EmpathyBroker
People & Data

Best Practices for Managing Search with **EmpathyBroker**

7 Steps to Search optimisation

1. **Data:** Understand what's happening:
2. **Opportunities:** Select areas of action
3. **No Results Queries:** Improve zero results
4. **Synonimyse:** Adapt to Users terms
5. **Equalize:** Tune the Search score & relevancy
6. **Redirect Links:** Direct Users to specific pages
7. **Boosts:** Promote & Merchandise

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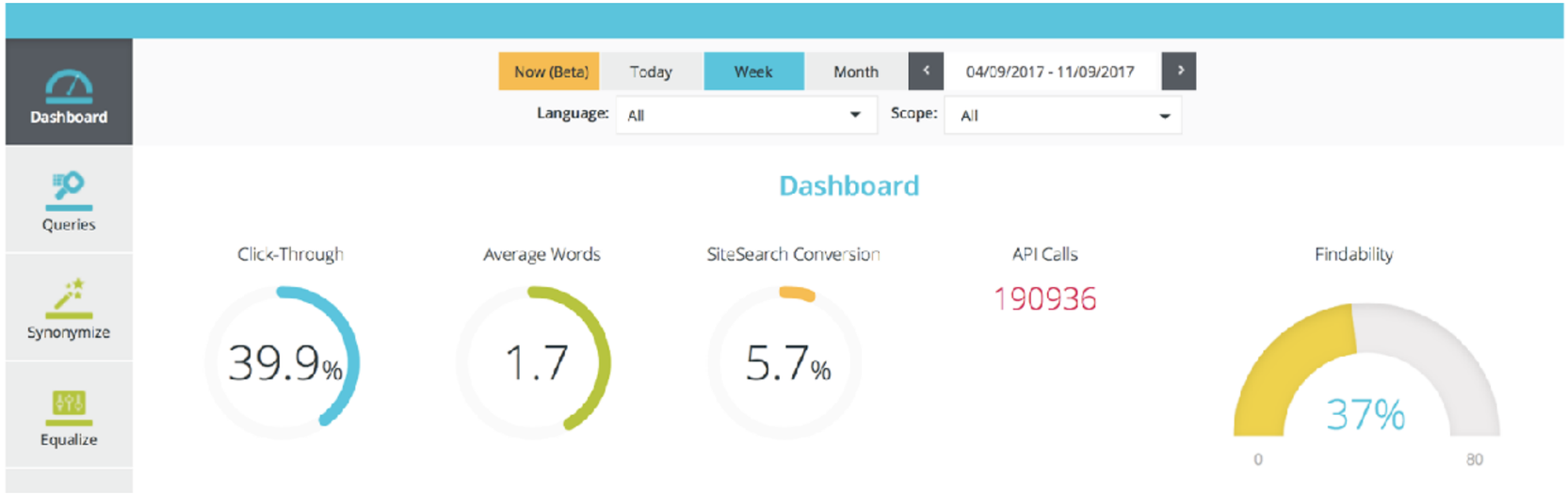
Data

Understand **what's happening**

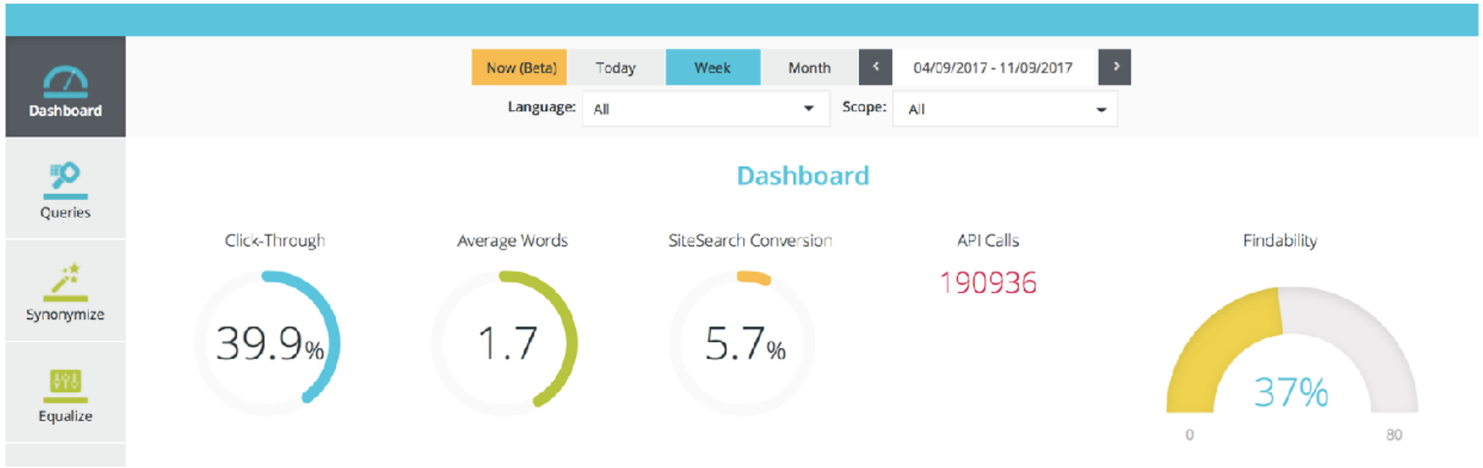
Data - Understand what's happening



EmpathyBroker Dashboard Home

A good **understanding** of the **data** within the dashboard is the **best place to start**.
Navigate Time and Languages and Stores/Scopes (Mobile/Desktop/Tablet) from the top Menu.

Data - Understand what's happening



EmpathyBroker Dashboard Home

Click-Though:
The % of the queries that resulted on a Click (regardless of how far it was on the result set).

Average Words:
The number of words (terms) that for that Time Period and Scope the Users have utilised.

SiteSearch Conversion (add-2-cart):
The % of queries (not sessions) that clicked on Add-2-Cart after querying.

Findability:
Same as Click-Through but counts % queries that clicked without having to scrolled (first page Finding)

