

# SITE SEARCH ANALYTICS

step by step



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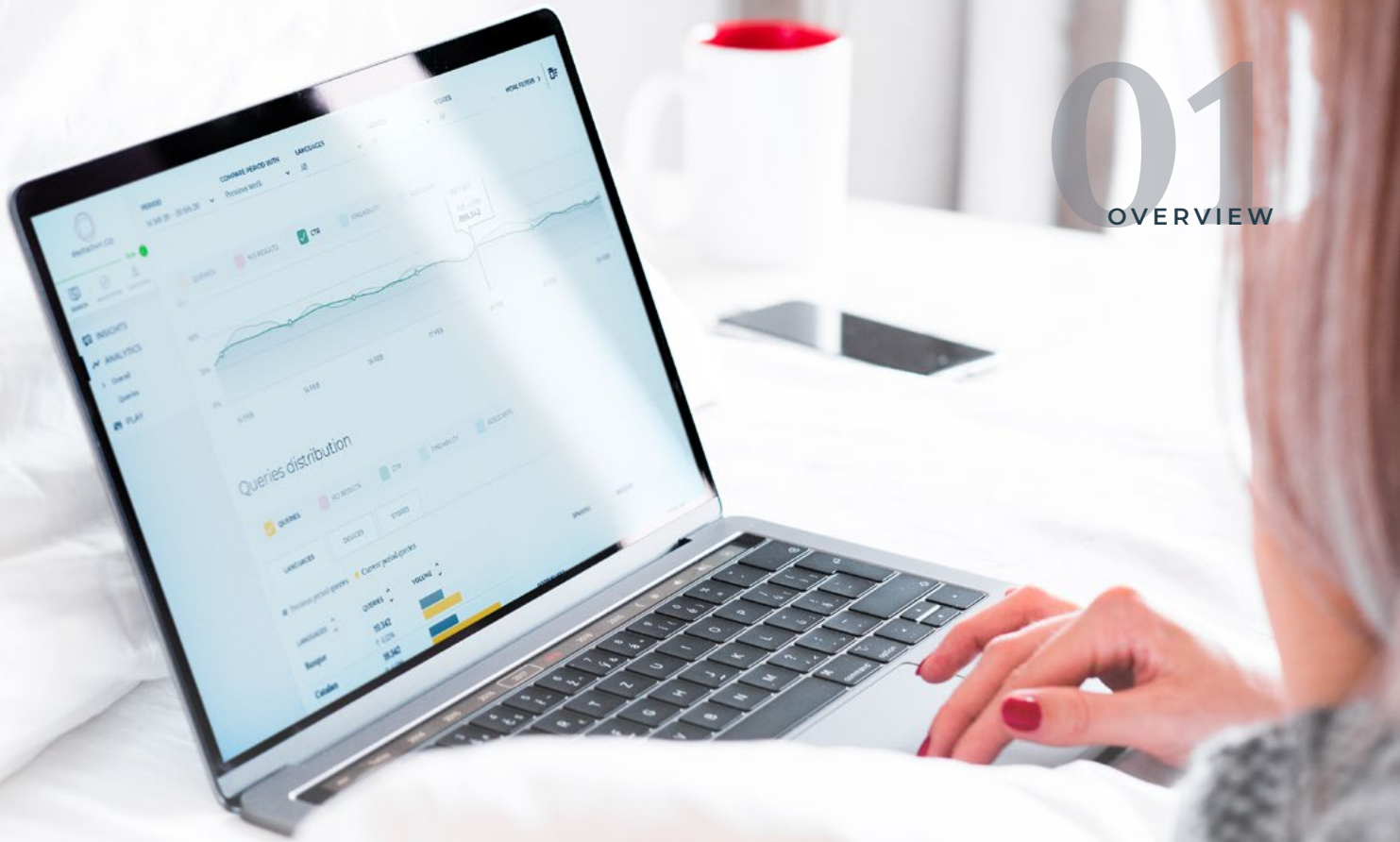
