




# HOW TO RAISE THE BAR ON CUSTOM SITE SEARCH AND CONVERT YOUR VISTORS TO CUSTOMERS

 custom site search |

Lineate **custom site search**  
typo-tolerance  
enhanced autocomplete

## TARGET MARKET

-  Retailers/E-commerce
-  Publishers

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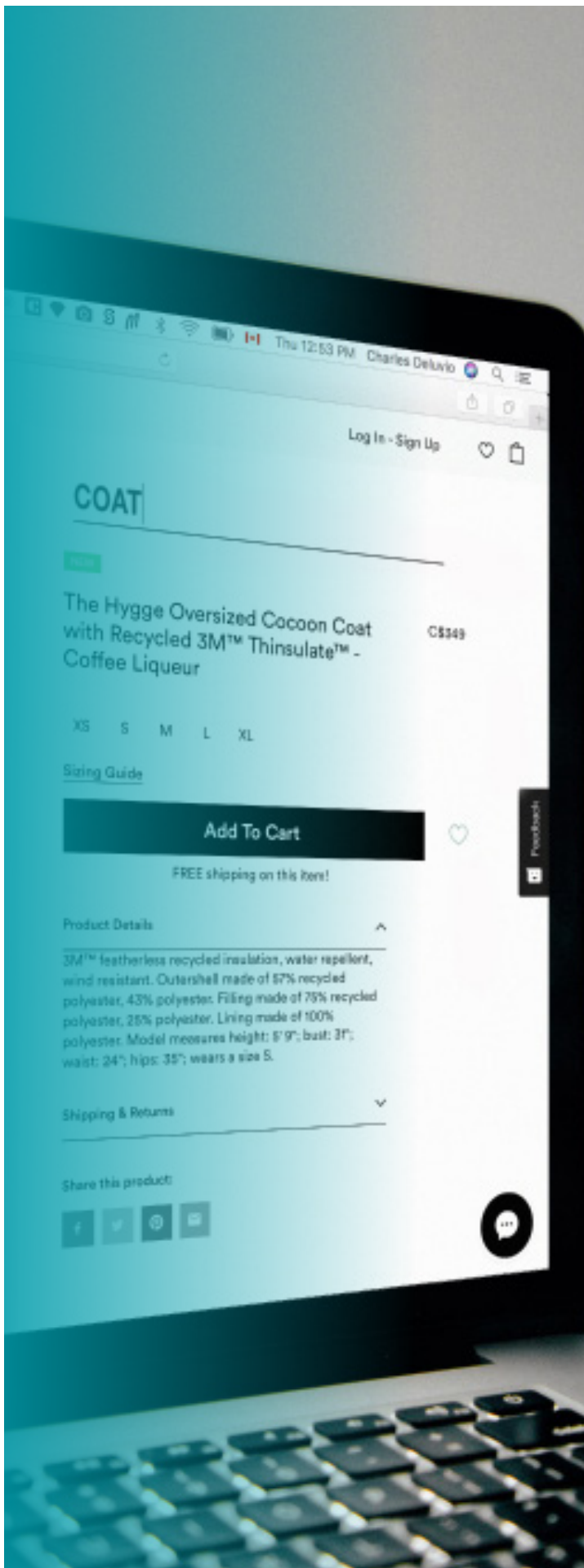
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### The Pitfalls of Being Basic

Most basic Site Searches is a slow and frustrating experience. If your customers don't phrase their search in the exact right way, they would get the dreaded "no results found" message. Or, on the opposite end, they'd have to put on their detective hats and scroll through pages of results. In short, the basic way of on-site Search is no longer cutting it.

### The Bottom-line Impact

Imagine spending your time and money on a brilliant ad campaign — and it works! Customers are drawn to your landing page, but due to poor search functionality, can't find what they're looking for. They leave, frustrated, without making a purchase. That's not just lost sales—it's lost marketing cost. More importantly, they will remember the frustrating experience and never come back.

### The Bar is Set High for Site Search

For e-commerce, the modern approach to site search makes a customer's journey to purchase as quick and easy as possible. For publishers, the modern way of site searching increases information discoverability and increases subscription rates. And for website administrators, this is a powerful tool that provides deep insight into the way their visitors behave and engage with their site.