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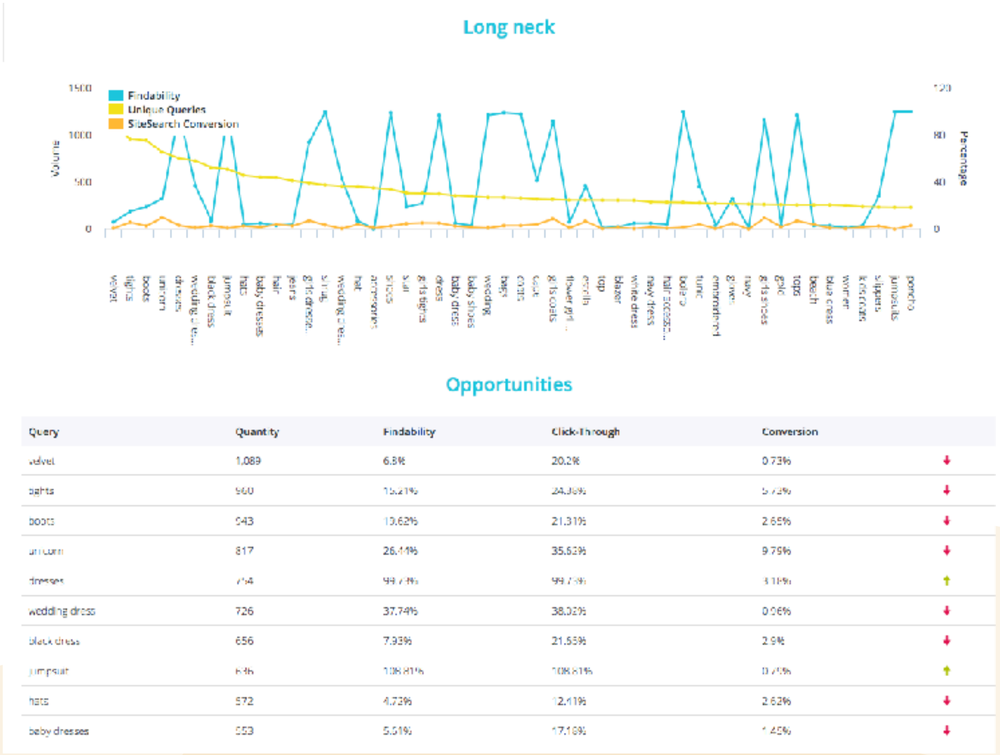
Opportunities

Select **areas of action**

Opportunities

Dependent on the **time frame** that you are working within whether that may be a week or a month, go to the **opportunities table** and review how your top **queries** are performing in comparison to the previous time frame.



Opportunities

Query	Quantity	Findability	Click-through	Conversion	
velvet	1,089	6.8%	20.2%	0.73%	↓
tights	960	15.21%	24.38%	5.72%	↓
boots	943	10.62%	21.31%	2.65%	↓
unicorn	817	26.11%	35.62%	9.75%	↓
dresses	764	99.74%	99.74%	5.11%	↑
wedding dress	726	37.74%	38.02%	0.06%	↓
black dress	656	7.93%	21.65%	2.9%	↓
jumpsuit	649	108.81%	108.81%	0.74%	↑
hats	572	4.73%	12.11%	2.62%	↓
baby dresses	553	5.51%	17.19%	1.45%	↓

EmpathyBroker Dashboard Home, bottom where you may find Opportunities table

Opportunities

If you can see a **steep downward trend**, is this down to stock issues or because the results pages aren't working as they should do.

If they are performing **better**, could this be down to some actions that you have made previously such as **boosts**, the **equalizer** or **synonyms**.

You could have new **queries** in the opportunities table, is this due to seasonality or due to a new range that you have brought in.
The opportunities table provides a lot of **insight** into the rudimentary workings of your site.

Oppo

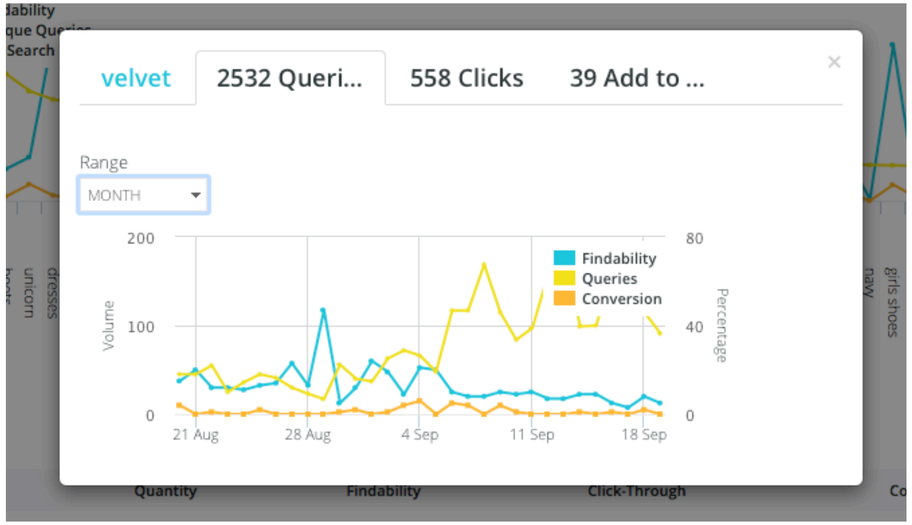
Query	Quantity	Findability
velvet	1,089	6.8%
tights	960	15.21%
boots	943	19.62%
unicorn	817	26.44%
dresses	754	99.73%
wedding dress	726	37.74%
black dress	656	7.93%
jumpsuit	636	108.81%
hats	572	4.72%
baby dresses	553	5.61%

EmpathyBroker Opportunities Table

Opportunities

You can understand which products your customers are **clicking** on and **adding to basket** to understand if these products are at the top of the results page.

With this understanding you can then make **boosts** accordingly .



EmpathyBroker specific query detail (after clicking on one query from any report)

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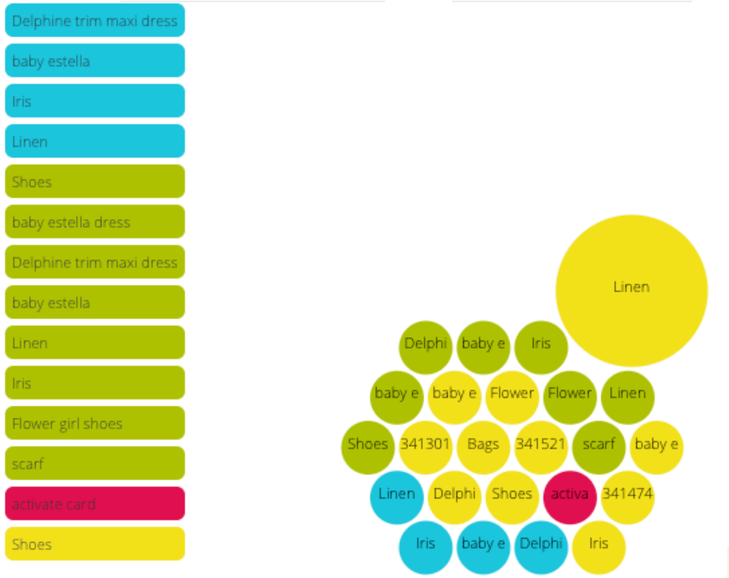
No Results Queries

Improve zero results

No Results Queries

Don't view **no results queries** as a negative.
As much as they show where things might not be working, they can also show **avenues** for **growth**.



EmpathyBroker Now (Beta) real time query Visualisation

- ***Blue = Add2Cart***
- ***Green = Queries with view/clicked***
- ***Yellow = Queries without a click***
- ***Red = Queries with no-results***

The size indicates the frequency of the query (i.e. Linen is top query)

No Results Queries

No results queries should be **reviewed** once a week as a minimum to make sure that you aren't missing out on any important queries.