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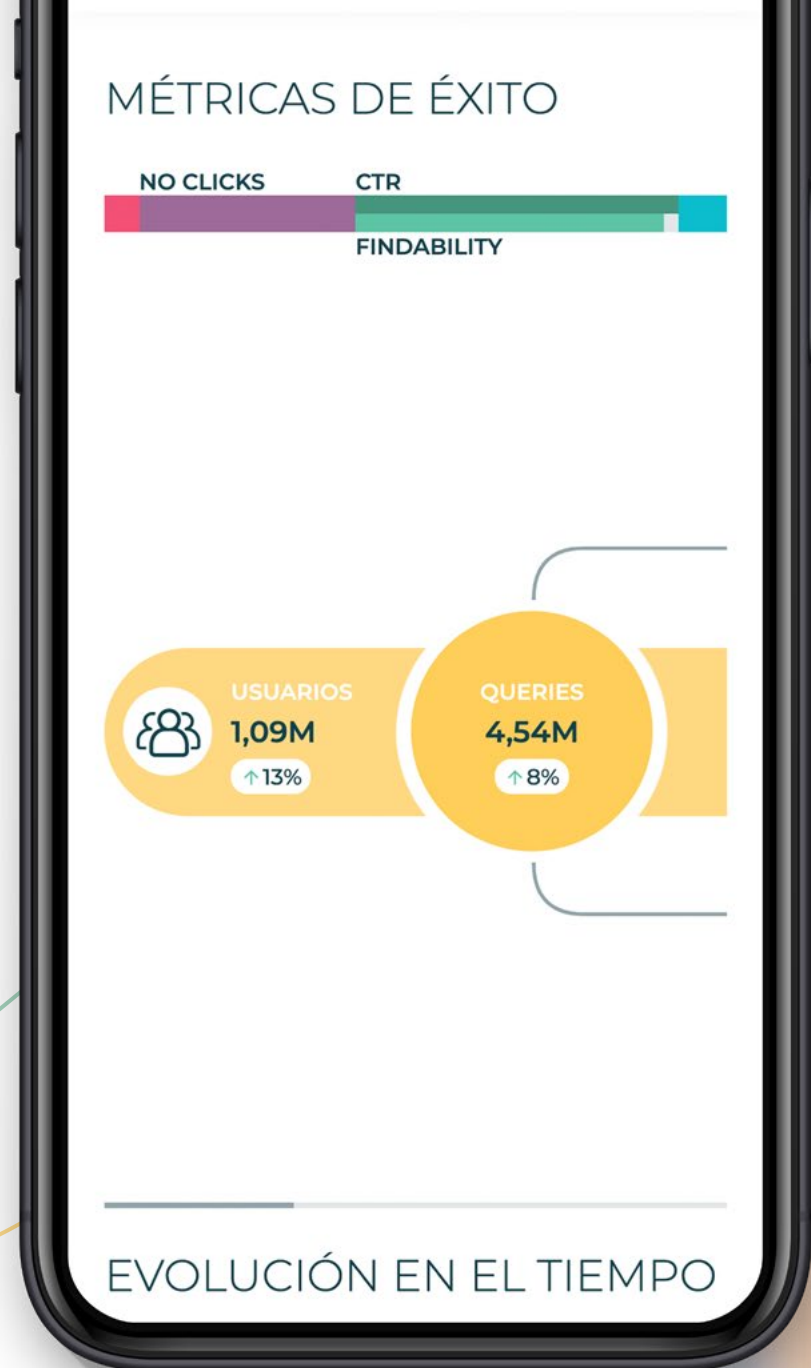
# MAKE THE MOST OF YOUR SEARCH INSIGHTS!

