



**Magento Search White Paper:**  
**How to Improve Sales & Optimise Onsite Search Results**  
September 2014

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## Introduction

With a highly feature rich system and a range of add-ons available, the Magento platform has become one of the most popular choices for retailers when building an eCommerce site. Yet this abundance of features does have a downside; Magento systems can be complicated to set-up and run, and without prior experience they can be extremely complex to configure.

Retailers who are unfamiliar with the system configuration will more often than not find themselves reliant on a developer to successfully complete even the smallest of tasks, and this external IT support can quickly eat into online profits.

Whilst Magento powers over a quarter of the world's top 1 million eCommerce sites, the search and navigation aspects of the platform are an area that retailers often struggle with. The complexity of configuration makes it a time-consuming task to alter the standard Magento database search for both the Community and Enterprise editions. Even popular third-party search systems like SOLR lack the depth of functionality required to successfully cater to today's increasingly sophisticated consumer search behaviour. Poor keyword search, basic navigation features and difficult product catalogue management wastes time and money for retailers and provides an inadequate search experience for customers, which only acts to reduce conversion rates.

But what if there was a simple way to significantly improve your site search capabilities, and increase your sales in the process?

This white paper will talk you through the powerful features offered by the next generation of Magento eCommerce site search solutions which are having a positive impact on customer conversion rates, order sizes and eCommerce revenues and are equipping retailers with the necessary tools to drive continuous business improvement.



# The New Search Environment

## *Consumer Search Habits*

Today's search environment is driven by speed and accuracy. Customers want to find exactly what they are looking for with minimum effort, and sorting through a long list of irrelevant search results will deter many from making a purchase. The increase in mobile browsing via phone or tablet has also altered the way consumers are searching for products online. The speed, accuracy & relevancy of onsite search results are now vital to convert prospective customers on every site, including the Magento platform.

## *The Need for Speed*

Page load speeds are becoming increasingly important during the purchase journey. A recent Radware survey found that 46% of online shoppers listed page load speeds as the number one factor that would determine whether or not they would return to a site to make a purchase.<sup>1</sup> Furthermore, an alarming 85% of mobile users now expect page load times to be the same, or even faster than on a desktop<sup>2</sup> and 64% of smartphone users are highly likely to abandon pages if they are too slow to load.<sup>3</sup> For Magento retailers, maintaining favourable page load speeds on site search pages can prove difficult, but clearly this can have a negative impact on customers looking to source an item and checkout as quickly as possible.

## *Poor Performing Search Solutions*

If you were to ask your customers how well your onsite search met their needs how do you think they would respond? Search results shouldn't be assessed by how many results are returned, but by how well they match the original search query, and in some cases this may mean that a search tool needs to infer what a customer is searching for to return a relevant list of items.

A recent investigation into eCommerce search performance was carried out by the Baymard Institute to uncover the true state of onsite search.<sup>4</sup> The results may well surprise you.

Of the 60 leading eCommerce sites assessed, 70% operated search solutions that required users to use the precise jargon the website featured to return accurate results. So a customer searching for a 'hairdryer' wouldn't be shown any results if they searched for the synonym 'blowdryer'. 60% of sites were found not to support searches that used symbols or abbreviated versions of terms in a search query and a further 18% failed to return accurate search results if the search query contained spelling errors.

In today's search environment, underperforming search solutions can drastically reduce transaction rates, and the task of meeting consumer search expectations is made even more challenging when using traditional Magento search.

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<sup>1</sup> Radware, Case Study: Understanding the Impact of Slow Load Times on Cart Abandonment, 2013

<sup>2</sup> Harris Interactive, Mobile Transactions Survey, 2011

<sup>3</sup> Radware, Case Study: Understanding the Impact of Slow Load Times on Cart Abandonment, 2013

<sup>4</sup> Baymard Institute, E-commerce Search Usability; Exploring the customer's search experience, 2014

## The Magento Search Experience

Onsite search has an increasingly vital part to play in online consumer journeys. Yet typical Magento search solutions tend to lack the advanced search functionality and high level system support required to produce highly relevant product lists. More often than not, they return very poor results to customer onsite search queries.

