

The background of the slide is a dark blue-tinted photograph of two hands holding a smartphone. The hands are positioned in the center-right of the frame, with the phone held between the fingers. The phone's screen is visible, showing a grid of small images, likely a gallery or a social media feed. The overall image has a soft, out-of-focus quality, emphasizing the hands and the device.

# Best Practices for eCommerce Site Search

Claudia Ditri  
*UK Sales & Partnerships*

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- The importance of site-search
- The current state of search
- Quick wins for retailers of all sizes
- Where eCommerce search is heading





# About Klevu



- Enterprise-level search technology with market-leading NLP and machine learning capabilities
- Founded in 2013, in Helsinki (where Klevu is HQ'd)
- Core team now based in London, with offices in Finland, US and India
- Merchandising an increasingly important focus
- Plug-and-play integrations for Magento 1, 2, Shopify Plus and able to integrate with any platform





MADE<sup>+</sup>

Paperchase

HH  
HellyHansen

Agent  
Provocateur

OSPREY  
LONDON

oneills

GANT<sup>®</sup>

m-cro

RA  
Royal  
Academy  
of Arts

Söak&Sleep

PAPYRUS 

ZIMMERMANN

BEER  HAWK  
HUNTING OUT THE WORLD'S BEST BEERS

LSA  
International

iCandy

 BAUHAUS



# The importance of site-search





A background image showing a person's hands holding a smartphone, with a blue overlay. The person is wearing a watch on their left wrist. The phone screen displays a grid of images.

Search is frequently overlooked

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The background of the slide is a dark blue, semi-transparent overlay on a photograph. The photograph shows a pair of hands holding a smartphone. The hands are wearing woven bracelets. The smartphone screen displays a grid of small images, likely a product catalog or social media feed. The overall aesthetic is modern and tech-oriented.

# An engaging online shopping experience





In our experience, users are 2 - 5X more likely to convert if they complete a search - this can be up to double on mobile





Site Search Status ?	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
									
1. Visits Without Site Search	 (96.84%)							 (59.51%)	0.05%
2. Visits With Site Search	 (3.16%)							 (40.49%)	0.71%


Site Search Status ?	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
									
1. Visits Without Site Search	<b>67,746</b> (97.01%)							 (82.40%)	1.71%
2. Visits With Site Search	<b>2,086</b> (2.99%)							 (17.60%)	11.51%



# The current state of site-search

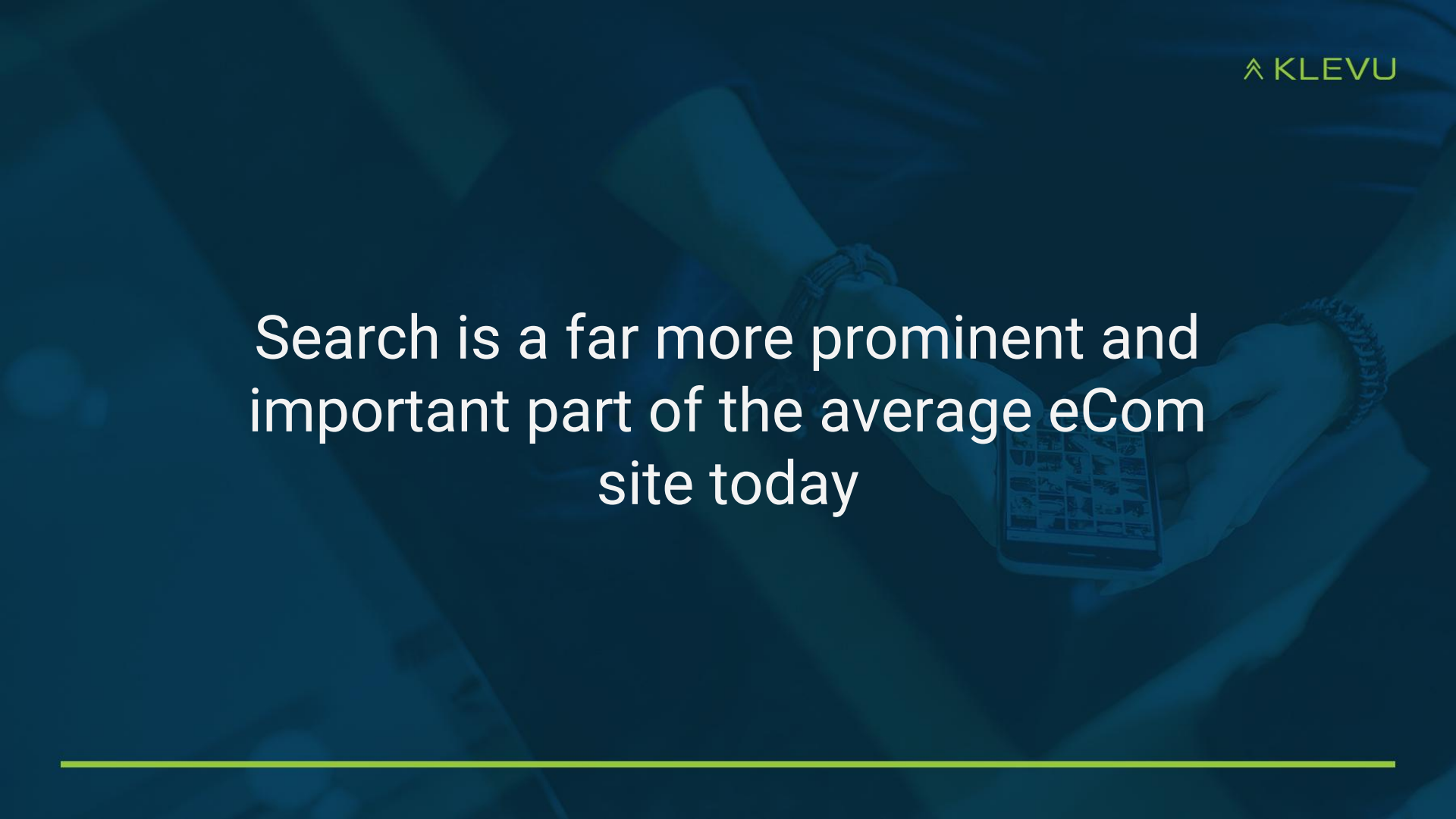




The background of the slide is a dark blue, semi-transparent image of a person's hands holding a smartphone. The person is wearing a watch on their left wrist. The phone's screen displays a grid of small images, likely a photo gallery or a search results page. The overall aesthetic is modern and tech-oriented.