People have one thing in common:

They are all unique! People search in many different ways, and your site search solution must accommodate them.

Empathy Playboard drives search strategy through intelligent analysis as it adapts to business needs and objectives. Its play tools boost products to the top, increase campaign visibility, help manage promotions, and organize reports.

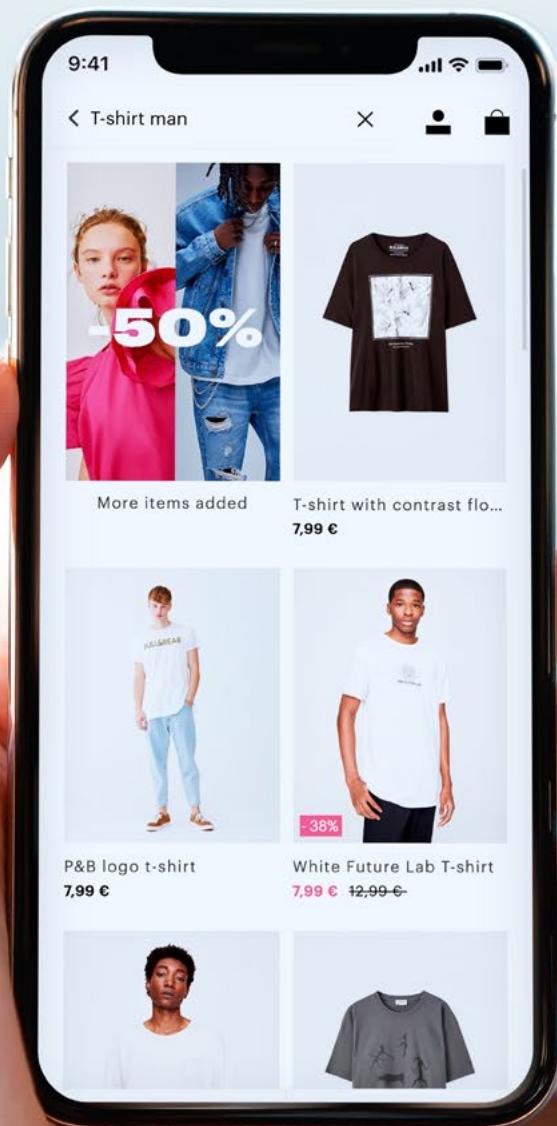
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In this paper we will explore details of the analytics and KPIs that will help you maximize your search insights.



# WHAT DOES THE SEARCH FUNNEL CONSIST OF?



The search funnel helps merchandisers understand what happens with all on-site queries:

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Do customers just make a query and leave the search?



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Do they click on any of the displayed products?



