

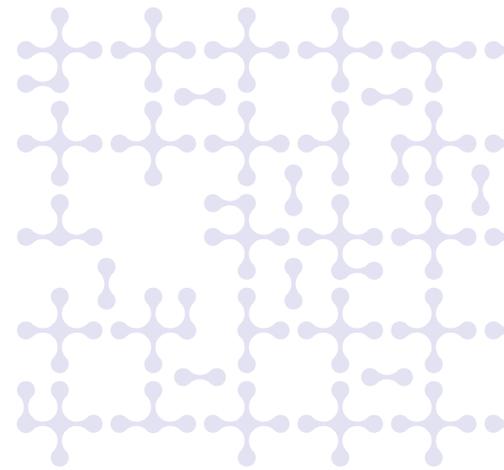


The Big Book of Site Search Tips

Everything
you need to
know about
site search

 sli-systems.com

Contents



Introduction

Search box tips: a simple place to start

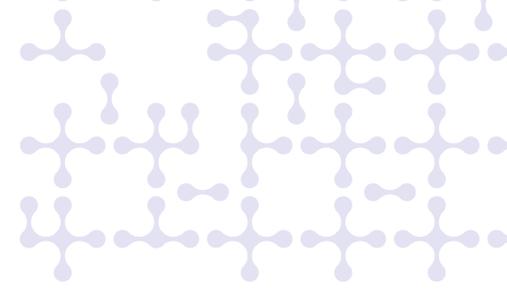
Position the Search Box at the Top	8
Make Sure Your Search Box Is Large	8
Make the Search Box Distinctive	8
Test the Position of Your Search Box	9
Offer a Search Box on Every Page	9
Include Text Prompts in the Search Box	9
Label Your Search Button	10
Ensure Your Search Prompts Work Properly	10
Handle Searches with No Text	11
Place the Cursor in the Search Box	11
Allow Use of the “Enter” Key	11
Show a Search Box at the Bottom of the Search Results Page	12
Add Auto Complete	12
Use Rich Auto Complete	12
Make Your Search Box Always Visible	13

Relevance: ways to develop the relevance of site search results

Don’t Place Search Results in Alphabetical Order	13
Observe User Behavior to Improve Relevance	13
Exercise Control over the Results that Matter to Your Business	13
Jump Directly to a Results Page when You Know the Answer	13
Don’t Let “No Results” Pages End the Journey	14
Learn from Searches with No Results	15
Exercise Caution when Using Global Factors	15

Non-product content tips: tips to improve your search content

Make All Content Easily Accessible	16
Show Videos in Search Results	17
Include Content from Your Social Media Sites	18

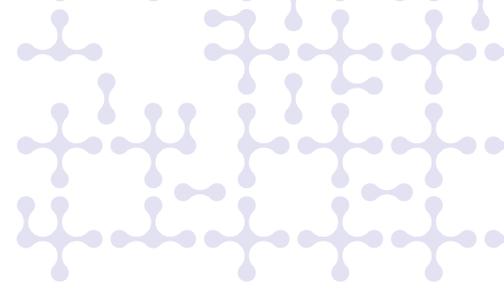


Search results page tips: tips to improve the site search results page

Maintain a Consistent Look and Feel	19
Ensure Results Pages Are Generated Quickly	19
Consider Using AJAX	19
Keep the Search Term in the Search Box	19
Show a Breadcrumb Trail	19
Personalize with Search History	20
Don't Offer Too Many Results on the Page	20
Allow Visitors to Select the Number of Results Per Page	20
Offer a Clear Way to Get to the Next Page	21
Show the Total Number of Pages	21
Show Total Number of Results	21
How to Handle Out-of-Stock Items	21
Offer Infinite Scrolling	22
Use Floating Refinements	22
Show Search Suggestions	22
Choose a Format for Displaying Results	23
Highlight the First Search Result	25
Allow Variable Column Layouts	25
Allow Results to Be Sorted in Different Ways	26
Enable Visitor Feedback	26
Use the Right Font	26
Don't Show URLs on the Results Page	27

Search results cells tips

Use Search Results Cells	27
Don't Show Irrelevant Information	28
Provide Clear and Specific Titles	28
Incorporate Images	29
Provide Excellent Image Quality	30
Display Consistent Image Sizes	30
Display Inconsistent Image Sizes	31
Consider Larger Mouse-Over Images	31
Use Quick View Windows	32
Show Prices in Search Results	33
Highlight Items on Sale	33
Show Ratings and Reviews	34
Include Social Sharing Buttons	34
Show Description Excerpts	35
Offer "Add to Cart" or "Buy Now" Buttons	35
Add Inventory Information	36
Incorporate Merchandising Tags	37



Mobile site search tips

Understand Users' Intent	38
Make the Search Box Prominent	38
Make Sure Search Relevance Is Optimal	38
Account for Misspellings or Synonyms	39
Add Auto Complete to Search.	39
Show Succinct Content	39
Use Small Thumbnails	39
Show Ratings and Reviews	40
Show Refinements as Expanding Facets	40
Make Links into Buttons for Ease of Use.	40
Use the Bottom of the Page	41
Streamline Mobile Marketing.	41
Make the Buying Process Easy.	41
Consider Pure Mobile vs. Responsive Web Design Templates	41
Link to Social Media	41

Refinements: faceted navigation tips

Make Search and Navigation Consistent	42
Show Refinements Relevant to the Search Results	42
Pick the Right Place for Your Refinements	43
Make Your Refinements Intuitive	43
Show the Number of Results Next to the Refinements	44
Don't Show Too Many Refinements	44
Don't Show Refinements that Have No Results	44
Make Your Refinements Visual	45
Display Product Images in the Selected Color	46
Consider an "On Sale" Refinement	46
Refinements for Ratings and Reviews	47
Offer the Ability to Refine by Price	47
Allow Users to Navigate Between Refinements	48
Consider Providing an Advanced Search Option	48
Remember Refinement Choices	49
Consider the Use of Drop-Down Boxes for Refinements	49
Choose a Logical Order for Refinements	49

Merchandising: ways to make site search more dynamic

- Override Search Results50
- Don't Present Unrelated Cross-Sell or Up-Sell Products50
- Show Related Searches on Your Content Pages50
- Use Banners to Create Consistency Between All Site Pages.....50
- Create Banners Related to Specific Keywords51
- Use Banners for Shipping Promotions51
- Show Search Results on Product Pages52
- Use Synonyms to Offer More Results52
- Create Redirects Related to Specific Keywords53
- Show Other Product Recommendations53

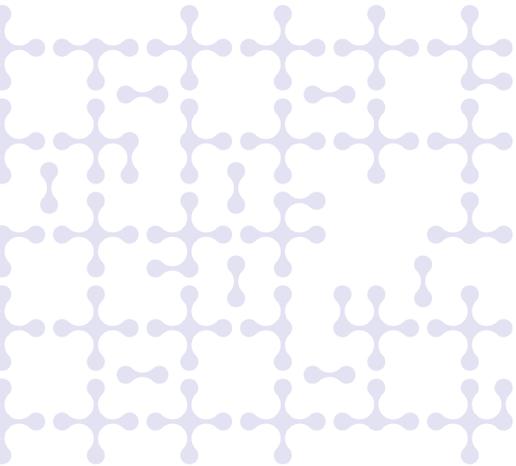
Site search reporting: things to look for in your site search data

- Review Search Quality Metrics54
- Check Top Search Terms54
- Review Site Search Terms for SEO and PPC Campaigns54
- Identify Searches with Poor Results54
- Watch the Keywords that Are Gaining Popularity54
- Monitor How Well Your Top Listed Products Perform55
- Use Mobile Reporting55

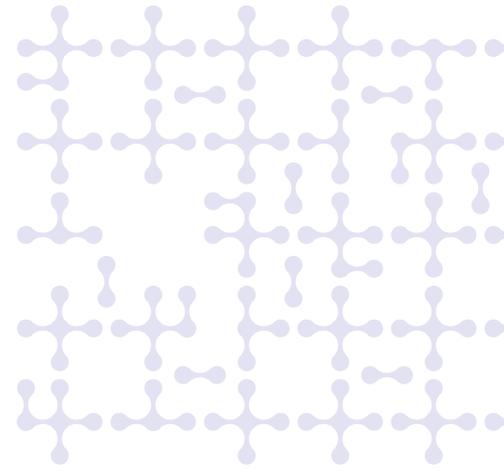
Maintain a Solid Infrastructure

- Make Sure Your Site Search Is Redundant55
- Look into SaaS Site Search Solutions55

Consider SLI Systems



Introduction



As online and mobile retail sales continue to grow, online retailers are focused on creating an e-commerce experience that meets new shopper needs and encourages more sales. The U.S. Census Bureau reported that e-commerce sales now account for 5.9% of total retail sales, with that number rising 18% since the same period the previous year. Offering an advanced site search and navigation – one that returns the products visitors are most likely to want – can be the difference between engaged customers who buy or dissatisfied customers who bounce.

Additionally, the explosion of social networks like Pinterest, YouTube, Facebook, Twitter, Instagram, Vine and others has driven retailers to invest in marketing strategies that create content on these sites. In order to bring the “social” conversation into a site, it is increasingly important to include this content in site search results. Mobile commerce, driven by widespread tablet adoption, contributes to more sales with every passing year. Many retailers understand that site search optimized for a mobile device is now crucial to delivering a great user experience.

How crucial is site search to a site’s success? Since the early days of e-commerce, site search has been the favored method of finding products or information for many visitors. In recent years site search has become more sophisticated as user expectations have evolved. Site owners have seen that visitors who use the search box convert at a much higher rate and spend more per visit than those who don’t.

 Today, robust site search is not only a necessary element of a site but also one that retailers should feature prominently.

It’s worth the care and effort it takes to make site search as user-friendly as possible. When done well, site search will help improve your site’s user experience, engage visitors and convert browsers to shoppers.

The rise of Internet search engines can be credited with the growing demand for fast, easy-to-use search. Similarly, shoppers who are now comfortable searching the web are demanding user-friendly and relevant site search. When implemented correctly, site search can have a dramatic, positive impact on business.

For example, research from MarketingSherpa showed that site search users are almost three times more likely to convert than those who don’t. Practical Ecommerce says good search can easily increase conversions by 100%. Many SLI customers have found this to be true for them.

Consider this other research showing why it is extremely important for retailers to quickly provide visitors with the products they are looking for:

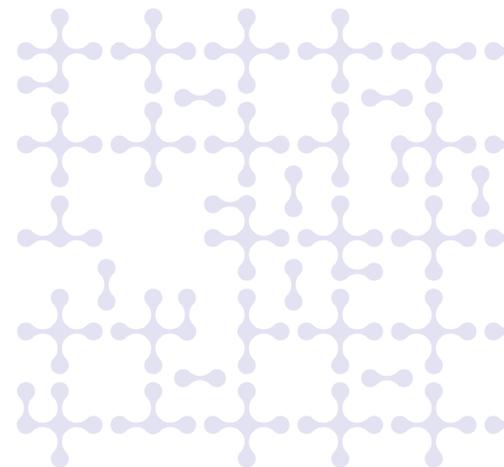
- MarketingSherpa found that 43% of visitors immediately go to the search box.
- E-Commerce Times found that 50% of users prefer to use a site's internal search engine, as opposed to simply navigating the site.
- MarketingSherpa's research suggests that visitors spend an average of eight seconds before deciding whether or not to remain on a site.

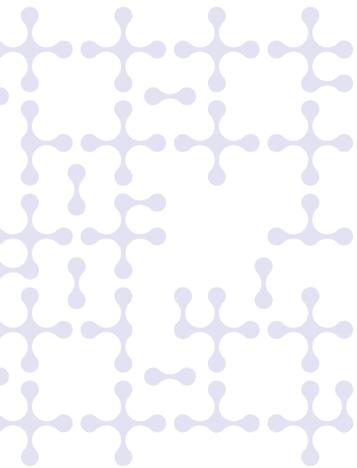
An effective site search solution can also be a gold mine of information. It can provide useful data about the terms people enter in your search box and which search terms are successful or not. This information can be used to improve the overall user experience, as well as other areas of your marketing – including merchandising, paid search and SEO.

 This e-book now contains more than 100 site search tips intended to guide you in creating a satisfying search experience for your site visitors – one that leads to improved conversions.

Keep in mind that these tips are applicable to a variety of sites, and what determines “the best user experience” for your site visitors will depend on your site, the types of products you sell, and your customer profiles and preferences. We recommend that you consider your customers before implementing any of these changes.

Customer expectations are evolving at a rapid rate so adapting to these ever-changing requirements is critical for success in an extremely competitive e-commerce environment. Since it's also important to provide a consistent user experience, testing can identify whether a feature can help or hurt your bottom line. Performing tests, whether A/B or multivariate, is the best method of identifying which tips will best improve your conversion rates.





Search box tips: a simple place to start

Position the Search Box at the Top

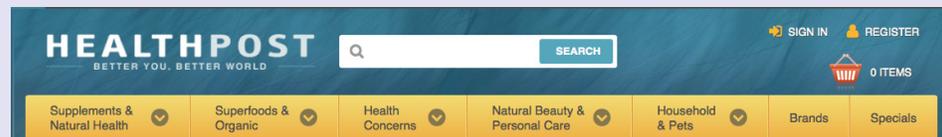
Have you noticed how Google, Bing and Yahoo! feature their search boxes prominently at the top of their pages? You should do the same on your site by positioning your search box “above the fold,” high up on the page. Visitors shouldn’t have to scroll down to be able to conduct a search; they don’t have the patience to look for the search box. At the top of the page, the search box is easy to spot and use, which lowers the likelihood that people will leave your site.

Make Sure Your Search Box Is Large

It’s important to design the size of your search box to meet the needs of your site visitors, so make sure your search box is large enough to contain most search phrases. For instance, if visitors on your site use long keywords to search, make sure the box can display the entire term so they can easily see what they have typed. Short or small search boxes make it hard to read a long search term, which will increase the likelihood that site visitors will spell it incorrectly. Misspellings can lead to “no results” and your visitors leaving your site.

In our research of top Internet retailers, we found the average size search box is approximately 245 pixels wide. Some retailers use a search box that automatically increases in size when visitors click on it, which is another option to consider. A large search box is also easily viewable and therefore more likely to be used by site visitors, which can translate into additional benefits, as users who search are more likely to convert than those who don’t.

Large Search Box Example



Make the Search Box Distinctive

Make sure the search box is distinctive from other input boxes. Don’t confuse visitors by placing the search box near other forms or boxes, such as email signups or registration for special offers. Given that site visitors expect to easily spot the search box – and given that they may abandon your site if they can’t find it – be sure to keep the search box prominently highlighted on a page. For example, in a newsletter-subscribe box, you may want to put the text “Your email.” This indicates that this box is expecting an email address, not a search term. Also avoid using merchandising images that look like a search box, such as text inside a small rectangular box.

Distinctive Search Box Example



Hard-to-Find Search Box Example





Where in the header do top retailers place their search box?

- 54% on Right Side
 - 30% in Center
 - 16% on Left Side

SLI's IR Top 50 Search Box Study March 2012

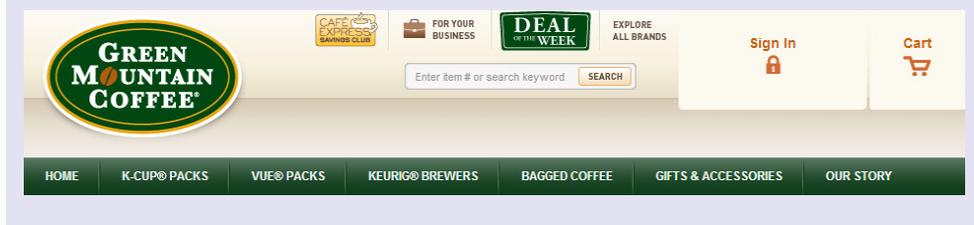
Test the Position of Your Search Box

Test different positions for the search box, and note which positions generate the most search traffic. SLI Systems customer Black Forest Décor took this approach, moving its search box from the right-hand upper corner of its site to the center. The online home décor retailer made other changes at the same time, including increasing the size of the search box, and found that site search revenue per customer increased 84% and the conversion rate for search increased 34%. An SLI study of top retailers shows 54% place their search box in the upper right corner, while 30% of them place it in the center. Only 16% place the search box on the left side, usually right underneath their logo. However, where you place your search box will depend on your site design, industry and visitors.

Right Search Box Position Example



Center Search Box Position Example



Offer a Search Box on Every Page

Placing a search box on every page of your site will make it easier for visitors to find the search box and use it wherever they are, without having to click back to find it on the home page. Keep the search box in the same location across all of your pages, so people know where to find it when they need it.

Include Text Prompts in the Search Box

Include text in your search box to help visitors recognize and use your site search. The most common phrases used are “Product Search,” “Search by Keyword or Item #,” “Enter Keyword/Product Code” or some variation of these. We encourage you to be more specific and engaging. For example, Footwear etc. suggests “site search examples: women’s shoes, black sandals, size 8.” Also make sure that this text is in a font size and type that makes it easy to read.