‘smart search’ solutions are fairly mainstream amongst mid-level and enterprise-level retailers

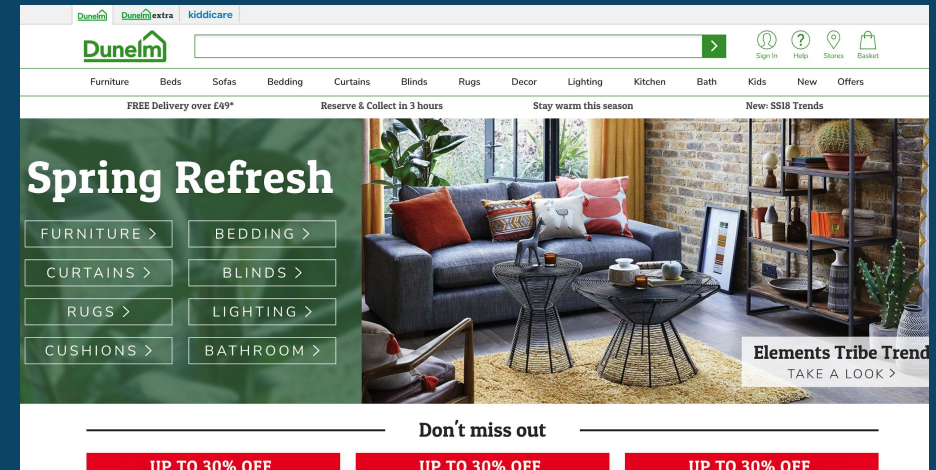
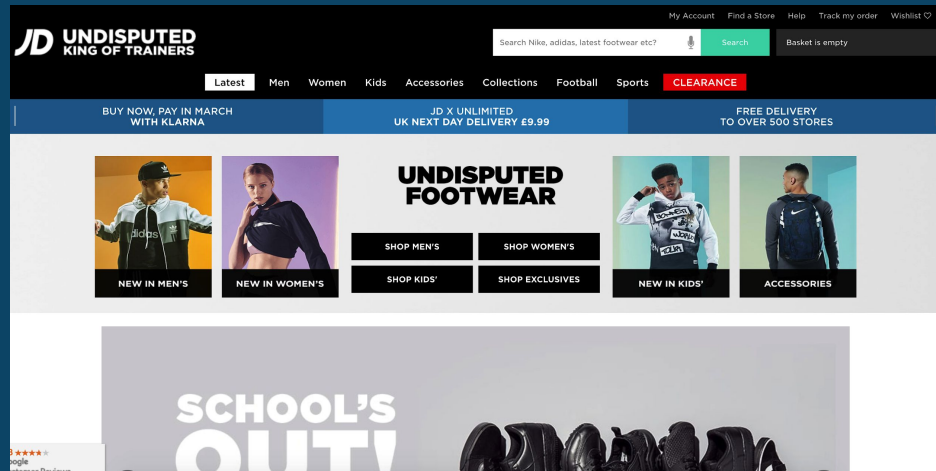
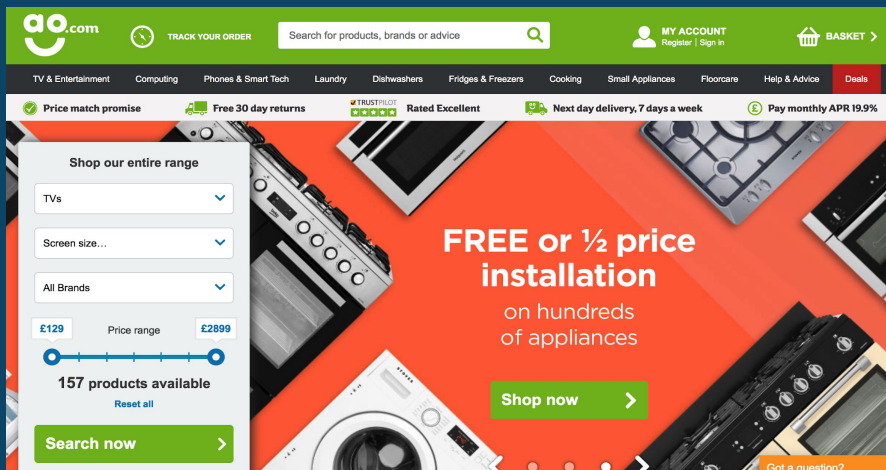
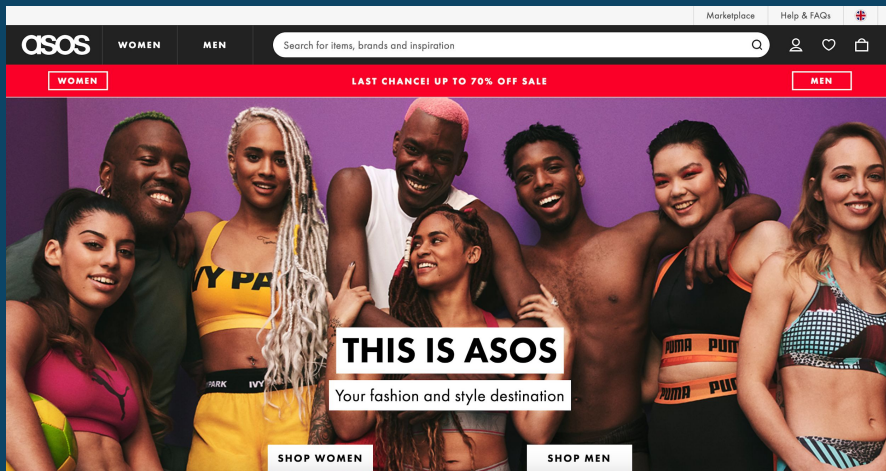


The background of the slide is a dark blue, semi-transparent image of a person's hands holding a smartphone. The person is wearing a dark blue t-shirt and a black braided wristband on each wrist. The smartphone screen displays a grid of small images, likely a product catalog or search results page. The overall image has a dark, moody aesthetic with a blue color overlay.

Search is a far more prominent and  
important part of the average eCom  
site today

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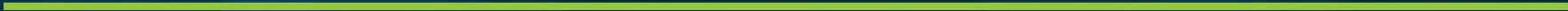






The background of the slide is a dark blue-tinted photograph. It shows a pair of hands holding a smartphone. The hands are wearing woven bracelets. The phone's screen is lit up and displays a grid of small, square images, likely a gallery or a search results page. The overall image has a soft, out-of-focus quality.

Consumers are now expecting more  
from search functions






# Types of queries we see increasingly:



“Size” (e.g. “medium black peacoat”\_

“Best & top” (e.g. “best LED 4k tv”)

Feature-specific (e.g. “waterproof iPhone case”)

Compatible (“wireless keyboard for iPad Mini”)