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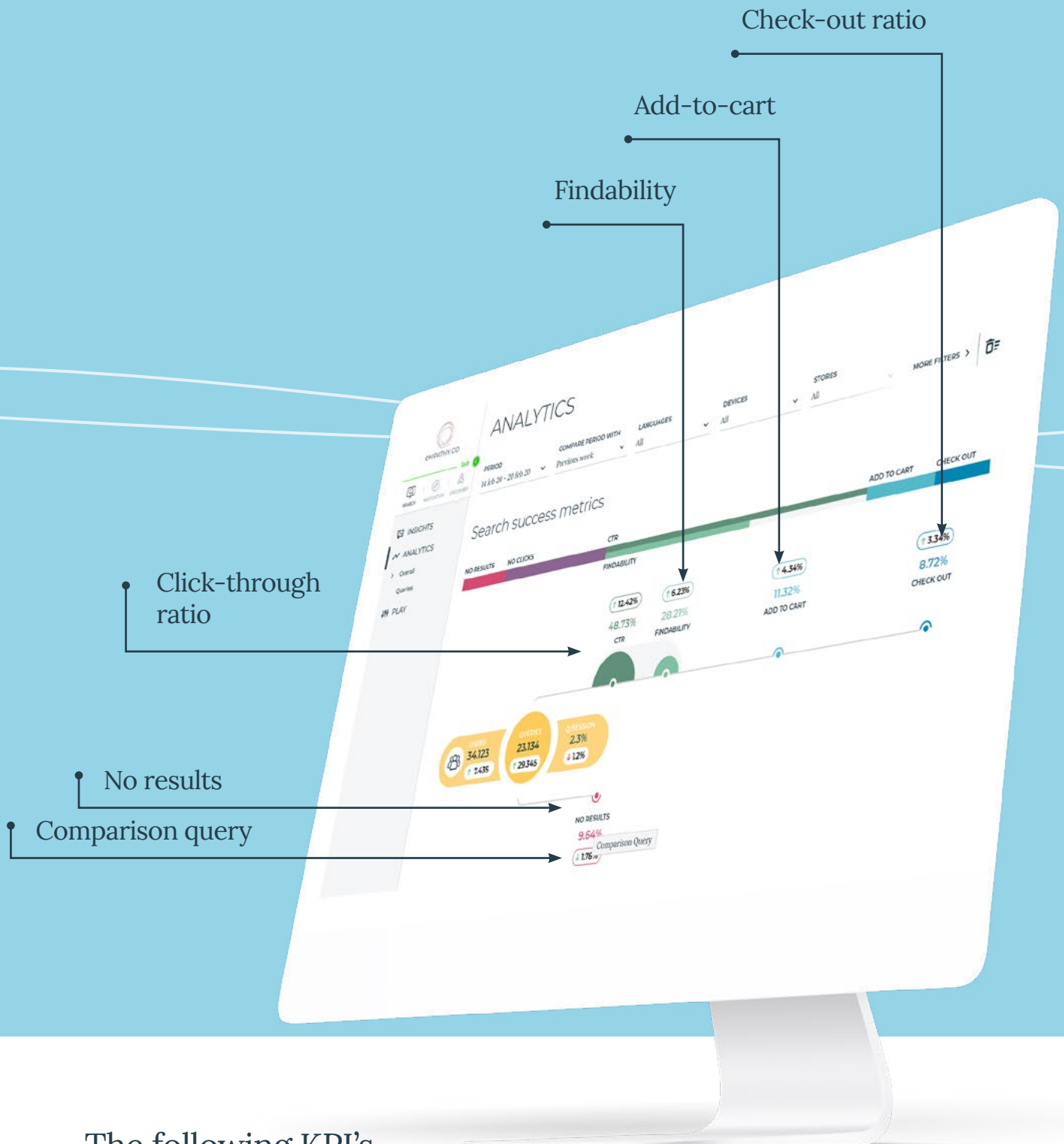
How many of these queries result in a product added to the customer cart?



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And... do customers finally buy the products?

