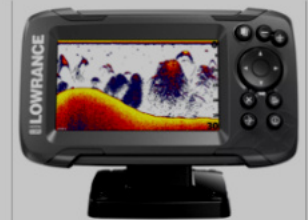
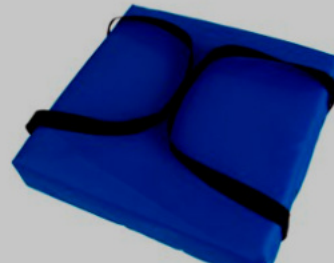
Reduced price



Reduced price



Popular pick



Filters for search results are often found on the left side of the Search Engine Results Page (SERP) and assist users in refining their initial query.

Filters are useful for assisting users to discover their products quickly. place your refining choices in a prominent area so that visitors can easily find and use them.

On All eCommerce websites, filtering sections are typically found on the left side of the page or at the top but experimenting with other placements will also work.

The filters on the left-hand side have shown to be the most effective.

Although it may appear simple, it should be straightforward to use to assist consumers in effectively refining search results.

Filters help to refine product results from large quantities to a limited number of relevant results and eliminates irrelevant products.

## CHAPTER 4: HOW TO USE FILTERS WELL

### 4.1 SHOW RELEVANT SEARCH FILTERS

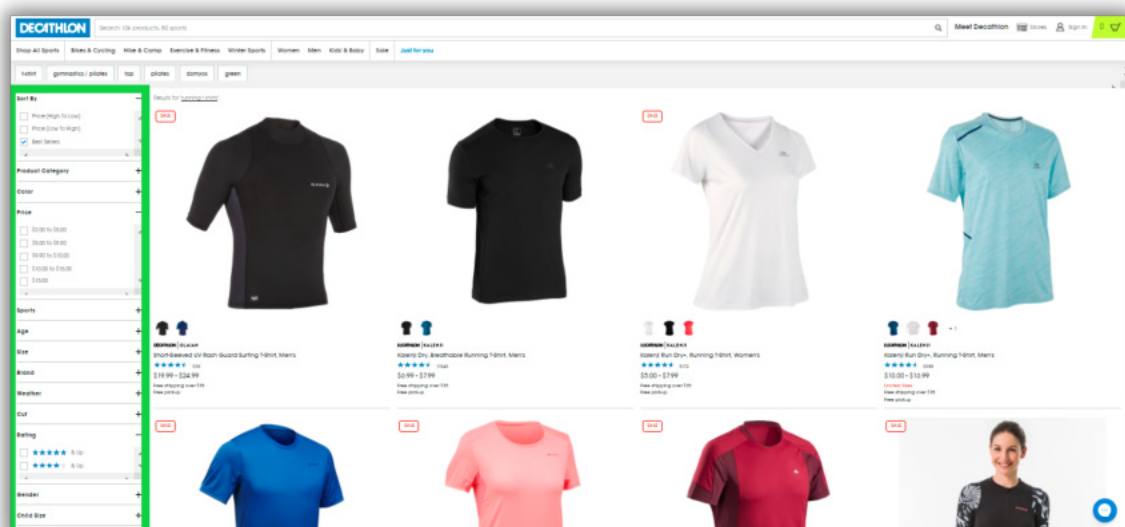
Filters for search results are a wonderful method to make it easier for users to locate what they're looking for, but only show filters that are relevant to each search.

Filters for screen size, brand, price, and processing power would be useful if someone searched for "laptop," while filters for color, material, and style would be useful if someone searched for "purse."

Showing irrelevant criteria for a search is actually worse than not giving any (since it wastes users' time and takes up valuable space), so be sure the filters you show are useful!

### 4.2 CHANGING FILTERS

If a user chooses a refinement and subsequently decides to alter it, make it simple for them to re-select and see the results change right away. This is far more efficient and user-friendly than having customers return to the SERP to make changes.



Providing check-and-uncheck boxes is a straightforward way to accomplish this. You can also include a button that clears the user's selections and allows them to restart.