Text in the Search Box Example



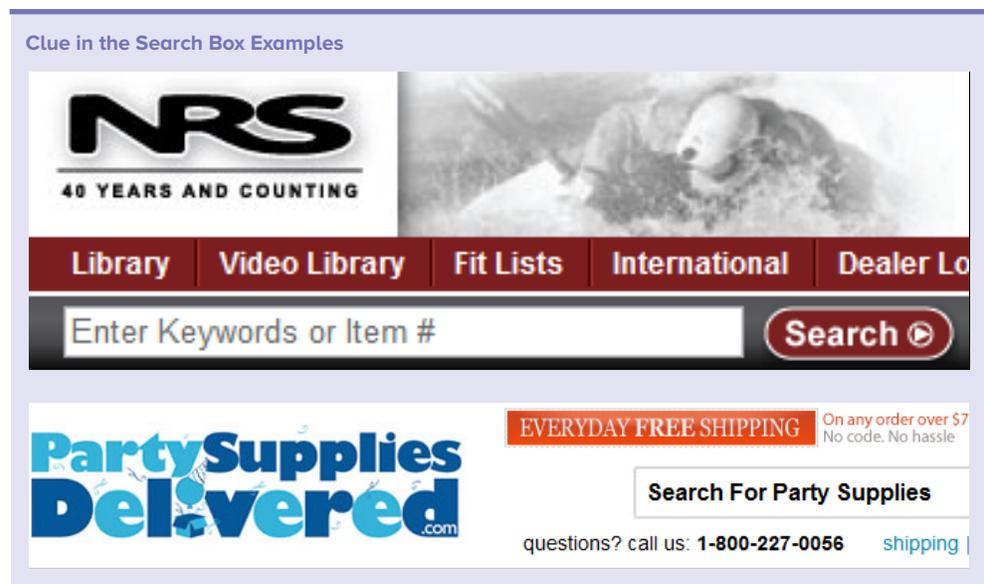
Label Your Search Button

Label your search button “Search,” “Find” or “Go,” or use an icon. The magnifying glass has become an established icon for search and is clearly recognizable by visitors. Some retailers use a combination of text and icon, such as a magnifying glass followed by the text “Search.” These recognizable labels will help visitors quickly identify the search box and provide a clear call to action.



Ensure Your Search Prompts Work Properly

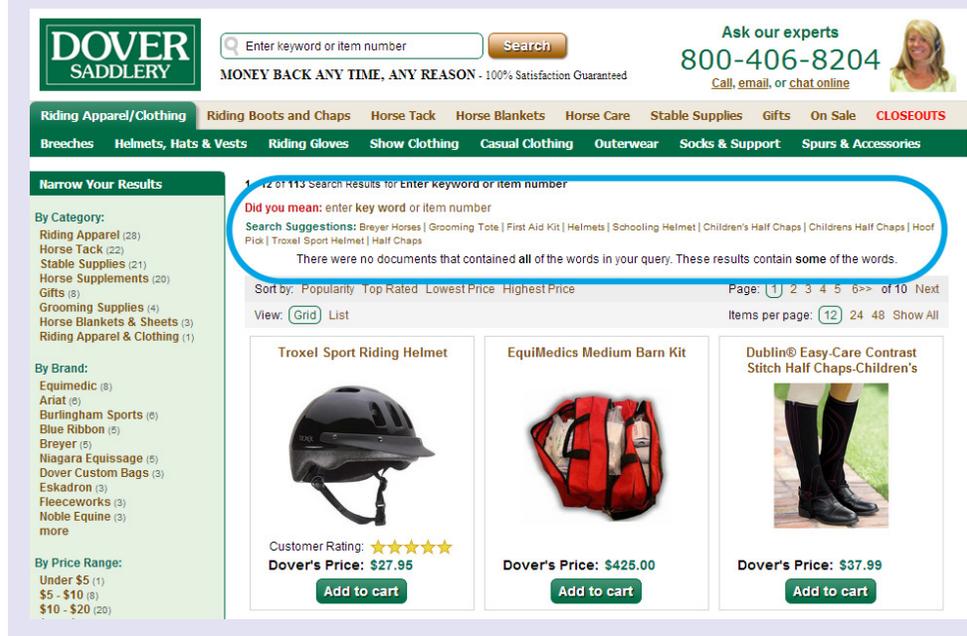
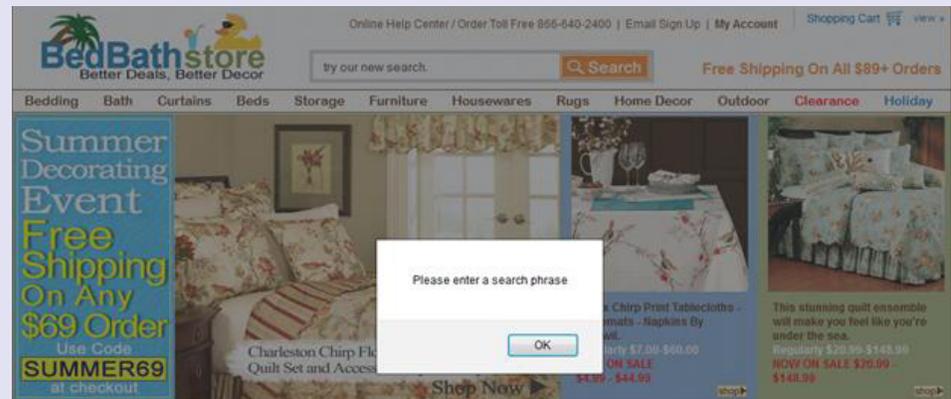
If you display a clue like “Search by Keyword or Item #” or an image in the search box, use JavaScript to make the clue disappear as soon as people click in the box and begin typing. Most modern browsers support this functionality natively, but for customers using older browsers, using Javascript will help them avoid having to delete prompts prior to typing in search terms. Sometimes people start typing before deleting the text and unconsciously enter jumbled letters, causing problems for the search results they’ll see. Ensure that your Javascript clears the prompt as soon as the user clicks in the search box, even if the page has not finished loading.



Handle Searches with No Text

If visitors click the search button without typing text into the search box, a sensible option is to prompt them to enter search terms, rather than not showing any search results. An alternative is to show them the most popular products on your site.

Handling Search with No Text Examples



Place the Cursor in the Search Box

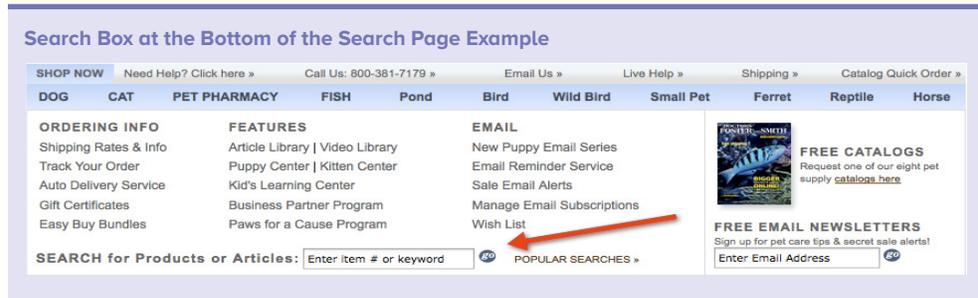
By putting the cursor focus in the search box, you make it faster and easier for your site visitors to start a search. Since searchers convert at a higher rate than navigators, by automatically taking visitors there you can increase the likelihood that they'll use the search box. If you decide to make this change to your site, be sure to allow keyboard shortcuts (like using the arrow keys to scroll up and down the page) to work as expected.

Allow Use of the "Enter" Key

Allow people to search by hitting the "Enter" key so you don't force visitors to click the "Search" button. When people are typing in the search box, their hands are on the keyboard. It's faster for them to simply hit "Enter" rather than move their hand to the mouse or touch pad to click the search button. Some people prefer and expect this behavior and will find it frustrating if the site doesn't work that way.

Show a Search Box at the Bottom of the Search Results Page

It's a good idea to add a search box at the bottom of the search results page. When visitors reach the bottom of the page, that often means they have not found relevant results and may want to do another query. Having another search box at the bottom of the page means they don't have to scroll to the top to enter a new query.



Add Auto Complete

Adding Auto Complete to your search box is a great idea. This feature suggests possible terms when visitors start typing the first letters of a keyword. Auto complete is especially useful for hard-to-spell searches or sites with a lot of different products. It also helps site visitors save time by requiring fewer keystrokes. In addition, spelling errors occur less frequently and spelling suggestions are required less often on sites with this feature.

The terms shown in the Auto Complete drop-down should be drawn from your site's most popular search terms that have good results. Ranking the terms by the most popular keywords can further increase clickthroughs.

Use Rich Auto Complete

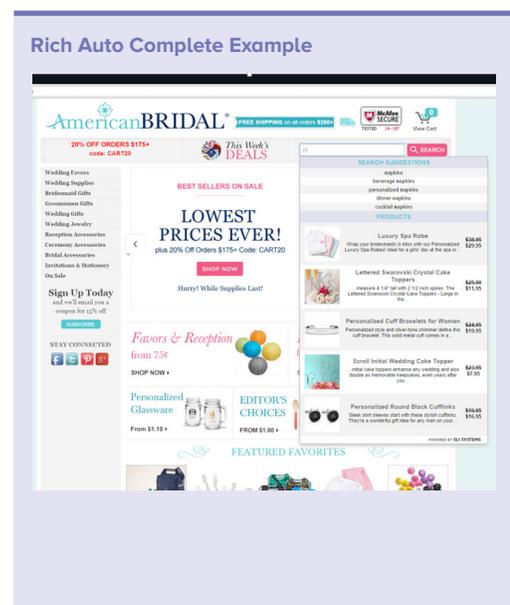
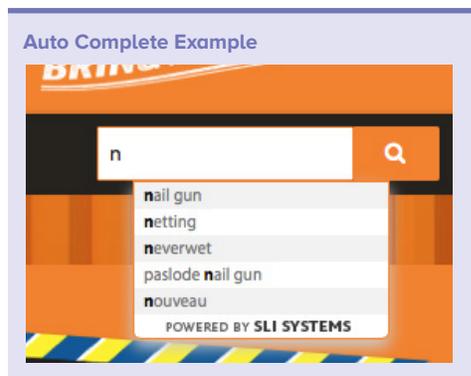
To help your visitors save even more time, Auto Complete can be enhanced to include details about the most popular products related to the suggested search terms. This feature, SLI Rich Auto Complete™, can display the name, image, description and price for the most relevant products. This functionality will help your visitors quickly identify products they are looking for and then navigate to them directly, skipping the search results page.

More Info: Case Study American Bridal:

Revenue per site visitor
increased by 400%

sl-systems.com/sites/
all/files/resource/
AmericanBridalCaseStudy.pdf

Some retailers that use Rich Auto Complete™ also use Auto Complete in the same drop down. To help users understand the difference between Auto Complete results (which will take them to a search results page for the keyword they select) and Rich Auto Complete results (which will take them directly to the product page), use different titles such as "Search Suggestions" and "Products."



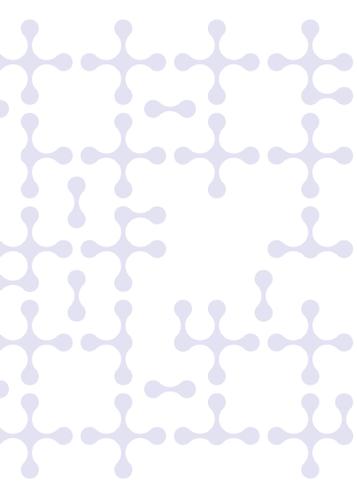


More Info:
Video Tip
**How to Get
The Most From
Site Search**

[sli-systems.com/resources/
video-tips/tips-how-get-most-
site-search](https://sli-systems.com/resources/video-tips/tips-how-get-most-site-search)

Make Your Search Box Always Visible

People who search on a site convert at a higher rate than people who don't search, so it's worth your while to figure out how you can encourage more people to search. One way of doing this is to ensure your search box is always visible to your visitors. Making it float, where it always appears at the top of the page as visitors scroll down, can be helpful if you allow users to see 100 or more items per page or if you enable infinite scroll on your search results page. Make sure to keep the floating bar small so it is not intrusive. SLI customers that have tested this have seen some dramatic improvements in revenue per visitor by adding the floating search box.



Relevance: ways to develop the relevance of site search results

Of all aspects of site search, relevance is most critical. Relevant results contain what the searcher is looking for. If you can ensure relevance, your visitors won't need to sort, filter, paginate or perform a related query. However, relevance is one of the most difficult aspects of search to get right. Here are some tips we've found to help with developing relevance:

Don't Place Search Results in Alphabetical Order

While it might be a logical way for site visitors to scan results, alphabetical ordering usually has no relation to the relevance of the results. Sometimes it makes sense to offer alphabetical as a sort option.

Observe User Behavior to Improve Relevance

Use the behavior data of your visitors to improve the relevance of search results. By examining search data, you can learn that visitors who enter a given search term are likely to click on specific products. A good site search solution can rank these products at the top of search results, making the results more relevant and therefore making it easier for all visitors to find the results they seek.

Exercise Control over the Results that Matter to Your Business

Manually control the results when you want different items at the top than what is returned by your search engine. For instance, you can merchandise results by placing sale or promotional items at the top of search results. A robust search solution should allow you to reorder search results as needed to promote products.

Jump Directly to a Results Page when You Know the Answer

Use redirects when you want to take visitors to a particular page on your site, rather than showing search results for a query or class of queries. For example, if there is only one result, it may make sense to take the visitor directly there, rather than showing them the search results page. Another example is when visitors type in specific product or SKU numbers – in this case it is common to take them directly to the product page. You may also want to set up rules for specific words; for example, when visitors search for "returns," take them straight to the page that describes your returns policy. Using redirects in this way means visitors can view one less page than they would otherwise need to, which typically leads to an overall improvement in the usability of your site.

Don't Let "No Results" Pages End the Journey

No results pages can often cause users to abandon your site. Here are some ways to keep them engaged.

1. For multi-word queries, show results for some of the words in the phrase if there are no results for all the words entered. Clearly show a message saying something like, "There were no results that contained all your words, but here are results that contain some of your words."
2. Have a list of popular queries on the site, such as a tag cloud. There is a chance that one of these may have been what the searcher is looking for. The nice thing about popular search queries is that they are in the language of your visitors and are likely to resonate with a visitor who is getting no results.

No Results – Tag Cloud Example

HOME / SEARCH RESULTS

Search was unable to find any results for "vintage jewelry", you may have typed your word incorrectly, or are being too specific. Try using a broader search phrase or try one of our most popular search phrases.

Tanzanite Rings Diamond Cluster Rings Diamond Bracelets
3 Stone Rings Ruby Rings Sapphire Rings
Diamond Tennis Bracelets White Gold Engagement Rings
Amethyst Rings Mens Diamond Rings Platinum Engagement Rings
Eternity Rings
Diamond Solitaire Pendants
Blue Sapphire Rings
Diamond Necklaces Half Eternity Rings
Emerald Rings Diamond Earrings
Diamond Stud Earrings Diamond Rings

3. If there are no results on the "no results" page, be sure to have text explaining that no results were found and suggest entering another query. Additionally, consider showing popular products. One of these might be what your customer is looking for. You should make it clear that these aren't the results for the query or it could be confusing.

No Results – Popular Products Example

Cameras & Electronics Since 1979 [Click to Chat](#) Search:

DIGITAL CAMERAS • PHOTOGRAPHY • VIDEO • TELEVISIONS • HOME AUDIO • DJ/PRO AUDIO • GPS • HOUSEWARE • FITNESS • CLEARANCE

Home 33 516 918

Did you mean: **camera**

Popular Searches:

- [Point And Shoot](#)
- [Televisions](#)
- [Nikon D5100](#)
- [D5100](#)
- [Nikon D7000](#)
- [D7000](#)
- [Laptops](#)
- [Nikon D800](#)
- [Small Appliances](#)
- [T4i](#)
- [Gps](#)
- [Camcorders](#)
- [T3i](#)
- [Ultrason Hfi 780](#)
- [Nikon Coolpix L810](#)
- [Air Conditioner](#)
- [Home Audio](#)

Popular Products:

<p>Nikon D7000 DX-Format Digital SLR Camera Body</p> <p> 4.8 38 Reviews 8 Questions View Product Details</p>	<p>Nikon D5100 Digital SLR Camera - Body Only</p> <p> 5.0 1 Review View Product Details</p>	<p>Nikon D5100 Digital SLR Camera With 18-55mm VR Lens</p> <p> 4.6 11 Reviews 4 Questions View Product Details</p>
--	---	--

4. If there are common queries with no results, consider showing a keyword-specific banner for these queries. For example, if someone is searching for a product that you don't stock, but you do have an alternative, your banner could say: "We don't have this product. Here are some alternatives."
5. Have a spell checker to suggest the correct spelling and show it as a link. Alternatively, the spell checker could automatically take visitors to the search results page for the term with the correct spelling, telling them that it has done so.
6. If you have a call center, it is a good idea to include your phone number. Also provide a link to your Live Chat service if you have it. While we don't recommend interrupting your users' online experience, offering a way to contact your customer service team can help them find what they need.

More Info:
Video Tip
No Results Page

sli-systems.com/resources/video-tips/no-results-page

No Results – Phone Number Example



We're sorry...

Search was unable to find any results for "discover", you may have typed your word incorrectly, or are being too specific. Try using a broader search phrase or try one of our most popular search phrases.

Did you mean:
discover

Try searching again for:

Need help? Call us at 1-800-381-7179 and we'll try to help you find what you are looking for.

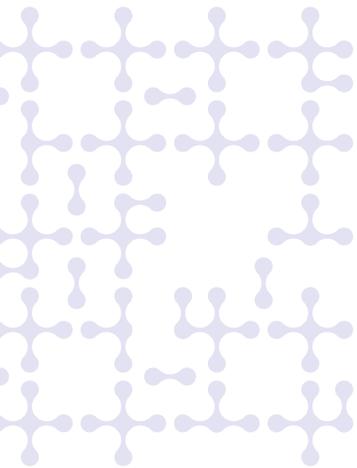
Learn from Searches with No Results

Sometimes the language customers use does not match your product descriptions; slang, international differences and using brands as product names (e.g. Kleenex instead of tissue) can cause no results to be returned for a query. Identifying these terms and creating synonyms can help take users to the products they are looking for. If customers are searching for items or brands that you do not carry, you can also consider this when looking at how to improve and expand your product catalogue.