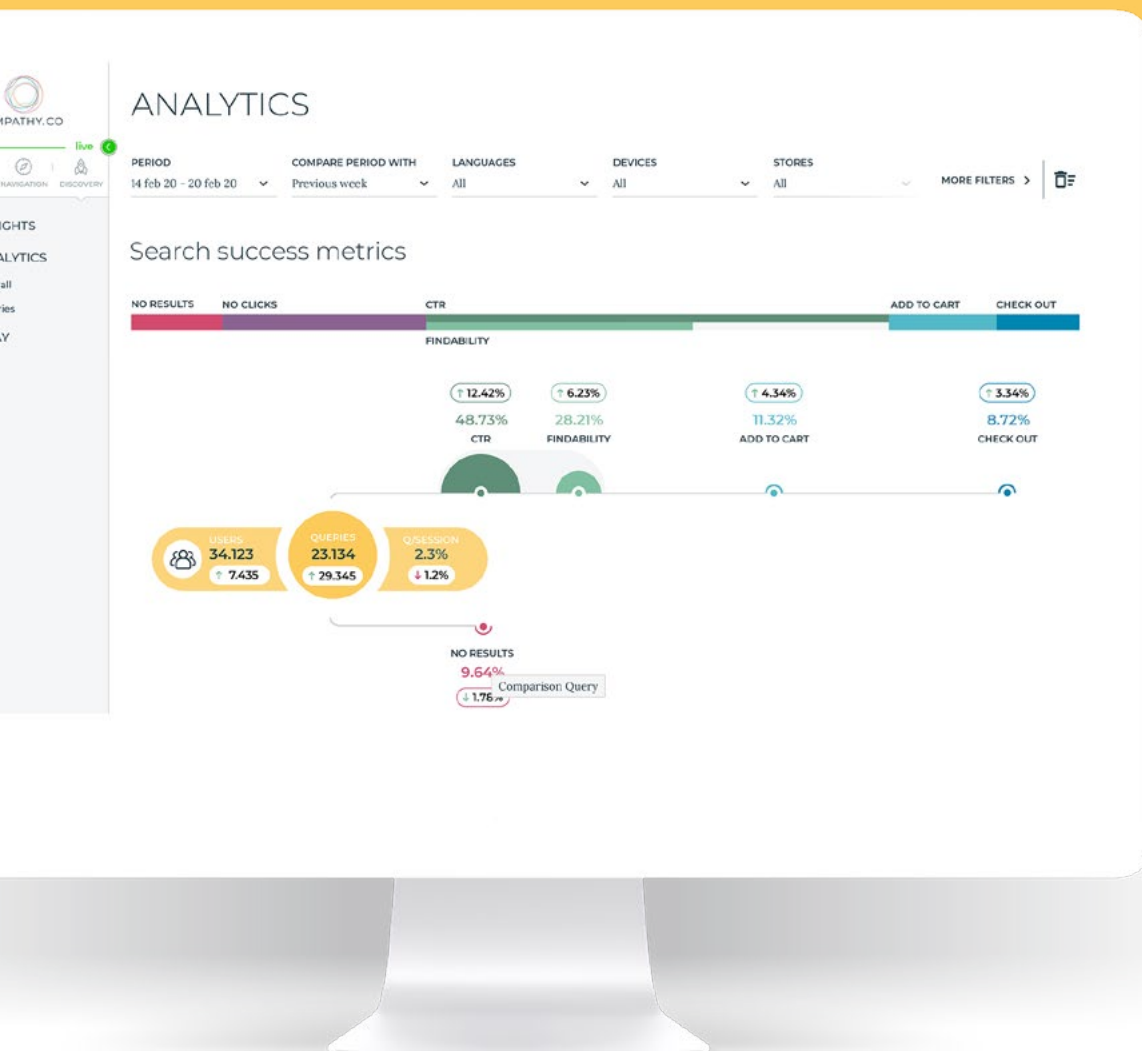




The following KPI's  
will help us to cover  
all these questions

# 02

SEARCH  
SUCCESS  
METRICS



## EMPATHY “SEARCH SUCCESS METRICS”

Empathy Search Success Metrics solve our unanswered questions about our customers.



# Before continuing... do you know what the KPIs are?

**Key Performance Indicator**, refers to a series of metrics that are used to synthesize information on the effectiveness and productivity of the actions carried out in a business in

order to be able to make decisions and determine those that They have been more effective in meeting the objectives set in a specific process or project. The main ones are the following:



**Findability** represents the effort required of your customers to find what they are looking for. Findability ultimately measures whether your customers are enjoying a great search experience. Each term or query has a findability value associated to it.

$$\text{Findability} = \frac{\text{Clicks in page 1}}{\text{Queries}}$$



**Click-Through Ratio (%)** The CTR measures the percentage of queries that ended in a click. Are your customers finding what they are looking for?

$$\text{CTR (\%)} = \frac{\text{Clicks}}{\text{Queries}}$$



**Add-To-Cart Ratio (%)** Add2Cart reveals the proportion of queries that not only have resulted in a click, but also have resulted in the customer adding that product to the cart.

$$\text{Add2Cart (\%)} = \frac{\text{Add2Carts}}{\text{Queries}}$$



**Check-Out Ratio (%)** Quite simply, the check-out ratio tells us the proportion of queries that ended in a final purchase of the product.

$$\text{Check - Out (\%)} = \frac{\text{Check-outs}}{\text{Queries}}$$

# HOW TO START

A search experience is born whenever user tries to find goods or information within a website. A rewarding search experience results when the customer actually finds what they're looking for. To develop the best action plan to enhance that experience, we must first analyze the search journey.