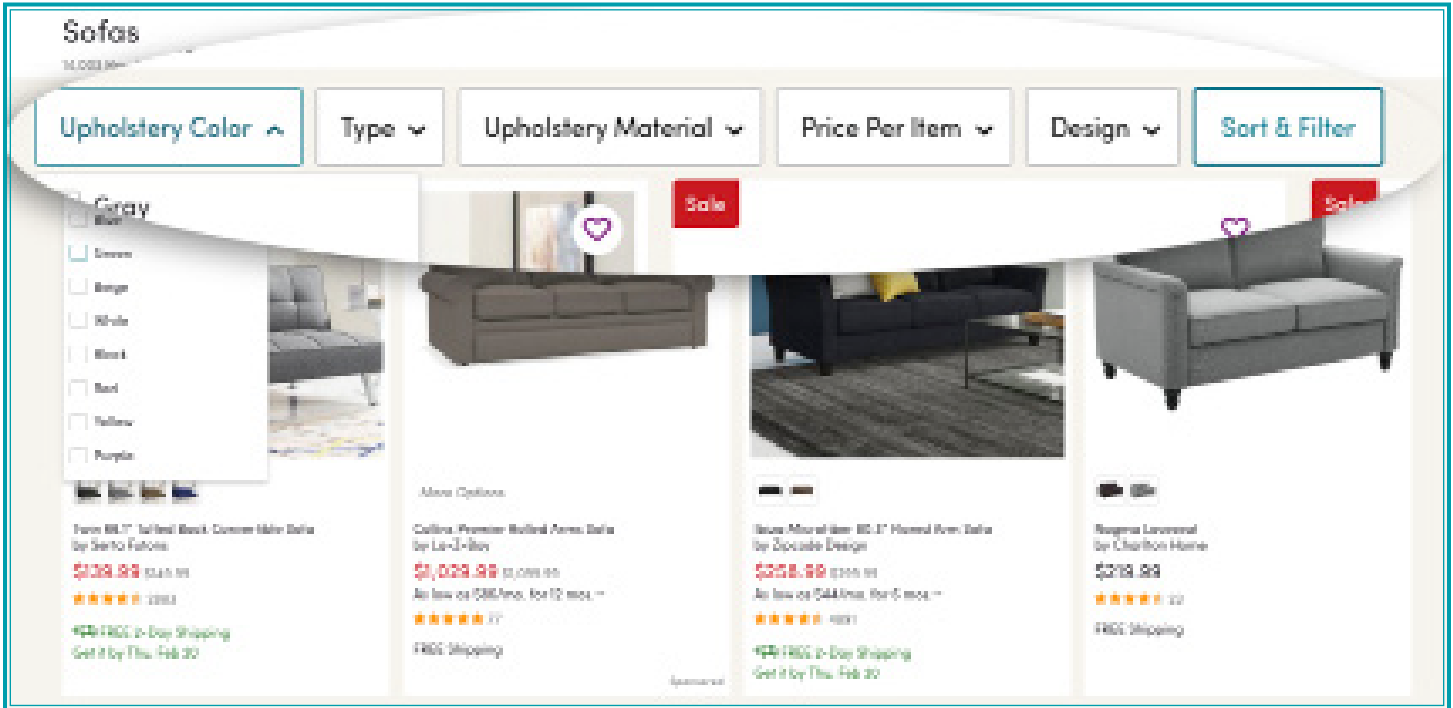


# HOW FRONTRUNNERS THRIVE WITH TOP SEARCH AND DISCOVERY EXPERIENCES



Think about this—if a person types a product description on your search bar, your work as a marketer is done. You brought them to your site. They are looking to buy something in particular. The sale is there. In fact, [consumers that use Site Search yield 216% higher conversions than the site average.](#)<sup>1</sup> But, if your site search functionality isn't up to snuff, not only will they leave without the purchase, you probably won't ever be able to bring them back. According to Forrester, [nearly 7 in 10 shoppers won't return to a site that provided an inadequate search experience.](#) This is why robust, fast, and intuitive site search is so important.<sup>2</sup>