## CHAPTER 4: HOW TO USE FILTERS WELL

### 4.3 MAKE THEM INTUITIVE

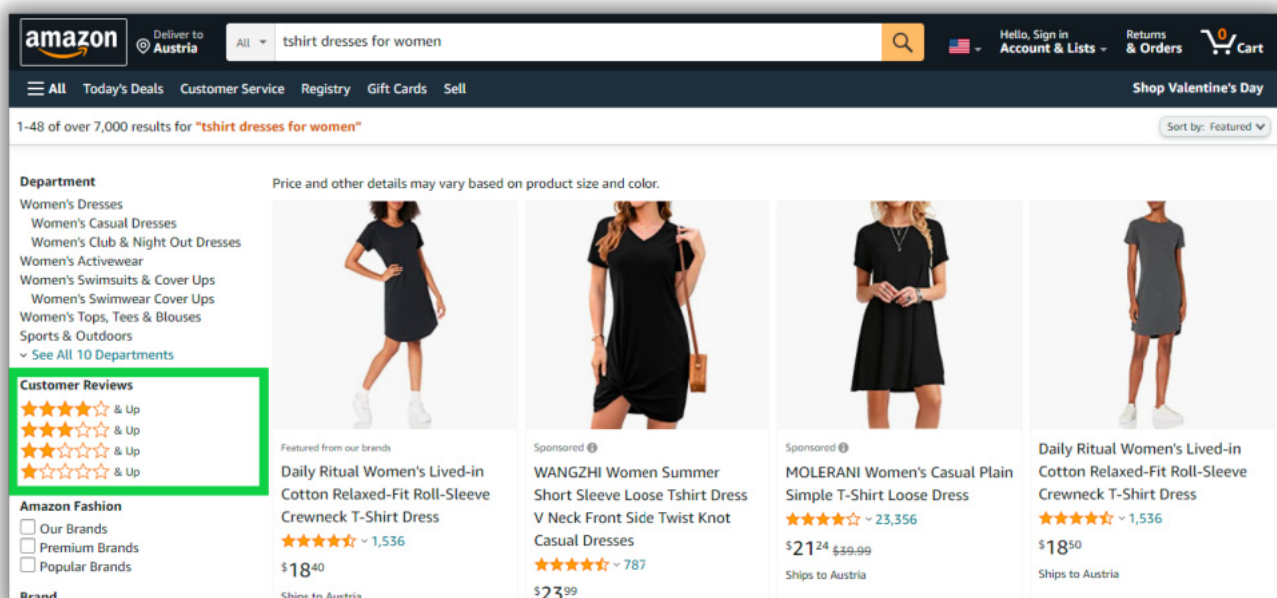
Shoppers will be able to understand and relate to your search result filters if you give them a name that makes sense for the things you sell.

Use selection styles that are simple to use, such as drop-down menus, checkboxes, or range selection bars. Users are more likely to employ enhancements if they are familiar with the selection methods.

The number of results displayed in each filter selection will provide visitors with an idea of how many products they can find for a certain refinement.

This shortens the path to buy by specifying how many filters customers should employ to reduce the number of results to a tolerable quantity.

### 4.4 RATINGS AND REVIEWS FILTERS



## CHAPTER 4: HOW TO USE FILTERS WELL

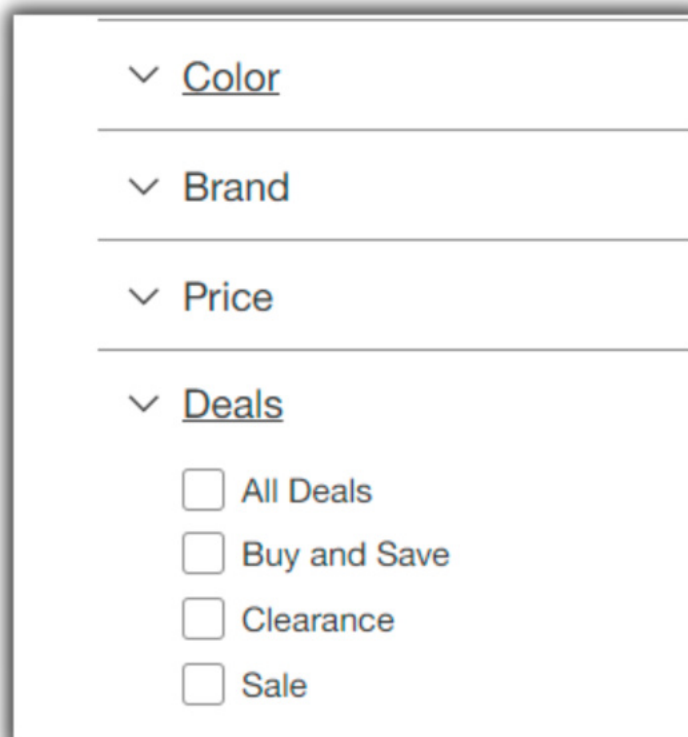
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People like a feature that allows them to sort results based on ratings because reviews play such an important role in the decision-making process.

