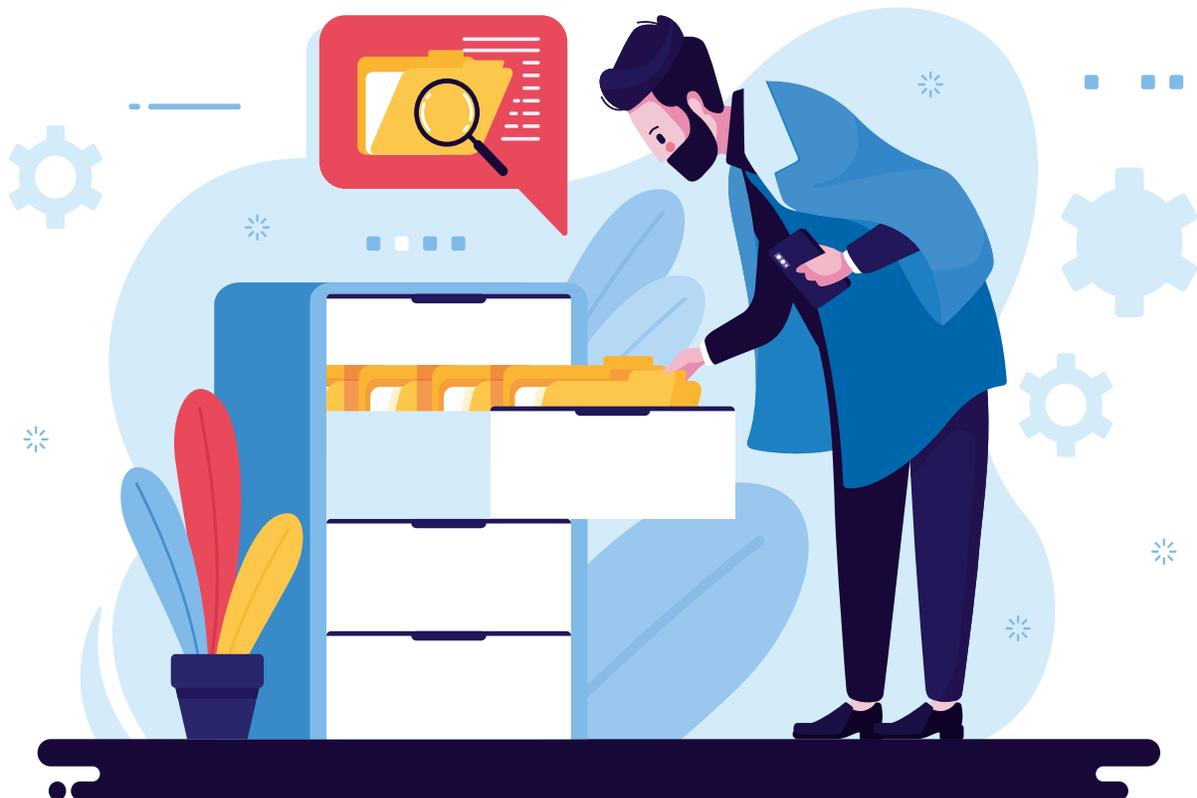