Make sure that there are **links** to areas of your site such as Returns, Gift Cards, Store Locations, Help etc.

Customers will in cases use these types of queries for information purposes and in many cases these can result in **unnecessary** no results as sites haven't redirected their customers to these important parts of their sites.

If no results are occurring because of **stock** issues, then allow the customer to see something that's like their query or let them know when you expect to have the stock back in. Give them another avenue to purchase.

Query	Quantity	Findability	Click-Th
sale	1,068	0%	0%
maternity	107	0%	0%
shawl	104	0%	0%
search website	104	0%	0%
flip flops	89	0%	0%
pashmina	86	0%	0%
dresses evening	83	0%	0%
dressing gown	71	0%	0%
mother of the bride	56	0%	0%
disney	55	0%	0%
wraps	51	0%	0%
sunglasses	50	0%	0%
evening dress	47	0%	0%
bridesmaids	43	0%	0%
cushions	39	0%	0%

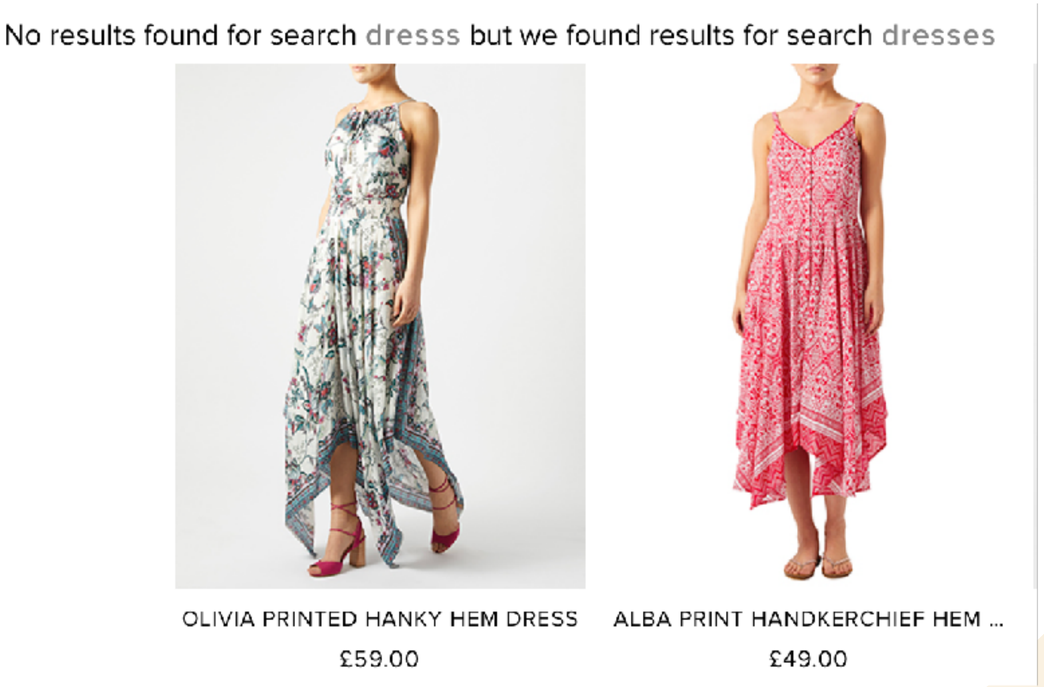
EmpathyBroker No-Results table view

No Results Queries

Make sure that **spell check** is working as this can be a simple remedy to a no results issue.

In some occasions, you can build synonyms, as the customer's language may not be the same as your sites which in turn will result in them arriving at a dreaded no-results page.

Jersey, sweater, sweaters, pullover, jumper. en. Monsoon.basic



EmpathyBroker Automated Spell check

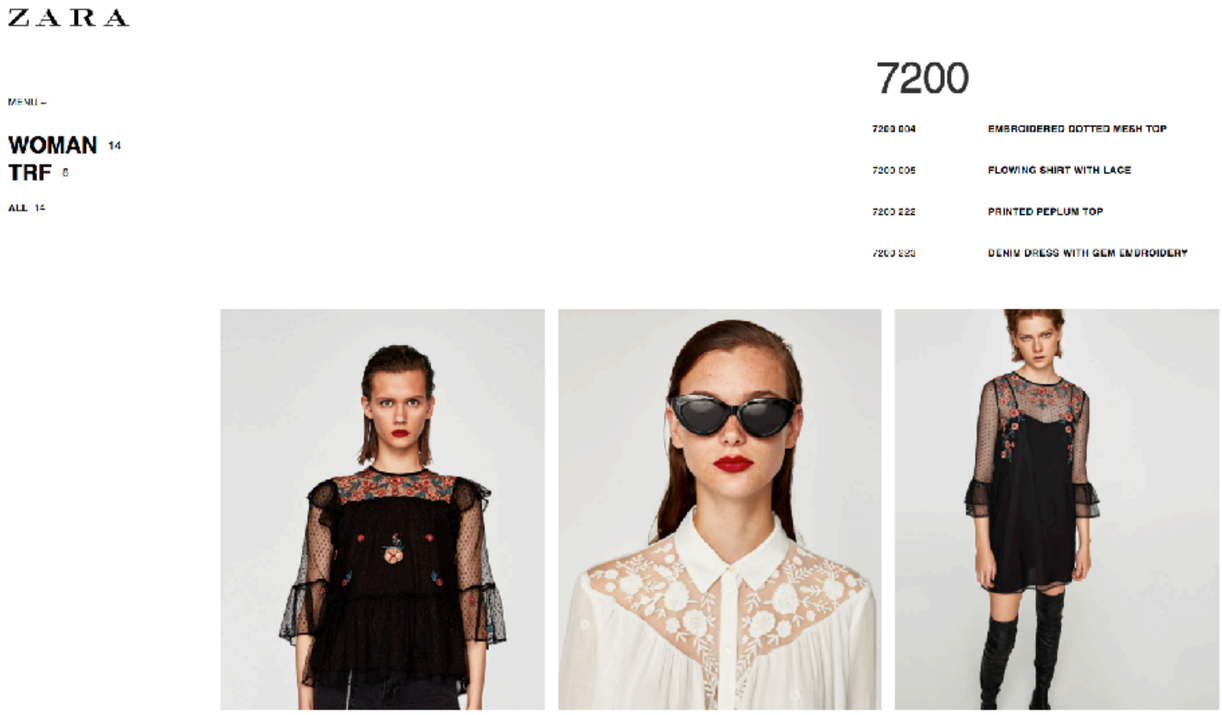
No Results Queries

> Make your no results pages as **attractive** as possible, don't allow it to look like your site has broken.

EmpathyBroker No-Results Popular options

No Results Queries

As we have done with **Zara**, we can also build algorithms to make it easier for people to search using **SKU** & **Reference numbers**. Reducing no results queries .



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Synonymise

Adapt to Users terms

Synonymise

This specific action is to **reduce the distance** in the catalogue between the way in which you **name** your products and the way consumers may **search** for them.