### *Did you know?*

- The Magento platform powers over 26% of the top 1 million sites as ranked on Alexa<sup>5</sup>
- A recent Econsultancy report of 19 Magento retailers found that onsite search usage ranged from 1-18%<sup>6</sup>
- However we have found that this percentage has grown in the last 24 months to around 20-30%
- The Econsultancy report also found the average Magento site search typically converted at 4.63% , and our own research supports that onsite search solutions can increase conversion rates by 2 to 4 times

However, Magento search in its current state isn't equipped to deal with the increasingly sophisticated way consumers search online and on mobile. 21% of site visitors in the Econsultancy study were found to exit the site on the search results page, demonstrating the portion of sales opportunities Magento retailers are missing out on due to poorly optimised onsite search functionality.

### *Improving your current site search*

With the latest generation of highly intuitive out-of-the-box search solutions, any Magento site can quickly benefit from the addition of a highly capable search system which will improve search relevancy and provide business owners and merchandisers with the right tools to generate more sales.

But how do you know which search solution is right for your business? Well ideally, you should choose a solution that won't be affected when future Magento updates or new versions of the platform are released.

Aim to find a search system that operates at data level to ensure your search functionality is not affected by these regular new releases. This will take the pain out of future upgrades. And if this solution can be activated without requiring any further development work from a Magento agency, then this can save an eCommerce retailer valuable time and money.

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<sup>5</sup> Tom Robertshaw, April 2014 eCommerce Survey, 2014

<sup>6</sup> Econsultancy, Is site search less important for niche retailers?, 2013

## Improving Magento Search For The Business User

The right Magento search solution can empower a business user, enabling you to make business-critical changes easily and at the right time to impact sales and increase conversions.

### ***Conversion Optimisation***

Standard Magento search solutions often struggle to provide an optimised search experience to meet the demands of your users. As a result, most Magento retail sites have a conversion rate of around 2.4%<sup>7</sup> - below the average conversion rate for most retail sites.<sup>8</sup>

An advanced eCommerce search solution can turn substandard conversion rates into great conversion rates, increasing ROI dramatically in a relatively short space of time. A solution which doesn't require outside support from a development or specialist IT team is preferred by many business owners in order to keep implementation costs to a minimum.

With the new generation of search solutions, retailers can benefit from a Magento "Connector" which makes it easy to seamlessly integrate search services directly into your eCommerce platform. The best solutions have developed this without any requirement for API programming, which reduces the time and cost it takes to deploy a new intelligent search service.

Search solutions like those offered by EasyAsk are devised to be operated directly by the business user and make it simple to add, edit and amend business rules whenever you need to, in order to meet company goals. With an advanced Magento search solution, business users have the freedom to create & amend search & relevancy rules, offers & a product catalogue without any IT assistance.

### ***Creating New Navigation Facets***

The latest best-of-breed eCommerce search solutions are capable of providing superior navigation functionality to Magento retailers. To create new navigation attributes using standard Magento search is a task that usually requires significant effort to programme the changes in the Magento backend.

Yet with a next generation search solution, multiple new attributes can be created in the navigation and integrated onsite in a matter of minutes. Working at data level, a sophisticated search tool will be able to use advanced search relevancy rules to ensure the right products are easily accessible across your site, improving the search experience and ultimately making it easier to achieve your business goals.

The powerful 'Derived Attributes' feature present within the EasyAsk search solution simplifies product management tasks significantly, as business users are not required to add new product attributes into the Magento backend. Instead, new product categories and attributes can be easily generated from existing product data to suit current consumer search behaviour.

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<sup>7</sup> Screenpages, Magento Checkout: Basket Abandonment Statistics, 2013

<sup>8</sup> Monetate, Ecommerce Quarterly (Q1 2014), 2014

## Derived Attributes with The North Face

The North Face utilise the Derived Attributes feature to effectively reorder their product catalogue into highly-shoppable categories that meet user search queries.

Using this feature, the European outdoor sports clothing specialist has been able to create sophisticated attributes that are used to group products together by Activity and Technologies (fabric), providing an intuitive onsite search experience for the end user.

