


surfstitch.com
Industry
 Fashion

Business Challenge

SurfStitch's site search solution led customers down 'dead ends' and turned out too many 'no results' pages. The existing site search capabilities didn't support SurfStitch's vision to provide customers with a best-of-breed online shopping experience.

Solution

Using SLI Systems, SurfStitch experienced a substantial reduction in 'no results' pages and an improvement in the average page position for organic searches.

Products

25% increase in time on site
15% higher online sales
30% improvement in page position for organic searches
90% reduction in 'no results' pages
Standard site search fails to make waves for SurfStitch

Despite its humble beginnings in the backyard shed of one of its founders, SurfStitch has become an online Aussie favourite, stocking over 15,000 products and over 190 brands including Billabong, Rip Curl and Tigerlily, to name a few. From bikinis and boardshorts to handbags, SurfStitch stocks everything its customers could possibly want or need to hit the streets and beach. With so much to showcase, it's no wonder SurfStitch wanted a site that would blow customers away, and to do that the company knew it needed to improve its search experience.

"We really pride ourselves on being the best we can be, and that means having a site that's professional, well-crafted and user friendly. But the out-of-the box site search solution we started with just wasn't cutting it," explained Lex Pedersen, Managing Director, SurfStitch.

"What we had in the beginning wasn't as functional, searchable and friendly as it could have been, despite the fact that we invested time and money engaging one of the biggest site vendors out there. It didn't ensure people found the products they were looking for and many customers were searching for items and getting 'no results' pages. It just wasn't good enough and we needed a change.

"In addition to experiencing a 90% reduction on 'no results' pages, average sales are up 15% for SurfStitch and site visitors are spending 25% more time browsing."

Lex Pedersen, Managing Director, SurfStitch

During our search for a solution we came across SLI Systems. What really struck us about the local SLI team was their focus on not just making the site better for our customers, but also making life easier for us. They were solution-focused, but also provided incredible customer service. We had been prepared for a few issues and headaches when it came to implementing new, more sophisticated site search technology but SLI Systems provided us with such a complete service that the headache just never happened.

Within six weeks of our first meeting they delivered an amazing site search mock up for us to try internally, allowing us to use our own branding so we could get a real feel for how the end product would work for us. It was perfect; we didn't need to look for any other options. We knew we'd found exactly what we needed," continued Pedersen.

A 90% Reduction in 'No Results' Pages Swells Sales for SurfStitch

"Since implementing SLI site search solutions, the results have been amazing," says Pedersen. "Learning Search and Site Champion eliminated dead-ends for our customers. Site visitors no longer find themselves lost or in places they don't want to be. Results pages are comprehensive and people give us great feedback."

Specifically, SurfStitch began seeing a 90% reduction on 'no results' pages, an average sales increase of 15% and a 25% boost in the time site visitors spend browsing.

"This means customers enjoy our site much more than they did before, and we're proud of that," added Pedersen. "But it's not just customers who get the benefit of this – it's changed everything for us at the merchandising end. Just like in a store, we need to organise and re-arrange items so we can promote certain things on certain pages and in special ways. SLI solutions allow us to respond to site activity at the drop of a hat and display the most searched products in prominent locations. And it's just so easy to manage – we never need a technical person to manage search updates or use the system. It's really intuitive."

Site Search that Learns and Champions a First-Rate Customer Experience

SLI Learning Search is a site search solution that 'learns' from past site search activity. It does this by tracking visitors' search behaviour, and then uses that data to deliver results that are

based on popularity. With an online store like SurfStitch that sells thousands of products, this ability to return the most relevant search results is paramount. More and more people now use site search almost exclusively to quickly find what they are looking for. Learning Search delivers relevant results on the first page 95% of the time. This means happy visitors, loyal customers and increased sales.

Small Changes Cause Huge Ripples Beyond Site Search

SLI's integrated Learning Search and Site Champion solutions work with the language of customers – the real words customers use to find what they're looking for. Site Champion provides links that allow search engines to crawl dynamically created landing pages. Each linked page is optimised for the search term, appearing in the title, link and naturally throughout the page. Since implementing the solution, SurfStitch's average page position for organic searches has improved by 30%.

"They haven't just made it easier for our existing customers and visitors to find what they're looking for, they've also made it easier for new customers to find us online," said Pedersen.

For SurfStitch, using customer behaviour data to optimise search terms has changed the way business is done. Pedersen said, "We can back up our marketing decisions with hard results in ways we couldn't before. SLI solutions give us data that shows us whether our tactics are working, and we can act on it straight away. SLI Systems has been perfect for our site and our business."

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About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit sli-systems.com, sli-systems.com.au or sli-systems.co.uk.