Synonyms	Language	Type	User	Date	Enabled	
dress,dresses,frock	en	monsoon-basic			✔	Edit
blouse,blouses	en	monsoon-basic			✔	Edit
t-shirt,t-shirts,tshirt,tshirts	en	monsoon-basic			✔	Edit
blouson,blousons	en	monsoon-basic			✔	Edit
mini,miniskirts	en	monsoon-basic			✔	Edit
trousers,trousers,pants	en	monsoon-basic			✔	Edit

EmpathyBroker Synonyms

Synonymise

For example, some customers may search for a cardigan however this may be under jumpers within your catalogue.

The same could be said for hoodies. Bikini/Swimwear is also an example of where you may **reduce** the **distance** in the catalogue.

Currently Synonyms work both ways however we will have directional synonyms in place very **soon**. In essence, when someone searches for hoody you can decide to show all jumpers & hoodies, however when someone searches for jumpers you will **only** show jumpers.

Synonyms can also be a **smart** trick to solve no results.

Synonyms	Language
dress,dresses,frock	en
blouse,blouses	en
t-shirt,t-shirts,tshirt,tshirts	en
blouson,blousons	en
mini,miniskirts	en
trousers,trousers,pants	en

EmpathyBroker Synonyms

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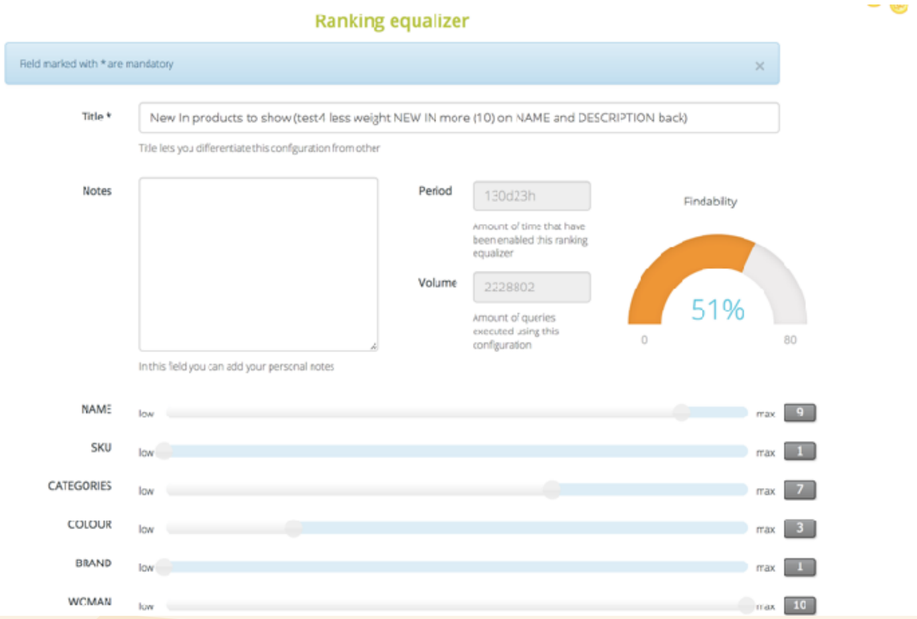
Equalize

Tune the **Search score & relevancy**

Equalize

Understand that the **Equalize** is the only place where you can effect the weightings of products within your catalogue.



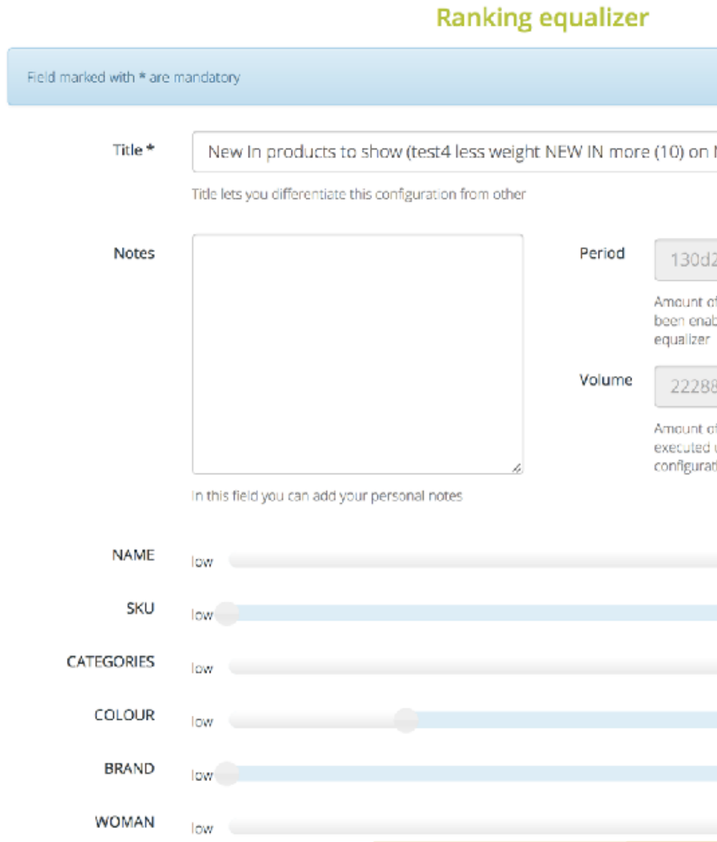
EmpathyBroker Equalize

Equalize

It is **important** not to change these weightings often, as you won't be able to see a true read in how the changes have affected search performance. Make sure that any of the **facets** in which you want to change the **weightings** are indexed in the feed otherwise you won't be able to change these within the equalize.

The **equalize** tool is separated in two different ways, by **text relevancy** and **merchandising rules**. The weightings affect how the fields marry with the ones that are contained within the query, changing the way in which results are shown.

You can also use **Merchandising Rules** – whereby you add fields such as sales which will lift all the products that are within that category to the top of the results page. These are based on your own expertise in terms of what drives better results for the business.



