



Search

Why Do I Need Site Search?

Q. Why do I need Site Search?

A. Did you know that 5-25% of all your site visitors use your Site Search bar? Did you know that Site Search visitors are more likely to make a purchase “today” vs. a non-Site Search visitor aka “browser”? Why you ask? The reason is simple. Let's say that you walked into a physical store and you know exactly what you want to purchase but you don't know where the product is located in the store. You walk up to a salesperson and ask him or her for the product, the salesperson will either walk you to the product or point you in the correct direction. You find your product and walk over to the checkout counter, swipe your card and you're on with your life. Simple! That salesperson that you just interacted with “was” the Site Search tool on your website. Site Search is the single most important piece of technology on your site that is used by your visitors and customers to tell you what they are looking for, to express their “tastes and preferences” and they expect results – answers! With an intelligent Site Search you can now actually provide the correct answer and take this valuable customer insight and track it, dice it and use it to further enhance your sites relevancy for SEO, navigation, merchandising and other on and off site marketing channels. So now the question is, are you satisfied with the way your Site Search tool is interacting with your visitors? Are you satisfied with the answers your visitors and customers are receiving from your salesperson? Does your current Site Search technology even confuse you and make you want to abandon your own site?

Learn more about boosting the conversions on your site: www.celebros.com sales@celebros.com

Q. How many of my visitors will use Site Search?

A. The answer varies and it has many factors such as the type of products you sell, the design (UI/UX) of your site, the location and size of the Site Search bar and even the content that is located in the bar (call to action). E-Commerce websites can expect the Site Search segment to receive anywhere between 5 – 25% of all traffic to the site (see image below). This may seem like a small number to some, but the purchasing power the Search segment has over the “non” Search segment (visitors who just use the navigation/browsing) is actually quite an eye opener when you compare the two segments to each other.

Q. How much of my sites revenue can be attributed to Site Search?

A. See the answer to the question above along with the following answer... Celebros conducted many client surveys and analysis and found out that most e-tailers that used a “Concept based Semantic Site Search” (that is Natural Language for you non-tech humans) service can expect anywhere between 30 – 60% of total site revenues to be attributed to the Site Search segment alone! That is a HUGE number. Imagine that 6.6% of your sites traffic was responsible for over 38.5% of your total revenue.

Site Search Status	Sessions	Revenue
	70,626 <small>% of Total 100.00% 70,626</small>	\$448,125.51 <small>% of Total 100.00% \$448,125.51</small>
1. Visits Without Site Search	65,974 <small>84.05%</small>	\$275,412,399 <small>61.46%</small>
2. Visits With Site Search	4,652 <small>15.95%</small>	\$172,712.52 <small>38.54%</small>

Or imagine if your analytics resembled the snapshot below. 16% of your sites visitors used your Site Search tool and that same little segment brought in over 54% of your total revenue. Wouldn't you start to pay more attention to that segment?

Site Search Status	Sessions	Revenue
	763,745 <small>% of Total 100.00% 763,745</small>	\$734,809,44 <small>% of Total 100.00% \$734,809.44</small>
1. Visits Without Site Search	641,946 <small>84.05%</small>	\$336,890,81 <small>45.85%</small>
2. Visits With Site Search	121,799 <small>15.95%</small>	\$397,918.63 <small>54.15%</small>

Q. How many transactions (orders) can be attributed to the Site Search segment vs. Non-Site Search?

A. Visitors attributed to the Site Search segment are known to be actual shoppers with a sense of urgency, or what we like to call “credit card in-hand” rather than a plain “browser” who is merely navigating around the site. We have seen numbers that widely vary anywhere between 40% - 60% of all transactions contributed to the Site Search segment.