Chris Todd, EMEA of The North Face, said "EasyAsk allows our customers to find the right products quickly and efficiently. The resultant uplift in conversion rates & revenue – a 35% increase in search conversions and a 24% increase in revenue from search – has been extremely positive."

The North Face > Women's > Jackets

REFINE YOUR SEARCH

Waterproof (36)

Windproof (68)

Down fill (8)

Synthetic fill (20)

Parkas & Coats (10)

Triclimate 3 in 1 (10)

More Options >

Activity

☐ Hiking & Backpacking (27)

☐ Mountaineering (8)

☐ Running (6)

Colour

Size

☐ L (71)

☐ XL (58)

☐ M (72)

☐ XS (67)

☐ S (70)

☐ XXL (3)

Technologies

☐ Apex™ (6)

☐ Bluesign® approved fabric (3)

☐ Flash Dry™ (1)

☐ Goose Down Fill (4)

☐ Gore-Tex® (3)

☐ Hyvent® (19)

☐ Polartec® (2)

☐ Thermoball™ (1)

☐ Triclimate (5)

Women's - Jackets

ITEMS

73 Total

PAGE


1 2 >

View all >

SORT BY


SELECT...

Women Evolution II Triclimate jacket




£ 200.00

Women Arctic parka




£ 350.00

Women Zenith Triclimate hooded jacket




£ 220.00

Women Zenith Triclimate hooded jacket




£ 220.00

Women Evolution II Triclimate jacket




£ 200.00

Women Evolution II Triclimate jacket




£ 200.00


Women Thermoball hooded jacket



Women Thermoball hooded jacket



Women Thermoball hooded jacket



Derived attributes for Activity & Technologies on The North Face.



# Improving Magento Search For The Merchandiser

As well as empowering business users to achieve revenue goals, sophisticated Magento search solutions also provide a suite of tools to allow merchandising teams to successfully influence product sales using a variety of rich merchandising features.

Powerful site search solutions now allow retailers and merchandising teams to create unique business rules that can be applied to your search system. These exciting new features are helping Magento retailers address some of the fundamental flaws experienced with standard Magento search solutions, and improve their online business.

## 1. Powerful Natural Language Rules

For merchandising teams, the power to control the product display order in search results pages is an invaluable way to drive sales of a particular product. This is relatively simple for a user to set up in an EasyAsk solution thanks to the built-in intelligent natural language processing feature. Rather than setting a boost rule in code or conflated technical terms, a merchandiser can simply select the boost functionality and type the rule in natural language form, making it quicker & easier to add and adjust boosted products, as well as set up-sell and cross-sell rules to encourage add-on purchases.

For example, if a fashion retailer wished to boost sales of a black Burberry bag to appear at the top of search results for the query 'black bag', all a user would need to do is select the 'Boost' function and type in 'Black Burberry bags with more than X in stock'.

This advanced natural language processing is also helping Magento stores to improve the search term relevancy of their results by allowing the retailer to provide exact match and inferred match suggestions from customer's natural language search queries.





**Your search results**

Home > Search results for "red schecter guitar under £500"

Results 1-10 of 10   Results per page: 12 24 48 100

Views: [Grid Icon] [List Icon]   Group by: Show All   Sort by: Relevance

red schecter guitar under £500

 <b>Schecter Damien Elite 8 in Crimson Red</b> 33% OFF a Gig Bag when you buy this guitar! RRP £579, Save £130! <b>£449.00</b> <a href="#">More Info</a>	 <b>Schecter 006 SGR Electric Guitar in Metallic Red</b> RRP £169, Save £30! While Stocks Last! <b>£139.00</b> <a href="#">More Info</a>	 <b>Schecter DAMIEN ELITE-6 FR Electric Guitar in FR</b> RRP £549, Save £150! While Stocks Last! <b>£399.00</b> <a href="#">More Info</a>	 <b>Schecter DAMIEN ELITE-7 LH Electric Guitar in LH</b> RRP £599, Save £150! While Stocks Last! <b>£449.00</b> <a href="#">More Info</a>
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Boosted sale products displayed at the top of a search results page for the natural language search query "red schecter guitar under £500".