Filtering options depending on the number of reviews or star ratings might be provided.

### 4.5 ON-SALE FILTER

Everyone likes a deal, and some people buy solely on sale, so adding a refinement for items on sale will help customers find the discounted items they're looking for quickly.



▼ Color

---

▼ Brand

---

▼ Price

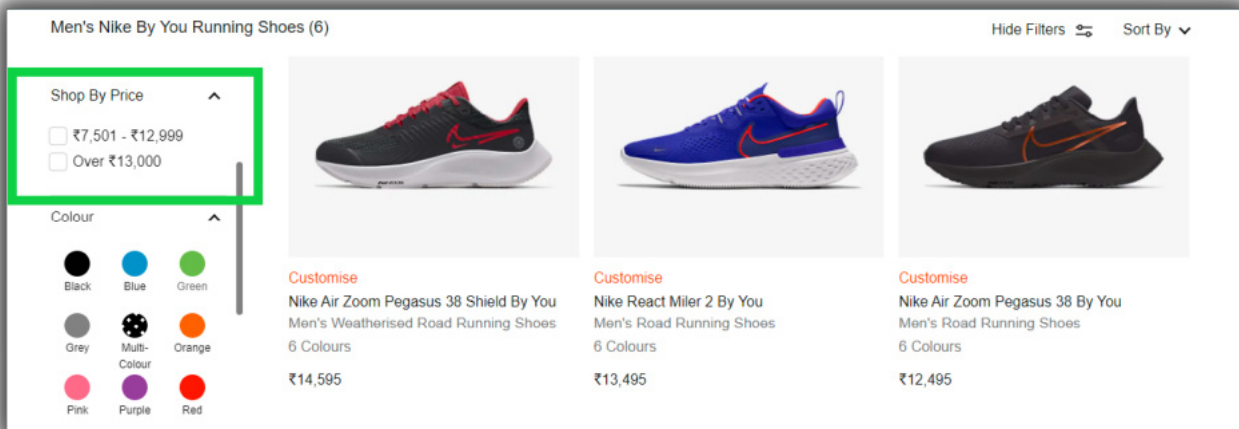
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▼ Deals

- ☐ All Deals
- ☐ Buy and Save
- ☐ Clearance
- ☐ Sale

## CHAPTER 4: HOW TO USE FILTERS WELL

### 4.6 PRICE RANGE FILTER



Given that cost is a major consideration for most people, adding a price refinement element to the filter part seems to sense. Regardless of the product kind, this is used.

Because individuals rarely have a precise price in mind, price should be displayed as a list of ranges.

This range can be written in text, or a sliding bar can be provided, which allows users to manually select the price range and provides more flexibility than a list of fixed price ranges.

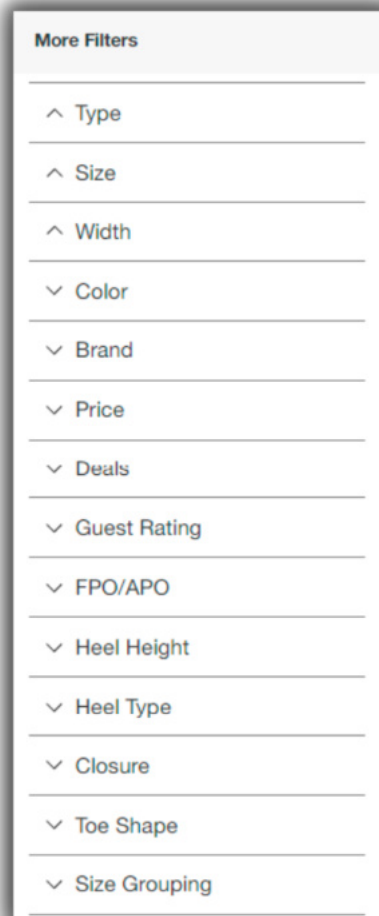
### 4.7 TOO MANY FILTERING OPTIONS

Provide a limited number of filtering choices to avoid overwhelming or discouraging users from using them.

Test varying numbers of filters to observe how they function in order to locate your site's sweet spot.

## CHAPTER 4: HOW TO USE FILTERS WELL

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Offering refinements that alter based on search queries is an excellent way to ensure that you're providing relevant options. Allowing people to filter results by color is wonderful, but if color isn't relevant to the search query or there are 0 results for a product with that filter, don't include it.