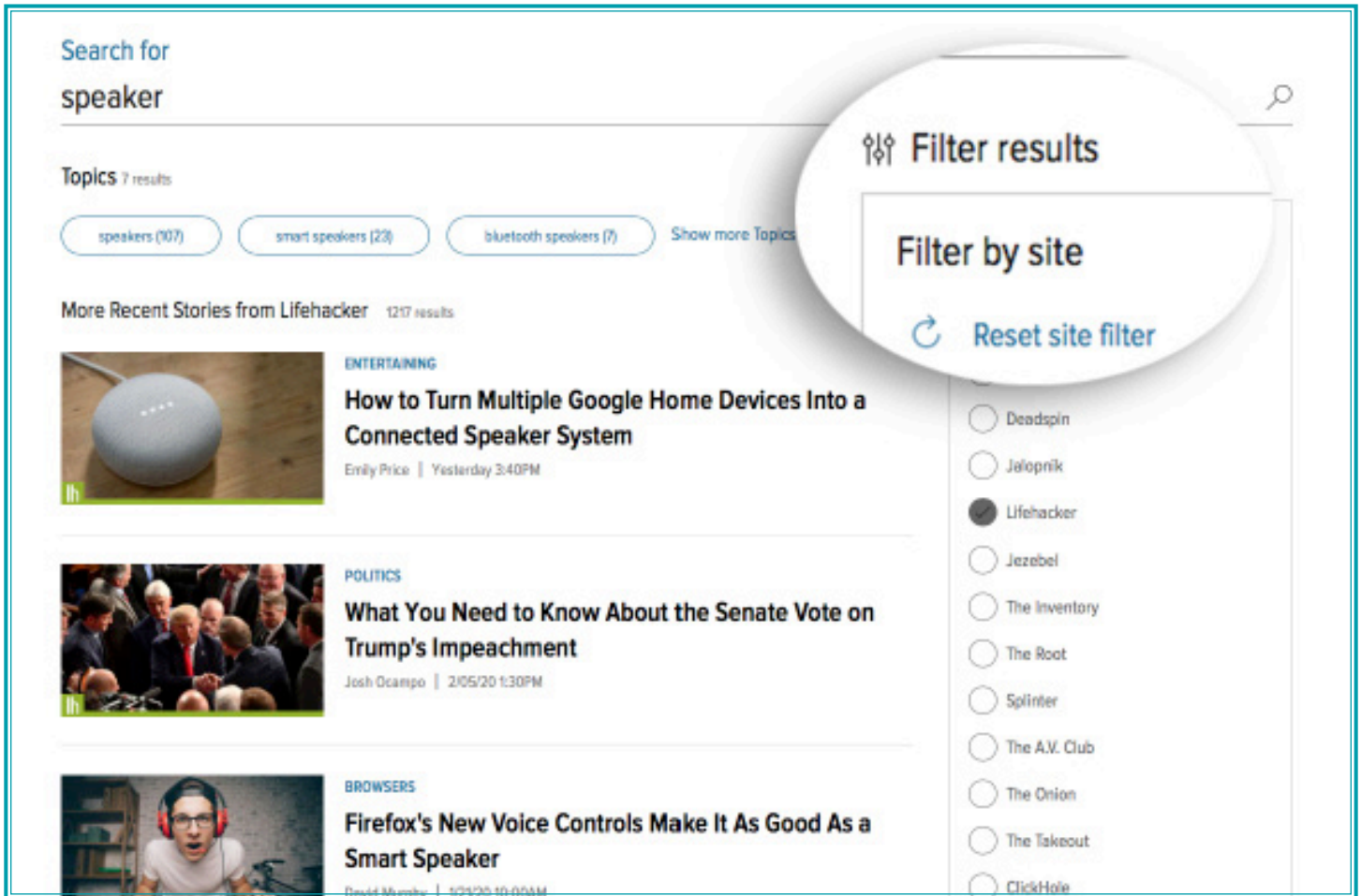
When you think about sites that use search to their maximum benefit, the first one that comes to mind is **AMAZON**—the granddaddy of e-commerce. Between their suggestions-as-you-type search bar to personalizing results (and add-on items) based on past purchases, Amazon knows just how important smart search functionality really is. Other companies have taken Amazon's lead and have begun to focus on improving their website's search functionality as well—and to great success.