EmpathyBroker Equalize

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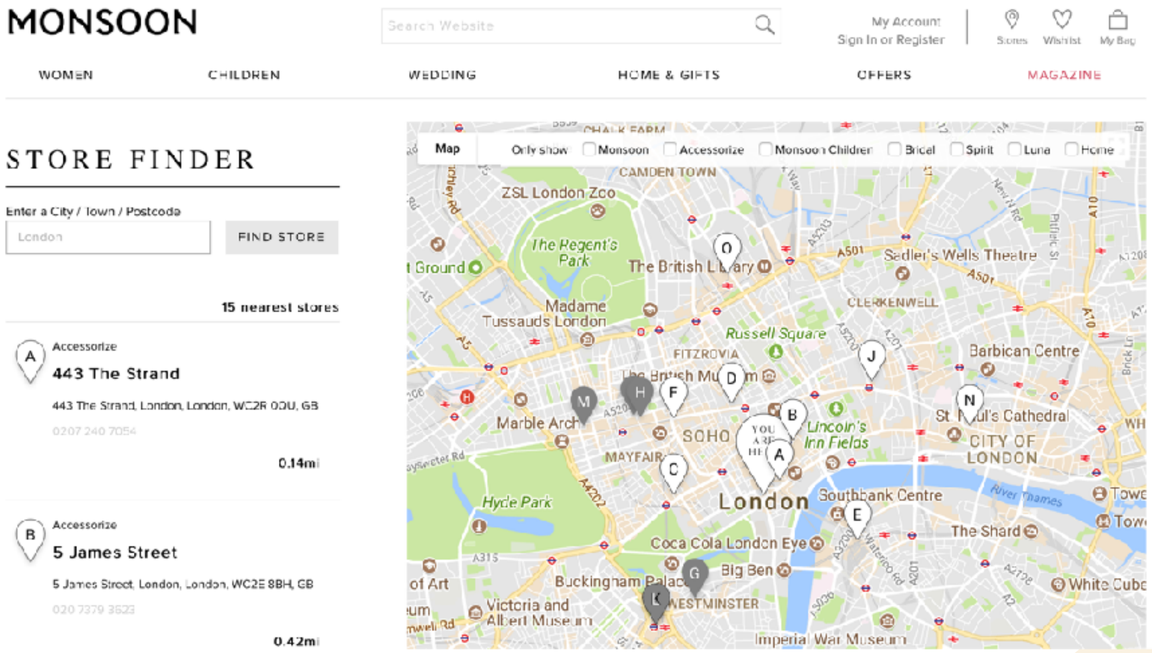
Redirect Links

Direct Users to specific pages

Redirect Links

Redirect Links should be used for information pages especially when you find these type of queries within the **no results** queries.

They can also be used as a temporary fix when there is a temporary problem awaiting to be fixed.



EmpathyBroker Direct Link to Stores

Redirect Links

If you have a **dedicated page** i.e Sales, Wedding, or Summer/Spring then this is also a good way of pointing the customer in the right direction.

Remember that **redirects** directly affect **findability**.

If someone searches for something and is redirected then this will result in 100% findability which can result in false positives.

EmpathyBroker Direct Link to Site Section

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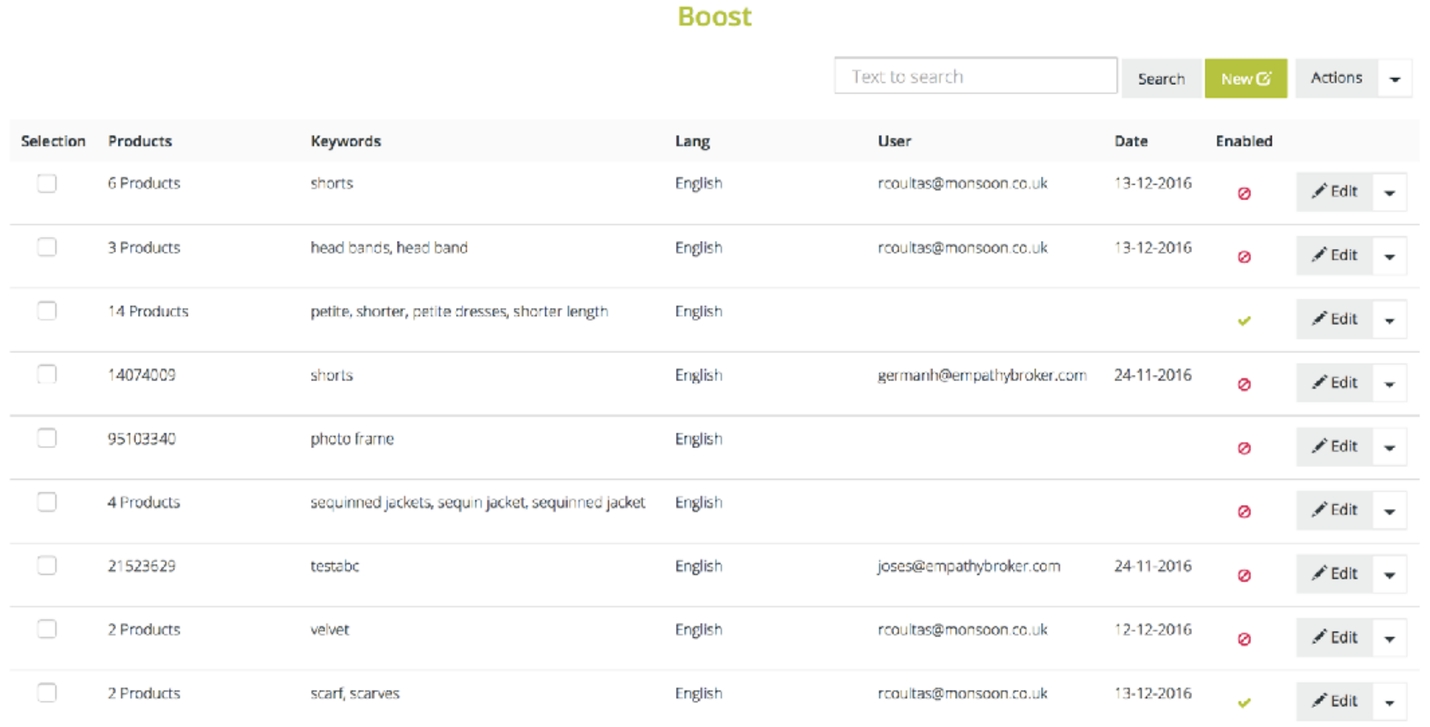
Boosts

Promote & Merchandise

Boosts

Boosts should not be used to change the weightings of products but instead to **push** a small number of **products** to the **top of the page**.



EmpathyBroker Boost View

Boosts

It's **important** to understand the products that are most successful in correlation with a specific query.

Using this information, you can see whether high performing products are too low on the results page and in turn boost them to the top of the page.

Review these product boosts after a determined amount of time has elapsed to understand if this has **improved performance.**

Boost

Selection	Products	Keywords	Lang
☐	6 Products	shorts	English
☐	3 Products	head bands, head band	English
☐	14 Products	petite, shorter, petite dresses, shorter length	English
☐	14074009	shorts	English
☐	95103340	photo frame	English
☐	4 Products	sequinned jackets, sequin jacket, sequinned jacket	English
☐	21523629	testabc	English
☐	2 Products	velvet	English
☐	2 Products	scarf, scarves	English

EmpathyBroker Boost View

Conclusions

Understand & Analyse **DATA** at every Opportunity.
View the **Opportunities** table to see where performance is improving or decreasing .

No Results aren't your enemy. use them as insight to customer trends, opportunities for growth & indications for site improvement

Synonymize	so that you can reduce the distance between your customers language & the language of the site.
Redirect	your customers to key information pages and promotional links.
Equalize	to change the balance of your weightings to push specific lines or types of products.
Boost	most clicked on or most added to basket products to the top of the page.

Additional Features

There are also some additional features that will completely enhance your customers search experience.