If a consumer comes to your site looking for a black shirt, types "shirt" into the search bar, and sees a filter only for "black" colored shirts, they'll think you sell that product in black.

Act as though you don't offer it if you don't. You develop trust with your users by providing accurate, relevant, and appropriate filters.



CHAPTER

# 5

## E-COMMERCE SEARCH INFRASTRUCTURE



Your search function's backend is just as crucial as its frontend. eCommerce search data and infrastructure are crucial to website performance and optimization.

Data from your eCommerce search can help you figure out which of your goods are growing more popular, which search queries are yielding no results, and how to supply your business most effectively.

Infrastructure is also vital; limiting downtime and boosting the performance of your search function is critical for your company's success.

### 5.1 REVIEW SEARCH SUGGESTIONS

It's critical to examine your eCommerce search statistics to evaluate if the relevancy of your search has improved.

Regularly checking this can assist you in detecting problems as they occur, allowing you to address them before they become more serious.

Your site search solution should be improving all the time – most solutions don't improve themselves, so you'll have to make adjustments manually by watching user behavior on your site.

Expertrec, for example, is one of the few systems that improves automatically. These solutions save you time by eliminating the need to maintain and update your search platform on a regular basis, and they're typically a good investment.

### 5.2 TRACKING MOST FREQUENTLY SEARCHED PRODUCTS

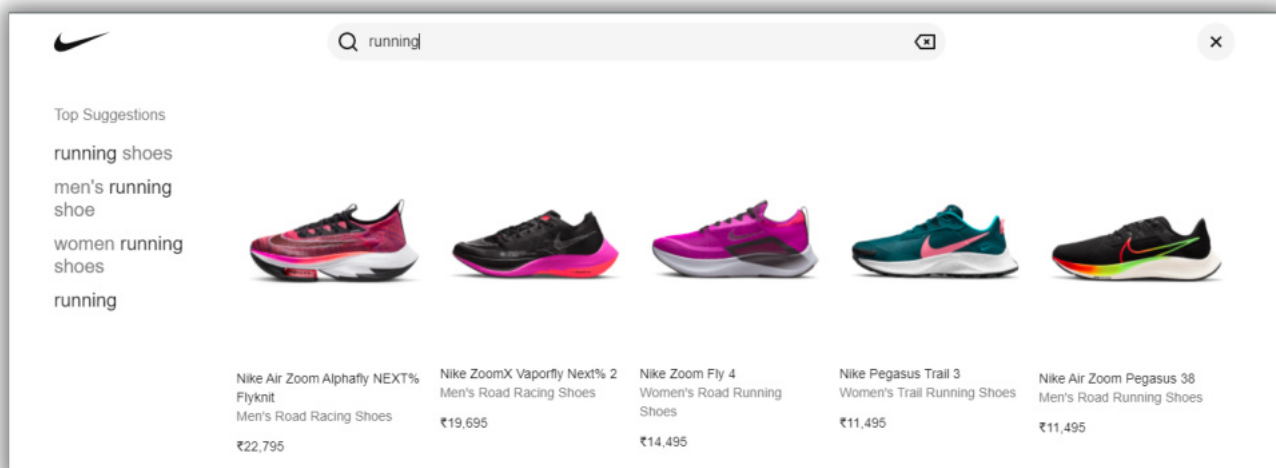
Keep track of the terms users are using to find your website. These frequent searches reveal which of your products are selling well, when your products are in season, and what new items your consumers are looking for.

When you're replenishing, this eCommerce search data comes in handy.

### 5.3 CHECKING TOP LISTED PRODUCTS

The click-through rate of the first five commodities per search query is critical since they are the ones that should be the most relevant and clicked.

It's excellent if you see a high click-through rate on these products on a regular basis. If not, consider re-ranking your goods so that the most popular ones display first; this should increase the conversion rate on your site.



### 5.4 TRACKING MOBILE DATA

It's crucial to keep track of data from your mobile site so you can figure out which features are the most significant and popular.

Site traffic patterns provide you insight into how campaigns are performing and user behavior on your site, allowing you to understand where you can make improvements.

### 5.5 USING DATA FOR MARKETING CAMPAIGNS

Make the most of the popular searches on your site once you've identified them.

Your database of previously searched phrases is a PPC gold mine since the vocabulary your website visitors use on your search feature is the same vocabulary they use for internet search.



You may use these keywords as a foundation for both your SEO and PPC operations.

You can fine-tune campaigns to reach your specific audience by understanding the direct phrases your consumers use.