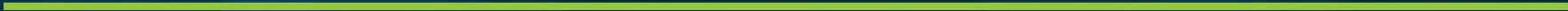
Terms with Results	Count
best	2
	
best tops	1
best selling	1
best sellers	1

Terms with Results	Count
windcheater small	2
x small boxing	1
xsmall	1
	
small d	1
	
jersey size small	1

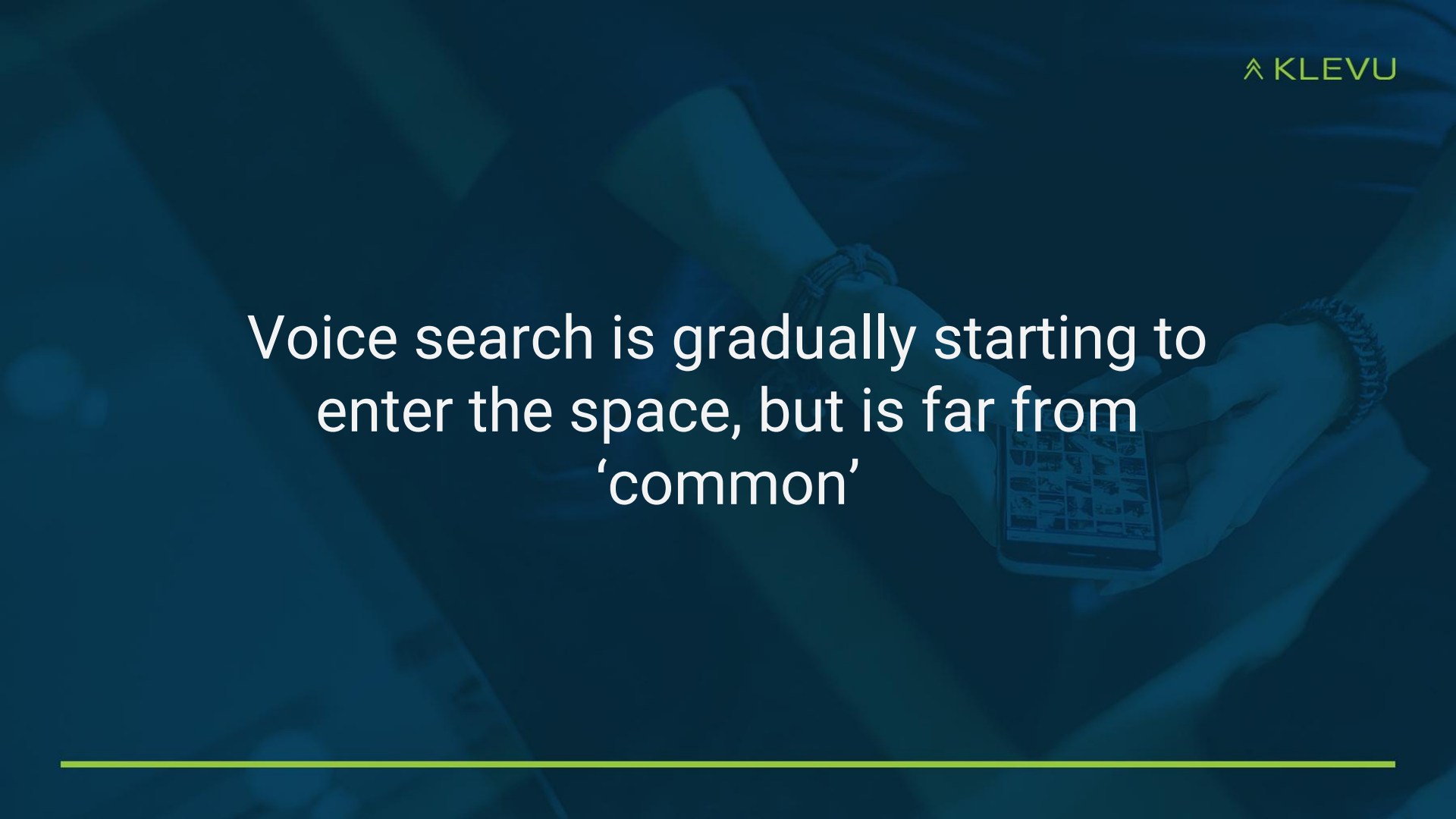


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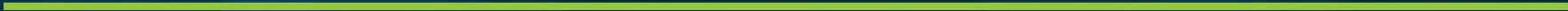
Competition in the search space is  
driving the industry forward





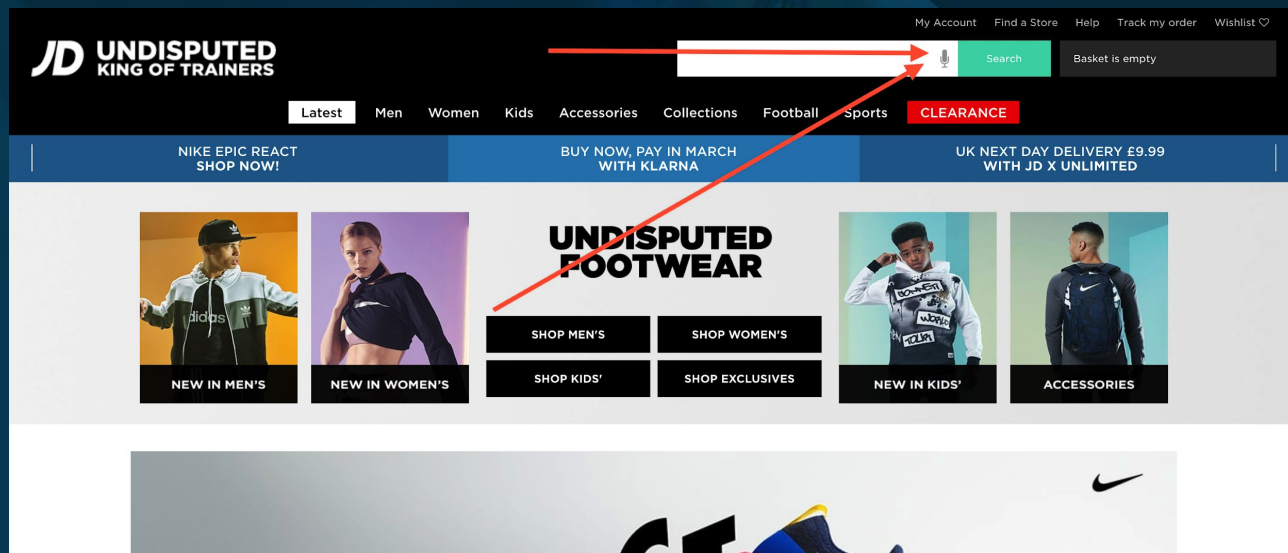
The background of the slide is a dark blue, semi-transparent image of a person's hands holding a smartphone. The person is wearing a watch on their left wrist. The phone's screen displays a grid of small images, possibly a gallery or a social media feed. The overall aesthetic is modern and tech-oriented.

Voice search is gradually starting to  
enter the space, but is far from  
'common'





“40% of millennials already making search queries through a voice assistant, prior to purchasing”





The background of the slide is a dark blue-tinted photograph of two hands holding a smartphone. The hands are positioned in the center-right of the frame, with the phone held between the fingers. The person holding the phone is wearing a dark-colored t-shirt and a braided bracelet on their left wrist. The overall image has a soft, out-of-focus quality.

# Easy Wins for eCommerce Search

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A background image showing a person's hands holding a smartphone, with a blue overlay. The person is wearing a watch on their left wrist and a bracelet on their right wrist. The phone screen displays a grid of images.

# 1) Search as primary navigation on mobile

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*“On-site search was found to be the preferred product finding strategy of the test subjects, as they perceived it to be faster than category navigation”*

*Baymard Institute Mobile Usability Study*

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≡

SOHO GIRL





🔍

Start Searching...

Orders \$75+ Ship Free

WHEN BAE

SAYS




"SEND NUDES...."




SHOP NOW

≡

SOHO GIRL

🔍

Start Searching...

POPULAR SEARCHES:

bodysuit


jeans

jumpsuit


camo

sequin

THESE ARE ON





Classic Stretch Knit Skinny School Pants in Khaki (Plus Sizes Available S-3XL)






Hooded Parka Coat in Olive (Plus Sizes Available S-XXXL)

YOUR RECENTLY VIEWED ITEMS







≡

SOHO GIRL

87 Result(s) found for 'coat'







Hooded Parka Coat in Olive (Plus Sizes Available S-XXXL)

★★★★★



\$49.99 \$24.99



Plus Size Fur Lined Hooded Parka Coat in Olive (Plus Sizes Available)

★★★★★

\$39.99 \$26.99



## 2) Strong native error tolerance

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# NEW LOOK

[Womens](#) ▾[Mens](#) ▾[Teens](#) ▾[Home & Gifts](#) ▾[Offers](#) ▾[Blog](#) ▾

**A ROYAL TREAT**  
30% OFF SELECTED LINES

**WHY NOT VISIT US IN-STORE?**  
TAKE ME THERE

**WANT FREE NEXT DAY DELIVERY FOR A YEAR?**  
GET YOUR DELIVERY PASS FOR ONLY £19.99

[Home](#) / [wrapp top](#)

You searched for "wrapp top"

Did you mean: '[wrap top](#)'?