Exercise Caution when Using Global Factors

Global factors that can affect an entire group of products (e.g. margin, price, or best sellers) should be used with caution to influence result rankings. Retailers sometimes use global factors, to promote certain products or highlight a sale. However, by using global factors you're impacting the relevance of the search results, which might make it harder for visitors to find the exact products they seek.

Say you want to promote higher margin items and put in a ranking rule to push these to the top of the results. If done carelessly, a search for "laptop bag" might result in a high-margin laptop computer appearing at the top. It's vital to show results that are relevant for the keyword that has been typed in.



Non-product content tips: tips to improve your search content

Many sites will only search their core content, such as articles on a news site or products on an e-commerce site. However, additional types of content such as blogs, videos and installation guides can provide valuable insight into your products and further influence a visitor's purchasing decision. For the best user experience, make this content accessible through search.

Make All Content Easily Accessible

There are a number of ways you can present the various types of content you offer, such as adding tabs to search results or showing different types of content on different parts of the screen. Whichever display option you choose, make sure the most important content, such as products for sale, is the default content displayed and highlighted in the search results.

Easily Accessible Content Example

The screenshot shows the Dr. David Williams website interface. At the top, there is a search bar with the text "pain" and a "SEARCH" button. Below the search bar is a navigation menu with options: Home, SHOP Vitamins & Supplements, VIEW Health Advice, CONNECT with Dr. Williams, and Special Offers. A prominent banner reads "Limited Time 2 FREE Bottles on ALL Supplements". The search results are titled "Search Results for 'pain'" and include tabs for Products (8), Blog (12), Articles (84), FAQs (14), and Social Media (3). The results are displayed in a grid view, sorted by popularity, with 12 items per page. The results include Periva (30 capsules), Periva PM (30 capsules), Reversing Digestion Misery Report, and Penetran Plus 2.5 oz Cream. A "Filter Results" section on the left lists ingredients like Ammonium, Aniseed Myrtle, Boswellia Extract, Bovine Cartilage, Bromelain, and Celery. Search suggestions include Sleep, Periva, Curcumin, Penetran, and Melatonin.

Show Videos in Search Results

Recent studies show that how-to videos or product-highlighting videos can increase conversion rates and make customers more confident in their online purchase decisions. More retailers now make videos a key component to their merchandising strategy. Videos should be easy to find and play directly from search results.

One client reported that people who watched on-site videos were twice as likely to purchase. When videos could be viewed directly from search results, it increased the number of views by 80%.

To indicate that a video is available, consider adding a video graphic as a ribbon overlay to the product image. You can also include a video thumbnail graphic with a play button below the product image. In the example below from The Diamond Store, you can see a video badge on the right corner of the product image.

Video Graphic Example

The screenshot shows the website interface for 'the diamond store LONDON'. The search bar contains 'blue sapphire rings'. The search results page displays three product listings:

- SAPPHIRE 0.80CT AND DIAMOND 0.50CT 18K WHITE GOLD RING**: Price £1263.00 (or £18.53 p/m)
- PLATINUM SAPPHIRE 2.30CT AND DIAMOND 1.00CT RING**: Price £2583.00 (or £37.90 p/m). This product has a video badge on its image.
- SAPPHIRE RING 1.00CT AND DIAMOND 18K WHITE GOLD RING**: Price £799.00 (or £11.72 p/m)

The detailed view of the Platinum Sapphire ring shows a price of £2583.00 (or £37.90 p/m) and a 'SALE' badge. It also features a 'COMPARE (UP TO 4)' button and a '1 Review (100.00%) ★★★★★' rating. A video badge is visible in the top right corner of the product image.

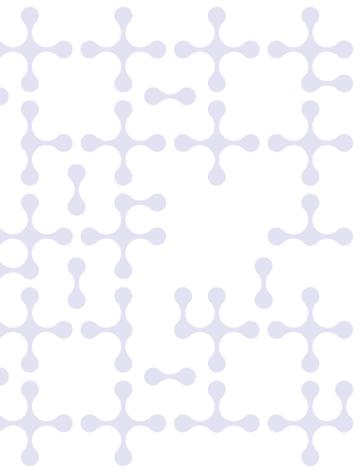
Include Content from Your Social Media Sites

If you have expanded your online presence with social media sites like Pinterest, YouTube, Instagram, Facebook and Twitter, some of your best content may now be hosted on these sites. You are also likely to find some of your best user-generated content and customer advocacy for your products on such sites, including users who Pin their favorite items or who create and post shopping haul videos, where they un-package and review the products they purchased. Consider having your site search engine catalog this content to include in search results. This makes the content on these networks searchable and also highlights that you are active on those social networks. It may also encourage visitors to engage with you on these networks.

In the example below, e.l.f. Cosmetics displays content from its video tutorial library, blog, beauty magazines and social networks in separate tabs.

The image displays two examples of e-commerce search results pages. The top example is from e.l.f. Cosmetics, showing a search for 'eyeliner'. The navigation bar includes tabs for 'MAKEUP', 'TOOLS', 'GIFTS', 'BEST SELLERS', 'NEW', 'SHOP BRAND', 'STUDIO', 'MINERAL', 'ESSENTIAL', 'CRYSTAL', and 'BEAUTY BUNDLE'. The search results are categorized into 'PRODUCTS (44)', 'AS SEEN IN (30)', 'VIDEO (20)', 'SOCIAL BUZZ (169)', and 'BEAUTY BLOG (77)'. The bottom example is from Adore Beauty, showing a search for 'products'. The navigation bar includes tabs for 'Skin Care', 'Makeup', 'Hair', 'Fragrance', 'Bath & Body', 'Organic', 'Men', 'Gifts', 'Shop By Brand', 'Show Me the Best...', 'Reviews', 'Forum', and 'Beauty IQ'. The search results are categorized into 'Products (4550)', 'Discussions (5225)', 'Articles (486)', and 'Social (1761)'. Both examples demonstrate how social media content is integrated into search results.

While some sites group non-product content under a single tab, it works especially well to use separate tabs for different search result types – product results, videos, social media, etc. In the example above from Adore Beauty, visitors are shown matching product results as well as results from social media, discussions and articles.



Search results page tips: tips to improve the site search results page

Maintain a Consistent Look and Feel

Search offers an opportunity to communicate your company's brand. Maintain a consistent look and feel by making your search results pages match the design of the rest of the site. Such consistency helps reinforce brand messages and creates a positive experience for your customers.

Ensure Results Pages Are Generated Quickly

It is important to ensure speedy delivery of search results pages, as slow-loading results will have lower conversion rates. Not only will time-constrained visitors flee to other sites, but slow pages can also severely impact your company's reputation and leave the impression that your site – and business – are poorly managed. Higher bounce rates may also negatively impact your site's SEO ranking.

Talk to your IT team or search provider to explore ways of increasing search speed, such as ensuring that images are properly formatted and systems are running as efficiently as possible.

Consider Using AJAX

AJAX technology speeds up the display of your search results by eliminating the need for a full-page refresh after each refinement, reordering, view change, next page or subsequent search. When using AJAX, a request is sent to the server in the background, and only the required data is sent to the browser. The result is a faster, smoother search experience. Motorcycle Superstore saw a 20% increase in conversion rate when they switched to an AJAX search.

Keep the Search Term in the Search Box

Once on a search results page, consider keeping the search term in the search box to make it easy for site visitors to modify a query. Sometimes people want to add a word or two to the original search term to see slightly different results or correct a spelling mistake. Leaving the term in the search box makes doing so easier.

Show a Breadcrumb Trail

A breadcrumb trail will show the search term and any search refinements the visitor made at the top of the page. Such a trail helps visitors understand where they are and how they arrived at their current page. It also makes it easy to remove search refinements and return to a broader range of results. Breadcrumbs take up very little space and are a standard navigational element.

In the example below from Dooney & Bourke search refinements appear in the breadcrumb in the order they were selected after the original search term. A click on the small [x] next to each refinement removes it.

More Info:
Search Tip
Inside Search
www.internetretailer.com/2010/03/31/inside-search

Breadcrumb Example

DOONEY & BOURKE Cart Orders Profile Login Register

Home | Handbags | Accessories | Dooney Exclusives | New Products | Favorites | Under \$100 | Specials | **easy pay**

Find it on dooney.com:

1 - 12 of 13 Search Results for handbags > Red[x] > Fabric[x] > \$150 - \$200[x]

All Products View: Grid | List Sort by: popularity | lowest price | highest price

Search Suggestions: Drawstring | Satchel | Barrel | Dillen | Florentine Satchel | 1975 | Janine | Drawstring Handbag

Shop By

- In Stock (13)
- On Sale (2)

Category Handbags (13)

Collection

- Nylon (7)
- DB Stripes (3)
- Fabric (2)
- Casbirolet (1)

Color show all

- Red (13)
- Black (32)
- Beige (24)
- Blue (20)
- Brown (16)
- Green (11)
- more

Material show all

- Fabric (13)
- Leather (10)
- Poly-Vinyl Fabric (1)

Florentine Mitchell Bags

free STANDARD SHIPPING on orders of \$100 or more continental US only

DB Stripes Small Handle Drawstring	Nylon Medium Pocket Sac	Nylon Backpack	Nylon Editor's Tote
\$198.00	\$188.00	\$195.00	\$198.00

Personalize with Search History

By storing visitors' recent searches and presenting them when they return to the site, you can improve your site's search usability. Using search history personalizes the shopping experience and helps visitors find previously viewed items. If you offer this feature, add simple controls so visitors can delete the recent searches if they wish.

The screenshot shows the eFaucets website interface. At the top, there's a search bar with the text "handles" entered. Below the search bar, there are navigation tabs for various product categories like Faucets, Sinks, Kitchen, Bathroom, Fixtures, Accessories, Showers, Lighting, and Brands. A promotional banner for "FREE SHIPPING and NO SALES TAX" is visible. On the right side, there's a "Recent Searches" box containing a list of search terms: "handles", "brass", "gold", and "faucets", with a "Clear List" link below them. The main content area shows search results for "handles", with a "View: Grid | List" option and a "Sort by: popularity | lowest price | highest price" dropdown.


More Info:
Video Tip
Search History
[sli-systems.com/resources/
video-tips/search-history](http://sli-systems.com/resources/video-tips/search-history)

Don't Offer Too Many Results on the Page

It is important to show as many results as possible above the fold, but cramming too many results on the overall page increases its size and loading time. If you have more results below the fold, then visitors have to scroll down and it's harder for them to see which items match their interests. After scrolling down, the options for refining and sorting end up disappearing off the top of the page, becoming less accessible. If you're unsure how many results to put on a page, we recommend trying out various options and testing how each version performs.

Allow Visitors to Select the Number of Results Per Page

Another common search practice is letting users determine how many results are displayed per page. Some visitors like to have lots of results on the page so they can browse through them without clicking through different pages. We recommend providing an option to show more or fewer results per page with either a drop-down box or link.

The screenshot shows a product listing page with a "Select Number of Results Example" header. At the top, there's a "Sort by: popularity | lowest price | highest price" dropdown and a "View: Grid | List" option. Below this, there's a pagination control showing "Page 1 | 2 | 3 | 4 | 5 | 6 >> of 14 | Next | 317 items Show". A dropdown menu is open, showing options for the number of items per page: 24, 24, 72 (highlighted), and 108. To the right of the dropdown is a "View Checked Items" button. The main content area displays three product images: a pair of roller skates, a pink visor with a large flower, and a plaid bucket hat.

Offer a Clear Way to Get to the Next Page

Many sets of search results span more than one page. Help your visitors get to the next page by placing clear pagination controls at the top and bottom of the search results. In the example below from BedBathStore.com, the graphic arrow placed beside the word “Next” makes it easy to advance and the large numbered graphics clearly indicate which page the visitor is on.

Note: On the first page of results, it doesn’t make much sense to have pagination at the top because visitors are very unlikely to want to go to the next page of results without looking at the results on the first page. Include these controls on the second and subsequent pages so users can easily return to the previous-viewed pages.

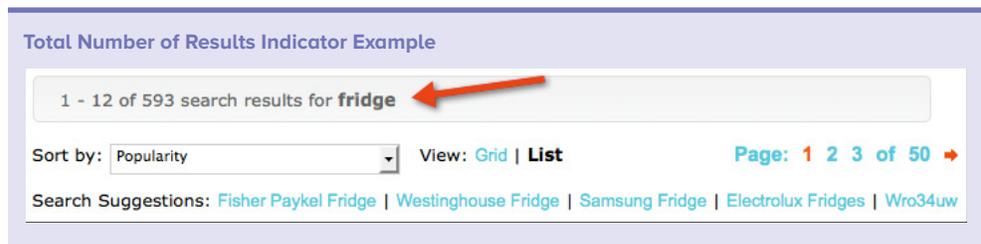


Show the Total Number of Pages

Help your visitors understand how many pages of results their search produced by placing this number close to the pagination controls. If there are just a few pages of results, your visitors may decide to browse them all. However, if there are a high number of pages, your visitors can choose to narrow the results using the search refinements or suggestions, or by entering a more specific search phrase.

Show Total Number of Results

Another best practice is to show the total number of results on the results page so visitors know how many are available. If the search term yields a large number of results, it may serve as a signal to narrow their search or click a refinement option.



How to Handle Out-of-Stock Items

There are a few different approaches to consider for handling out-of-stock items.

1. Demote the out-of-stock items so they appear lower in the search results, meaning customers will see in-stock products first.
2. Don’t show out-of-stock items in the search results at all.
3. Show out-of-stock items where they would normally appear in the search results, but indicate that they are out of stock.
4. Allow your visitors to filter the results to only see in-stock items. Keep this filter on by default so visitors don’t see out-of-stock items when they first arrive.

Offer Infinite Scrolling

The resistance to scrolling down a page may disappear, as popular sites like Facebook and Twitter have introduced AJAX technology to their pages. These additions automatically load more results as visitors reach the bottom of a page. This same technology certainly speeds up the experience for those who prefer to use search as a way to browse a site. It might eventually spell the end of pagination. However, as mentioned above, some users may be overwhelmed with too many results on the page. We highly recommend testing infinite scroll to see if it is a good fit for your customer base.

With infinite scroll you may also have to reconsider the layout of your page – items that are commonly found at the bottom of pages such as links to social sites or other navigation options will not be visible if you have a large number of results. If you use floating left navigation, add a few links that you would find in the header to the floating left navigation so the options are not lost. You should also add the option to shoot back up to the top of the page via an arrow or something similar that stays persistent in the bottom right of the page.

Use Floating Refinements

If you do consider adding infinite scrolling, it's a best practice to also implement persistent, or floating, refinements. These refinements will continue to "float" alongside product results onscreen during scrolling, so shoppers continuously see options to narrow their results.

Example of Floating Refinements

Refine Results

- + PRICE RANGE
- + GENDER
- CATEGORY
 - Fitness Swimwear
 - New In
 - Swimsuits
 - Swimwear
 - Brands
 - Accessories
 - Training Swimwear
 - Chlorine Resistant
 - Junior Swimwear
 - Performance
 - Speedo
 - Maru
- BRAND
 - Adidas
 - Arena
 - Dolfin
 - Fashty
 - Funkita
 - Funnies
 - Invisibobble
 - LoveSwim
 - Powerbreathe
 - Speedo
 - Stretchcordz
 - Turbo
 - Uglier
 - WIN
 - Zoggs
 - Aqua Sphere
 - Beco
 - Dryrobe
 - Finis
 - Funky Trunks
 - Goat Gear
 - Kiefer
 - Maru
 - Smack Swim
 - Splash About
 - SwimFin
 - Tyr
 - Vorgee
 - Zoggs

Product Grid:

List Price: £39.99 £31.99	List Price: £19.97 £14.99	List Price: £30.99 £28.99	List Price: £34.47 £26.97	List Price: £26.99 £22.99
List Price: £30.99 £28.99	List Price: £40.99 £38.99	List Price: £40.99 £38.99	List Price: £16.99 £10.99	List Price: £26.99 £24.99
List Price: £30.99 £28.99	List Price: £40.99 £38.99	List Price: £40.99 £38.99	List Price: £16.99 £10.99	List Price: £26.99 £24.99

Show Search Suggestions

It is good practice to show search suggestions on the search results page. Search suggestions are terms that are related to the term that has been entered and can give people additional ideas for what to search for. Our clients often display search suggestions at the top of the page and at the bottom of the page below the search results. According to our own research, about 25% of site visitors will click on a search suggestion.

Search Suggestion Examples

Search Suggestions: ceramic curling iron | solia | professional curling iron | 5 8 curling iron | solia flat iron | solia tourmaline ceramic ion flat iron | flat iron | ceramic tools | babylliss | hot tools curling iron

Choose a Format for Displaying Results

One of the issues you'll face when designing your search results pages is whether to display your search results in a grid or list view or combinations of both types.

A grid view is typically used for product searches. Depending on the size of the images, you can display three, four or five images across the page, which allows for many products to be shown above the fold. Another way to show grid view is to feature only two products with larger images per row with very little text.

In a list view, you can provide a more in-depth description of the product with information such as category, shipping, ratings, number of reviews, etc. In a hybrid view, products are displayed in a smaller grid, thus showing more products than in list view, but offering more information than a standard grid view.

Some people respond better to a list format, while many prefer to see results in a grid. Others like a hybrid of both. Conduct A/B testing on your site to determine which view generates the best return. Then decide whether you want to let site visitors pick the format they prefer or only present a single view. Sometimes the additional flexibility increases overall conversions; other times it clutters the page and decreases conversion rates. As always, test to find out the best option for your site.