This knowledge will improve the performance of your campaigns and improve the SEO of your website, allowing more people to locate your items.

### 5.6 CHECKING POPULAR KEYWORDS

Stay a watch out for more popular search phrases so you can keep up with demand. Popular search phrases shift over time, whether due to seasonal shifts or spontaneous societal shifts.

Popular terms indicate which items your clients like.

I want to buy something. If a search term's popularity suddenly rises, stock more of that product to meet their demand.

### 5.7 POOR PERFORMING SEARCH QUERIES

Poorly performing search queries might provide useful information. These are search phrases with a click-through rate of zero.

This might happen when clients search for things you don't sell or phrases you don't use to describe your products and land up on a page with no results.

Use this information to decide what goods to supply for the following year if visitors commonly seek things you don't have.

If you opt not to carry certain things, you may still provide information about them or propose comparable products to clients who are looking for them.

If your clients search for items on your site using different phrases, consider switching to their language or setting synonym rules so that both terms lead to the same product.

### 5.8 DATA CENTER

Because search plays such an essential part in leading customers to the things they want to buy, it's critical that your search solution be up and running at all times.

Because data centers occasionally fail and fall offline, you should host all of your online store's important components in various data centers to minimize downtime.

### 5.9 CONSIDERING A SAAS SEARCH SOLUTION

Software as a service (SaaS) solutions can help you save time and money. These solutions are frequently more capable and less expensive than on-premise options.

If you are looking for an advanced search engine for your eCommerce store consider using Expertrec smart search engine.

#### About Expertrec smart search engine

Expertrec is an advanced custom search engine that helps customers to search their products on their eCommerce website quickly and effortlessly.

Our smart search consists of smart and relevant filters, facets, and sorting that let customers navigate through search results with ease by drilling down products based on brand, category, price, and more attributes.

## CHAPTER 5: E-COMMERCE SEARCH INFRASTRUCTURE

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Expertrec smart search algorithm learns from the user behavior based on the search queries and re-ranks the results in the top search positions. This helps to enhance the customer's site search experience.

Expertrec smart search also allows you to customize your search results UI by changing color, search size, padding, alignment, font size, etc. according to your website to provide a beautiful search experience to the customers.

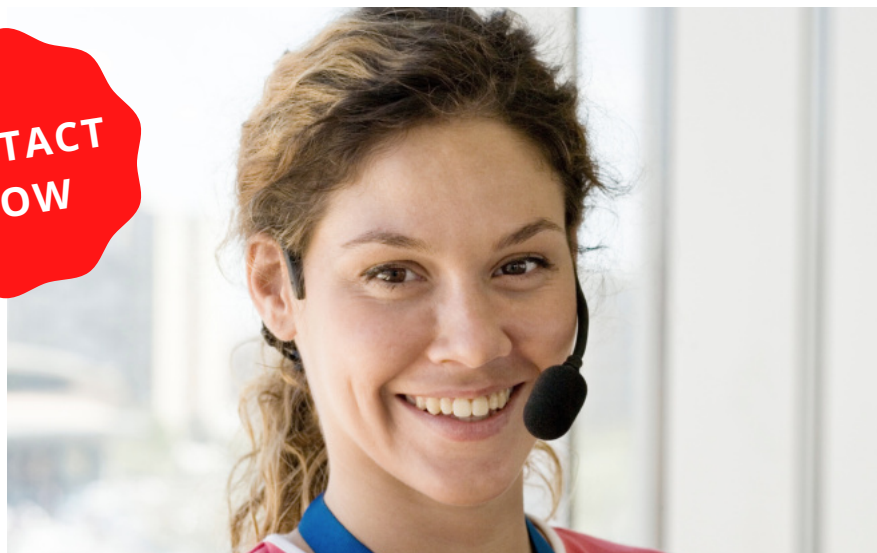
Expertrec search engine supports multiple devices, 30+ languages, and indexes all file formats such as pdf, word, excel, etc.

### **Expertrec Smart Search Bar features**

- Fast and relevant search results with
  - auto-complete
  - typo-tolerance
  - voice search
- Filters and Facets.
- Popular queries.
- Product recommendations.
- Add to cart from search.
- merchandising.
- Easy and quick setup with a [14-day free trial](#).



CONTACT  
NOW



## TALK TO SALES

Interested in Expertrec  
Custom Search Engine?

Just pick up the phone &  
talk with a member of our sales team.

1-650-398-3268

Email us at [support@expertrec.com](mailto:support@expertrec.com)

WWW.EXPERTREC.COM