



Schuler Shoes Uses SLI to Help Shoppers Search and Navigate Its Site with Success

schulersshoes.com

Industry
Apparel

Business Challenge

As the footwear retailer increased its number of products and moved to Magento, it needed a SaaS-based search and navigation solution that would work well with its new platform.

Solution

SLI Learning Search Connect™ with SLI Learning Navigation® easily plugged in to Magento, improved the shopping experience and made merchandising easier for the business.

E-commerce Platform
Magento

- 20% fewer bounces from search and navigation pages
- 7.5% increase in time spent on site
- 11% increase in average order value
- 23% higher conversions for search & navigation users

Since 1889, Schuler Shoes has provided quality footwear to residents of Minneapolis and St. Paul, Minnesota. Its online store extends the reach of the business nationwide and provides a way for local shoppers to purchase online or browse new styles before heading to one of its 10 retail locations.

E-commerce Director Michael Schuler recently brought schulersshoes.com onto the Magento e-commerce platform, then implemented SLI Systems using the SLI Learning Search Connect plugin for Magento. Whether using the SLI Rich Auto Complete™ menu from the search box or navigating through refinements like shoe width and brand, visitors now spend more time on the site and bounce less often.

Before SLI, Michael had to modify code to improve the site's SEO and create merchandising banners. "With SLI Learning Navigation®," he said, "the process is much easier. Whether I'm adding SEO data or making use of top page space for banners, I can do it all from one page."

SLI Solutions used by Schuler Shoes:



SEARCH



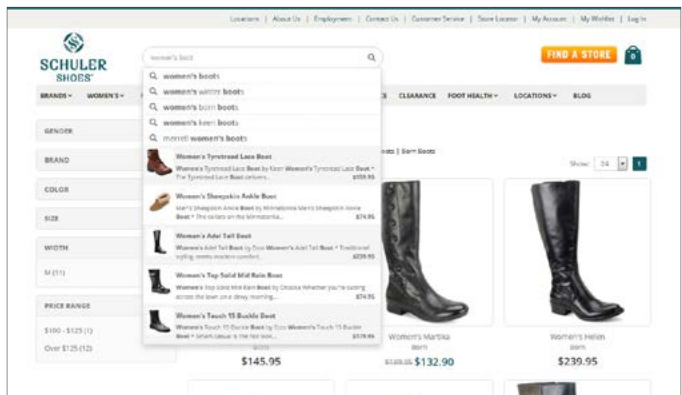
RICH AUTO COMPLETE



NAVIGATION



USER-GENERATED SEO



"We chose SLI because it fits well with Magento and does everything we want – search, navigation, merchandising and more. SLI saves me time, simplifies our ability to do promotions and is a great support for our business."

- Michael Schuler, E-commerce Director, Schuler Shoes



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