



Industry
Brief

Site Search, Navigation, Recommendations,
Merchandising, SEO and Mobile for

Your B2B E-commerce Site

Create an exceptional online shopping experience to win loyal customers



The business-to-business industry is rarely considered glamorous.
But don't let its reputation fool you. Based on the numbers, it should
stand for Big and Beautiful.

Let Learning Search Help Your B2B Site Act More Like B2C

The B2B e-commerce market is expected to grow to \$6.6 trillion by 2020, according to [Frost & Sullivan](#). That's more than double the size of the business-to-consumer e-commerce industry, which is positioned to hit \$3.2 trillion by the same year (Frost & Sullivan).

With more B2B buyers expecting to find what they need online, a growing number of B2B companies are embracing e-commerce. B2B e-commerce will account for more than 13 percent of all B2B sales in the United States by 2021, according to [Forrester](#). Another 56% of B2B buyers said in 2018 they expect to make at least half of their work-related purchases online ([Magnet](#)).



B2B Shoppers Have Higher Expectations








Shoppers have come to expect a customer-centric online experience, and B2B sites would be wise to step up their game. Why should shopping for work be any less efficient (and fun) than shopping for yourself? B2B buyers want a seamless online experience – even though the B2B path to purchase is usually more cumbersome.

The B2B buying process often requires in-depth research, approval from multiple stakeholders and possibly price negotiation. This combination of complexity and great expectations means your site has more chances to hit (or miss) the mark. The following tips will help you deliver a B2B shopping experience that turns your shoppers into repeat buyers.

Make Your Search Sing

B2B buyers want to quickly find what they are looking for and they expect the search box will help them do just that.

Unlike traditional keyword match, SLI Learning Search® patented technology learns from visitors' site search activity and clickthroughs to deliver the most relevant results. Our learned understanding of what shoppers are really looking for helps us connect them with the products they're most likely to buy. In addition, powerful features like SLI Rich Auto Complete™ speed shoppers' path to the right product by showing relevant suggestions as soon as visitors engage with the search box.

Search Suggestions	Product Suggestions for "coffee cups"			
coffee cups				
in Disposables	4 ounce White Disposable Double Wall Coffee and Tea Cup 500 count box	One Lid Three Sizes 8 ounce Kraft Disposable Double Wall Coffee and Tea Cup 500 count box	One Lid Three Sizes 12 ounce Gray Disposable Ripple Wall Coffee and Tea Cup 500 count box	One Lid Three Sizes 12 ounce Black Disposable Ripple Wall Coffee and Tea Cup 500 count box
in Tableware	\$52.49	\$62.99	\$78.74	\$78.74
in Equipment				
coffee lids				
coffee stirrer	4 ounce Kraft Disposable Double Wall Coffee and Tea Cup 500 count box	One Lid Three Sizes 12 ounce Kraft Disposable Double Wall Coffee and Tea Cup 500 count box	One Lid Three Sizes 8 ounce Kraft Disposable Ripple Wall Coffee and Tea Cup 500 count box	
coffee product	\$52.49	\$73.49	\$68.24	
paper coffee cups				
	View More (107)			

Speed shoppers' path to the right product with Rich Auto Complete™

Provide Ratings, Reviews & Recommendations

Peer reviews are powerful when you are shopping for the latest, greatest tech gadget and when you want to buy 500 new laptops for your company. Ratings, reviews and recommendations aren't just for B2C sites anymore. Buyers have come to trust and expect these features as part of the online shopping experience. According to the [2018 B2B Buyers Survey Report](#) by Demand Gen Report, 65% of B2B buyers rated product reviews as "very important" in the buying process. And 76% of respondents said it is important for them to be shown relevant content. SLI Learning Recommendations™ provides a personalized experience by displaying contextually relevant recommendations based on SLI learning technology. These recommendations create cross-sell and up-sell opportunities in different areas of your site.

Jargon Schmargon

Don't let the details get in the way of an amazing user experience. People say things and spell things in different ways. Let your visitors type in almost anything – model numbers, SKUs, partial or incomplete numbers, measurements – and still get accurate results. For example, if someone types in a partial part number, such as 179, instead of JM050179, is your site search smart enough to know what they are looking for? The ability to create synonyms means shoppers will get the right results even when they use different terms or make common spelling errors. Alternatively, ignoring synonyms could mean sending visitors to a "no results" page by mistake.