Empathize

Contextualize

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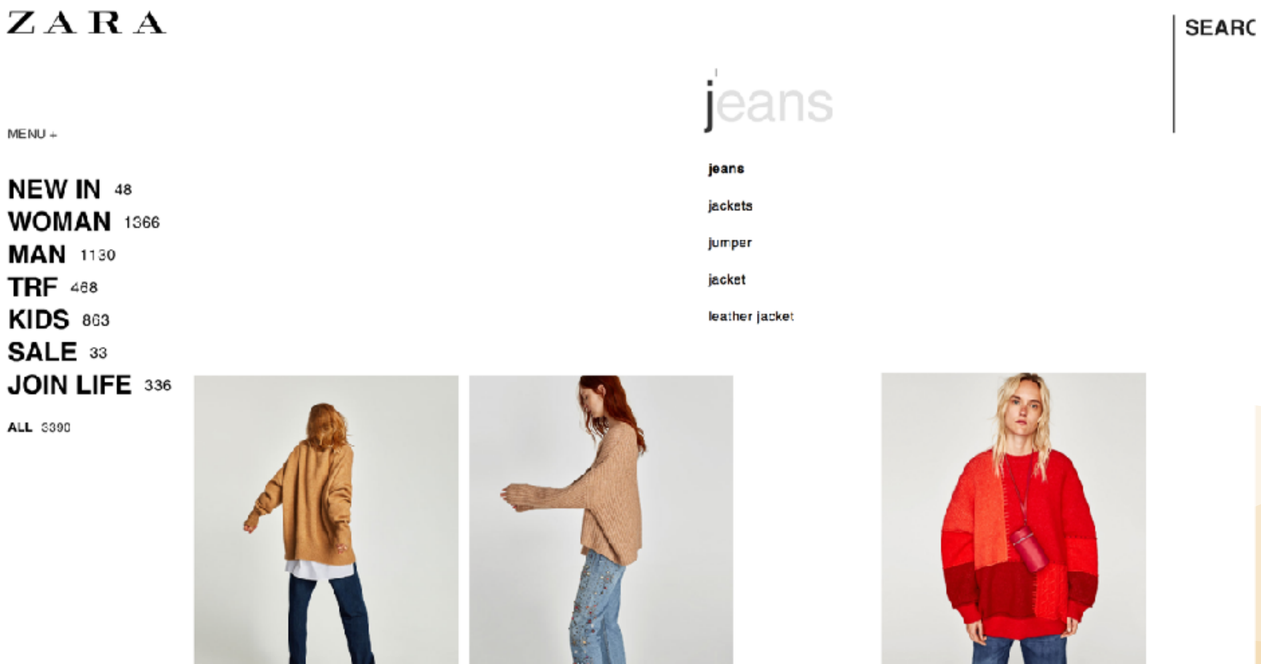
Empathise

Auto-Complete - Top Trends

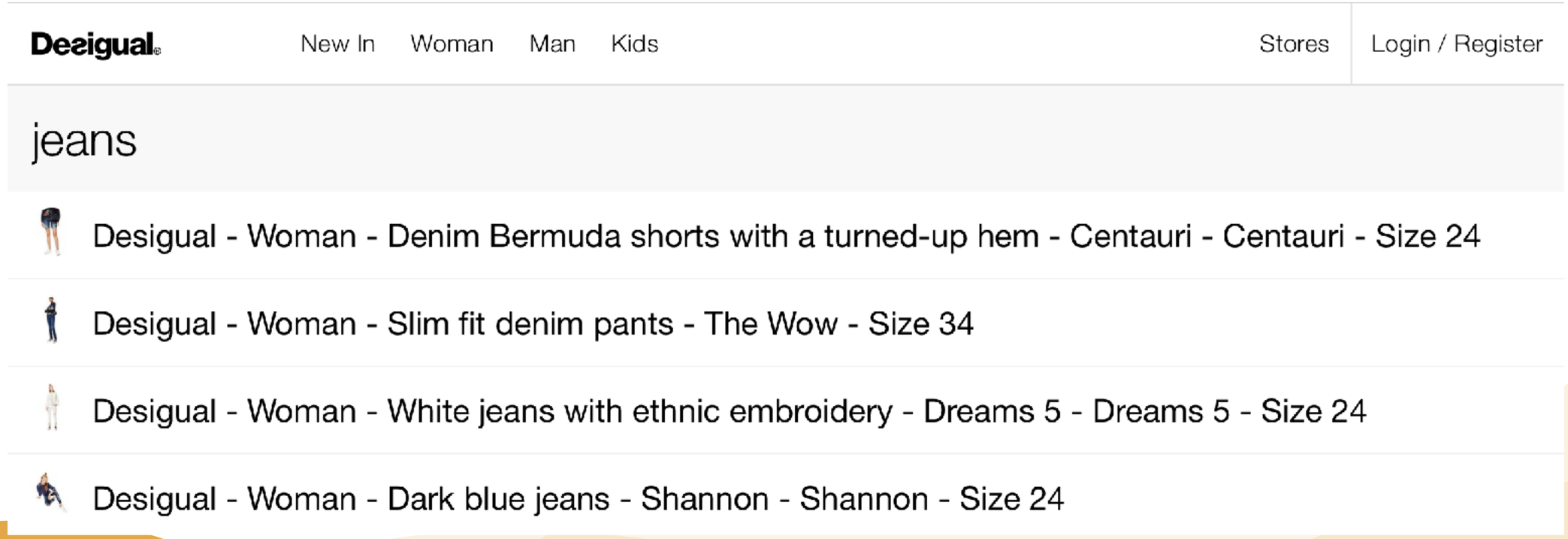
Empathize

Allow your customers to easily find what they are looking for by giving them query suggestions as they type.