Grid View Examples

SEARCH RESULTS
15 items matched your search.

Home > 1 - 12 of 15 Search Results for: button down shirt

Sort By: Relevance | What's New | Price: Low to High | Customer Ratings | Product Name

VIEW: [Grid View Selected]

CATEGORY

- Women's Fashion (4)
- Shoes & Accessories (1)
- Girls' Clothing (1)
- Clearance (13)

PRICE RANGE

\$10 - \$100

SPECIAL SIZE

- Petite (7)

COLOR

- Blue (8)
- Pink (5)
- White (4)
- Gray (3)
- Red (3)
- Black (2)
- Green (2)
- Multi (2)
- Brown (1)
- Natural (1)
- Purple (1)

Casual Cotton Shirt
FURTHER REDUCED
★★★★☆ (31 Reviews)

Favorite Cotton Shirt
★★★★☆ (35 Reviews)

Ray Ban Junior RJ 9052S
Retail Price: \$69.00
Our Price: \$48.99

Ray-Ban Junior RJ 9041S
Retail Price: \$69.00
Our Price: \$48.99

Ray Ban RB 4164 - Polarized
Retail Price: \$165.00
Our Price: \$148.99

Related Searches: Ray Ban Junior | Ray Ban | Junior

Ray Ban RB 4164
Retail Price: \$140.00
Our Price: \$126.99

Ray Ban RB 3466
Retail Price: \$150.00
Our Price: \$135.99

Ray Ban RB 4174
Retail Price: \$145.00
Our Price: \$130.99

Related Searches: Womens Polarized Raybans

Related Searches: Ray Ban

Related Searches: Ray Ban | 4174 | Rb4174 | Polarized Ray Ban

List View Example

	<p>CoQ10 Wrinkle Defense Night Cream by Avalon Organics ...source for cellular renewal and smooth, firm skin. As you age, your natural level of CoQ10 diminishes and your skin begins to show the signs of aging, such as fine lines, wrinkles and loss of elasticity. Supplementing your skin with Avalon Organics CoQ10 Skin Care helps defend against this aging process. Your Price \$19.94 Qty <input type="text" value="1"/> <input type="button" value="Order"/></p> <p><input type="checkbox"/> compare</p>	1.75 oz
	<p>Ultra RejuveNight with Melatonin, DHEA and Progesterone by Life Extension Great skin doesn't have to be a dream. You can make it a reality with Ultra RejuveNight with Melatonin, DHEA and Progesterone from Life Extension. It's a nightly facial cream that moisturizes your skin and keeps it looking healthy and revitalized. Life Extension conducted research to learn how to increase... Your Price \$31.50 Qty <input type="text" value="1"/> <input type="button" value="Order"/></p> <p><input type="checkbox"/> compare</p> <p>Related Searches: Dhea Progesterone Dhea Cream</p>	2 oz
	<p>Hyaluronic Acid Day Creme by Derma E ...formulas are the rehydrating, age-defying answer to your skin care needs. These luxurious formulas nourish, tone and deeply hydrate for a smoother, more youthful appearance. They reduce the appearance of fine lines and wrinkles, and leave your skin firmer, younger-looking, vibrant and healthy. Hyaluronic... Your Price \$20.36 Qty <input type="text" value="1"/> <input type="button" value="Order"/></p> <p><input type="checkbox"/> compare</p> <p>Related Searches: Hyaluronic Acid</p>	2 Oz

Hybrid View Example

Home > All Products

Your search for "All Products" returned 4206 results

Category

- > Computers & Tablets (913)
- > Mobiles & Wireless (821)
- > Printers & Office (677)
- > Promotions (633)
- > Audio & MP3 (630)
- > Home & Security (384)
- > more

Price Range

Select a price band

- > Under \$25 (1450)
- > \$25 - \$50 (999)
- > \$50 - \$100 (789)
- > \$100 - \$200 (478)
- > \$200 - \$300 (153)
- > \$300 - \$400 (76)
- > \$400 - \$500 (44)
- > \$500 - \$1000 (145)
- > Over \$1000 (72)

Or select a price range

Sort By: Popularity | View by: List Grid Grid Grid | Select up to 3 products and Compare | Showing items 1 - 40 | Show 20 | 40 | 60 | 1 | 2 | 3 | Next Page >>



Model #: B00CTUL738
Catalogue #: TA7007

Availability: Home Delivery Click & Collect

Related Searches: [Kindle](#) | [Kindle Paperwhite](#) | [Ereader](#)

Kindle WiFi Paperwhite Next Gen

★ ★ ★ ★ ☆ Compare
4.2 out of 5

The Kindle Paperwhite features a patented built-in light evenly illuminates the screen to provide the perfect reading experience in all lighting conditions. It has 25% better contrast for sharp, dark text and 62% more pixels for unsurpassed resolution.

Home Delivery Click & Collect

FREE DELIVERY \$179

In Stock: Normally delivered within 3-5 business days

Home Delivery Click & Collect

FREE DELIVERY \$179

In Stock: Normally delivered within 3-5 business days



Model #: TB512-16G
Catalogue #: TA7017

Availability: Home Delivery

Related Searches: [Tablet](#) | [Android Tablet](#) | [Micro Sd Card](#)

DGTEC 7" Android Tablet

★ ★ ★ ★ ☆ Compare
4.0 out of 5

Play games, music and videos, browse the Internet, access your e-mail and view photos with this stylishly designed, lightweight Android tablet.

Offer ends 28-Sep-14

Home Delivery

HOT \$39 SAVE \$60.00

In Stock: Normally delivered within 3-5 business days

Home Delivery

HOT \$39 SAVE \$60.00

In Stock: Normally delivered within 3-5 business days

Retailers traditionally use the text "View: Grid | List" as a clue to allow users to switch back and forth from one view to the other. However, more retailers now include both text and graphic icons for search view controls.

List vs. Grid View Example

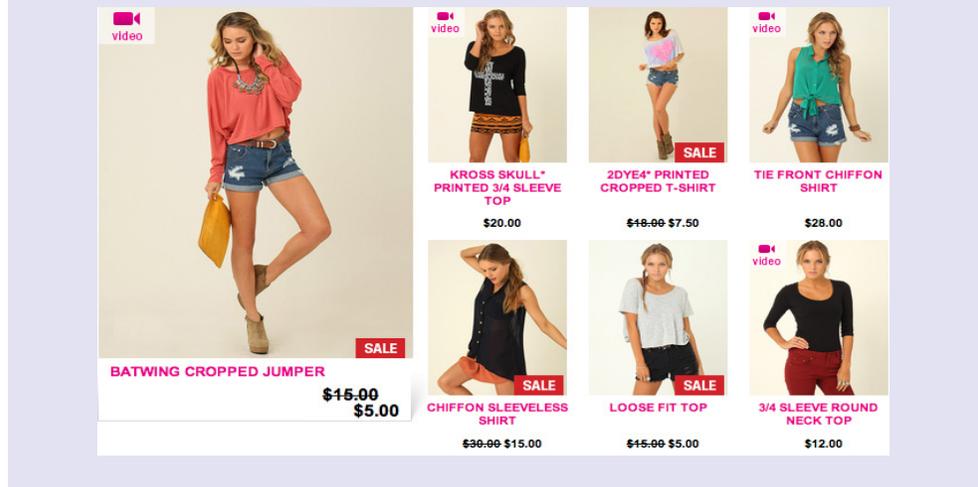
View:  Grid  List

Highlight the First Search Result

One trend in displaying search results is to make the first image in a search result larger than the other results. If your site search is optimized to ensure relevant results, the first image should be of greatest interest to visitors. This format seems to work best in a grid view rather than a list view and is popular with fashion and apparel sites.

What's nice about a larger first image is it allows the merchant to show more details of the item up close, such as fabric, color swatches and other details about the product. The rest of the products on the page typically have a QuickView Window option, which allows people to see a larger image of other items.

Enlarged First Result Example



You can use icons to allow visitors to choose the layout that works best for them. In the example below, visitors can choose between list view and various grid views, one of which shows an enlarged first result.

View Variable Grid Example



A/B test to see if enlarging the first result is the best option for your site, and remember that this tip only works if you're sure that you can deliver highly relevant search results.

Allow Variable Column Layouts

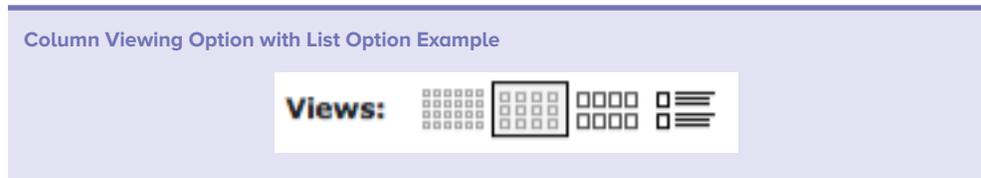
If you offer your visitors the option of seeing results in a grid, you'll need to decide how many columns of items you will display.

This issue is even more important as an increasing number of shoppers use tablets to shop. Offering variable column layouts allows visitors to enjoy their preferred layout, whether shopping on a desktop, laptop or tablet.

More columns means that more product results will be shown above the fold; however, you will be restricted in the amount of information you can display. Fewer columns allow you to display more product information and larger product images. We suggest letting your customers decide by allowing them to choose the number of columns.

On one hand, providing this option allows you to offer your users a more personalized and empowering experience. Some like to control every aspect of their shopping experience. On the other hand, some users may find that it just gets in the way. Testing will help you determine your best course of action.

Shown in the example below, clothing retailer Boden gives its visitors four icons representing their grid view options. The default is a five-column layout that includes product names, prices and color swatches.

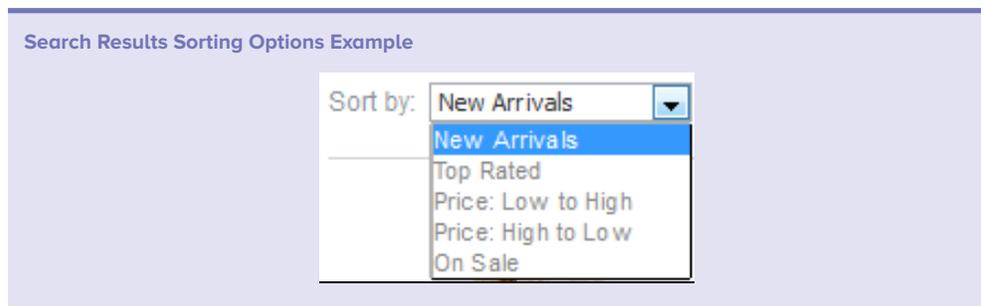


Boden provides a six-column layout without any product information for those who want to see more search results on a page. For customers who want to browse larger images, Boden provides a four-column layout with the product name, price and color swatches. Boden also provides a list view option with more product descriptions.

Allow Results to Be Sorted in Different Ways

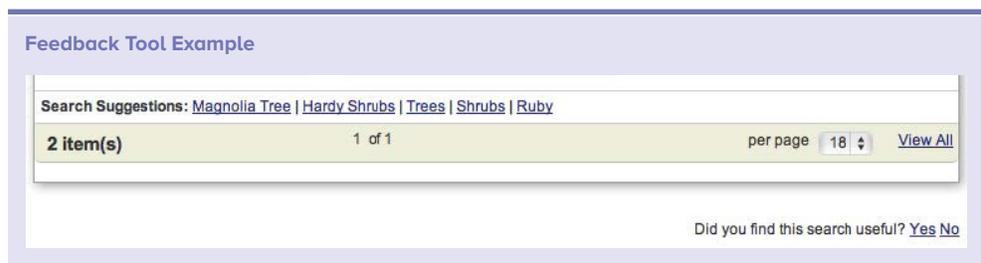
Most advanced search engines let users sort results by multiple criteria. By default, SLI Learning Search™ sorts results according to popularity, based on what's been clicked on most by previous visitors. This allows the engine to place the most relevant results at the top of the search results.

Your visitors may want to sort results by price, date added, brand, star rating, alphabetical order or something else. A new measure of popularity that your visitors may consider is the number of Facebook Likes or Pinterest Pins a product receives. Choose the options that are most appropriate for the content on your site.



Enable Visitor Feedback

It's a good idea to ask your visitors for their input and feedback. Your visitors often have ideas about how you can make it easier for them to find what they're looking for or make their site experience more enjoyable and engaging. You can solicit feedback by conducting user testing or using the reporting tool. You can also survey your users with a survey tool such as SLI's free Site Search Feedback tool. This tool allows you to place a button on your site that asks users "Was this search helpful?" and takes them to a feedback form. This button can be placed anywhere on your site, but we recommend placing it near the search box.



Use the Right Font

Choosing the right font style, size and color for your site is important. Whether in descriptions, search result cells, category titles or any number of other components, you should ensure that your users are able to easily navigate your site and understand key information regarding your products. Ensure that all text is easily readable, and use larger or colored text (such as to indicate sale price) to give your shoppers the most important information.

Don't Show URLs on the Results Page

Although Internet search engines show URLs in their search results pages, we do not recommend this practice for websites. The URLs are useful in Internet search as they give surfers a clue about which site the results reside on, which helps them determine which ones they want to click on. In site search, however, showing the product page URL doesn't add value and won't encourage users to click and explore further – it is just extra text visitors don't need to see since they're not leaving your site.

Search results cells tips

Use Search Results Cells

To help your visitors scan your search results pages more easily, make sure your search results are well-organized. A good practice is to arrange search results in cells by placing each result in a thinly outlined box or a box with a colored background. If you want to create a more open feel, make sure there is enough white space between each result cell to make it easy to distinguish one product from another. If your product images have a colored background, spacing them just a few pixels apart should be enough to provide a natural separation. Search results cells typically contain a product title, product image, price and a short description.

Search Result Cells Example

1 - 16 OF 17 RESULTS FOR LEGGINGS sort by ▼ view all: 1 2 ... 2 ▶

SEARCH SUGGESTIONS: DENIM | SKINNY | SECOND SKIN | THE SKINNY SECOND SKIN LEGGING JEAN | GWENEVERE

 <p>★★★★★ THE SKINNY SECOND SKIN LEGGING JEAN IN CLEAN WHITE \$149.00</p>	 <p>★★★★★ THE SKINNY SECOND SKIN LEGGING IN CLEAN BLACK \$154.00</p>	 <p>SLIM CIGARETTE IN ROYAL MOUNTAIN VALLEY \$198.00</p>	 <p>CROP ROXANNE IN SHOCKING TURQUOISE \$169.00</p>
 <p>★★★★★ THE SKINNY SECOND SKIN LEGGING IN RINSED INDIGO \$154.00</p>	 <p>★★★★★ ROXANNE ORIGINAL SKINNY IN BRUSHED DESERT WIND \$198.00</p>	 <p>SLIM CIGARETTE IN BLACK BLACK \$165.00</p>	 <p>ONLINE ONLY VIDEO ★★★★★ THE SKINNY SECOND SKIN LEGGING IN NOUVEAU NEW YORK DARK \$178.00</p>

Don't Show Irrelevant Information

Know your audience and what sort of information it expects to see for a product. For stores that carry more technical products such as computers, cameras or laptops, users may want to know a number of details before they click on a product result. But a clothes shopper requires much less information before clicking on an item. Clothing sites are often more streamlined, focusing on imagery and keeping text to a minimum. This approach can also help minimize distractions and help customers find what they are looking for more efficiently.

Provide Clear and Specific Titles

It's important to provide clear and specific product and content titles in the search results page. Make titles accurate and descriptive to provide valuable information about the content your visitors will see when they click on the results. If titles are not accurate, your visitors may not click on otherwise relevant results and leave because they think your site does not provide the content they're looking for. Alternatively, if the title is misleading, they may click on a result only to find it isn't what they are looking for.

Clear and Specific Titles Example

 #AI-75005-6-39 Pin it AICO Chateau Beauvais China Cabinet Free Shipping. Birch Solids. Shown in Noble Bark Finish. \$3,208.00 Be the First to Review This Item	 #AI-75505-39 Pin it AICO Chateau Beauvais Curio Free Shipping. Birch Solids. Shown in Noble Bark Finish. \$2,398.00 Be the First to Review This Item	 #AH-06254-820-001 Pin it Ambella Home Martinique Cabinet Free Shipping. Perfect for towels or other bath storage. \$1,120.00 Be the First to Review This Item	 #AH-08939-820-001 Pin it Ambella Home Sterling Cabinet Free Shipping. Crafted from hardwood and finished in a rubbed ... \$2,100.00 Be the First to Review This Item
 #UM-24175 Pin it Uttermost Etoile Console Cabinet Free Shipping. Hand-applied details. \$503.80 Be the First to Review This Item	 #AH-28009-800-001 Pin it Ambella Home Mariedal 2-Door Vitrine Free Shipping. Rustic design. \$2,870.00 Be the First to Review This Item	 #AH-08938-160-001 Pin it Ambella Home Willowbend Towel Cabinet Free Shipping. Hand-rubbed finish. \$2,100.00 Be the First to Review This Item	 #BI-BP940 Pin it Bauer Stiles Brothers Corner Cabinet Free Shipping. Finest quality hand-crafted furnishings. \$1,498.00 Be the First to Review This Item

Incorporate Images

Showing images in results cells helps your visitors find what they're looking for faster and with fewer clicks, which improves their overall site experience. Images are especially useful if your products are available in several variations, such as different colors, patterns or configurations. Also use images to show alternative views of the product or to display brand refinements, ratings or sizes available. Images also serve as a helpful visual clue about content type, such as an article, video or PDF.