Showcase Your Expertise

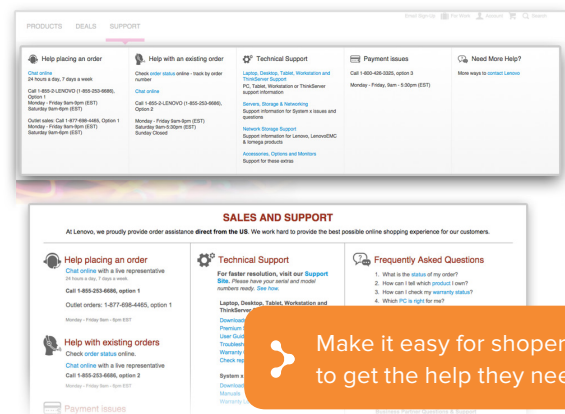
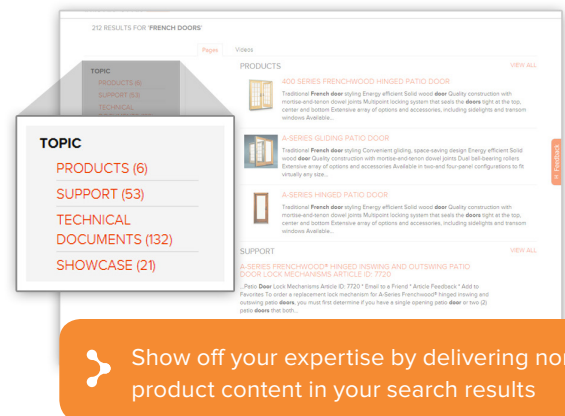
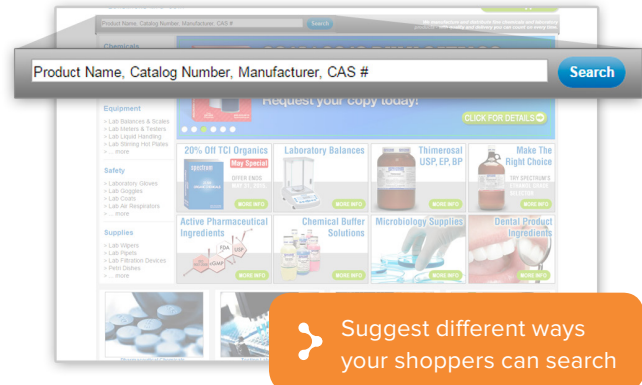
Nothing against your sales team, but your corporate website is probably the first choice among executives for learning about business products and services. According to [Demand Gen Report](#), 66% of B2B buyers said it is important for a company's website to speak directly to the needs of their industry. Make sure potential buyers can easily find the information they desire, whether it's demo videos, case studies, consumer guides, or blogs. A superior site search experience will deliver product results and non-product content, so your visitors find everything they are looking for and more.

Go Anywhere, Be Everywhere

Work-life balance often means blurring the lines between both – and getting tasks done when you can. Research is no longer constrained to the dual-screen desktop at the office. Your customers might travel for business or couch surf from the comfort of their home. Either way, go with them via their smartphone or tablet. SLI Mobile™ features prominent search box placement, mobile navigation, easy-to-use buttons and succinct product information. As a bonus, the more mobile friendly you are, the higher you will rank in Google's search page results.

Be Supportive

Set a gold standard for customer service. While today's B2B shoppers want to independently scope out what you've got, they also want to know you're there when they need you. Make it easy to place orders, track orders, make payments, get answers to frequently asked questions, find technical documentation and talk to a real person.



Give Your SEO a Boost

Leverage long-tail search terms to make the most of your existing SEO efforts. SLI Site Champion™ creates custom landing pages based on keywords that your site search visitors use. These user-generated pages are indexed and ranked by Internet search engines such as Google, Bing and Yahoo!, increasing page ranks so that more of your products are found.

Provide Inventory Information and In-Store Pick Up

Your B2B consumer often buys in bulk, so knowing if you have one or 100 of a particular product in stock can prove very helpful. Show inventory levels along with product information. If you have brick-and-mortar locations, consider adding geolocation features, such as a store locator or the ability to search by local inventory. Take convenience a step further by letting your customers buy online and pick up in store.

Make Navigation Easy

Your B2B shoppers want to see all of their options easily. SLI Learning Navigation™ uses SLI learning technology to list products in order of popularity under relevant sections. More than 70% of B2B retailers say easy site navigation is critical to conversions, according to a 2018 survey of B2B retailers conducted by [BigCommerce](#). It is an effective way to display online product catalogs and other content.

Leverage Your Search Data to Merchandise and Monetize

Transform your search data into merchandising gold. The search box is where your customers tell you exactly what they want in their own words.

Advanced site search will give you the ability to easily pull reports and spot trends. The SLI

Commerce Console™ keeps you up to date on your site's top search phrases and those ending in "no results." SLI Landing Page Creator™ lets you use this data to quickly create tailored landing pages that can be used in PPC campaigns, email promotions or as links from your home page or category pages.

Standout in the B2B Crowd

The B2B e-commerce industry is booming, but with rapid growth comes competition. Deliver the very best product discovery experience and ensure your site stands out in the crowd. Whether your visitors are researching product options or are ready to place an order, the e-commerce solutions mentioned above can help you win repeat business from loyal customers. Contact SLI Systems to learn more about learning-based search, navigation, recommendations, merchandising, mobile and SEO solutions.



About SLI Systems

SLI Systems (SLI.NZ) accelerates e-commerce for the world's top retailers by generating more traffic, converting shoppers into buyers and maximizing order values. The SLI Product Discovery Suite™ uses sophisticated machine learning to predict what each shopper is most likely to buy right now, and includes solutions for improving site search, navigation, mobile, merchandising, recommendations, and SEO. The SLI Commerce Console™ organizes key sales insight and tuning capabilities into one easy-to-use control center. For 17 years, established brands have trusted SLI Systems to deliver innovative features, knowledgeable service, and reliable SaaS-based infrastructure, that delights customers and increases revenue. SLI operates on five continents, in 20 languages, and is a leader among cloud-based site search providers to U.S. Internet Retailer Top 1000 retailers.

For more information, visit [sli-systems.com](https://www.sli-systems.com).