Site Search Status	Sessions	Revenue	Transactions	Average Order Value	Ecommerce Conversion Rate
	277,296 % of Total 100.00% 277,296	\$433,596.59 % of Total 100.00%	5,389 % of Total 100.00% 5,389	\$80.46	1.94% Site Avg: 1.94% (0.00%)
1. Visits Without Site Search	226,278 81.60%	\$195,488.81 45.09%	2,708 50.25%	\$72.19	1.20%
2. Visits With Site Search	51,018 18.40%	\$238,108.08 54.91%	2,681 49.75%	\$88.81	5.26%


A
B
C
D
E

Example A:


There are a few very important points to take note of while analyzing these numbers further:

- A** This client had **277,296** total sessions. 51,018, or 18.4% of all sessions used the Site Search. 18.40% is well above the industry average
- B** This clients revenue is reporting **\$433,596.89** while \$238,108.08, or 54.91% of revenue is from the Site Search segment
- C** In total the site had **5,389** transactions while 2,681, or 49.75% of all transactions were from the Site Search segment (18.40% of all visitors)
- D** The average order value for the Site Search segment reported \$88.81 per sale vs. \$72.19 for non Site Search users
- E** Conversion rates for the Site Search segment were 338% higher than those not using Site Search. 5.26% vs. 1.20%


Site Search Status	Sessions	Revenue	Transactions
	763,745 % of Total 100.00% 763,745	\$734,809.44 % of Total 100.00% \$734,809.44	17,677 % of Total 100.00% 17,677
1. Visits Without Site Search	641,946 84.05%	\$336,890.81 45.85%	8,453 47.79%
2. Visits With Site Search	121,799 15.95%	\$397,918.63 54.16%	9,234 52.21%



A



B



C

Example B:

- A.** This client had **763,745** total sessions. 121,799, or 15.95% of all sessions used Site Search
- B.** This clients revenue is showing **\$734,809.44** while \$397,918.63, or 54.15% of revenue is from the Site Search segment
- C.** In total this site had **17,677** transactions while 9,234, or 52.21% of all transactions are from the Site Search segment of just 15.95% of all visitors

In short,
the Site Search
segment is ready to
purchase NOW,
they have intent and
are looking for
something specific.

Providing your visitors with a Site Search that falls short and that does not provide relevant, fast and accurate answers on demand will all but definitely deter your potential customers and make them abandon ship quick and shop elsewhere. If conversions, revenue, repeat business and happy customers are in your “to do list” then a Concept based Semantic Site Search that understands “human language” and conceptual understanding should also be on that list; High on that list.

Numbers don't lie, they tell the story of human interaction (analytics) on your site and as we can clearly see. The numbers above have illustrated a perfect commerce ecosystem which takes a fraction of the sites visitors, 18.40% and turns them into the most important and powerful segment of the site responsible for over 54% of revenue, 49% of transactions and a conversion rate of 5.26%

The Site Search below has been placed and designed with a lot of thought towards user experience. First, the dominant color of the header is red which only helps with the visibility of the search bar and makes it stand out and calls for attention. The bar has been placed next to the “branding”, logo of the site but has been carefully separated from the right side of the header which is home to the shopping cart, account etc. Take note of the call to action within the search bar and the artistic blue “go” button which matched the shopping cart button which only adds to the elegance of the header which is clearly search centric.

About Celebros

Celebros, Inc. is the global leader in e-commerce site-search, merchandizing and navigation conversion technologies for online retailers.

Founded in 2000, Celebros revolutionized e-commerce by creating intelligent, concept-based semantic site-search for online stores. Celebros has emerged as the industry leader in conversion technologies, developing a cutting edge search solution that employs the most advanced Natural Language Processing (NLP) technology available. Celebros is the only provider of semantic conversion technologies that is available in seven languages.

Celebros customers include over 400 e-commerce retailers and merchants in eleven countries, including the United States, Europe and Asia. A number of these are among Internet Retailer’s Top 100/500 companies and represent a broad range of industry segments, revenue and catalog sizes.

The privately held Celebros is headquartered in northern New Jersey, with a Customer Management office in California. Celebros maintains its Research and Development center in Israel and has Sales and Customer Support offices in London, Munich and Paris.

Celebros prides itself on providing multi-language solutions, excellent service and customized solutions to fit the specific customer needs using a SaaS business model for ecommerce site search.

To learn more about improving your site search, conversion rates and user experience contact Celebros today to speak with an ecommerce conversions specialist



Learn more about boosting the conversions on your site: www.celebros.com sales@celebros.com