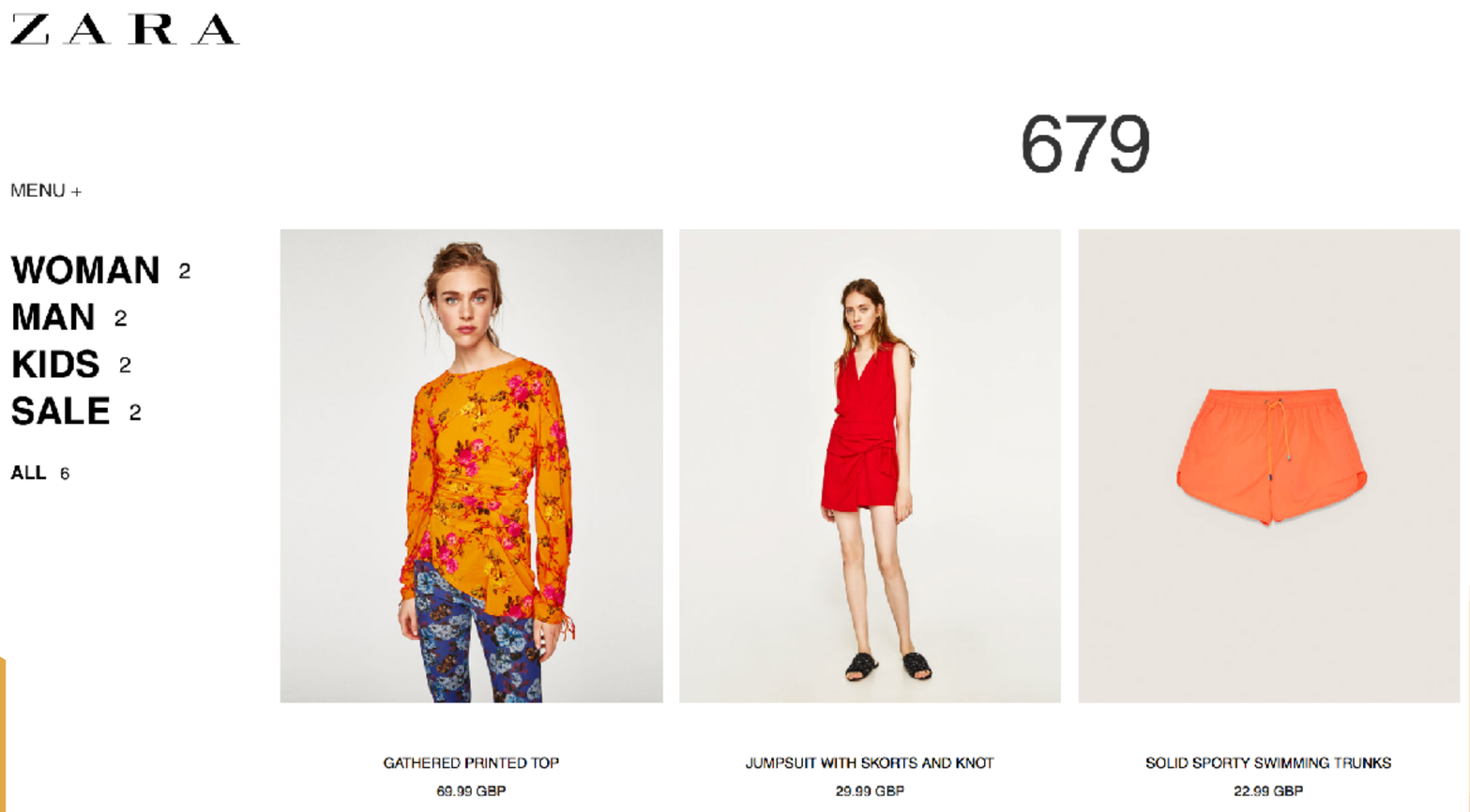
Empathize

Auto populate your best selling products in relation to a customer query to maximise CTR & ATB



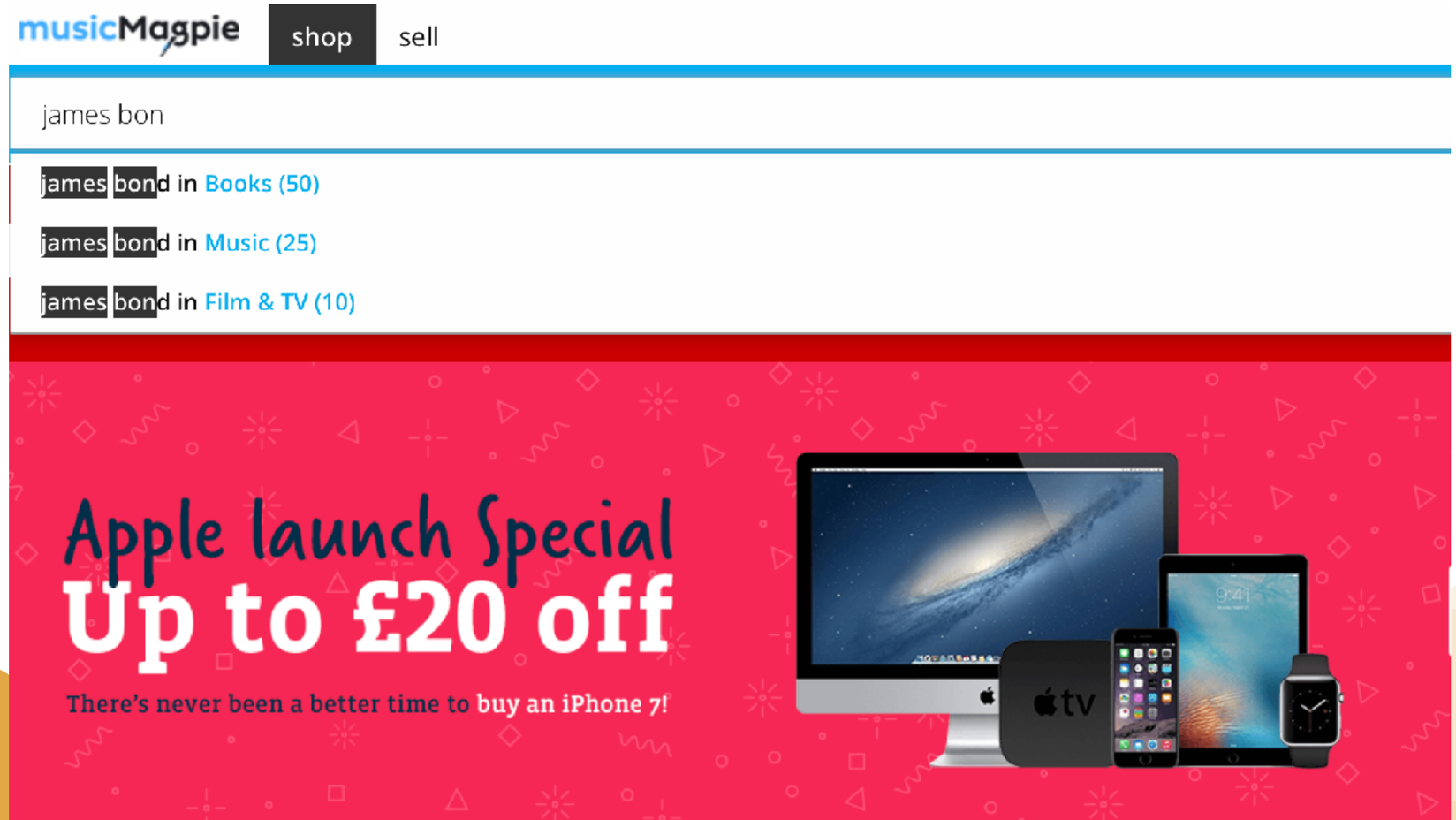
Empathize

Autocomplete Sku/Reference codes so customers can easily reach their desired items.



Empathize

Show customers the categories that their query is within which makes faceting easier and gives them a cleaner and more enjoyable experience.