Clear Images Example

totes » ISOTONER® Home | My Account | Wish List | Store Locator | Help

Shop Our Brands: **totes** » ISOTONER® **ACORN** 0 items \$0.00 View Basket

Search: gloves

SHOP BY: Products (375) Social Media (234) FAQ (109) Videos (2)

1 - 16 of 375 Search Results for gloves > Products

Search Suggestions: ISOTONER Smart Touch Gloves | Leather Gloves | Smartouch | Compression Gloves | Compression ISOTONER Gloves | Thinsulate | Therapeutic Glove | ISOTONER Driving Gloves

Most Popular | Name | Lowest Price | Highest Price | Customer Rating View: Grid | List | Hybrid

Page 1 2 3 4 5 6 7 8 9 10 11 >> of 24 | Next | View All

 <p>★★★★★ ISOTONER Fingerless Therapeutic Gloves \$19.99</p>	 <p>★★★★★ ISOTONER Men's Stretch Gloves with Leather Palms - Thinsulate Lined \$48.00 - \$56.00</p>	 <p>★☆☆☆☆ ISOTONER Women's Stretch Casual Spandex Gloves - Unlined \$35.00</p>	 <p>★★★★★ ISOTONER Women's Recycled Fleece Gloves - Self-Lined \$15.00</p>
 <p>★★★★★ ISOTONER Women's Suede Gloves - Microluxe Lined \$38.00</p>	 <p>★☆☆☆☆ ISOTONER Women's smartouch Stretch Fleece Gloves - Microluxe Lined \$40.00</p>	 <p>★★★★★ ISOTONER Women's Shortie Spandex Gloves - Unlined \$38.00</p>	 <p>★☆☆☆☆ ISOTONER Women's smartouch Tec Leather Gloves - Warm Touch Lined \$100.00</p>

SHOP BY:

GENDER

- Women's (194)
- Men's (168)
- Juniors (13)

PRODUCT TYPE

- Gloves (370)
- Hats & Scarves (1)

CATEGORY

- Touch Screen (42)
- Hunt (39)
- Mittens (27)
- Running (22)
- smartouch (21)
- more

FEATURE/STYLE

- Eco Friendly (2)

COLOR

SIZE

- 7.5
- 8
- 8.5
- 9

Provide Excellent Image Quality

The quality of your images can dramatically impact the branding of your company and how engaged your visitors are with your search results. Fashion and cosmetic retail sites, for example, pay a great deal of attention to showcasing beautiful imagery, and we recommend retailers in other sectors follow this strategy. Searchers should be able to decide which items they are interested in simply by looking at the high-quality thumbnail images instead of needing to click on the thumbnail to see a better quality image.

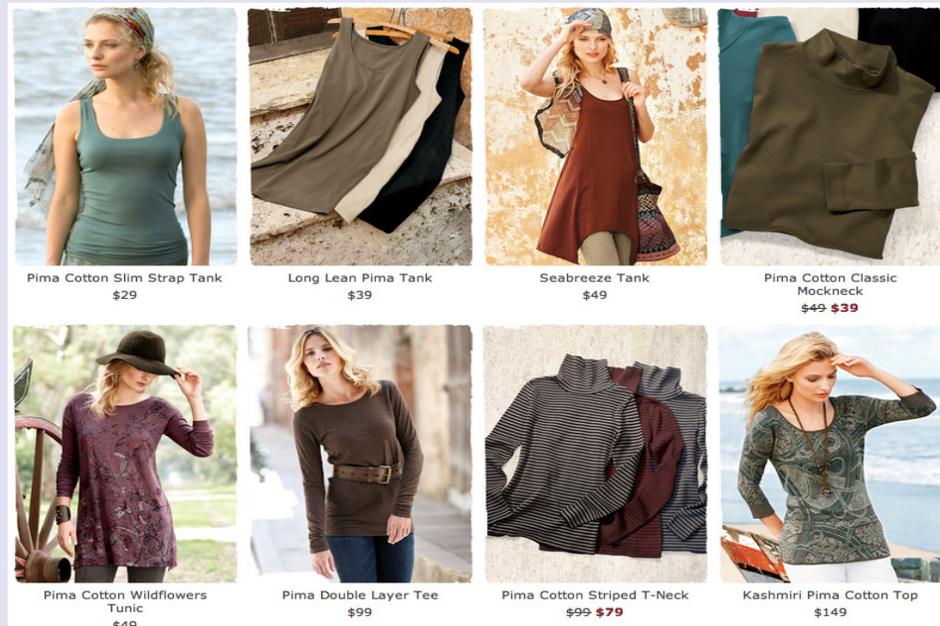
Good vs. Bad Image Example



Display Consistent Image Sizes

Search results will appear cleaner, more readable and easier to scan if the layout is not disrupted by images of different sizes. If search results are shown in a grid view, consistently sized images within the cells will produce a regular pattern and a much better looking page.

Consistent Image Size Example



Display Inconsistent Image Sizes

Following the tip above is not always possible for retailers who offer products of different sizes. A good example of this is Teleflora, who offers options of different sizes when searching for bouquets. The company used different image sizes in order to balance out the page, positively present all the bouquets and show enough detail in the smaller bouquets. Using varying image sizes may or may not perform better on all sites, so we recommend testing the layouts to see what works best for your particular users.

Different Image Size Example

The image shows four different bouquet products from Teleflora, each presented with a unique image size and layout to illustrate inconsistent image sizes. Each product includes a name, price, star rating, number of reviews, and a 'More Flowers like this' link with a product ID.

Product Name	Price	Reviews	Product ID
Hugs and Kisses Bouquet with Red Roses - Deluxe	\$44.95	1247 reviews	T11z100b
Always Yours Bouquet with Red Roses by Teleflora	\$67.95	25 reviews	T67-2
Always Yours Bouquet with Red Roses by Teleflora - Deluxe	\$77.95	25 reviews	Mercury Vase T67-2c
Teleflora's True Romance Bouquet with Red Roses	\$62.95	301 reviews	True Romance

Consider Larger Mouse-Over Images

It's a good idea to show larger images when visitors hover over a thumbnail image in the search results. Product pages normally contain larger images that allow visitors to see the product detail closely. However, search results pages usually display smaller thumbnail images that make it hard to see the full detail of the product. By having a large image pop up when your customer's mouse hovers over the results block, they can easily examine the close-up details of products right from the results page without having to click into the product page. Note: Some retailers have found that pop-ups like this can detract from the overall experience, so we recommend testing to make sure this has a positive impact on your revenue.

Large Mouse-Over Example

The image displays a grid of bed skirt products. A large mouse-over image is shown in the center, providing a detailed view of the elastic waistband and ruffle of a bed skirt. The grid includes product names, prices, and 'VIEW PRODUCT' buttons.

Product Name	Retail Price	Our Price	Savings
18" Queen Cotton Voile White Semi Sheer Bed Skirt	\$120.00	\$84.99	Save 29.18%
Light Green Twin Color Elastic Wr Ruffle	\$20.00	\$19.99	Save 28.61%
Twin Size Martha Stewart White Bed Skirt	\$30.00	\$7.99	Save 73.37%
Bloomfield Queen Shirred Bed Ruffle Skirt by Thomasville - FINAL SALE	\$100.00	\$9.99	Save 90.01%
Bella Turquoise Queen Bed Skirt	\$50.00	\$39.99	Save 20.02%
Owl Pink and White Queen Bed Skirt	\$49.99	\$39.99	Save 20.01%
Box Pleated Detachable Cotton 18" Queen Bed Ruffle	\$160.00	\$94.99	Save 40.64%

Show Prices in Search Results

Many shoppers use site search to compare products. If prices aren't displayed in the search results cells, visitors are forced to click through to find highly relevant information. Including pricing information in search results streamlines the search experience and purchase process. You can also allow visitors to refine results by price range or reorder the results to display the most or least expensive items at the top.

Show Prices in Search Results Cells Example

 Fibroplex@ by <i>Metagenics</i> ★★★★★ Price: \$28.25 - \$51.75 Not Discountable* 120 Tablets - \$2 Add to Cart	 Pain Pro by <i>Well-In-Hand</i> ★★★★★ Price: \$24.00 - \$108.00 2 Ounces Liquid Add to Cart	 CurcuMax by <i>Integrative Therapeutics</i> ★★★★★ 60 Capsules Price: \$40.50 Add to Cart
---	--	---

Highlight Items on Sale

Search results pages are a great place to promote sales and discounts to shoppers. Visitors who see these pages are almost always sensitive to price and interested in saving money. Add a special “on sale” logo or banner to the relevant search result cells, place sale items at the top of results, or add the ability to refine results to see what’s on sale.

Be sure to show both the full price and the sale price for items that are on sale. If you show shoppers their potential savings by contrasting regular prices with sale prices, you give them even more motivation to make a purchase. You can cross out the full price to emphasize the discount and mention the dollar amount or percentage in savings above.

Sale Signs Examples

 Oregold@ Peaches, 2 boxes \$44.92 ★★★★★ (34 reviews)	 Yoshi Blade™ \$19.99 Sale: \$14.92 ★★★★★
--	--

Show Ratings and Reviews

Many shoppers place high value on the opinions and feedback of other people who've shopped for similar products or services. Most retailers now collect and display ratings and reviews for the products they stock. Since reviews have a positive impact on conversion rates, you should display the average rating in search result cells to help visitors determine if they want to know more about a product.

Ratings are usually displayed as a certain number of stars out of five. Or add an actual rating next to the stars if it does not clutter the cell. Be sure to allow visitors to further refine or reorder their search results based on ratings.

Another best practice is to show the number of reviews a product has received and include a link to those reviews in search results cells. Doing so highlights reviews and encourages people to read them. If an item does not have ratings yet to display, do not show zero stars as this may give an incorrect negative impression of the product.

Ratings and Reviews Included in Search Results Cells Examples

 <p>Hearthside Gift Basket - Deluxe \$199.95 ★★★★★ (4 reviews)</p>	 <p>Knork® Utensil 10/18 S/S Single \$6.99 ★★★★★</p>	 <p>FREE GIFT WITH PURCHASE</p> <p>Calvin Klein Obsession Eau de Parfum Spray \$38.00 - \$74.00 ★★★★★</p>
--	---	--

Include Social Sharing Buttons

Consider including social sharing buttons such as Pinterest “Pin,” Facebook “Like” and Google “+1” in search results blocks. Referrals from social sites can contribute to major increases in site traffic and sales for e-commerce companies. A high percentage of retailers now include the various buttons on their product detail pages to encourage sharing while also providing visitors with social proof of a product’s popularity. These social endorsements are useful for shoppers who can also sort by Likes.

Social Sharing Button Examples

 <p>Time to Celebrate Rainbow Rose Bouquet Starting At \$69.99 \$59.99 More like this: Rainbow Roses Rainbow Like 6.8k</p>	 <p>Art Deco Dangling Sterling Silver Emerald and Diamond Filigree Earrings with Yellow Gold Vermeil Item E178YE Pin It \$125</p>
--	---

Show Description Excerpts

In search results cells, it's best to show excerpts or sections of the product or content descriptions, and highlight the search term within the text. By highlighting the search term, visitors can decide if the result is relevant to them. This saves them time that might be wasted clicking through to results that aren't relevant. This is particularly important for publishing and other content sites. Please note that this isn't always appropriate; for example, you will not want this info included in many grid views.

Highlighted Search Term Example

1 - 10 of 41 Search Results for **repair guide** > Articles
Sort by: **popularity** | newest | oldest Add As Search Provider

Articles (41) Forums (4) Buyers Guide (1)



Motorcycle Holiday Gift Guide: Books
...there are plenty of good reads out there for the gearhead in your life. Our editors deliver their picks for page-turning tomes in the Motorcycle Gift Guide Books: Shop Class as Soulcraft: An Inquiry into the Value of Work By Matthew B. Crawford There's a reason you'll find Shop Class as Soulcraft filed in...

Related Searches: Zero Engineering | Books | Indian Motorcycles



Motorcycle Insurance Guide
...Even if the accident was your fault, Collision Insurance will have you covered and get your ride **repaired** after that wipeout on your 2010 Ducati Streetfighter. Comprehensive and Collision pays to **repair** or replace your motorcycle if it is stolen or damaged in an accident, regardless of who is at fault...

Related Searches: Honda Rebel | Insurance | Rebel | 1198



Motorcycle Tires Product Guide
Whether from smoking your meat with hooligan antics or just logging a ton of miles, eventually you are going to need new tires. Let this **guide** answer some of the basic how, why, what and when of tire replacement. Motorcycle Tire Buyer's Guide Buying new motorcycle tires ain't what it used to be. In fact...

Related Searches: Dual Sport Tire Review | Tire Review | Cruiser Tire Reviews | Dual Sport Tire

Offer “Add to Cart” or “Buy Now” Buttons

Placing an “Add to Cart” or “Buy Now” button directly in the search results cell often makes sense. Smart e-commerce companies create as few steps as possible from search to checkout. When you allow visitors to add products to shopping carts or go to checkout directly from search results, they're more likely to complete the purchase – particularly if they know exactly what they want and they see it in the results at a price they're comfortable with.

Be sure to use this option carefully. If users check out too quickly, they may not have the opportunity to see other items they would buy. SLI's team ran several tests for clients that showed that removing the “Add to Cart” call to action actually increased average revenue per visitor. Adding product recommendations to a checkout page is one effective way to expose visitors to additional products they may want to buy.

For items where customers are likely to purchase more than one of the item, also allow them to modify the number of items they are adding to their cart.

Buy Button Example



Glass Flat Hexagon Beads 14mm - Ruby
Your Price:
\$0.17 - \$0.21

1 **BUY**

Pin it 1

Add Inventory Information

Shoppers like knowing if a product is available before they begin the checkout process. One way to provide current stock or inventory information is to add it to your search results. Including a message such as “In Stock” or “Out of Stock” in the search results cells next to each item gives your users a clear indication of the status of each item. This information lets shoppers quickly find alternate purchases if their first choice is out of stock, which means they’ll be less likely to leave your site. Additionally, knowing that there is limited stock available can create in shoppers a sense of urgency, prompting them to purchase sooner.

For retailers with brick-and-mortar stores, another way to help customers is to bring inventory levels into your search results, showing the distance to the closest store that has the particular product in stock. If the product is unavailable, you have an opportunity to offer suggestions for similar products, which might encourage them to purchase something else. You might also consider telling your customers when you expect it to be available, or allow them to sign up to receive an email when it’s back in stock.

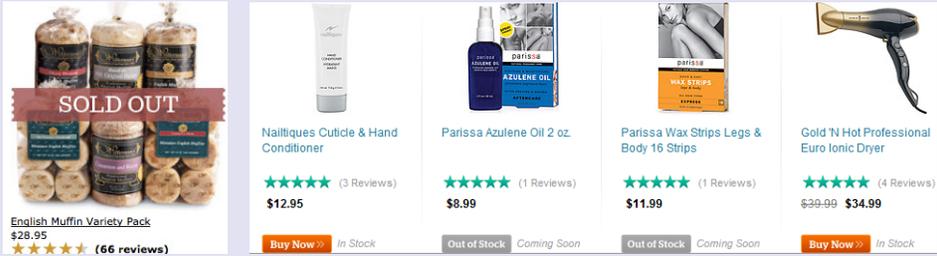
You can also instruct your search engine to only display items in stock or give a higher rank to those that are in stock. Additionally, you can give your shoppers more control by allowing them to filter their search results by stock status.

Out of Stock Filter Example



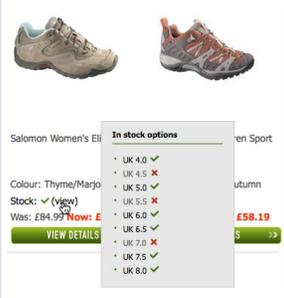
Some place the stock status text next to their “Buy Now” button. When an item is out of stock, they change the button to read “Out of Stock” and change the color to grey. Showing which items are out of stock can give the impression that your products are in high demand, which can drive up future demand once they are back in stock.

Out Of Stock Examples



Listing inventory status is a bit more complicated for products with multiple sizes or colors. Consider representing the stock info in a small window that appears next to the product image when shoppers hover over it. The window can show a simple list of colors or sizes with the status next to each option.

Out of Stock with Multiple Size Example



Incorporate Merchandising Tags

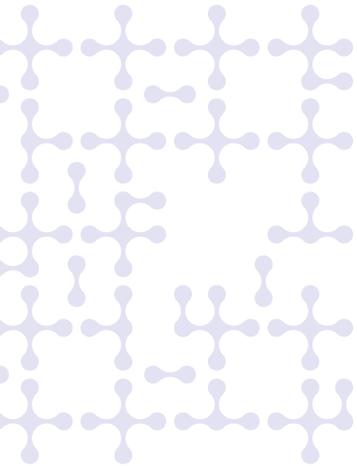
The use of merchandising tags indicating the status of a product, such as “On Sale” or “Best Seller,” can be a powerful means of driving conversions.

Consider using merchandising tags to indicate if a product is new, a top seller, a staff pick or qualifies for free shipping. Use displays such as a ribbon overlay or other graphic tags in your search results to attract attention to those items. Tuning your search engine to display these items at the top of the results page can help advertise your products based on popularity or a special promotion.

Merchandising Tags Example

The image displays three product cards illustrating different merchandising tags:

- Card 1 (Top Left):** Features a green 'NEW' tag in the top left corner. The product is 'Nike Mens Speedlax 3 Lacrosse Cleats - White / Black' priced at '\$64.95' with 'FREE SHIPPING!'.
- Card 2 (Bottom Left):** Features a red 'BEST SELLER' tag in the top left corner. The product is 'Nike Women's Speedlax Lacrosse Cleats - White' priced at '\$62.95' with 'FREE SHIPPING!' and a star rating of 4.5 (1 Review).
- Card 3 (Middle):** Features a red 'SALE' tag in the top right corner. The product is 'TRACKSIDE Roll On Wheel Check' priced at '\$69.99' (was '\$139.99') with a star rating of 4.5 (14 Reviews).
- Card 4 (Right):** Features a blue and yellow 'CG EXCLUSIVE' tag in the top right corner. The product is 'SPEEDMETAL Billet Lever' priced at '\$59.99 to \$99.99' with a star rating of 4.5 (7 Reviews).



