suttons.co.uk

Industry
Gardening

Business Challenge
The search solution on the Suttons Seeds site was poor—a real problem when their 2 million catalogues send half of new business online.

Solution
Learning Search™ by SLI Systems full service and expert advice.

Products

SEARCH   USER-GENERATED SEO

112% higher conversion rate for search users

24% higher average order value

40% lower bounce rate

Site Search Fuels Business Growth

Suttons Seeds, the leading garden equipment and seeds supplier, has seen significant improvement in the performance of its site search by using SLI Systems' advanced SaaS based site search solution. In a business where 50% of its revenue comes from online sales, this makes a big difference. Analysis of real time reports enables the company to capitalise on market trends; for example, a weekly report highlighting various site search statistics can help identify new or existing product opportunities to grow online revenues.

SLI's full-service approach, combined with the fast and easy implementation of Learning Search™, resulted in rapid and easy setup process. Steve Newman, e-Commerce Manager at Suttons Seeds, says: "the training and support from SLI is exemplary and quick with no issues at all, which makes a good relationship easy to maintain."

"You have to make sure you give people what they want, when they want it! SLI's Learning Search allows us to identify and respond to patterns in search, which provides extra insight that we would otherwise have missed."

Steve Newman, *e-Commerce Manager, Suttons Seeds*

By using SLI's full set of features, Suttons Seeds was able to make rapid changes to its site, tweaking, testing and changing the way products are displayed to improve conversion rates. The search pages now include revamped product views (grid, list and gallery), improvements to the refinement display and control, and a check box just for offers, to promote discounted products.

According to Steve, "Just the speed of the turnaround is impressive in itself, and it was done in only 24 hours, as opposed to a week like most suppliers. They have also been great at creating unique customisations for us."

Newman said 'the results speak for themselves', "Whilst 15% of site visits are generated from site search, it is contributing to 41% of the total site revenue. SLI's site search conversion rate is 8.16%, which is 112% higher than the site average. Search users are visiting an average 14 pages per visit and are on the site on average over 9 minutes, which are both over double the site average. Site search bounce rate is 2.53% against a site average of 43%."

Newly formatted search results page
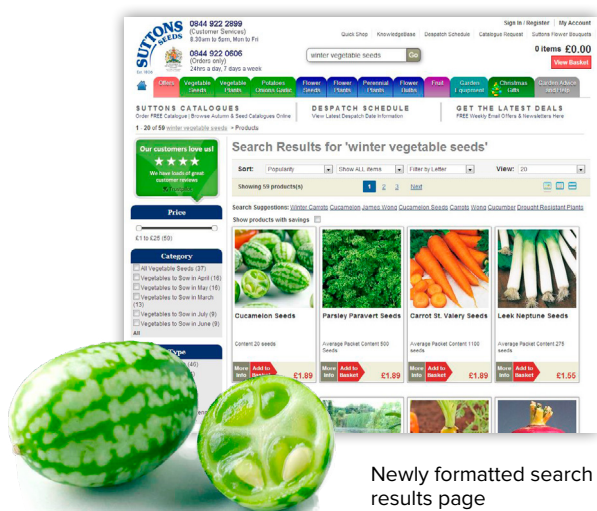
Sutton Seeds

Winner of *Which?* Best Seed Supplier and holder of a Royal Warranty, Suttons Seeds is a 200-year-old company specialising in gardening equipment, plants and seeds, and it has an unrivalled reputation in the market. Headquartered in France as a part of Limagrain, the company retails in the UK through B&Q and has a catalogue business distributing around 2 million catalogues a year. In 2004, the company launched a transactional site, and e-commerce is now playing an increasingly important role in the company's growth, with online sales driving nearly 50 percent of the company's business.

The company's original site search service was built into their platform Exact Abacus; however it wasn't robust enough to satisfy Sutton's business needs.

The company explored a range of options, and decided on SLI due to the flexibility and responsiveness of the solution, as well as SLI's ability to handle ongoing bespoke requests.

Intelligent Search Technology with Expert Guidance

Suttons Seeds has taken advantage of the expertise provided by the SLI team, in order to ensure that they're providing an excellent user experience across the site.

Suttons Seeds has also implemented Site Champion™, SLI's user-generated SEO solution that leverages your visitors' site search activity. Site Champion takes into account the search terms people use while on the Suttons site and the items customers click on, and incorporates that information into dynamically created search engine optimised landing pages. This has resulted in thousands of extra referrals to the site every month and an improved bottom line.

In the future, Newman says, "We'll be enhancing the data. Being smarter means giving customers the services they want, when they want it! In addition, we're doing a lot more testing, and we're already working closer with SLI on a long list of potential site improvements."

"Whilst 15% of site visits are generated from site search, it is contributing to 41% of the total site revenue. SLI's site search conversion rate is 8.16%, which is 112% higher than the site average."

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**.