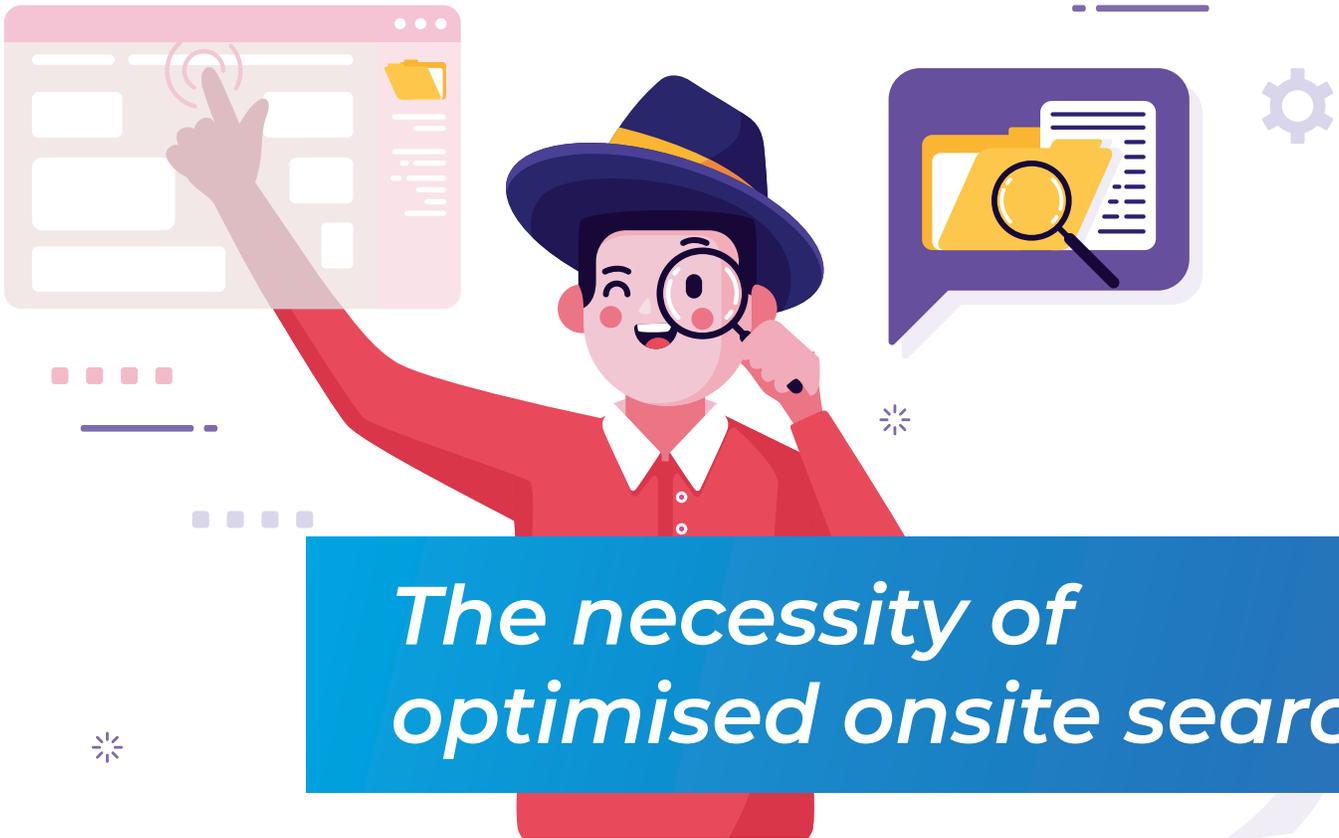