Mobile site search tips

Retailers are adapting to the growing force of mobile shoppers by detecting their devices and delivering an experience that's optimized for the smaller screen. Page load times are normally slower on mobile devices, so navigating through several page views can take more time than searching. Screen sizes also vary in size, so you need to optimize site search for the mobile platform each visitor is using. The tips below will help you maximize your customers' mobile search experience.

Understand Users' Intent

Understanding how users find and use your mobile site is paramount to creating an experience that will satisfy them. It's important to track how they arrive, what products they see first and how they navigate through your site. Make sure your mobile reporting can track time on site, bounce rates and which products are viewed most often. From there, you can tailor your site experience to accommodate your customers' preferences.

Make the Search Box Prominent

Whether you choose a mobile site or build an "App" place the search box prominently at the top of the page. Search allows users to quickly get to the product they are looking for, which leads to faster conversions. Since there aren't many other navigation options on a mobile site, search is the main way to find products.

In these examples, the search box dominates the home page screen and is right under the company logo.

Prominent Search Box Examples

The image displays two mobile phone screens side-by-side, illustrating prominent search box examples. The left screen shows the mobile site for U.S. TOY (search.ustoy.com) at 8:22 PM. The search box is large and centered, with a 'GO!' button to its right. Below the search box is a vertical list of categories: Shop, New (20), Top Sellers (19), Sale (18), Dress Up (91), Games and Toys (40), Kid's Stationery (109), and Novelty Toys (266). The right screen shows the mobile site for tea collection (teacollection.com) at 8:19 PM. The search box is also large and centered, with a 'Search' button to its right. Above the search box are links for 'Sign in' and 'Bag(0)'. Below the search box are promotional banners for 'FREE SHIPPING ON ORDERS OVER \$150, \$7 on everything else' and 'FINAL EVENT SAVE UP TO 50% AT OUR SEMI-ANNUAL SALE'. Below these are category tiles for 'Girls Sale', 'Boys Sale', 'Baby Girls Sale', and 'Baby Boys Sale', and 'New Arrivals' for both genders.

Make Sure Search Relevance Is Optimal

When users come to your site from a mobile device, space on the screen is at a premium. A search may show up to 20 items on the first page, but users tend to drop off without scrolling or clicking to the second page. That's why it's so important for your mobile site search to surface the most relevant and popular searches first, to ensure that shoppers are likely to find what they want with the fewest clicks.

Account for Misspellings or Synonyms

One of the difficulties that comes with shopping from a mobile device is that the keyboard may be small or difficult to use. It's important to anticipate that your customers may not type in search keywords correctly. Account for misspellings or similar words by creating synonym rules. These rules create linkages between words to show the correct products when a word is misspelled or a different term or slang is used. Instead of getting a 'no results' page, users will see the same set of products they intended to search for.

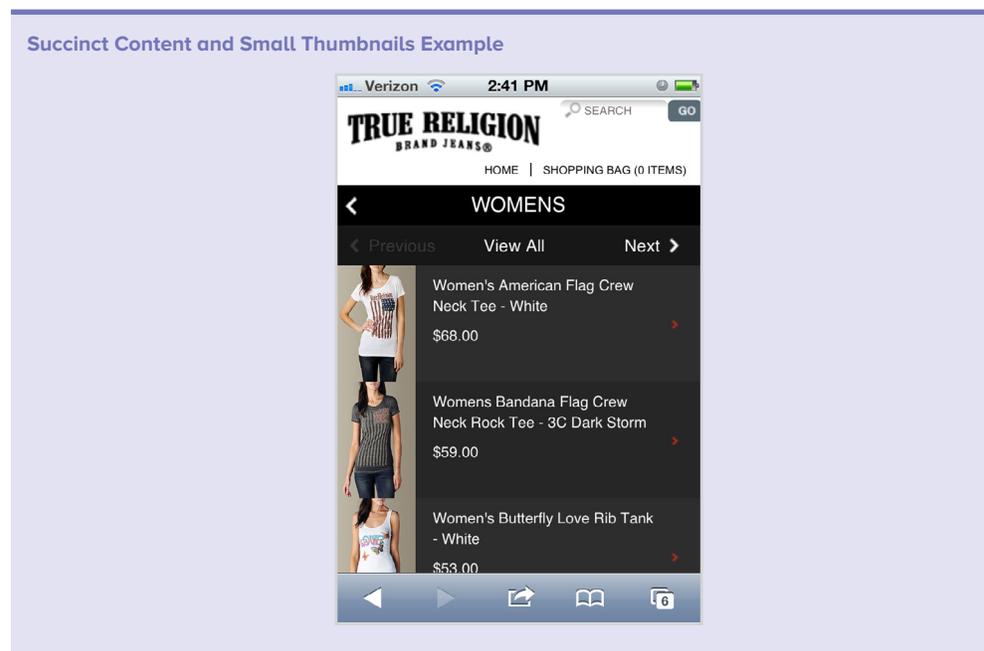
Add Auto Complete to Search

You can also ease the pain of typing in search terms on small mobile devices, such as smartphones, by adding Auto Complete to your search box. Auto Complete offers suggested keyword searches as the user types and autofills the search term that they choose. While it is a simple addition, it can save much time and frustration for mobile shoppers. For larger mobile devices such as tablets, add Rich Auto Complete, which shows images of top choices so that visitors can view more products and click directly to their preferred item.

Show Succinct Content

Mobile screens don't allow for lengthy product descriptions or the many site navigation links that you'd find on normal search results pages. To ensure rapid load times and uncluttered pages, it is important to keep the content presented on search results concise.

True Religion gives users succinct but useful information such as Article Name, Picture and Price. They keep search results brief while adding the number of colors available and style code. Short product descriptions can be added, but since there isn't a lot of room for information, be sure to limit content to the essentials. You can also include product prices and discount information.

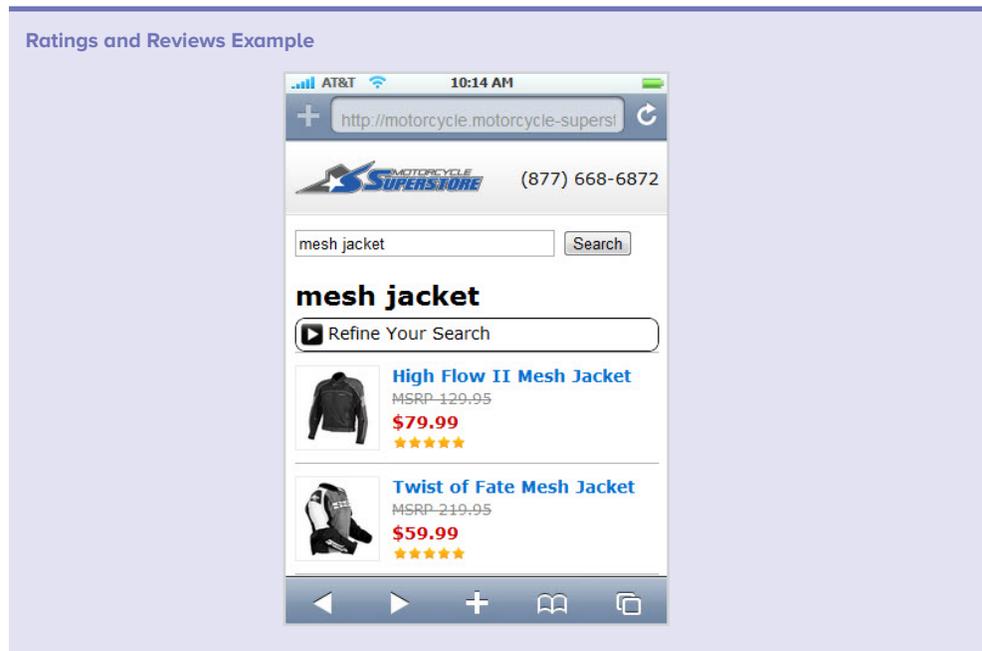


Use Small Thumbnails

Keep the pictures small so as not to slow down page loads. In the example above, True Religion uses small product thumbnail images in order to increase download speed.

Show Ratings and Reviews

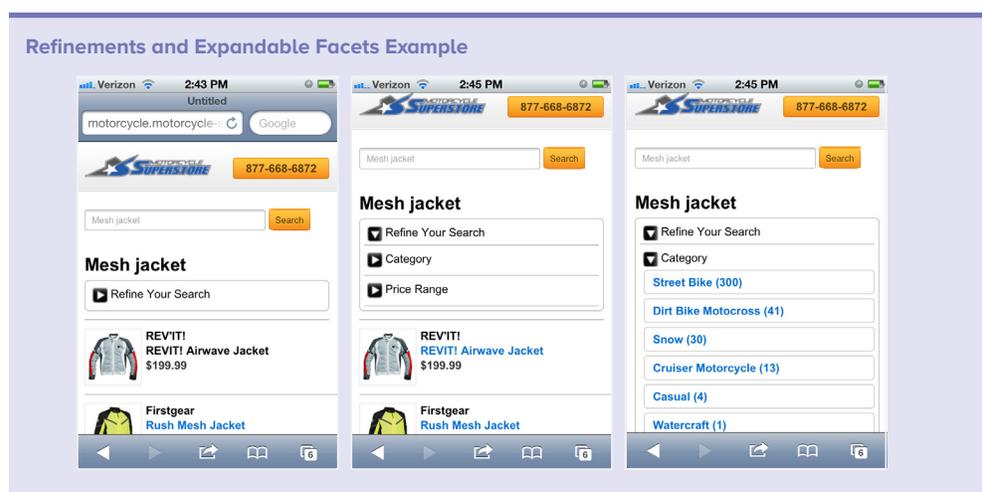
You might choose to show ratings and reviews with your product results. Motorcycle Superstore includes star ratings to show reviews. This additional information can motivate users to make a purchase decision.



Show Refinements as Expanding Facets

On a normal site search result page, you have enough room to put refinements or facets on the left hand side or at the top. On a small screen like a phone, you don't have the luxury of space. Instead, show search refinements using expanding facet selection lists. If you use JavaScript, these lists can expand immediately when users click on them.

As shown in the next example, Motorcycle Superstore placed all its refinements in one line, under "Refine Your Search." When visitors click on "Refine Your Search," they see the broad refinement groups available. They can further refine searches by sub-groups by tapping on "Category." By including the number of articles in each refinement group in parentheses, the retailer gives visitors cues as to whether they will want to further refine by price range.

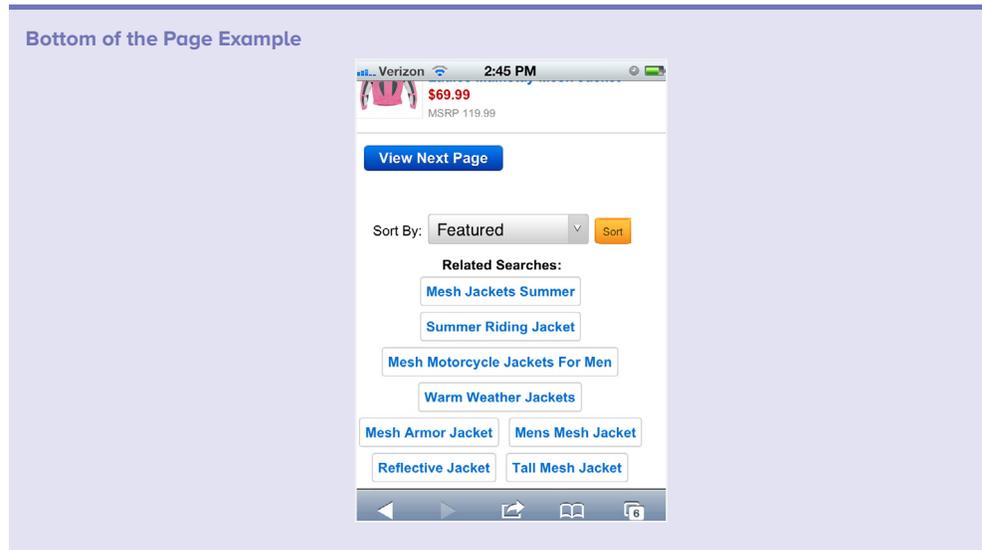


Make Links into Buttons for Ease of Use

It might seem like common sense to make buttons large and easy to click, but many sites haven't yet accounted for users navigating with their fingers. By making it easy to choose items or sizes, click to the next page, filter results or add items to the cart, you'll encourage your customers to visit your mobile site more often.

Use the Bottom of the Page

Another best practice for mobile sites is to include sort options, pagination and related searches at the bottom of search page results. We also recommend providing another search box at the bottom of results pages to save visitors from scrolling back up to the top. You can offer additional information in the footer, such as contact information or a link to view the full site. Placing additional information at the bottom of the results pages also helps keep as many product results as possible above the fold, which helps users find their products quickly. Users can also conveniently access all other information they need from one area after they've reviewed the search results.



Streamline Mobile Marketing

Shoppers now use their mobile devices to do much more than talk – mobile devices are increasingly a preferred tool for reading emails and browsing various stores. If users open your marketing emails from their mobile devices, make sure their experience is just as good as the web experience. Direct users to mobile-optimized, dedicated landing pages to see the products you're featuring that will be of interest to them.

Make the Buying Process Easy

Having a streamlined search and purchase experience for users can lead them more quickly to a sale. Consider adding multiple options for buying, such as PayPal, Amazon Cart and a "click to call" link. Additionally, integrating an 'Add to Cart' button into search results will reduce the steps needed to make a purchase.

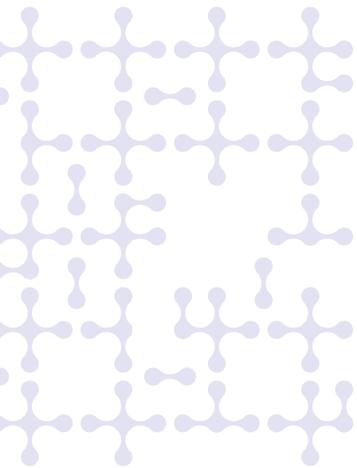
Consider Pure Mobile vs. Responsive Web Design Templates

When shoppers use your mobile site, it's important to give them as good a user experience as they would have on your website. There are two directions you can take to do this: provide a pure mobile template or build responsive web design (RWD) templates into your entire site. With a pure mobile build, take specific care to provide certain mobile-friendly features, such as larger buttons, expanding refinements, mobile-specific reporting data and other features covered above.

Responsive web design templates automatically reformat your site to fit the size of the screen. Whether your site is viewed on the web, a tablet or a smartphone, the page will readjust accordingly. Responsive web design templates, while useful, are a larger project that cannot be implemented quickly, so it's important to think through the specific requirements you have for your site.

Link to Social Media

Every year, more users turn to their mobile devices to browse and shop. But new trends also show that shoppers use social media to get ideas for gifts or find new items they'd like to purchase. Make sure you cater to your mobile visitors by allowing them to share their favorite products easily among their social networks.



Refinements: faceted navigation tips

Make Search and Navigation Consistent

The refinement, sort, view and pagination options should be the same on navigation pages as on search pages. This way, your visitors only have to learn one user interface to use your site. Surprisingly, many sites don't treat these two types of pages equally. But search and navigation are both useful in helping your visitors find content and items on your site, and there is a good chance they'll use both interchangeably. For retail sites as well as content sites, having consistent search and navigation makes it simpler for people to find what they seek.

Show Refinements Relevant to the Search Results

Providing detailed search refinements that are relevant to visitors' searches can make it much easier to find exactly what they're looking for and can help them make more informed purchase decisions. For example, if a visitor to your site searches for "camera," it may be useful to have refinement options for the number of megapixels and the screen size. If someone searches for "TV," you may want to offer screen size and resolution refinements. In these examples from Wholesale Tool, visitors who search for air tools will see specific refinements such as air inlet size, average air consumption and RPM, while visitors who search for circular saw blades will find refinements such as arbor, teeth and hole size.

Relevant Refinements to Search Results Example

Air Tools Search Refinements	Circular Saw Blade Search Refinements
<p>By Air Inlet:</p> <ul style="list-style-type: none">• 1/4" (3)• 1/4" NPT (9) <p>By Average Air Consumption:</p> <ul style="list-style-type: none">• 3 CFM (1)• 4.6 ACFM @ 135 PSI (1)• 4.9 ACFM @ 135 PSI (1) <p>By Rpm:</p> <ul style="list-style-type: none">• 1,800 (1)• 18,000 (1)• 1,800 free (4)• 20,000 (1)• 2,000 free (1)• (5) more	<p>By Arbor:</p> <ul style="list-style-type: none">• 1" (5)• 1" (3)• 20 mm (0.8") (1)• 5/8" (10)• 5/8" diamond (4)• (6) more <p>By Teeth:</p> <ul style="list-style-type: none">• 12 (1)• 16 (1)• 18 (1)• 24 (7)• 30 (1)• (14) more <p>By Hole Size:</p> <ul style="list-style-type: none">• 1" (2)• 5/8" (2)• 5/8" diamond (1)

Pick the Right Place for Your Refinements

E-commerce sites offer refinements in different locations on their sites. The most common places are in the left navigation pane and at the top of the search page results. Either of these options may work for you and your site visitors, but it's important to test different positions. We obviously don't recommend using the bottom of the page, as visitors have to scroll down the page to view them. The right side of the page is usually not preferable, as visitors aren't used to seeing navigation bars there.