## Natural Language Search with Sonic Sense

Professional audio eCommerce retailer Sonic Sense has experienced increased search results accuracy as a result of implementing an EasyAsk search solution thanks to this powerful feature. The retailer provides a highly technical range of individual products and product packages for audio professionals. These users commonly search directly in the search bar and use industry jargon and overlapping technical terms, which made it difficult to provide accurate search results using a traditional Magento search tool.

Since adopting the EasyAsk search solution, Sonic Sense customers can now find any product in a matter of seconds by combining industry jargon, technical terms, brand names and features in their search query. So a customer arriving at the site can simply locate the search bar and type in "green large body MXL mic" to be shown a list of all relevant products matching this colour, category and brand.

Preston Smit, Technical Director at Sonic Sense, has been very impressed with the system. "EasyAsk's natural language technology has given our customers the ability to find any product quickly to streamline purchases. EasyAsk's integration with our Magento catalogue and easy-to-use tools allowed us to deploy the most extensive and flexible search capability possible".

The screenshot displays the Sonic Sense Pro Audio website interface. At the top, the Sonic Sense logo is on the left, a search bar with the query "green large body MXL mic" is in the center, and a "RESOURCE CENTER" button is on the right. Below the header is a navigation bar with links: SHOP BY, PACKAGES, PROMOTIONS, ABOUT US, and a promotional message "WHY SHOP WITH US: WE PICK UP OUR PHONES! 303.753.0201".

The main content area features a banner "Old School Service In A Modern Marketplace... Since 1994". On the left, a "SHOPPING OPTIONS" sidebar includes filters for "CATEGORY" (Live Sound (6), Recording (9)) and "PACKAGES" (Individual Items (5), Sonic Sense Packages (4)).

The search results are titled "SEARCH RESULTS FOR 'GREEN LARGE BODY MXL MIC'" and show "9 Item(s)". The results are displayed in a grid with columns for product images, names, descriptions, prices, and "ADD TO CART" buttons. The products listed are:

- MXL V67G**: Large capsule condenser microphone (green/gold). Price: \$109.95.
- MXL V67GS**: Large diaphragm condenser microphone with pad and attenuation switches. Price: \$119.95.
- MXL V67i**: Patented dual capsule large diaphragm condenser microphone. Price: \$189.95.

Each product entry includes a small image of the microphone, its name, a brief description, the price, a link to "Log In for member benefits", and an "ADD TO CART" button.

Search results shown for the natural language query "green large body MXL mic".

## ***2. Intelligent SKU Handling***

Another advancement made by the next generation of Magento search solutions is the ability to set searches to apply at SKU level as well at product level. In standard Magento search it is increasingly complicated to allow a customer to search by SKU or for the system to swap between product and SKU level depending on the type of search carried out.

Intelligent SKU handling gives the merchandiser the option to choose how configurable products – those with separate SKUs assigned to them- as well as simple products – those without additional SKUs – can be displayed in search results. This is particularly important for retailers who stock a range of products in different colours and want to ensure their search results display accurately for search terms including colours.

### ***Intelligent SKUs and Gretchen Scott Designs***

Gretchen Scott Designs greatly benefits from the intelligent SKU handling delivered by the EasyAsk solution. A retailer of high quality women's clothing, Gretchen Scott are able to choose between SKU and product views to improve results page accuracy, showing customers the right image they would expect to see for a search term by swapping between product groups and individual SKUs.

To demonstrate this powerful feature we've run a common search query for a "cotton dress" which brings up a variety of product groups with a default image attached. This would suit the customer expectation for a broad term, but where many Magento search solutions fail is in adjusting results to address the colour attribute if used in a search query.

In a traditional Magento search solution, if a customer was to search for a "blue cotton dress" they would still be shown the image for the pink cotton dress as before, as this search is running at the product level which has the image for the pink cotton dress assigned as a default.

But by allowing the merchandiser to choose between representing an item at product or SKU level, the results can display the product group but with the relevant colour product image. Images displaying at product level can be identified easily as they show the different fabric swatches assigned to that product group, and the default image can easily change depending on the colour that is searched for. So the search for a "blue cotton dress" now displays a blue dress image.