The necessity of optimising your onsite search engine

9 easy-to-follow steps to boost your onsite search

by **Kylie Fletcher**





The necessity of optimised onsite search

It's not hard to see the necessity of a well-working, optimised onsite search engine. **Did you know searching visitors find more products and content, buy up to five times more, look up more, stay longer, have a higher order value and come back more often?**

And obviously, they help grow your conversion rate. Onsite search is the last stage of the buying process and the place within your shop where conversion actually happens. *The stakes are high* - the customer either gets the desired experience or leaves to buy elsewhere.

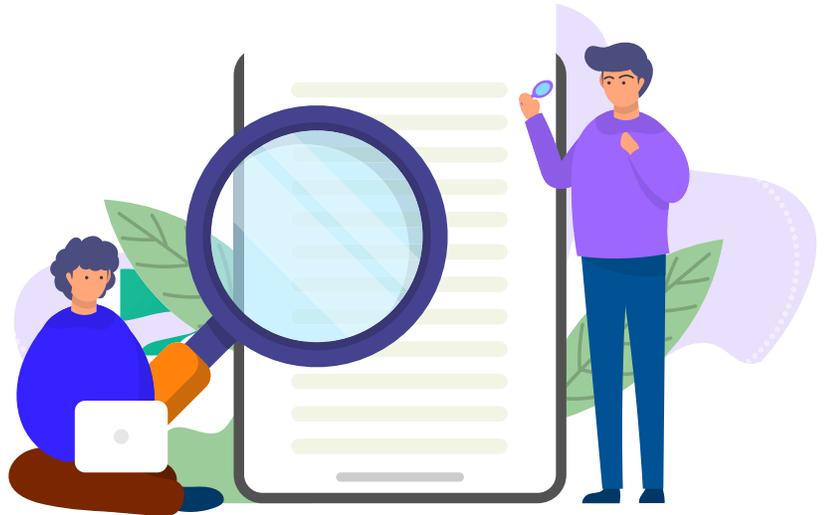
That's exactly why optimised onsite search has to ensure instant and hassle-free shopping, especially during a busy season. To make it even scarier: **with every second of waiting for results to load, up to 30% of your visitors will leave.**



Did you know?

- **77% of shoppers** rate optimised onsite search as crucial
- **3 in 4 shoppers** bounce due to a poor onsite search experience
- **43%** of searching visitors go to the search box immediately
- **10% of your visitors** could make up to **50% of your revenue**
- You could be generating **> 50% more conversion** through onsite search

Get your webshop ready for customers: optimise your search!



Obviously, at Sooqr, we believe that integrating an optimised onsite search engine within your webshop can be of great benefit for your ecommerce business.

There is nothing more annoying than not being able to find your way around a shop.

Whether that shop is a physical one or an online one, with a great number of products, it's just like

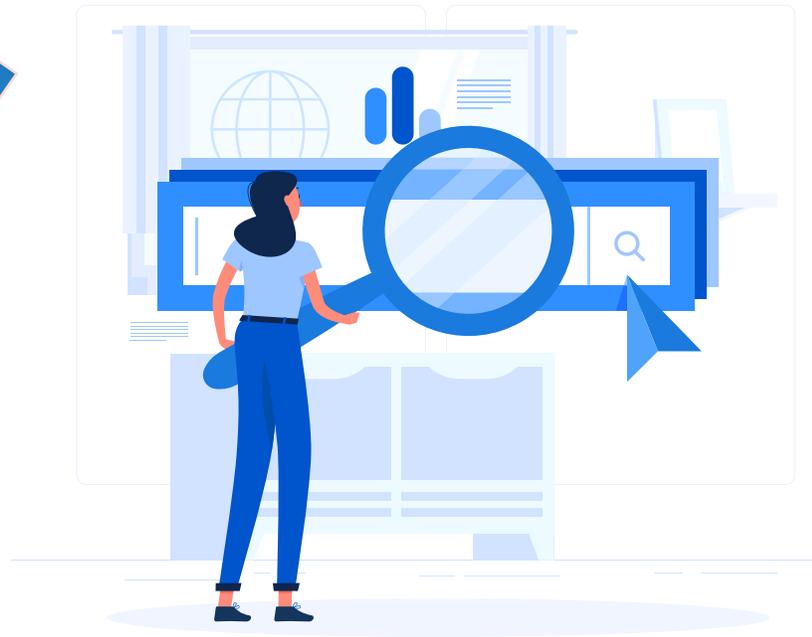
searching for a needle in a haystack. This is where optimised onsite search comes in. It makes the search short and lets customers find *'the needle'* in an instant.

To make sure your online shop is ready for new, potential customers, we recommend optimising your onsite search first.

How? Let us give you 9 easy-to-follow steps to optimise your onsite search.

Step 1.