Proper Placement for Refinements Example

The screenshot shows a search results page for "Heart" jewelry. At the top, there's a search bar with "heart" entered and a "SEARCH" button. To the right of the search bar is a "Price" dropdown set to "-- All Prices --" and a "Manufacturer" dropdown menu. The "Manufacturer" dropdown is open, showing a list of brands including American Creations, Amy Michelle, Baby Gift Baskets by Kara, Baby Gift Baskets by Mary, Baroni Jewelry, Bling Designs, Designs by Morgan, Dish and Spoon Productions, Gifts by Beverly, Haba, Hartford Jewelry, Heart-n-Sole, I See Me!, Jewelry by Ali, Jewelry by Bella, Jewelry by Chloe, Jewelry by Isabelle, Jewelry by Jan, and Jewelry by Lauren. Below the search bar, there are sorting options: "Sort By Best Match", "Sort By Rating", and "Sort By Name". The main content area displays four jewelry items in a grid. Each item has a product image, a title, a star rating, a price, and a "MORE INFO" button. The items are: "Daughter Heart Charm Pendant Necklace" (\$75.00), "Platinum Plated Silver Birthstone Heart Personalized Ring" (Regular: \$170.00, Sale Price: \$120.00), "Always in My Heart" Silver Memorial Locket Necklace" (\$105.00), and another heart-shaped pendant.

Make Your Refinements Intuitive

Be sure to name your refinements in a way that your users will understand and that makes sense for the type of products you sell. For example, probiotics retailer ReNew Life shows the category "Concerns," which lists symptoms that visitors may be experiencing.

Intuitive Refinements Example

The screenshot shows a search results page for "cleanse" products. At the top, there's a search bar with "cleanse" entered and a "SEARCH" button. Below the search bar, there are search suggestions: "Total Body Cleanse", "Detox", and "Cleanse More". The main content area displays a grid of products. On the left side, there's a sidebar with "Concerns" and "Category" sections. The "Concerns" section lists: Brain Fog (6), Fatigue (4), Headaches & Migraines (4), Toxins (4), Constipation (3), and Gas & Bloating (1). The "Category" section lists: Constipation (3), Toxins (3), Brain Fog (2), Cleanse (2), Books And Media (1), and Canine Health (1). The main content area displays four products in a grid. Each product has a product image, a title, a regular price, a sale price, and an "ADD TO CART" button. The products are: "Total Body Rapid Cleanse" (regular \$29.99, sale \$26.99), "CleanseSMART" (regular \$32.99, sale \$29.69), "Total Body Cleanse" (regular \$36.99, sale \$33.29), and "Bowel Cleanse" (regular \$49.99, sale \$17.99). Each product also has a "WATCH Video" button.

Show the Number of Results Next to the Refinements

Another best practice is to show the number of results next to individual refinement options to give visitors a good idea of how many results are available to them. This further streamlines the visitor's search experience.

Number of Results Next To Refinements Example

Format/Platform	Genre
DVD (16704)	Comedy (3086)
CD (2270)	Action (2980)
DVD Boxsets (1703)	Drama (2664)
Blu-ray (1409)	Kids (1772)
PC (989)	Horror (1129)
Nintendo Wii (240)	TV (979)
[show all types]	[show all genres]

Don't Show Too Many Refinements

It's hard to say exactly how many refinement options a search result should have. In general, you shouldn't give visitors too many options, or you risk confusing them. Try to determine the most appropriate refinements for the search terms used on your site (your site search data will be helpful here), and run some tests to see which work best.

You can also show only the most popular refinements along with a "more" option to see the rest. If the site visitor is interested, a "more" option will make it quick and easy to drill down into your site while maintaining the real estate to promote other items.

Don't Show Refinements that Have No Results

If there are no red products for a particular search, you shouldn't offer a link to only see red products. Better yet, you can use dynamic refinements that change values based on the search term.

In the example below, a search for pens shows users a lot more color refinement options than if they conducted a search for a stapler, which is only offered in a few different colors.

Example of Too Many Colors in Search Refinement

Minimum order: 500

COLOR

- Black
- Blue
- Brown
- Green
- Grey
- Light Blue
- Light Green
- Light Purple
- Light Yellow
- Orange
- Pink
- Red
- White
- Yellow

PRODUCTION TIME

- 1 Day (7)
- 3 Days (34)
- 5 Days (164)
- 7 Days (200)

Get A Sample BUY NOW

FREE 24 HOURS

Budget Klik Pen

Luminesque Pen

Translucent Stick Pen

Alister Pen - Colored Barrel

Make Your Refinements Visual

Colors by their very nature are visual. Rather than showing the colors in text as a refinement option, you can instead show the actual colors in a palette. This approach makes it easy for users to select multiple colors, while also taking up less screen real estate. Palettes are particularly useful when product colors have names that are hard to visualize, like “Saffron,” “Maraschino,” “Orchid” or “Honeydew.” You can also use swatches showing patterns, display the logo for brands you carry or show icons related to the various categories.

Color and Pattern Refinements Example

The screenshot shows the Yummi Candles website interface. At the top, there's a navigation bar with the Yummi Candles logo, an 'Exclusive ONLINE PROMOTIONS' banner with a 'CLICK HERE' button, and a user account section with 'Welcome, sign in | register' and 'Call to Order 1.800.375.8023'. Below the navigation, there are search filters for 'shipping from US', 'scent', 'price range', 'color', 'size', and 'sort by'. The search results are for 'pillar candle' and show 1-24 of 813 results. The results are displayed in a grid of product cards, each with a color swatch, product name, price, and an 'add to cart' button. The color swatches are visual representations of the product colors, such as Sapphire, Coral, Magenta, and others. There are also filters for 'sale' (on sale 570), 'price range' (under \$5, \$5-\$10, \$10-\$15, \$15-\$20, over \$20), 'category' (candles, wedding collection, wholesale candles, candle holders, scented candles), and 'color' (a grid of color swatches).

Logo or Images in Refinements Examples

Refine by Brand

- 2 CHILLIES (10)
- ACADEMY BRAND (4)
- AFENDS (6)
- ALL ABOUT EVE (16)
- ANALOG (2)
- ASSEMBLY (4)
- AUTONOMY (1)
- BILLABONG (205)
- BONDS (2)
- BRIXTON (2)
- Bam Bam (3)
- CARVE (1)
- CREATURES OF LEISURE (1)
- DC SHOES (5)
- DEACON (1)

Tea Type

- Black (58)
- Decaf (18)
- Green (52)
- Green Rooibos (13)
- Herbal (39)
- Oolong (5)
- Rooibos (69)
- White (11)

Display Product Images in the Selected Color

If you have a product available in several colors, construct search results so that an image for the product is displayed in the selected color. For example, you may offer a shirt that is available in red, green and blue. The main photo for the shirt may be the red shirt. However, if visitors select the blue color refinement or search for a blue shirt, you should show an image of the blue shirt. Showing an image of the red shirt when someone selects it in blue is confusing.

Product Images in the Selected Color Example

▲ Home ♦ Popular searches ♦ black dress ♦ Women ♦ Products

Products (13 results)

Refine your search Suggestions: [Wrap Dress](#) | [Black](#) | [Valentine Dress](#) | [Black Shirt](#) | [Maxi Dress](#) | [Black Ruffle Dress](#) | [Shirt Dress](#) | [Black Velvet Dress](#) | [Riviera Shirt Dress](#) | [Black Wool Dress](#)

CATEGORY reset
Women (13)

SUB CATEGORY
[Dresses \(9\)](#)
[Maternity \(3\)](#)
[Coats & Jackets \(1\)](#)

COLOUR
Black (13)

REVIEW COUNT
Under 20 reviews (13)

PRICE RANGE
\$50 - \$75 (3)
\$75 - \$100 (4)
\$100 - \$125 (4)
Over \$125 (2)

Views: [Grid] [List] [Compare] [Compare] [Compare] Sort by: Most popular Page 1 of 1

 Black Valentine Dress from €138.00 \$91.10	 Black Floaty Jersey Dress from €138.00 \$82.80	 Black Shirt Dress from €98.00 \$64.70	 Black Favourite Jersey Maxi from €138.00 \$91.10	 Black Jersey Tea Dress from €124.00 \$74.40
---	---	---	---	--

Consider an “On Sale” Refinement

An “on sale” refinement is particularly useful if you have a decent number of sale items you want to highlight. Offer customers the option to only see inventory on sale, and those who are bargain hunters may be more likely to purchase additional items. Likewise, you can offer a “New Arrivals” refinement, so people can easily see only new merchandise. The example below shows a separate tab for items on sale.

On Sale Refinement Example

All Products (155) | **Items on Sale (86)** | **Closeout Items (25)**

Show 24 per page Sort By: Featured

Refinements for Ratings and Reviews

Sometimes site visitors prefer to rank products by ratings or reviews. Give users the option to refine their search results based on structured data, such as number of star rankings, or unstructured data derived from actual reviews, such as product features.

Refine by Rating or Reviews Example

REVIEW COUNT ▾

- Under 20 Reviews (55)
- 20-40 Reviews (18)
- 40-60 Reviews (12)
- 60-80 Reviews (7)
- 80-100 Reviews (3)
- 100+ Reviews (10)

TOP RATED BY AGE ▾

- Under 25 Yrs Old (13)
- 25-34 Yrs Old (61)
- 35-44 Yrs Old (78)
- 45-54 Yrs Old (78)
- 55-64 Yrs Old (59)
- 65 Yrs And Older (43)

TOP RATED BY SHAPE ▾

- Apple (9)
- Pear (13)
- Hourglass (14)
- Busty (8)
- Slim (14)
- Curvy (12)

More

Offer the Ability to Refine by Price

For product searches, as opposed to content searches (like videos, blog posts, tweets or product manuals), it's a good idea to offer the ability to refine by price. Since price is an important part of many buying decisions, you should make it easy for your customers to use price as a refinement. Price should be shown as a list of ranges.

You can show a list of price ranges, or consider a price slider, which allows users to quickly choose a bottom price and a top price. This slider takes less screen real estate and offers more flexibility than a list of fixed price ranges.

Refine by Price Examples

Price Range

- Under \$10 (3)
- \$10 - \$15 (7)
- \$15 - \$20 (10)
- \$20 - \$30 (29)
- \$30 - \$40 (19)
- \$40 - \$50 (5)
- Over \$50 (5)

Refine by Price Range

\$0 \$400

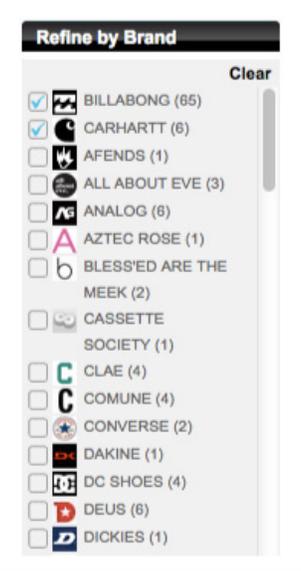
\$50 to \$280 553 products

Allow Users to Navigate Between Refinements

When visitors click on a refinement and want to see a different refinement, don't make them click "back" to get to the original search results page. Instead make it easy for them to click a different refinement option from that page and see a new batch of results.

In the below example from SurfStitch, visitors can easily adjust brand refinements by checking or unchecking boxes, or by clicking "Clear" to reset the list.

Navigate Between Refinements Example

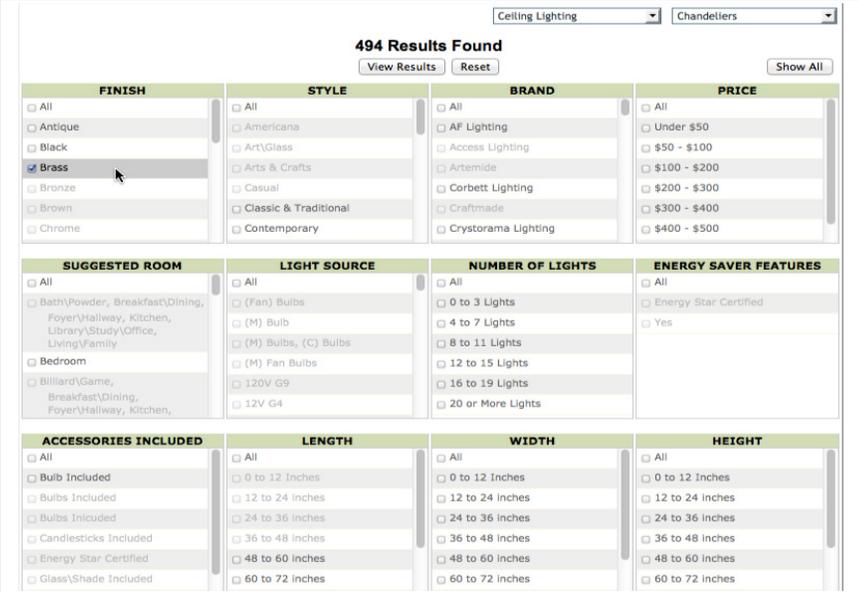


The image shows a sidebar titled "Refine by Brand" with a "Clear" button at the top right. The list of brands includes: BILLABONG (65) [checked], CARHARTT (6) [checked], AFENDS (1) [unchecked], ALL ABOUT EVE (3) [unchecked], ANALOG (6) [unchecked], AZTEC ROSE (1) [unchecked], BLESS'ED ARE THE MEEK (2) [unchecked], CASSETTE SOCIETY (1) [unchecked], CLAE (4) [unchecked], COMUNE (4) [unchecked], CONVERSE (2) [unchecked], DAKINE (1) [unchecked], DC SHOES (4) [unchecked], DEUS (6) [unchecked], and DICKIES (1) [unchecked].

Consider Providing an Advanced Search Option

Consider providing an advanced search option that allows visitors to enter keywords and preselect refinement options before they see results. Be sure to configure your search so visitors can only select combinations that actually return results. For example, if you offer a red iPod but no red TVs, you can still offer the option to refine products by color and by category. But if a visitor selects the TV category, the ability to restrict the search to red products should then no longer be available.

Advanced Search Option Example



The image shows an advanced search interface for "Ceiling Lighting" with "Chandeliers" selected. It displays "494 Results Found" and includes "View Results" and "Reset" buttons. The interface is organized into a grid of refinement filters:

- FINISH:** All, Antique, Black, Brass (selected), Bronze, Brown, Chrome.
- STYLE:** All, Americans, Art/Glass, Arts & Crafts, Casual, Classic & Traditional, Contemporary.
- BRAND:** All, AF Lighting, Access Lighting, Artemide, Corbett Lighting, Craftmade, Crystorama Lighting.
- PRICE:** All, Under \$50, \$50 - \$100, \$100 - \$200, \$200 - \$300, \$300 - \$400, \$400 - \$500.
- SUGGESTED ROOM:** All, Bath\Powder, Breakfast\Dining, Foyer\Hallway, Kitchen, Library\Study\Office, Living\Family, Bedroom, Billiard\Game, Breakfast\Dining, Foyer\Hallway, Kitchen.
- LIGHT SOURCE:** All, (Fan) Bulbs, (M) Bulb, (M) Bulbs, (C) Bulbs, (M) Fan Bulbs, 120V G9, 12V G4.
- NUMBER OF LIGHTS:** All, 0 to 3 Lights, 4 to 7 Lights, 8 to 11 Lights, 12 to 15 Lights, 16 to 19 Lights, 20 or More Lights.
- ENERGY SAVER FEATURES:** All, Energy Star Certified, Yes.
- ACCESSORIES INCLUDED:** All, Bulb Included, Bulbs Included, Bulbs Included, Candlesticks Included, Energy Star Certified, Glass\Shade Included.
- LENGTH:** All, 0 to 12 Inches, 12 to 24 Inches, 24 to 36 Inches, 36 to 48 Inches, 48 to 60 inches, 60 to 72 inches.
- WIDTH:** All, 0 to 12 Inches, 12 to 24 inches, 24 to 36 inches, 36 to 48 inches, 48 to 60 inches, 60 to 72 inches.
- HEIGHT:** All, 0 to 12 Inches, 12 to 24 inches, 24 to 36 inches, 36 to 48 inches, 48 to 60 inches, 60 to 72 inches.

Remember Refinement Choices

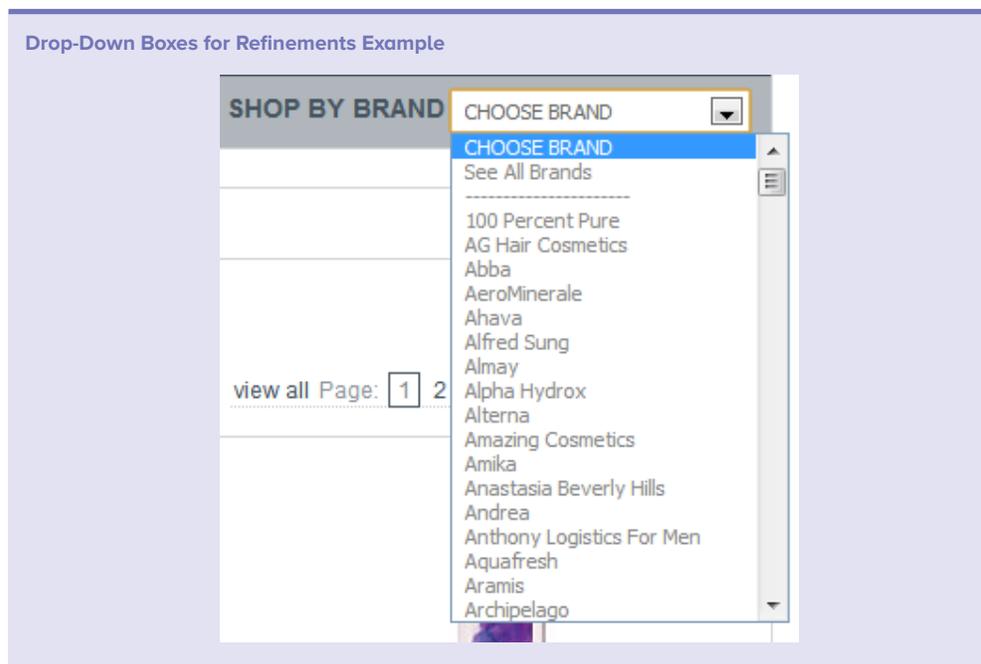
We suggest that you save your users' key refinement choices so they don't have to make them each time they visit your site. For example, on a shoe site, if someone selects women's shoes and size 5, you could store this information in a cookie and have those choices automatically selected the next time the visitor conducts a search. While this is implicitly remembering their preferences, you could instead opt to allow them to explicitly state these preferences. If you're not sure, try asking your customers. This is a nice way of personalizing your search results.