Lloyd Buchanan, owner of Gretchen Scott Designs, has been very pleased with the results of their new search system. "We needed a powerful tool to improve the online experience for our customers. Intuitive search can be notoriously difficult to achieve using Magento and we wanted a search solution that would require minimal set-up. The Search As You Type (SayT) feature and advanced natural language processing capability makes it incredibly easy for our users to navigate to the exact items they are after in a couple of clicks or by using a long tail search query, whether that be a wide selection of cotton dresses, or a very specific long sleeved blue summer dress."

## CATEGORY

[Beach](#) (1)  
[Dresses](#) (13)  
[Sale](#) (15)  
[Whites](#) (3)

## PRICE RANGE

☐ \$25-\$50 (1)  
☐ \$50-\$75 (9)  
☐ \$75-\$100 (1)  
☐ \$100-\$125 (2)  
☐ \$125-\$150 (12)  
☐ \$150-\$200 (1)  
☐ \$200-\$250 (3)

## SIZE

☐ XS (25)  
☐ Shrimp (5)  
☐ Small (27)  
☐ Medium (25)  
☐ Large (23)  
☐ XL (22)

## COLOR

☐ White (20)  
☐ Blue (14)  
☐ Black (12)  
☐ Green (12)  
☐ Pink (8)  
[Show \(13\) more](#)

Elizabeth's Hope  
Scarves/Pareos  
Laugh More / Mantra  
Goddess XXL-XXXL  
Handbags  
Accessories  
Sleep

Store Locator  
Jupiter Store  
Southampton Store

[Home](#) / [cotton dress](#)

## Search results for 'cotton dress'

Items 1 to 16 of 29 total

Page: 1 2

Sort By [Relevance](#)

Show 16 per page



**Cotton Intricate Beaded Gem Dress**  
\$229.00



**Cotton Cashmere Priss**  
\$149.00



**Cotton Cashmere Sport**  
\$129.00



**Cotton Cashmere Tango**  
\$149.00



**Cotton Edwardian Dress**  
Regular Price: \$429.00  
Special Price: \$51.60



**Cotton Little Golden**  
\$149.00



**Cotton Printed Shirt Waist**  
Regular Price: \$429.00  
Special Price: \$51.60



**Cotton Tahitian Melon Dress**  
Regular Price: \$429.00  
Special Price: \$51.60

## CATEGORY

[Beach](#) (1)  
[Dresses](#) (7)  
[Sale](#) (6)  
[Whites](#) (1)

## PRICE RANGE

☐ \$50-\$75 (3)  
☐ \$75-\$100 (1)  
☐ \$125-\$150 (9)  
☐ \$150-\$200 (1)

## SIZE

☐ XS (12)  
☐ Shrimp (1)  
☐ Small (13)  
☐ Medium (12)  
☐ Large (10)  
☐ XL (12)

Elizabeth's Hope  
Scarves/Pareos  
Laugh More / Mantra  
Goddess XXL-XXXL  
Handbags  
Accessories  
Sleep

Store Locator  
Jupiter Store  
Southampton Store  
Nantucket Store  
About Gretchen  
Personal Photos  
Contact Us  
Policies  
Wholesale  
Me Strong  
Trade Shows 2014

[Home](#) / [blue cotton dress](#)

## Search results for 'blue cotton dress'

14 Item(s)

Sort By [Relevance](#)

Show 16 per page



**Cotton Cashmere Priss**  
\$149.00



**Cotton Cashmere Sport**  
\$129.00



**Cotton Cashmere Tango**  
\$149.00



**Cotton Little Golden**  
\$149.00



**Cotton Printed Shirt Waist**  
Regular Price: \$429.00  
Special Price: \$51.60



**Cotton Tahitian Melon Dress**  
Regular Price: \$429.00  
Special Price: \$51.60



**Cotton V-Neck Printed Dress**  
\$89.00



**Cotton Ikat Embroidered Tunic**  
\$149.00

The search results for a search query including the colour attribute blue.

Note that the image for the same product displayed above has now changed to a blue dress image, as the merchandiser has chosen to allow search results to include configurable products.