The location of your search bar



The first thing you need to know about optimising your onsite search gets forgotten a lot. Basic necessities that get overlooked? **The size and even more important: where it is placed.**

Ideally, a search bar should be present *on every webpage*. Even when you don't sell anything, visitors should be able to find what they are looking for. *Both content and product*. From sale items to last items in stock, and from blogs to return policies.

The search bar should be in plain sight, at the top-right (preferably), left, or middle of each page. Longer queries are more common nowadays. *You need to make sure your search bar is big enough.* **Give it space to fit at least 30 characters.** This, so your searching visitors have enough space to write down what they're exactly looking for.

Also, keep in mind that your search box **shouldn't be the same size as**, for example, a button to subscribe to a newsletter or the shopping basket, or your searching visitor might get confused.

Step 2. Instant & Relevant

Make your onsite search instant and relevant.

The faster, the better. Search results should always correspond with the query. And that is exactly what an optimised search engine does do: give you relevant results instantly. In a nutshell, showing red trousers when visitors search for red trousers.

Not yellow socks, or no results at all!

Step 3. Autocorrect

Not everybody is very good at spelling.

Throw in some pretty advanced product names, and typos are inevitable. With the misspelling of 'iPhone', a default onsite search engine most likely won't give any results. An optimised search engine will; whenever a typo is made, the spelling corrector will intervene. So that when you type in 'Ifoon', an iPhone will appear and with 'Zamsnug', a Samsung.

Step 4. Filtering & Sorting

To help your potential customers narrow down their search give them enough options for **filtering and sorting results** to their query. When searching for shoes, give options for sizing, colour, fit, size, material, etc.



Step 5. Synonyms

In every language, we use different words for the same things. Like a **bike**. *Bicycle, cycle, two-wheeler, velocipede*. All one and the same aren't they? Imagine you are on the hunt for some new denim trousers. You type in 'jeans'. You don't get any results on the query. Strange, because jeans really are the same as denim trousers. You get this result because this default search engine doesn't use synonyms. **An optimised search engine does do this.** Making you find jeans when looking for denim trousers and vice versa.

Step 6. Measuring is knowing

Zero-hit management is quite an overlooked part of onsite search. What are your visitors looking for, but can't find because they get no results on a query? When you are willing to optimise, measuring certainty is knowing. Save this kind of information too, as it will help you in the future.

You might need to add new synonyms to your list. Or take up a new product or brand that you haven't got in stock yet. Use (Google) Analytics. By keeping track of all of the movements of your customers, you will find out a lot about them and what they desire. *Gather and use this information!*

Step 7. Lazy loading = fast finding

When something is lazy, we usually don't really see that as a very nice quality to have. Within the business of eCommerce, it is. With **lazy loading**, a website doesn't have to load in one go. Pages load as they are being used; when scrolling down. Or in the case of a search engine: when showing search results.

Step 8. Product & content in one

Sometimes you are in a webshop, just browsing for products. But sometimes you are looking for more than that; you are looking for information. Information on delivery, shipping (costs), opening hours or FAQ. An optimised search engine shows all of this information too.



Onsite search for product and content, in one search engine.

Step 9. Responsive search engine

Nowadays we're always online: behind a screen, on a tablet or mobile phone, at home or on the road. You can imagine the frustration of not being able to find what you are looking for because a search engine only works on the desktop.

A responsive search engine makes sure you can always use it, wherever you are, whatever device you are using.



Keen to know how good your current onsite search is? We're happy to take a look at it together with you!

Get a free audit of your onsite search engine by one of our experts. Optimisation advice included!

Schedule my free audit!



Want to have a chat? Please don't hesitate to contact us :)

Email us on hello@sooqr.com, give us a call +31 887667700, or visit us on www.sooqr.com

If you happen to be in the neighbourhood, you're always welcome to come by for a coffee (or whatever you fancy):
Eendrachtlaan 250, 3526 LB, Utrecht, The Netherlands.