Consider the Use of Drop-Down Boxes for Refinements

In general, drop-down boxes make it harder for visitors to see what refinement options are available, which makes it less likely they will use those options. If your refinements are shown as a list of links in the left navigation pane, we don't recommend using drop-down boxes. Users can simply select the refinement with a single click when links are presented.

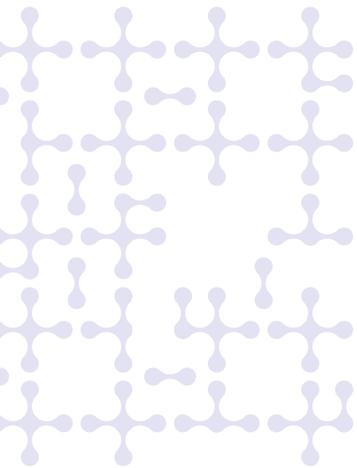
However, there are a couple of scenarios where drop-down boxes make sense. The first is if you have many refinements, or many options within a refinement. In this case, showing refinements as links can take up too much screen real estate. The second is if you have chosen to feature your refinements horizontally above the search results. In this case, showing refinements as links might also take up too much valuable real estate that should be reserved for the search results. In both of these cases, drop-down boxes may be the best available option.



Choose a Logical Order for Refinements

Order refinements so that the most often used are at the top, not hidden in the list of other potential refinements.

We recommend reading the SLI Systems Big Book of Navigation Tips for more refinements and navigation tips.



Merchandising: ways to make site search more dynamic

Override Search Results

Consider overriding search results to place relevant promotional items at the top of the list. Search provides a powerful way to showcase products you would like to highlight, such as sale or seasonal items. Online shoppers pay more attention to the first several results above the fold than the remainder of the first page. On subsequent pages, there is a steep drop-off in engagement.

Don't Present Unrelated Cross-Sell or Up-Sell Products

Don't present cross-sell or up-sell products at the top of the search results if they're not related to site visitors' search terms. When visitors enter search terms, they give you a clear signal about what they are looking for. Shoppers will distrust the value of your search function (and hence the quality of your site and your business) if it habitually returns irrelevant promotional results. Unrelated promotional items are best placed on the product detail pages or at check-out.

Show Related Searches on Your Content Pages

It is good practice to show related searches on your content or product detail pages. You can do this by placing four to five related keywords or phrases below the main body copy or product description. To ensure relevancy, be sure to choose keywords or phrases that other site visitors have used most when searching for similar items. An ideal location is near any recommendations for related items or alternate items, as shown in the example below from Northwest River Supplies. When the suggestions are based on the search language of your visitors, they're a great way to promote related content or products, and they may also provide some SEO benefit.

Related Search Example

 NRS Guide Gloves ★★★★☆ (12) \$19.95	 NRS Toaster Mitts ★★★★☆ (4) \$44.95	 NRS Men's Boater's Gloves - Closeout ★★★★☆ (23) On Sale: \$16.25 \$24.95	 NRS Natural Gloves ★★★★☆ (32) \$44.95
---	---	---	---

Search Suggestions: [Neoprene Gloves](#) [Cold Water Gloves](#) [Karak Gloves](#) [Women's Kayaking Gloves](#) [Waterproof Gloves](#) [Paddling Gloves](#) [Womens Gloves](#) [Titanium Gloves](#) [Rowing Gloves](#) [HydroSkin Gloves](#)

Use Banners to Create Consistency Between All Site Pages

Use the same merchandising banners across pages on your site to give shoppers a consistent experience. Whether using search or navigation, make sure that search results pages show the same promotional banners that you feature on your homepage or category pages. If you use banners differently on your mobile site, consider running an A/B test to see which layout performs best before committing to a change.

Create Banners Related to Specific Keywords

Use keyword-triggered banners to make it obvious to the visitor that they've arrived at a search results page with the correct products. When customers search for a brand name or product that is on sale, you can include a keyword-driven banner at the top of the search results page to highlight that promotion. Well-designed banners can provide a significant further uplift in your conversion rates.

Banners Related to Specific Keywords Example

Footwear etc. walk your world in our shoes

FREE 3 DAY SHIPPING ON US ORDERS \$60 & UP | FREE & EASY 365 DAY RETURNS ON ALL SHOES FOR FANATICS MEMBERS | LOW PRICE GUARANTEE

taryn rose Popular Searches

WOMEN MEN BRANDS SALE WIDE AND NARROW BAGS SOCKS INSOLES SHOE CARE BODY HEALTH LOCATIONS

Home > taryn rose > Taryn Rose

Search Suggestions: [Navy](#) | [Flats](#)

Sort: [Top Sellers](#) Per Page: 96 View: [Grid](#) 12 Products | Page 1 of 1

Free 3 Day Shipping on all US orders \$60 & up!
Free Return Shipping on all footwear
for Footwear Fanatics Rewards members. TARYN ROSE

Taryn Rose Women's Fierce Black Leather ★★★★★ \$244.95	Taryn Rose Women's Kelsey Black Stretch Fabric ★★★★★ \$218.95	Taryn Rose Women's Felicity Navy Stretch Fabric ★★★★★ \$218.95	Taryn Rose Women's Bryan Black Leather ★★★★★ \$198.95

Use Banners for Shipping Promotions

Use banners to promote free shipping or shipping discounts. Once site visitors have searched for a particular product, they will focus on whether they're going to purchase. By placing shipping offers within banners on search results pages, you provide an additional incentive for shoppers to follow through with their purchase.

Banner for Shipping Promotions Example

ALWAYS

FREE 3 DAY SHIPPING* + EASY 365 RETURNS

*ALL U.S. ORDERS \$60 & UP · FREE RETURNS ON FOOTWEAR FOR REWARDS MEMBERS



More Info:
Video Tip
Search Results
on Product Pages

sli-systems.com/resources/
video-tips/search-results-
on-product-pages

Show Search Results on Product Pages

When someone searches the web and clicks on an organic or paid listing that leads to one of your product detail pages, you want that person to remain on and purchase from your site. One way you can reduce the bounce rate and increase the conversion rate of those visits is by showing other products related to the search term in a banner, which dynamically populates based on the keyword searched. By showing other appealing products to visitors, it increases the chances that they will find something they'd like to purchase.

In this example from Nike, the visitor searched for Nike Tech Fleece Full-Zip and is shown a banner containing other related products. The banner shows the visitor a broader range of products to choose from, which is particularly useful if the first product shown is out of stock or is not the best seller.

Search to Provide Additional Options on Product Page Example

The screenshot shows a product page for a Nike Tech Fleece Full-Zip Women's Hoodie. The main product is displayed with a large image and a smaller thumbnail. The price is AU\$120.00. Below the main product, there is a 'YOU MIGHT ALSO LIKE' section featuring four related products:

- Nike Tech Fleece Full-Zip Women's Hoodie, AU\$120.00
- Nike Tech Windrunner Women's Hoodie, AU\$120.00
- Nike District 72 Full-Zip Women's Hoodie, AU\$100.00
- Nike District 72 Full-Zip Women's Hoodie, AU\$100.00

Use Synonyms to Offer More Results

If a site visitor searches for iPads, and your site offers other tablets, you can connect these and other similar items so that they appear together in search results. This provides shoppers with more alternatives, which encourages them to browse similar products.

Create Redirects Related to Specific Keywords

For some popular search terms, you may want to redirect users to a specific site search page tailored to that search keyword. For example, you may already have pages dedicated to particular brands. When visitors search for specific brands, you can send them to the related brand page instead of a generic search results page.

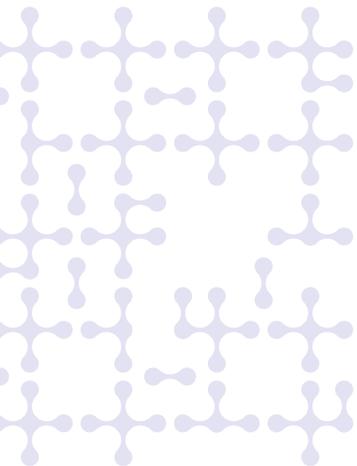
In this example, SportsUnlimited created a redirect for the Under Armour brand. We recommend examining your site search reports to identify the most popular searches. Then consider whether you can provide a better experience by having dedicated search results pages for some searchers.

Redirect to Dedicated Search Page Example

The screenshot displays the SportsUnlimited website's search results for the keyword 'under armour'. The page features a navigation bar with categories like Football, Baseball, Basketball, Lacrosse, Field Hockey, Soccer, Fitness, Games, Apparel, Accessories, and Uniforms. A search bar at the top right contains the text 'under armour' and a 'SEARCH' button. Below the search bar, there are promotional banners for 'FREE SHIPPING OVER \$99' and 'SAME DAY SHIP BY 3PM ET 365 DAY RETURNS'. The main content area shows 'Search Results' for 'under armour' with 1 - 20 of 380 results. Search suggestions include 'Under Armour Hoodie', 'Under Armour Compression', 'Compression Shirt', 'Under Armour Socks', and 'Under Armour Shorts'. The results are sorted by 'Popularity'. A large banner for 'UNDER ARMOUR PERFORMANCE' is displayed, followed by a grid of product images categorized by 'shop men's women's youth' and 'coldgear heatgear youthgear ua|woman'. Below this, four product listings are shown, each with a 'BEST SELLER' badge and 'FREE SHIPPING!' text. The products are: 'Under Armour ColdGear Infrared Men's Hood' (\$29.99), 'Under Armour Big Logo Men's Hoodie' (\$54.99), 'Under Armour HeatGear Men's Leggings' (\$39.99), and 'Under Armour ColdGear Men's Fitted Mock' (\$49.99). Each listing includes a star rating and the number of reviews.

Show Other Product Recommendations

To increase the chances of shoppers finding products they'd like to buy, use product detail pages as one location to show them other recommendations based on the original search term. Showing similar products provides shoppers with alternatives if the product they're looking at doesn't quite meet their requirements.



Site search reporting: things to look for in your site search data

Review Search Quality Metrics

It's important to review your site search quality metrics to ensure your search relevancy is improving over time. Some metrics you should track include average rank, clickthrough rate, rate of complaints and revenue generated per person that searches. A good site search solution "learns" by tracking visitors' search queries and clickthroughs to deliver results based on criteria such as popularity. This means that searchers on your site are presented with the most relevant search results and can find what they're looking for quickly and easily. Improved searches result in more satisfied customers and greater sales.

Check Top Search Terms

Setting up search once and forgetting about it is not enough. It's very important to regularly check the top search terms on your site as these will change frequently. This data can be a good indicator of new items your clients are looking for, product lines that are performing well, or the seasonality of your products. For example, SLI customer SurfStitch used information gleaned from site search and created custom landing pages for popular products like "90's Retro."

Review Site Search Terms for SEO and PPC Campaigns

Another reason to regularly review top site search terms is to inform your SEO and PPC campaigns. Top search phrase reports are a great source for keyword research because the language your visitors use on your site search will be very similar to the language they use when searching the web for the same products or content.

Identify Searches with Poor Results

One way to identify searches with poor results is to look at clickthrough rates; searches that have no results will have a clickthrough rate of zero. Poor results arise when people are searching for what you don't have or when visitors use different language than you do to describe the products or content they want.

Poor results data can be extremely valuable in helping you understand demand levels for products you do not currently carry. If visitors are searching for items you don't offer, you may decide to stock those items or provide information about those products on your site. If visitors are searching for products you're not able to carry or don't intend to carry, you can show them keyword-specific banners suggesting similar products.

If your visitors use different wording to describe your content or products, you can either start using their wording on your site (which will also help with your SEO efforts), or you can add synonyms to your search so your visitors will find the items they're looking for.

Watch the Keywords that Are Gaining Popularity

Look out for keywords that quickly gain popularity so you're able to continually meet increasing product demand. Again, it's important to understand the language of your customers. Like any trend, nothing lasts forever, including the search terms used most frequently on your site. Trends around popular terms may shift with the seasons, or with popular songs and movies, or with the latest look sported by Justin Bieber. The point is, as terms gain popularity, they signal to you that the products that go along with those terms will likely also gain popularity. Be prepared for these shifts.

Monitor How Well Your Top Listed Products Perform

How well do you know if what you're listing first in search results is working? It's extremely helpful to have reporting that shows how many customers click in the top five search results and convert. With this data you can continue to test and refine your site search to maximize the percentage of your customers that click on your top results.

Use Mobile Reporting

Now that most customers use mobile, it's important to make sure that you can track the analytics of your mobile site. You'll want to track which browsers and mobile devices people are using to access your site, how much time visitors spend on the site and what they are purchasing. This data can help you determine which features are important for your mobile site. Mobile site traffic and abandonment patterns can give insights into how promotional campaigns are performing, areas where you can improve the user experience or other ways visitors use your mobile site.

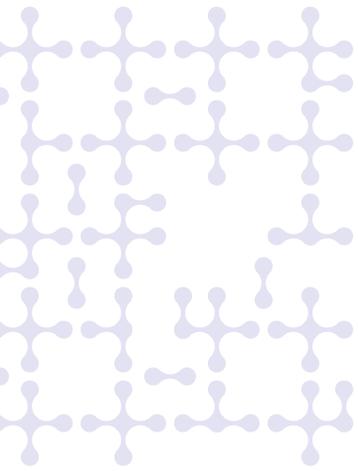
Maintain a Solid Infrastructure

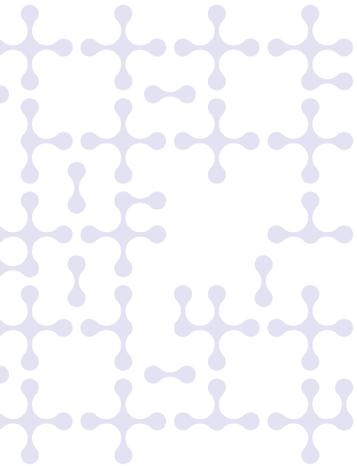
Make Sure Your Site Search Is Redundant

Servers and data centers can fail and go offline from time to time – earthquakes, hurricanes, lightning strikes and human error can cause site interruptions. It's important that all critical parts of your site are protected at all times. Make sure that your search can continue to run if a server or data center fails.

Look into SaaS Site Search Solutions

If you haven't already, consider using a SaaS site search solution. Make sure that your SaaS solution is fully redundant so that it runs across multiple data centers. A well-constructed SaaS solution will offer higher capacity at a much lower price point than a retailer can reach with their own on-premise solution.





Consider SLI Systems

SLI Systems is the leading provider of site search, navigation, merchandising, mobile, recommendations and SEO solutions to top retailers around the world. Since 2001, we've been perfecting our patented learning engine and improving our customers' e-commerce profitability. Hundreds of customers worldwide have shared their analytics with us, revealing dramatic results since implementing SLI. It's common to see a range of benefits including more conversions, higher order values and increased time on site. Other benefits of SLI:

- As you provide the ideal search experience to your customers – whether on their PCs, tablets or smartphones – you build incredible brand loyalty
- With our user-generated SEO, more of your products are found and purchased through organic search, spurring your business' growth and profitability
- Our rich in-depth reporting system provides you with data on what your visitors are looking for, what they are finding and what they are NOT finding on your site
- Our SaaS model allows us to deliver fast rollouts and easy scalability so your site stays at the forefront of current e-commerce trends
- Our customer success managers proactively work to maximize your search and user experience, which frees your time to focus on other aspects of your business
- With our redundant servers in multiple data centers in different geographies, your site is prepared for unexpected outages or traffic spikes

SLI Systems (SLI.NZ) is the most chosen SaaS-based site search provider to Internet Retailer Top 1,000 retailers and operates on five continents.

To learn more about how SLI Systems can accelerate your e-commerce sales, visit sli-systems.com or email discovery@sli-systems.com.

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 behavior 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 or email discovery@sli-systems.com



USA

333 West San Carlos
12th Floor
San Jose, CA 95110
USA
Ph: (866) 240 2812
Fax: (415) 680 1653

Europe

Fifth Floor
Kemp House
152-160 City Road
London, EC1V 2NP
United Kingdom
Ph: +44 (0) 203 217 0321
Fax: 0800 032 4797

Australia

Level 5, Suite 3
189 Flinders Lane
Melbourne
VIC 3000
Australia
Ph: 1800 139 190

Japan

Cerulean Tower 15F
26-1 Sakuragaoka-Cho
Shibuya-ku
Tokyo 150-8512
Japan
Ph: +81 (3) 5456 5891

New Zealand

78 – 106 Manchester Street
Christchurch 8011
New Zealand
Ph: 0800 754 797
Fax: 03 961 3262