Showing 0 of 0 items



## Products

[View all](#)

Scott Large 2 Seater  
Sofa, Burnt Orange  
Cotton Velvet  
**£949**



Wes 2 Seater Sofa,  
Elite Teal  
**£699**



Wes 2 Seater Sofa,  
Elite Grey  
**£699**



Vento 3 Seater Right  
Hand Facing Chaise  
End Corner Sofa, Tan  
Leather  
**£1,699**



Jules 3 Seater Sofa,  
Austria Grey  
**£1,099**



Branagh 3 Seater  
Chesterfield Sofa,  
Pearl Grey  
**£999**

## How Can We Help?

[Deliveries](#)[Returns & Refunds](#)[Order tracking](#)[Showrooms](#)[FAQs](#)



### 3) Build optimisation of 0-result queries into merchandising processes





TYPE

- ☐ Baselayer 52
- ☐ Pants 4

SIZE

- ☐ Large 37
- ☐ X-large 31
- ☐ Small 30
- ☐ 2xl 27

...

GENDER

- ☐ Men/unisex 43
- ☐ Boys/girls 13
- ☐ Women 1

CATEGORY/CLUB

- ☐ Mens Gym Wear 7
- ☐ Adults 4
- ☐ Base Layers 4

56 RESULT(S) FOUND FOR 'UNDER ARMOUR'



Pro Body Fleece Lined Leggings (Black/Silver) (Kids)

£24.00



Pro Body Baselayer Long Sleeve Top (Emerald/Reflective Silver) (Kids)

Starting at £18.00  
+3 variant(s)



Pro Body Baselayer Long Sleeve Top (Swedish Blue/Reflective Silver) (Kids)

Starting at £18.00  
+3 variant(s)



Pro Body Full-Length Leggings (Black/Silver) (Kids)

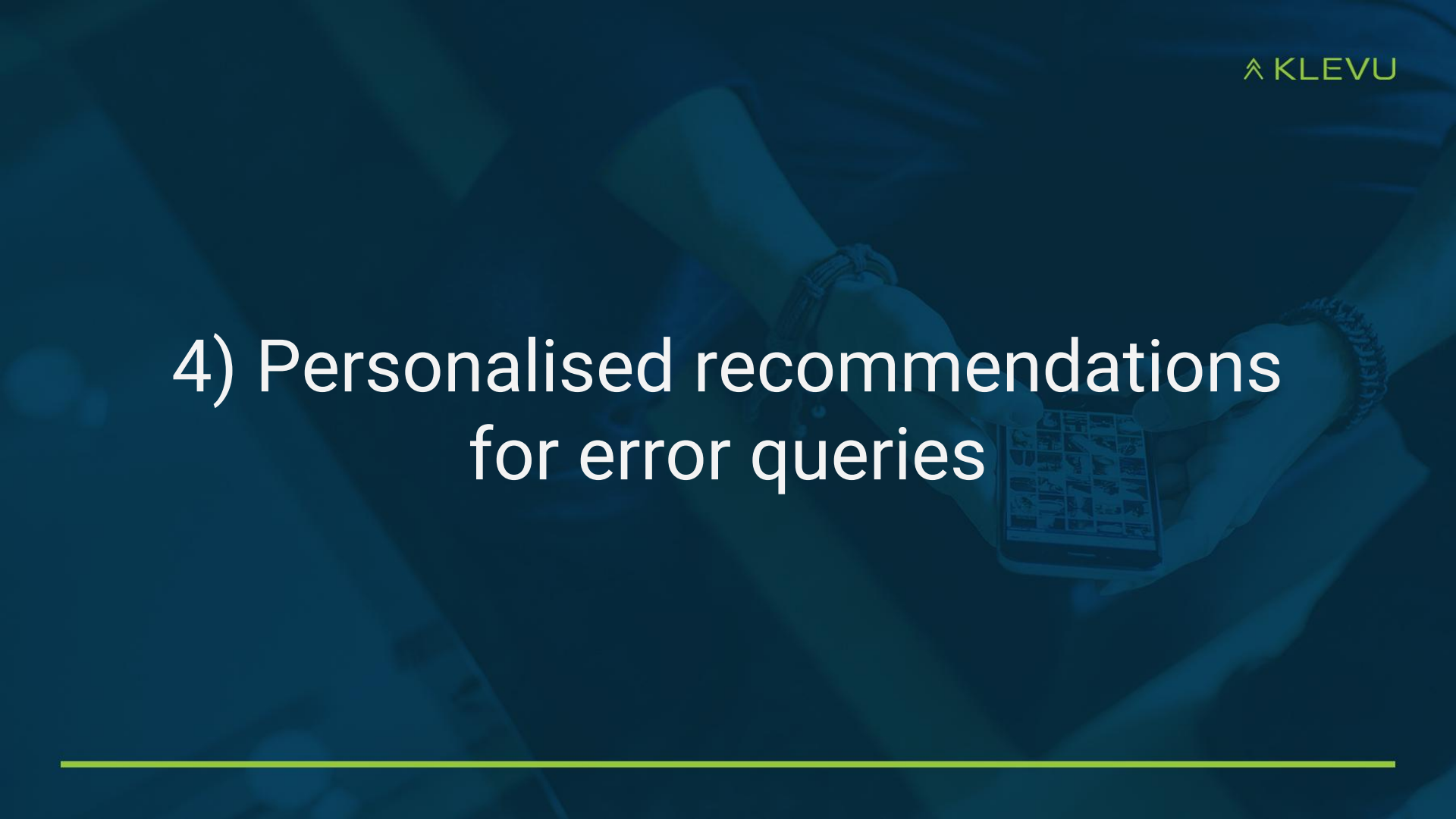


Henley Hawks Baselayer Long Sleeve Top



Old Reds RFC Baselayer Long Sleeve Top





## 4) Personalised recommendations for error queries

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DON'T MISS OUT... GET 24% OFF FOR 48 HOURS!

CODE: 24

EASY RETURNS!

WANT TO KNOW MORE?