### ***3. Easy Analytics***

Improving search performance on any site relies on close monitoring of onsite search analytics, and an advanced search solution will be able to collate the relevant data to help your merchandising team make the right business decisions to drive sales.

Any intelligent search solution should be able to provide you with the following data:

- Which search queries visitors are entering
- Which searches return no results
- How visitors are navigating your site

By exploring the analytics regularly, retailers can quickly make minor adjustments that can have big benefits for their Magento store.

### ***Dealing with No Results***

No site search will be perfect, and it is important to examine the search queries that are returning dreaded no results pages so you can take steps to solve this issue. We recommend retailers run a report of all no results searches and check the first 10 on the list each week to identify any missed sales opportunities. You may find that customers are regularly searching for an item that is currently missing from your product catalogue which may be worthwhile investing in, or that your customers are searching for a product you do stock but in an unusual way that requires you to adjust your search rules to accommodate.

The latest best-of-breed search solutions come with a range of technical features designed to eliminate no results pages.

### ***Search Term Redefinition***

Redefinition of problematic search terms offers a solution to zero results pages by channelling visitors towards a range of alternative product suggestions that may be similar to their original search query. This could be “summer dress” if a search does not return results for “long sleeve summer dresses” or “black trousers” if no items are in stock for “skinny black jeans under £50”. By redirecting customers towards a similar set of products a retailer creates the opportunity to keep them on their intended purchase journey which a no results page would bring to a sudden stop.

### ***Relaxation***

Another technique used by some advanced search systems to avoid zero results pages is the “relaxation” of search terms. This feature allows a retailer to effectively cancel out some aspects of a customer’s search in order to return search results and avoid the zero results page. Merchandisers have the ability to specify which attributes are relaxed and in which order, for example brand over colour and price over size, to help give the best possible suggestions for a query. So a customer searching for “yellow patterned sun dress under £45” may not return any results at all, but a retailer could set rules to “relax” the colour and then the style to return results for “patterned dress under £45” instead.

## ***4. Attribute Monitoring***

Attribute monitoring offers another layer of analytical support for Magento retailers, enabling them to better understand their user search patterns and adjust attributes accordingly. Advanced search solutions provide this extra visibility, which can then be used to optimise search results pages for greater efficiency and provides merchandisers with greater insight into how search visitors are actively using their site.

One example of the effectiveness of attribute monitoring deals with gender specific purchase patterns. A fashion retailer may have been closely monitoring attribute activity for the past 6 months and discovered that searches for female products are frequently filtered first by brand, whilst searches for male products are filtered first by price.

A merchandiser looking to optimise the onsite product search can then use this information to set the 'brand' attribute to appear at the top of the attribute list for product results containing mostly female items and the 'price' attribute to appear at the top of the attribute list for a search result containing mostly male items.

Retailers also have the ability to hide and unhide certain attributes and select the order attributes and even attribute values appear in on the search results page, allowing you to fully optimise the search result page layout to improve the user experience.



# Improving Magento Search For The Customer

There are clear benefits for the customer too when implementing an advanced natural language search solution. Improved relevancy of results, ease of navigation, powerful processing to understand the intent of search queries and auto-complete features all help to make the Magento search experience more intuitive.

Latest generation tools are also able to better handle long-tail search terms, which are quickly becoming the norm as visitors become more accustomed to searching in natural language terms.

## 1. Natural Language Terms

Designed to easily handle complex long-tail search terms, a solution with a built-in natural language processor is well equipped to deal with complex customer queries by basing searches on a user's intent rather than solely on keywords.

Additional powerful tools are also perfect for optimising the customer search experience. Two of the most effective ways of minimizing inaccuracies in search results are keyword stemming, which includes plurals and variations of keywords to return the correct results, and addressing keyword synonyms which allow merchandisers to set up one-way synonym rules.

The North Face provide a great example of the power of this intuitive natural language search, and how this operates in alignment with intelligent attributes.

A search for "ladies dark green fleece under £100" accurately returns the following items, demonstrating how the system intelligently understands "ladies" to be women, that the shades fit the colour criteria "dark green" and that each item is under £100.


