

Guided Navigation

Give your customers the best of both worlds with connected search and navigation

Industry analysts and our customers report that between 15 and 20% of visitors use site search to complete their shopping all the way through to checkout. In fact, shoppers who use site search are responsible for 40 to 55% or more of an on-line shop's total revenues.

Now consider the impact this will make on your shop if your navigation was connected to the search!



Your shop's navigation is there to showcase your entire catalog, and allow site search users to easily and rapidly narrow their search for products in a structured fashion. Since it has been established that the Site Search's concept based method acts as a conversion booster for on line shops, by connecting your site's navigation to the search function, Celebros creates "Guided Navigation", a powerful tool that gives your customers the most advanced shopping experience – one that goes well beyond the search bar. Navigation is the most popular tool for on-line shoppers. The Guided Navigation streamlined shopping experience empowers your customers to search for products they want with the least amount of effort and the most positive results. They will be able to find products via navigation normally not accessible with navigation alone.



THE Betty Mills COMPANY

Search Over 100,000 Products! **SEARCH**

Cleaning & Janitorial | Industrial & Safety | Office & Technology | Snacks & Breakroom | **Furniture** | Storage

Carts & Stands	Desks	Tables
<ul style="list-style-type: none"> AV Carts & Stands Book Carts File Folder Carts Lecterns & Podiums Office Machine Carts & Stands Presentation Carts 	<ul style="list-style-type: none"> Bridges & Connectors Classroom Desks Computer Workstations Credenzas Hutches Office Desks Panel Systems Returns 	<ul style="list-style-type: none"> Activity & Utility Tables Conference Room Tables Folding Tables Reception Room Tables Training Tables
Chairs	Office Decor & Environment	Office Storage
<ul style="list-style-type: none"> Classroom Chairs Executive & Task Chairs Folding Chairs Reception & Guest Chairs Stacking & Nesting Chairs Stools 	<ul style="list-style-type: none"> Air Conditioners Clocks Fans & Heaters 	<ul style="list-style-type: none"> Bookcases Lockers Display Racks & Cases Safes Office Shelving File & Storage Cabinets

View All Furniture Products >



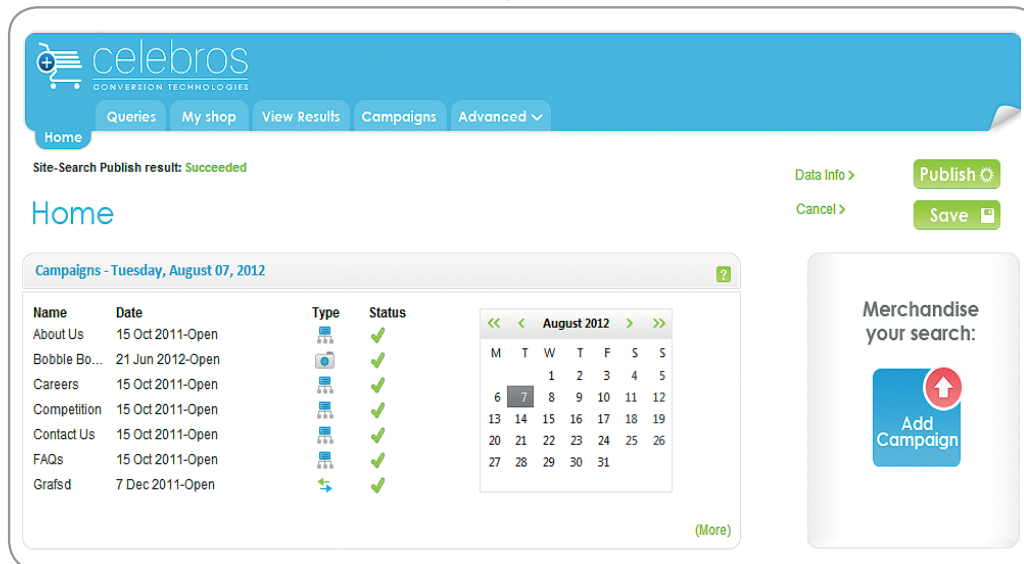


Merchandize your shop's navigation layer

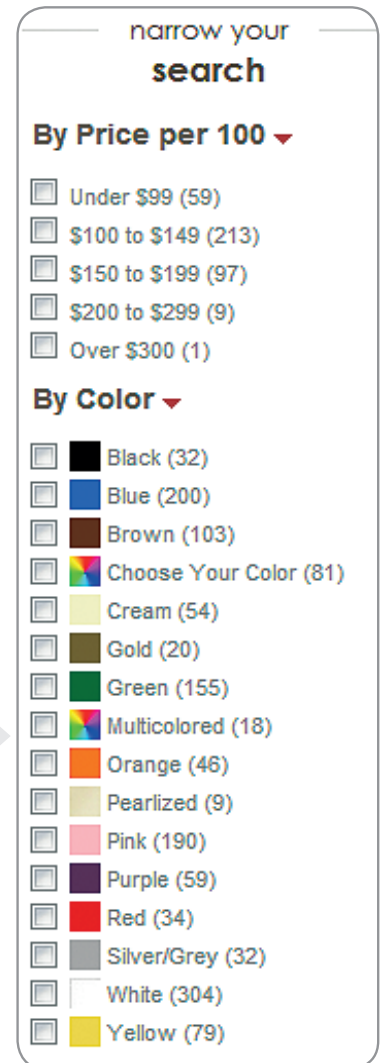
With the conversion Pro V8's Guided Navigation, you will be able to instantly double your merchandizing ability as all navigation related pages are automatically included with the merchandizing activity you are managing on your site with the Conversion Pro V8 Merchandizing Studio.

When a customer browses your shop using Guided Navigation, you will be able to:

- + Activate landing pages
- + Call up alternative product sets
- + Show category promotions and banner campaigns
- + Use synonyms to ensure vague and general terms are handled properly
- + Activate Virtual Categories



Name	Date	Type	Status
About Us	15 Oct 2011-Open		✓
Bobble Bo...	21 Jun 2012-Open		✓
Careers	15 Oct 2011-Open		✓
Competition	15 Oct 2011-Open		✓
Contact Us	15 Oct 2011-Open		✓
FAQs	15 Oct 2011-Open		✓
Grafsd	7 Dec 2011-Open		✓



narrow your search

By Price per 100 ▾

- Under \$99 (59)
- \$100 to \$149 (213)
- \$150 to \$199 (97)
- \$200 to \$299 (9)
- Over \$300 (1)

By Color ▾

- Black (32)
- Blue (200)
- Brown (103)
- Choose Your Color (81)
- Cream (54)
- Gold (20)
- Green (155)
- Multicolored (18)
- Orange (46)
- Pearlized (9)
- Pink (190)
- Purple (59)
- Red (34)
- Silver/Grey (32)
- White (304)
- Yellow (79)



Guided Navigation and advanced Multi-Select Search Refinement

Guided navigation displays search refinements that would have been left out if the shop's navigation was not connected to the site search feature such as color, brand, availability in various price ranges, etc. Guided Navigation uses the full repertoire of product attributes and displays them in a highly structured and easily navigated fashion. With the advanced Ajax based multi-select site search refinement tool customers can also easily conduct search refinements by selecting multiple product attributes that both dynamically change and produce additional refinement options with each selection to allow your customers to find the perfect product or set of products and proceed to checkout.