Sorry babe we are not able find anything right now

## STUFF YOU WILL LOVE



Anya White Crochet  
Cross Back Mini Dress  
£25.00



Hannah Black  
Checkered Mini Skirt  
Hoody Co-Ord Set  
£24.00



Cassie Grey Multi  
Panel Chunky Trainers  
£21.00



Halle Khaki Plunge  
Neck Sleeveless  
Jumpsuit  
£32.00

Popular Searches: Loungewear, Slogan Shop, Blazer, Bodysuits, Dresses



5) The ability to process complex queries - encourage users to be more detailed when searching

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Order today, pick up today FREE  
with Click and Collect



Home delivery starts from  
your door

## Products

View all products

Store with Fly



Lenovo 14" Ideapad 320 Silver  
Laptop  
**\$799.00**



Lenovo 15.6" Ideapad 320 Black  
Laptop  
**\$724.00**



Lenovo 11.6" Ideapad 110s  
Laptop  
**\$417.00**



Lenovo 11.6" N23 Chromebook +  
Hardcase, Mouse & Earphones  
**\$399.00**



Lenovo 11.6" Chromebook N23 +  
Headphones, Hardcase, Mouse  
and MyTech Sol Instore  
**\$503.00**

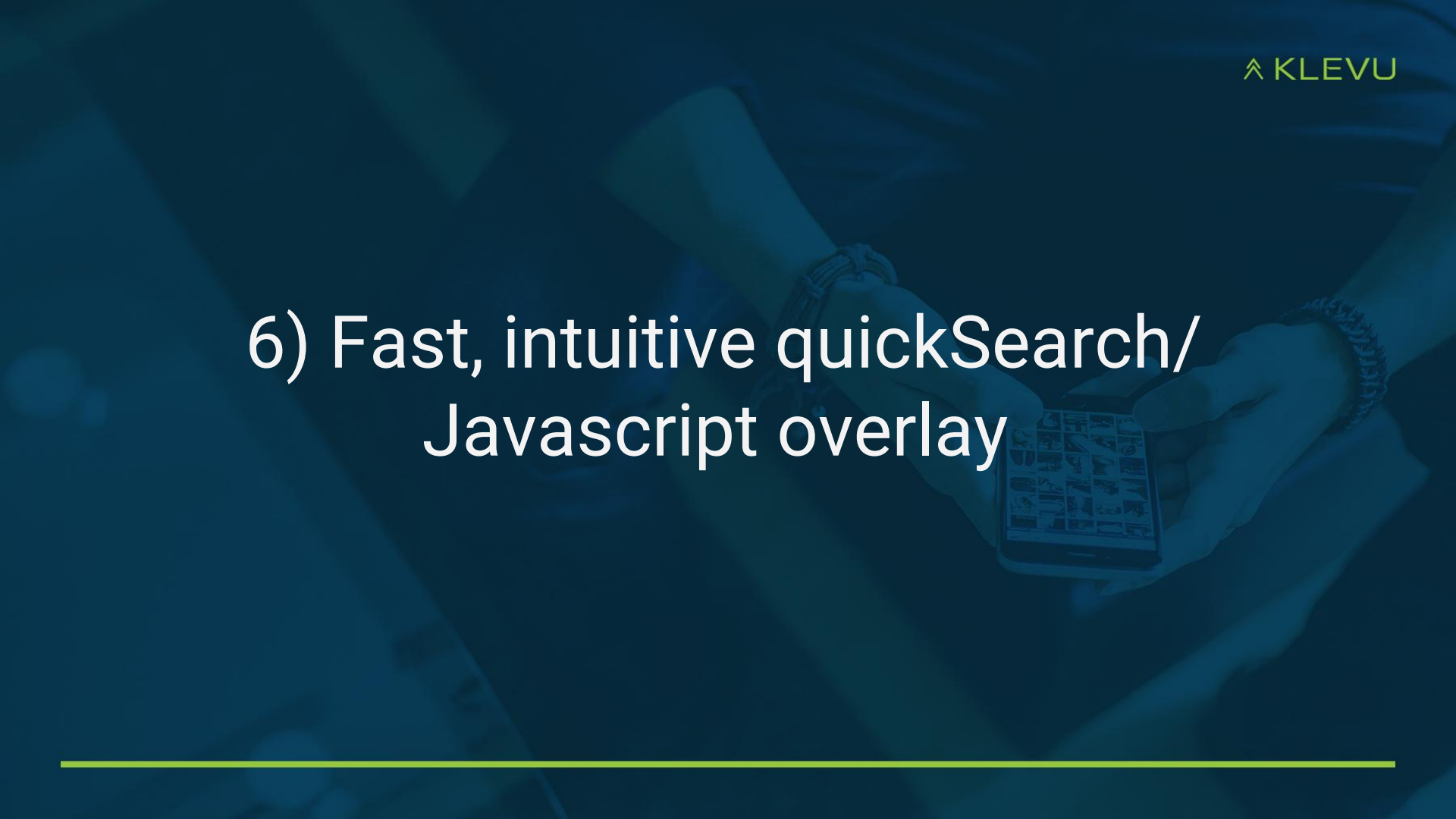


Lenovo 11.6" Chromebook N23 +  
Headphones, Hardcase, Mouse  
and 3Y Warrant  
**\$453.00**

# huge TV & audio clearance

Shop now





## 6) Fast, intuitive quickSearch/ Javascript overlay

---



Beds Furniture

Order

## Suggestions

- 2 Seater Sofa
- 2 Seater Sofa Bed
- 2 Seater Leather Sofa
- Ivan 2 Seater Sofas
- Henderson 2 Seater Sofa

## Products

[View all](#)

Ritchie 2 Seater Sofa,  
Plum Purple

£499



Ritchie 2 Seater Sofa,  
Lime Green

£499



Ritchie 2 Seater Sofa,  
Candy Pink with  
Rainbow Buttons

£499



Ritchie 2 Seater Sofa,  
Scuba Blue

£499



Ritchie 2 Seater Sofa,  
Ochre Yellow

£499



Ritchie 2 Seater Sofa,  
Anthracite Grey with  
Rainbow Buttons

£499

## How Can We Help?

[Deliveries](#)[Returns & Refunds](#)[Order tracking](#)[Showrooms](#)[FAQs](#)[Shop by category](#)



bag

Search results for 'bag'