## Playboard

Daily analysis and KPI  
monitoring

## Insights

In depth search  
analysis

We recommend the following assessments to complete a proper search analysis:

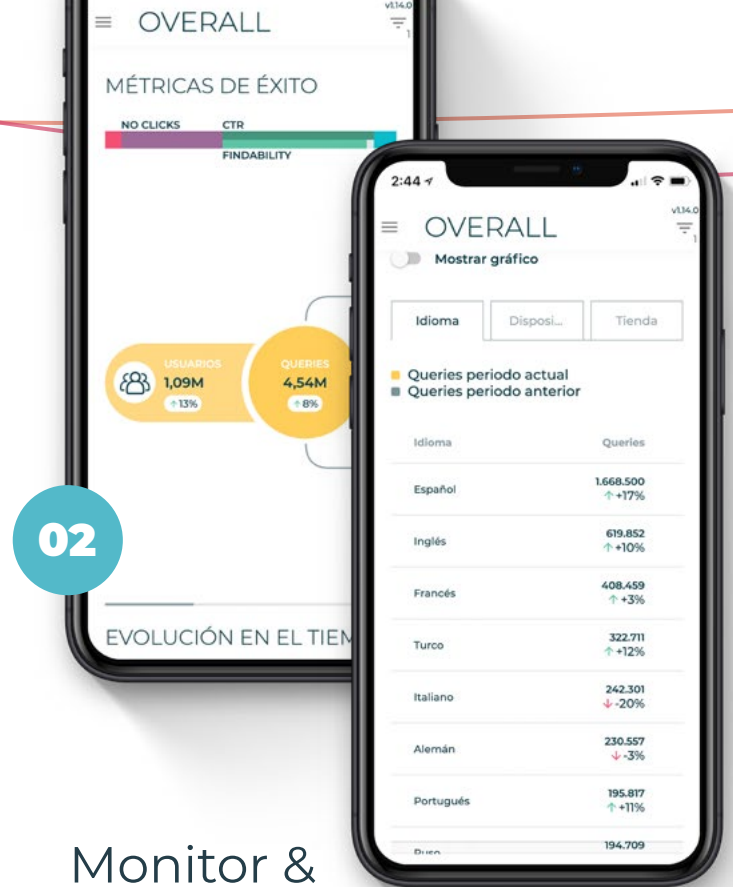


## Understand global KPI's

Take a high-level view of KPIs to approximate our search tool performance. As we analyze these values, we might ascertain how a specific campaign has performed or find out how much traffic we had on a special date.

Bear in mind that findability is the parameter that best reflects the quality of site search experience. Why is it so important? When customers don't find what they seek on the first results page, they will likely quit searching.

Consider, too, that the closer CTR and Findability rates are, the better our searching tool is operating. Quite simply, this means that the maximum clicks are happening on search results page one.

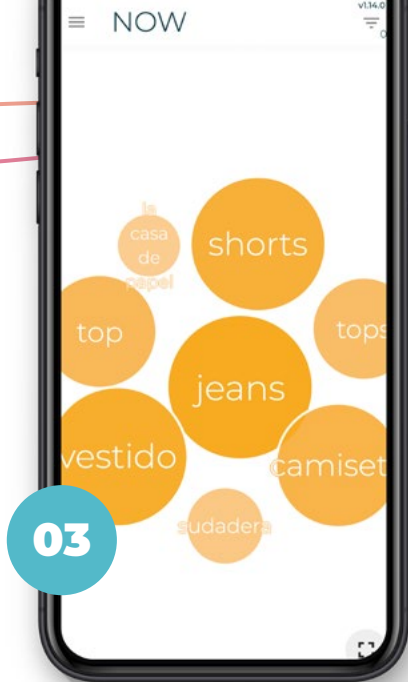


## Monitor & Compare

Analysis of KPIs by device, language or location will answer questions such as:

- What devices are our customers using the most?
- What is the language most commonly used on our site?
- Is there a device with low findability compared to the others?