SEARCH RESULTS : ladies green fleece  
under £100

Products (4)Articles and stories (10)

ITEMS  
4 Total


SORT BY  
RELEVANCE

Women Nikster full zip  
hooded fleece




£ 70.00

Women Mossbud full zip  
hooded fleece




£ 70.00

Women Osito 2 fleece jacket



£ 85.00

Women Mezzaluna full zip  
fleece



£ 60.00

## 2. Search As You Type (SayT)

A further feature to assist customers in their onsite search is the search-as-you-type box, which allows retailers to set auto-complete rules to pre-empt a customer's complete search phrase. The display box allows merchandisers and business users to select alternative search terms, products, categories, sizes and even budgetary restraints, all devised to help the customer refine their product search.

The example below shows the SayT feature in action for Gretchen Scott Designs. The display box contains a range of suggestions based on the term "pink" which has been entered. Retailers have complete freedom over which products and categories are displayed in this feature, allowing merchandisers to pick the most relevant products & categories tailored to their own customer purchase journey.





### ***3. Mobile Ready***



You'll have heard it many times before, but mobile visits are on the increase and this audience is only set to grow bigger in the future. A recent IMRG Benchmarking Report discovered that 52% of all traffic to retail sites now comes from mobile & tablet devices.<sup>9</sup> Whether your customers use mobile to purchase or for product research, a seamless search experience on small screens is vital.

Even with a responsive design Magento template, the traditional Magento search solutions leave a lot to be desired when operated on a smaller screen. Whilst mobile extensions can change the look of your site to better perform on tablet and mobile devices, these are essentially only adjusting the look of your themes rather than optimising the underlying functionality.

To ensure any advanced functionality on your desktop site also applies to a mobile site you need to choose a search solution that operates at data level. This way you can be sure that your customers will receive the same flawless search experience on desktop, tablet and mobile.

Plus, the added benefit of utilising a tool with natural language processing is that this search will also operate efficiently with any voice recognition software built into mobile phones, allowing customers to naturally speak their search query just as if they were talking to a shop assistant in store, and still be shown accurate results.

For example, on the J Jill mobile site, which uses EasyAsk search, a customer can select the search bar, then click the microphone button on the keypad and speak the search term "I'm looking for some flat black shoes for under \$100".

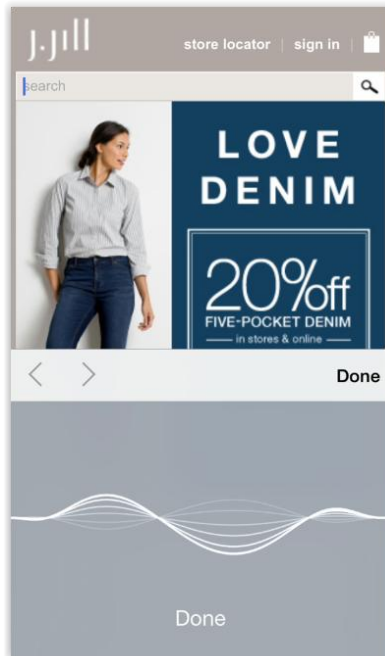
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<sup>9</sup> IMRG, IMRG Capgemini Quarterly Benchmarking Report, September 2014

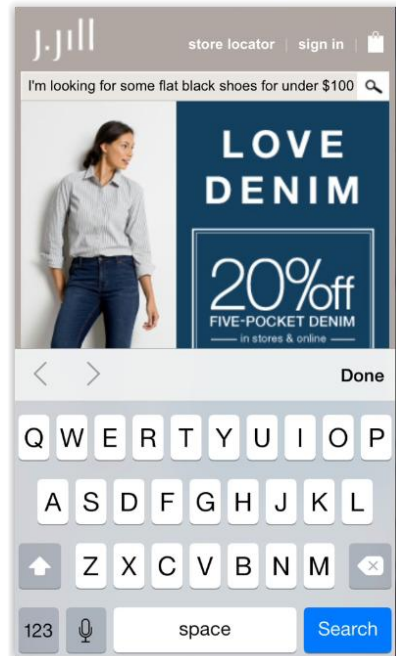
An intelligent tool will then be able to split the terms to remove conversational phrases like “I’m looking for” and only return results for “flat black shoes under \$100” by understanding the search users purchase intent. The iPhone screenshots below demonstrate the user journey:



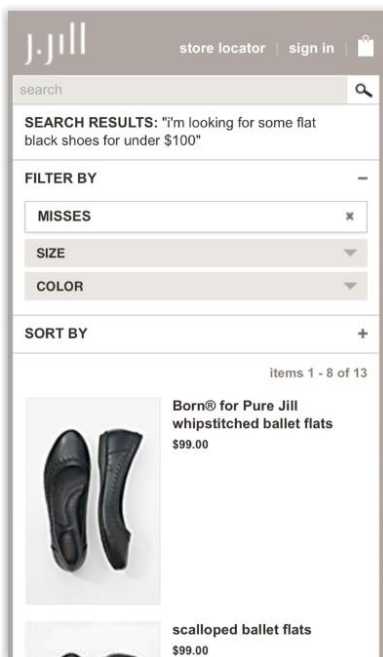
Step 1 – J Jill Home Page



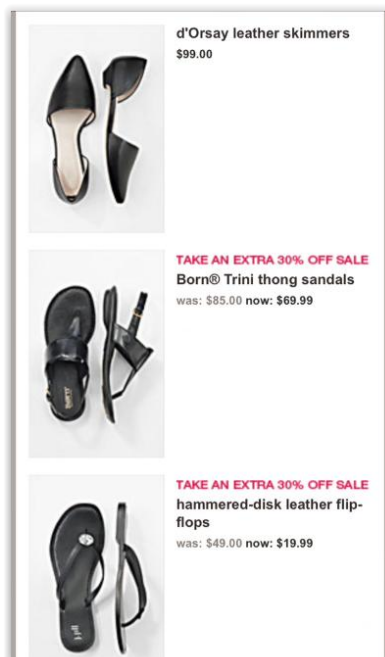
Step 2 – Speaking in the search query



Step 3 – Voice query translated to text



Step 4 - Top of the search results page



Step 5 - More results after scrolling

## Finding Success With Magento Search

As a Magento retailer you will know first-hand the frustrations that can come with optimising search and navigation on such a highly complex platform. Changes to code will often require external assistance and on-going maintenance to keep them functioning correctly, especially when new versions of the platform are released, and retailers are often left powerless to make the changes that matter most to their business.

Yet without effective onsite search your eCommerce site is missing out on valuable sales opportunities that can be surprisingly simple to fix by implementing a next generation search solution.

With far greater functionality, powerful features to improve the intuitiveness of your online search and navigation and a direct plug-in to the Magento platform, these tools return power to the business users and merchandisers. The ability to create new facets using derived attributes allows retailers to improve product findability without requiring any changes to the product database. Advanced analytics and merchandising modules also empower the business user and merchandiser to improve on customer experience without involving specialist IT or consultancy resources, streamlining operations for the business.

Ultimately, an advanced eCommerce search solution can make it far easier for customers browsing a Magento site to find accurate and highly relevant search results, increasing conversion rates, reducing bounce rates and improving the overall happiness of your customers.



Leaders in intuitive website search, navigation and merchandising technology, the EasyAsk natural language search solution goes far beyond traditional search. Now, with the new EasyAsk eCommerce edition, Magento retailers can have the best site search box in the industry, either as an on premise solution or Software as a Service (SaaS).

Our unique natural language search technology doesn't think in keywords - it can understand the true context of customer's long-tail and natural language search phrases to return a refined list of highly relevant and compelling product offers that will improve customer experience, lower bounce rates, and increase conversions.

Listed as a Silver Magento Partner, EasyAsk has helped over 300 retailers across the globe to optimise their site search and improve their eCommerce operations, including The North Face, Samsonite, Andertons Music and True Value.

To find out how our advanced search tool can increase your online revenues visit [www.easyask.com](http://www.easyask.com).

### What next?

- Watch our [eCommerce mobile voice search in action](#)
- View our webinar on [Doubling Customer Conversion Rates](#)