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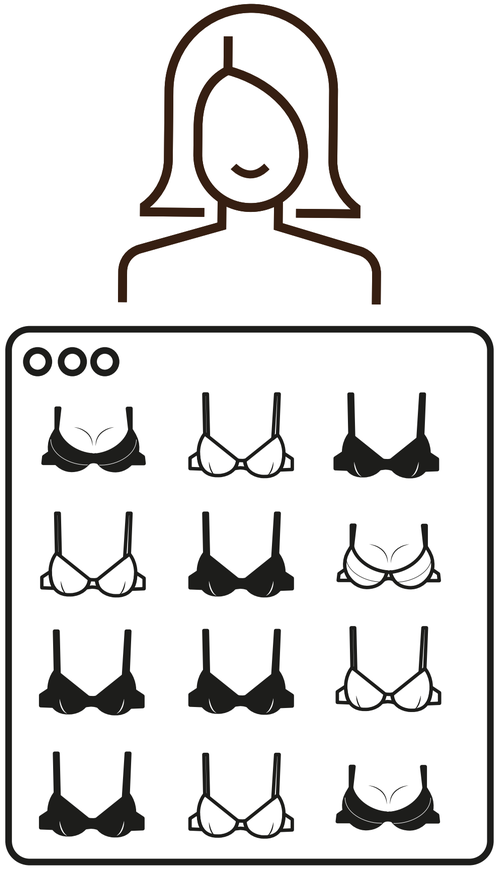
Contextualise

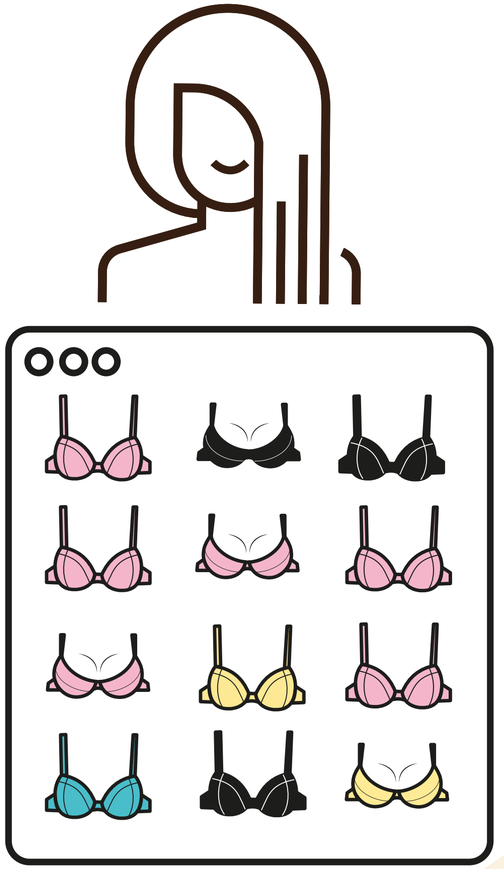
Results for the consumer.

Contextualised Results

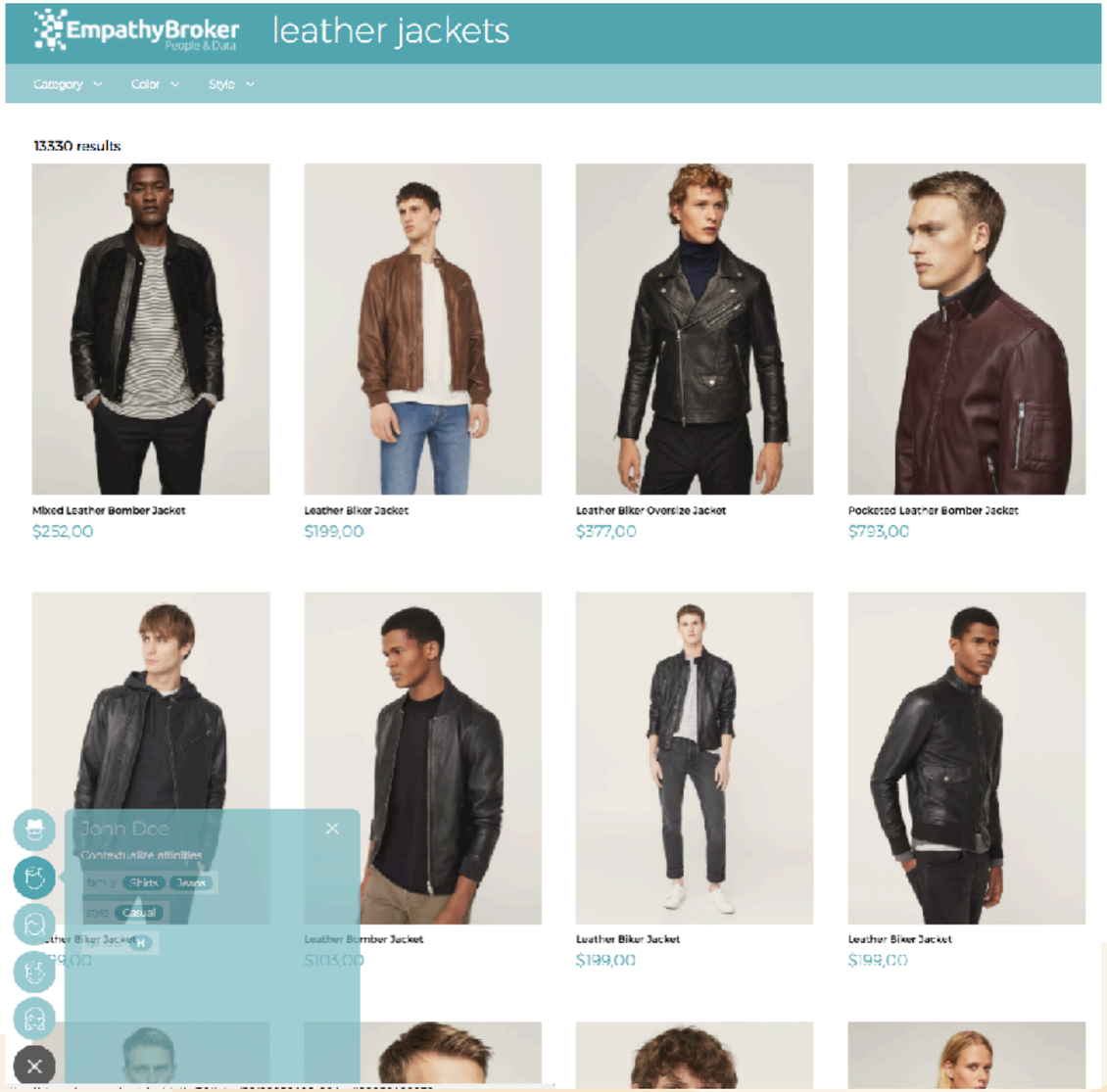


Contextualise shows your customers that you understand each and everyone of them are individuals and thus gives them results directly personal to them creating the feeling of a one to one interaction with your brand.

This feature is extremely **important** to be able to improve on KPI's such as CTR, Findability and ATB.



Contextualised Demo



Link to the Demo >

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Thanks.
Merci.
Gracias.
Danke.
Grazie.

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