Close results



54 Gefundene Ergebnis(se)



Ausflug in die Natur



Nylon & Leder 24-Hour Bag

24.000 € ~~244.00 €~~



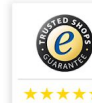
Duffel Bag

150.00 €



NHCT Duffel Bag

110.00 €







MEN

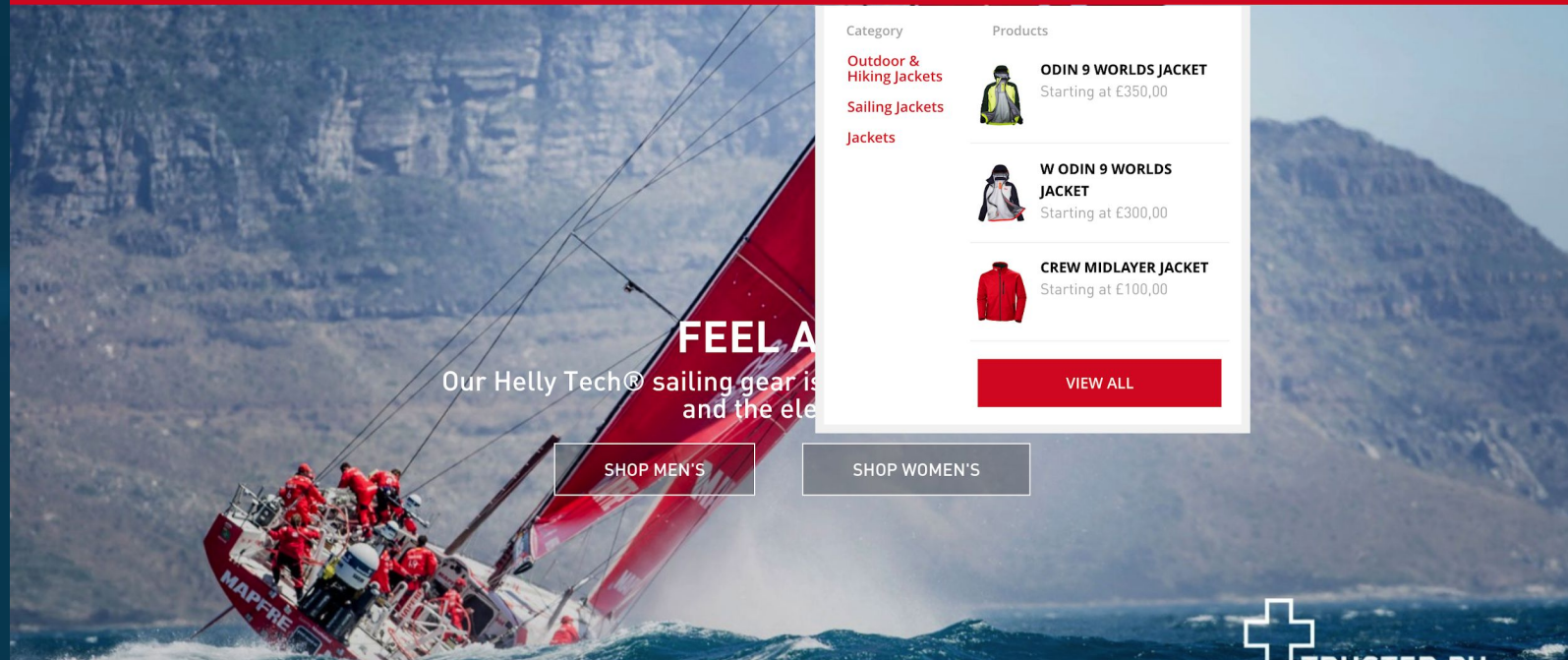
WOMEN

KIDS & JUNIORS

DISCOVER

Q jackets

Shopping cart icon Checkout  
£ 0.00



FEEL A

Our Helly Tech® sailing gear is  
and the ele

SHOP MEN'S

SHOP WOMEN'S

Category

Outdoor &  
Hiking Jackets  
Sailing Jackets  
Jackets

Products



**ODIN 9 WORLDS JACKET**

Starting at £350,00



**W ODIN 9 WORLDS  
JACKET**

Starting at £300,00



**CREW MIDLAYER JACKET**

Starting at £100,00

VIEW ALL



TRUSTED BY



The background of the slide is a dark blue, semi-transparent overlay on a photograph. The photograph shows a pair of hands holding a smartphone. The hands are wearing gold-colored braided bracelets. The smartphone screen displays a grid of small images, possibly a gallery or a social media feed. The overall tone is professional and tech-oriented.

## 7) Index data and content beyond just products





Beds Furniture

Order

## Suggestions

- 2 Seater Sofa
- 2 Seater Sofa Bed
- 2 Seater Leather Sofa
- Ivan 2 Seater Sofas
- Henderson 2 Seater Sofa

## Products

[View all](#)

Ritchie 2 Seater Sofa,  
Plum Purple

£499



Ritchie 2 Seater Sofa,  
Lime Green

£499



Ritchie 2 Seater Sofa,  
Candy Pink with  
Rainbow Buttons

£499



Ritchie 2 Seater Sofa,  
Scuba Blue

£499



Ritchie 2 Seater Sofa,  
Ochre Yellow

£499



Ritchie 2 Seater Sofa,  
Anthracite Grey with  
Rainbow Buttons

£499

## How Can We Help?

[Deliveries](#)[Returns & Refunds](#)[Order tracking](#)[Showrooms](#)[FAQs](#)[Shop by category](#)





Prams

cot



## Suggestions

- > cot
- > cots
- > cot fitted
- > cot sheet

## Pages

- > Checklist: the nursery
- > What to buy before baby is born
- > How to reduce the risk of SIDS

## Category

- > Cot & Bassinet Pillows
- > Cot
- > Cots

## Products

[View all results](#)