**WAYFAIR GENERATED \$8.6 BILLION IN NET REVENUE BECAUSE OF THEIR SEARCH FUNCTIONALITY SUCCESS.**



**WAYFAIR** is a company that specializes in home furnishings. Go to their website and type 'sofa' into their search bar. What happens? First, a list of suggestions automatically generates under your search bar. 'Sleeper sofa,' 'sofa bed,' etc. Clicking sofa, a search result of 13,868 options appears before you. That's too many sofas for all but the biggest sofa-enthusiasts to go through. Fortunately, at the top of the screen, a menu pops up that lets you sort by upholstery color, type, upholstery material and features. And, right under that, there is a 'sort & filter' button that pops out and gives you way more filters to wean down your search (23 in all). The end result--a clear way to find the exact sofa you are looking for, and **Wayfair generated \$8.6 billion in net revenue last year alone.**<sup>3</sup> With over 14 million different products, search functionality is one of the major keys to their success.



**LIFEHACKER'S SEARCH RESULTS ALSO SHOW RECOMMENDED ARTICLES POSTED IN THEIR SISTER WEBSITES.**



And what about publishers? **LIFEHACKER**, a weblog whose motto is “Tips, tricks, and downloads for getting things done,” is known for its fast-paced release schedule, with content being published every 30 minutes, 24/7. When a publisher produces this much content, it is of utmost importance that the articles become easily searchable. Lifehacker’s search capabilities not only make it easy to find the articles you are searching for, it also shows articles posted on their sister websites, such as Deadspin, Gizmodo, and The Onion, creating a complex yet understandable system to find what you are looking for.

These companies know just how important it is to have a great search experience in place. If you need further convincing, here are some more stats to mull over: [Shoppers that use website search spend an average of 2.6 times more than shoppers that don't.](#)<sup>4</sup> And according to Salesforce, “Within the top 5% of best-selling products on e-commerce sites, the majority of them (59%) change monthly. That means retailers and brands can’t sleep on analyzing shopper search and delivering the ever-changing items they seek in real-time.”

Lastly, customers want a personalized experience. According to one market study, “59% of shoppers who have experienced personalization believe it has a noticeable influence on purchasing.”<sup>5</sup> And of all of the retailers polled, a whopping 100% of them stated that they see benefits of this personalization, with:

- **74% report an increase in sales**
- **61% report an increase in profit**
- **58% report an increase in online traffic**
- **55% report an increase in customer loyalty**

In this same study, the largest hinderance to integrating the personalization they want is a lack of technology. Well, good news on that front!