## Dig at query level

Analysing the data at query level encourages us to better understand our business. So we might ask, for example:

- What are the top queries that customers submit?
  - Is there a persistent query that provides no in-stock products?
- And so on.



## No-results queries

No-results queries provide practical information: When no-results queries recur, that may show us a new trend in the market. Another example might be when customers search on synonyms and fail to find what they expect.



## Take action

Once we have gone through all previous assessments, we may have arrived at some conclusions. We now need to start making some changes on the playboard tooling to keep improving users' search experience.

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The following **tools are available** on the Playboard, and merchandisers can easily modify them according to their needs.



**Equalize:** The Equalize tool allows the merchandiser to set weights to multiple catalogue feed attributes such as stock and brand.



**Product boost/bury:** This tool allows the merchandiser to boost or bury product search ranking for specific queries for each banner or device.



**Attribute ranking:** This tool allows the merchandiser to boost or bur specific attribute values in the catalogue.



**Synonymize:** This tool allows the merchandiser to mix results for specific searches. It's a way to adapt the way customers search for products to the way they are named in the catalogue.



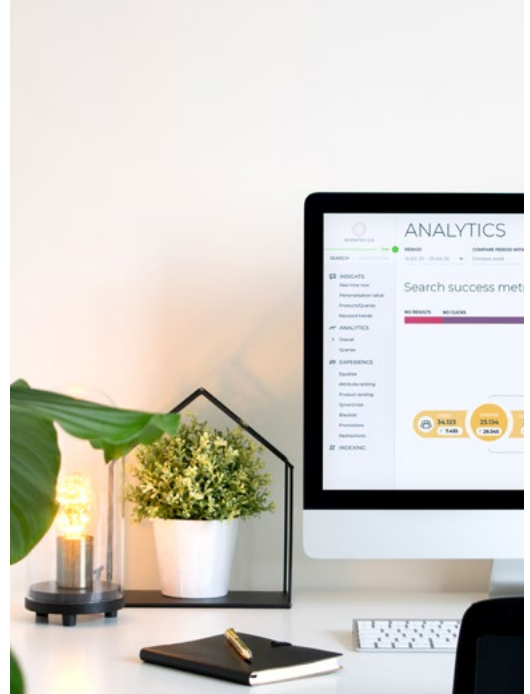
**Redirection:** This tool allows one to redirect the customer somewhere else when a specific query is submitted, for example, when there is no stock for a product and merchandiser wants to suggest an alternate product to the shopper.



**Blacklist:** This tool allows the merchandiser to prevent specific suggestions' terms from being shown in the suggestions list.



**Promotion:** This tool allows the merchandiser to reflect promotions.



For further information on how to use the Empathy Playboard tooling. Click [here](#) and explore!



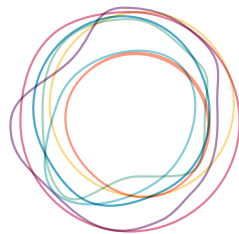
# CONCLUSIONS

A good **search experience** succeeds because it is part of a customer-centric strategy that is based on the emotions that a search can generate to the user, but not so focused in the conversion rate. The objective is helping customers to connect with content and it is measured by how well actually does it.

The process for acting on these analytics involves assuming that there are different users intentions that lead to a search. Not only the discovery element

should be taken into account, but also the quality of the results. Each intention should be dealt differently, but always with the objective of driving up findability and CTR. Making sure that the main goal, which is increasing connections and interactions that customers make with the catalogue, is reached.

If customers can not connect to the right content, discovering or buying, they will probably not come back to the site!



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