Tasman Siena Cot &amp; Mattress Bundle

**\$548.00**

Boori Classic or Pioneer Cot &amp; Mattress Package

**\$659.00**

Childcare Cambridge Cot &amp; Mattress Package

**\$358.00**

Tasman Eco Capri Cot &amp; Mattress Package

**\$448.00**

Playette Travel Cot Quilted Sheet Cream

**\$29.95**Best Price  
Guaranteed

Gift Registry



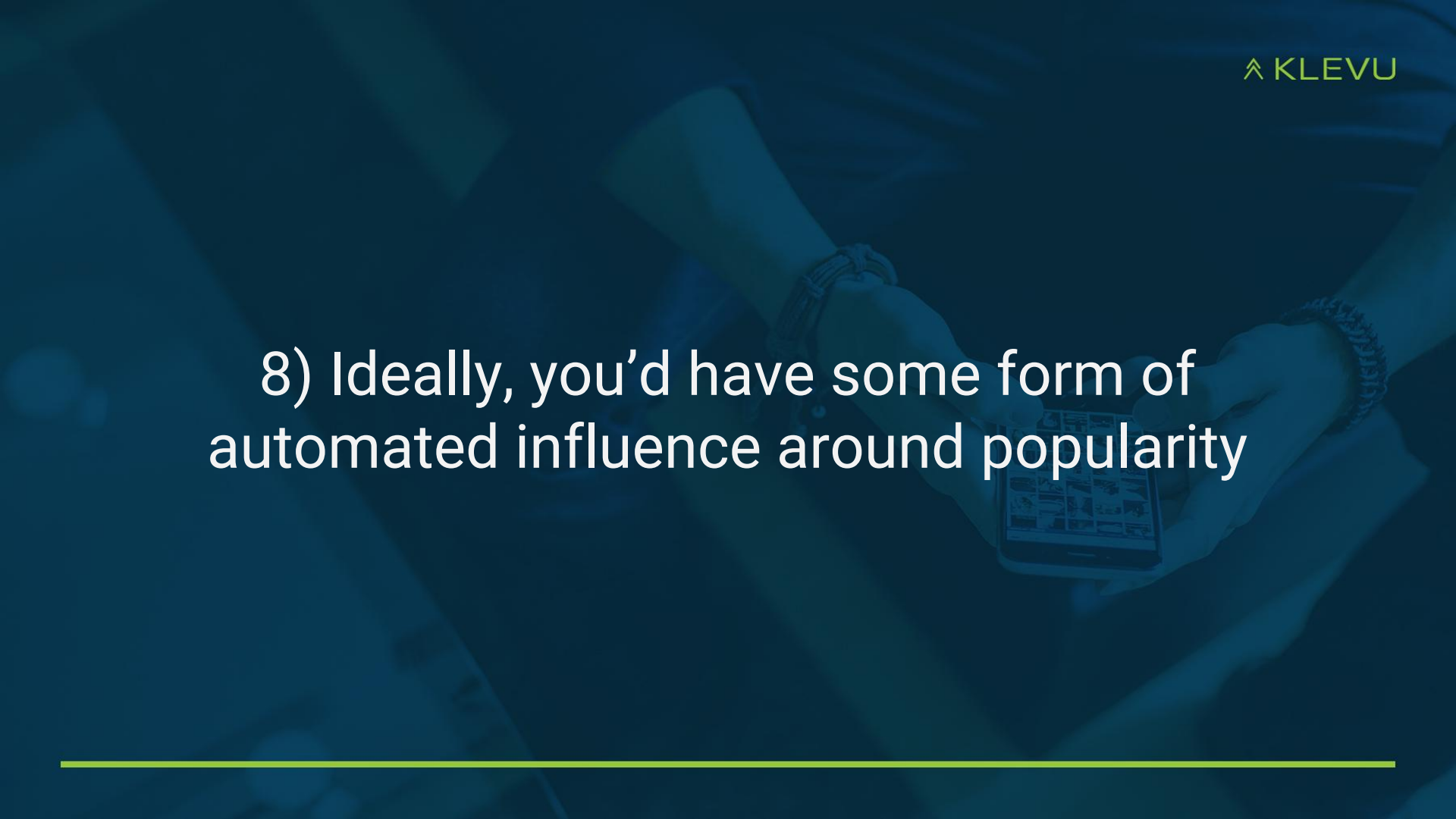
Click &amp; Collect



Easy Returns



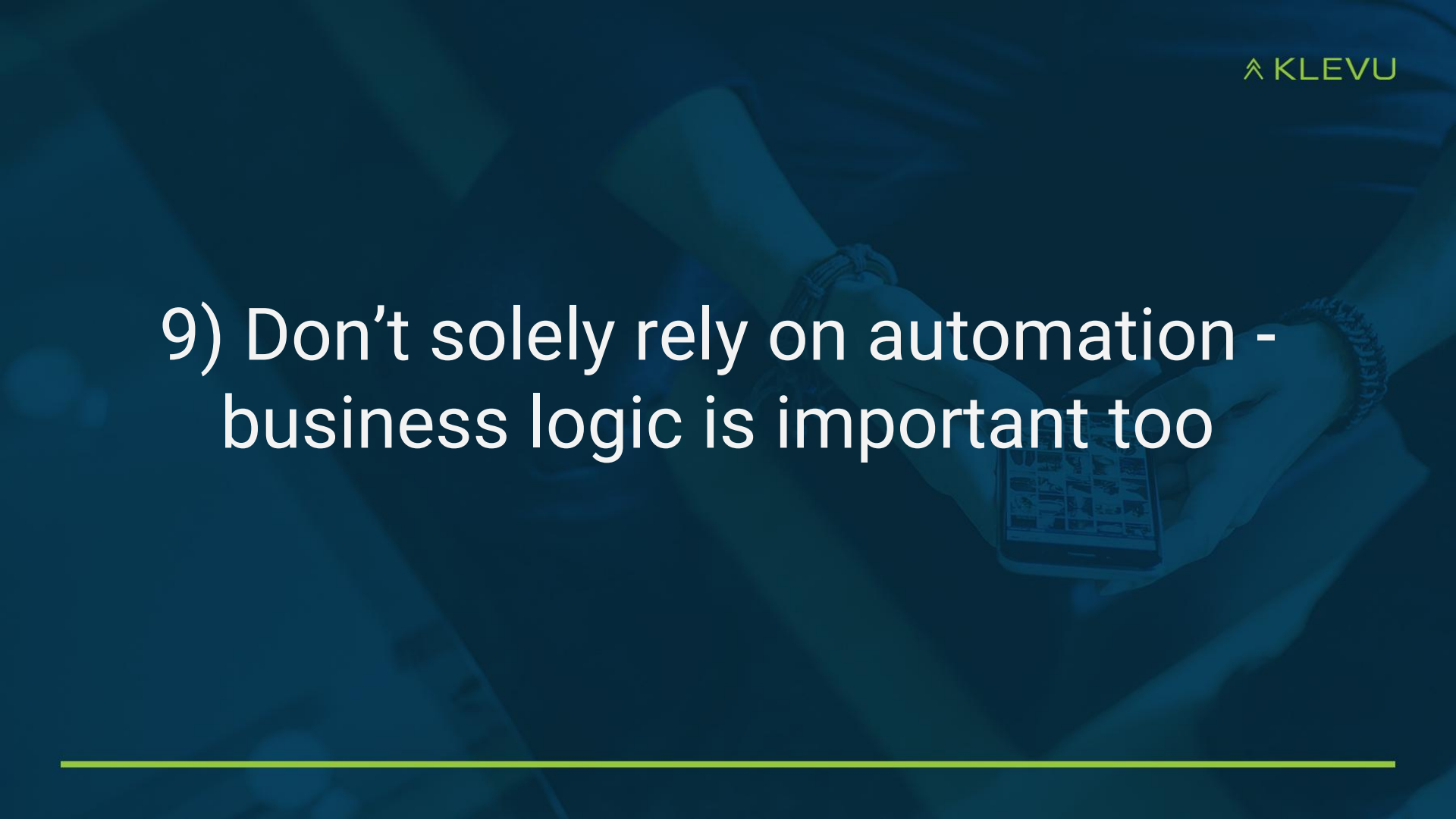


The background of the slide is a dark blue, semi-transparent image. It shows a pair of hands holding a smartphone. The hands are wearing gold-colored, braided bracelets. The phone's screen is visible, showing a grid of app icons. The overall image has a soft, out-of-focus quality.

8) Ideally, you'd have some form of automated influence around popularity

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The background of the slide is a dark blue, semi-transparent image of a person's hands holding a smartphone. The person is wearing a watch on their left wrist. The image is slightly blurred, giving it a modern, tech-oriented feel.

9) Don't solely rely on automation -  
business logic is important too





## TYPE

- ☐ Jersey 68
- ☐ Jacket 24
- ☐ Training Top 23
- ☐ Hats 13

...

## SIZE

- ☐ Jersey (all Sizes) 48
- ☐ Age 10-11 39
- ☐ Age 13 38
- ☐ Age 9-10 36

...

## GENDER

- ☐ Men/unisex 74
- ☐ Boys/girls 70
- ☐ Women 37

## CATEGORY/CLUB

- ☐ Dublin Gaa 53

190 RESULT(S) FOUND FOR 'DUBLIN'



Dublin GAA Home Jersey



£45.00 **£30.00**



Dublin GAA GK Jersey

£45.00 **£30.00**



Dublin GAA Home Jersey (Kids)



£37.00 **£26.00**



Dublin GAA GK Jersey (Kids)