**SHOPPERS THAT USE WEBSITE SEARCHES SPEND AN AVERAGE OF 2.6 MORE TIME ON SITE THAN SHOPPERS THAT DON'T.**



# NEW SITE SEARCH CAPABILITIES



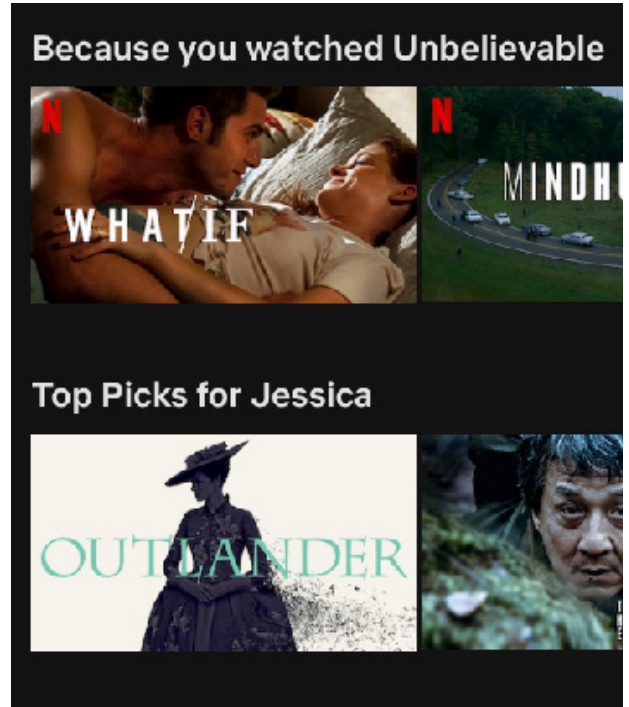
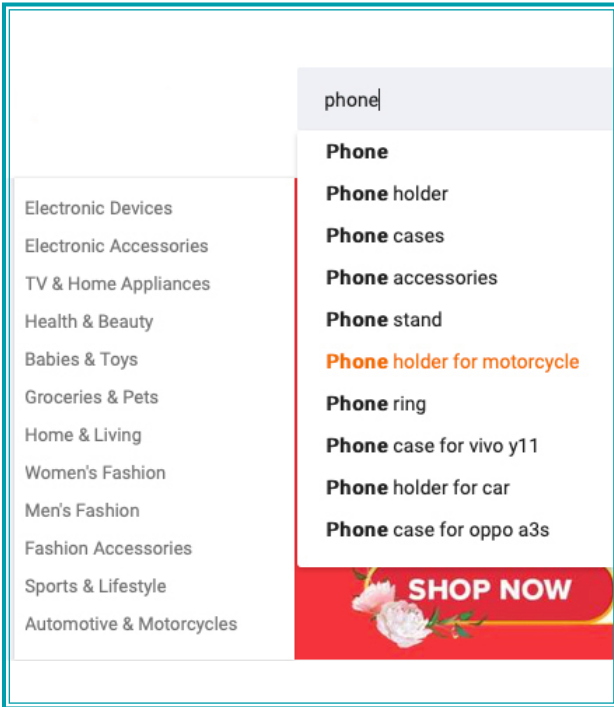
If you are a marketer and have found a way to direct consumers to your landing page, then the hard part should be over! You successfully generated enough interest they give you their precious time. These are visitors who are ready and willing to make a purchase. And yet, so many companies can't close the deal due to poor user interface and confounding search results. [Most consumers are willing to spend 2 to 3 tries on a search bar to find what they are looking for.](#) But after that—they are gone! And probably never to return...

Fortunately, there are new search technologies that make it incredibly fast and easy for customers to find what they are looking for! This means more purchases and higher conversion rates. With these new search technologies, you can focus on your messaging and outreach and not have to worry about what will happen once you get them to your page.

## Personalized Search Results

Customers have now come to expect personalized experiences when they are making purchases. In fact, [3 out of 4 customers get frustrated when product information isn't personalized.](#)<sup>6</sup> If searches remember past searches and purchase history, it is more likely to produce the results that the customer is looking for. And while recent privacy laws give consumers more power over who gets their data, most consumers are more than willing to share their data if they recognize the benefits. Personalized search results provide the benefit of curated, individualized shopping experiences that makes purchasing easier and more relevant.