£37.00 **£26.00**



Dublin LGFA Jersey 2016

£45.00 **£30.00**

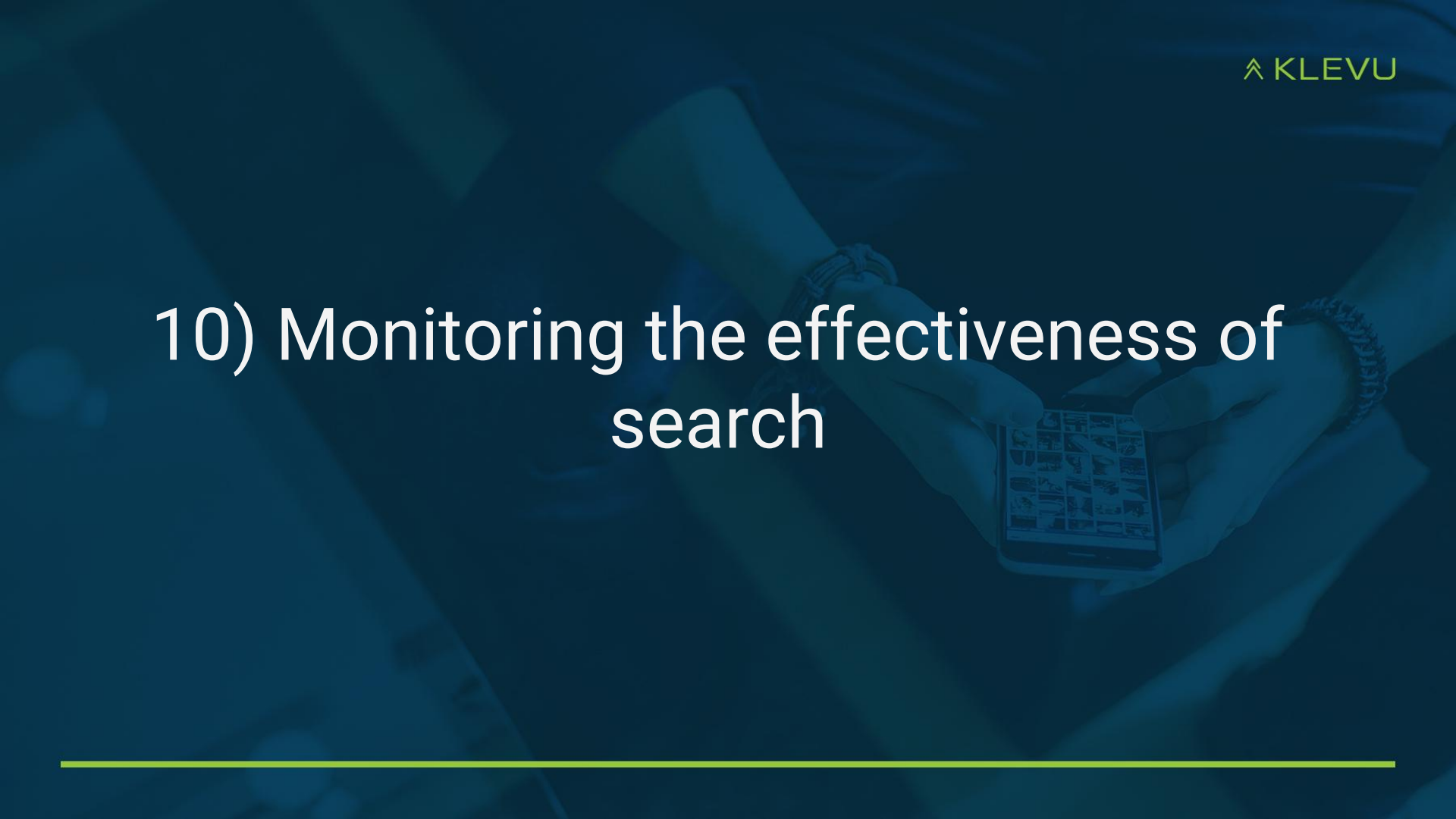


Dublin GAA Womens Fit Jersey



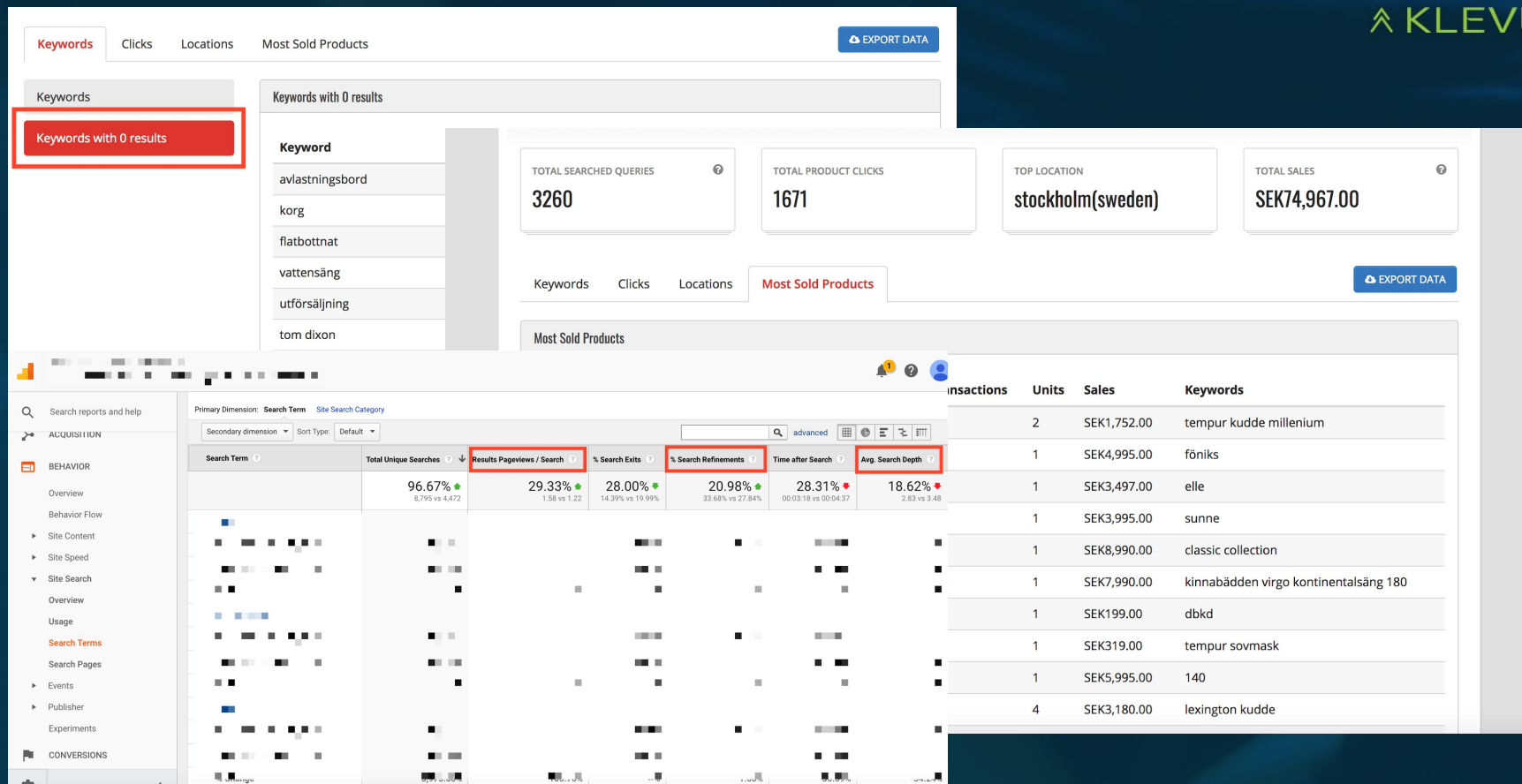


# 10) Monitoring the effectiveness of search

A background image showing a pair of hands holding a smartphone. The phone's screen displays a grid of small images, likely search results. The entire image is overlaid with a dark blue semi-transparent filter. A thin yellow horizontal line is positioned at the bottom of the slide.

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# What's next for search?

- Personalisation - more advanced, 1:1 level personalisation
  - Voice search - getting more prominent
  - More connected experience - more integrated with other functions (mainly for data)
-





Search that learns,  
Generates sales.



[claudia.ditri@klevu.com](mailto:claudia.ditri@klevu.com)

[www.klevu.com](http://www.klevu.com) | [@klevusearch](https://twitter.com/klevusearch)

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