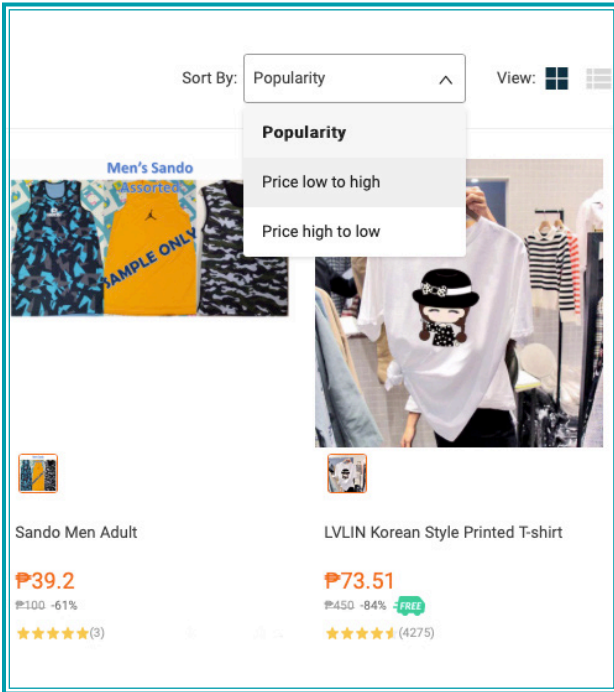


 **Enhanced Autocomplete**

Consumers want to find what they’re looking for as soon as possible, and enhanced autocomplete helps them do just that. Enhanced autocomplete provides search suggestions as a user types, allowing them to find what they’re looking for in as little as a single keystroke. And, when combined with personalized search results, these queries can pull up suggestions based on a person’s individual search/purchasing history and interests. This saves consumers precious time and makes it more likely for them to purchase your wares.

 **Restructuring For Recommendation**

Anyone who has interacted with Amazon, Spotify, and Netflix (which, let’s face it, is everyone) knows the power of great recommendation services. Great recommendation services rely on advanced data structure and internal searchability. Whether it’s a suggestion matching earrings to go with that necklace, or related articles that help your client dig deeper into quantum mechanics, recommendation engines help customers find products they didn’t even know they needed, increasing conversion rates.<sup>7</sup> Plus, if you don’t have exactly what a customer is looking for, the engine will recommend a product that is comparable or even superior to the one he or she was looking for. The dreaded “no results found” is a thing of the past, and you give a potentially lost sale a second chance.



### Enhanced Filtering

Enhanced product filters are essential for companies that have a wide breadth in the styles and models of a single product category. Say a visitor is looking to buy a clock, and your company sells thousands of different models. With enhanced product filters, customers can search by make, model, size, shape, weight, materials used, color, popularity, price, or any other distinctions a company thinks will help a customer find what they are looking for. This gives the power back to the customer, who can choose what search parameters are relevant to them, and save tremendous time that used to be spent troweling through a giant list of product results.



### AI-Powered Search

AI-powered search focuses on unlocking the context of the search. It uses a nuanced and constantly evolving set of conditions to make connections from what the searcher wrote to what the searcher means. AI-powered search, using natural language processing (NLP), considers the million ways a question can be asked. It parses the search for intent, taking into account a wide range of data points, including synonyms, syntax, parts of speech, dialects, and misspellings. And because AI-powered search learns as it goes, it gets smarter, faster, and more nimble the longer it is used. This not only shortens the time consumers spend on finding what they need and eliminates frustration points, it also provides invaluable information on how consumers are searching for your products.



# IMAGINING POSSIBILITIES: HOW YOUR BRAND CAN SUCCEED IN A NEW SEARCH ERA



<b>WOMAN</b> 252	<b>BAG</b>
<b>MAN</b> 158	
<b>KIDS</b> 96	
<b>JOIN LIFE</b> 4	
<b>ALL</b> 506	
	<b>LEATHER SHOPPER</b> 129.00 USD

## Improving the Experience

Site search advancements have permanently raised the bar in how customers interact with your landing page. Now, consumers expect a user experience that is both anticipatory and swiftly reactive. They want a UX that offers relevant suggestions that pop up with each new keystroke, known as a “[as-you-type](#)” [search experience](#). They want a UX that matches what they already have in texting and emails—[type-ahead suggestions](#) that offer words and phrases they are most likely to use. And they want [contextually relevant information](#) to pop up as they type, such as the popularity of a product, numbers of followers, most relevant reviews, and availability. These metrics give users the information they need to make their purchases quickly and with confidence—and improves your conversion rate.

**DATA ORCHESTRATION PLATFORM | DATASWITCH | LINEATE**

You don't need a crystal ball to predict how they'll interact with cross-channel campaigns. Not with **DataSwitch**, that is. **DataSwitch** is a data orchestration platform that uses your data to target the right people, at the right time, in the right place—even across channels. Specifically, the platform allows brands to:

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**SEIZE THE GDPR OPPORTUNITY WITH DATASWITCH | DATASWITCH DEMO**

Optimize GDPR performance with high level reports on consent activity across segments and comprehensive GDPR feature set offers brands a seamless way to... **DataSwitch** breaks down your stack silos by



### Highlighting What's Important

Improving user experience doesn't end with the search bar. The site itself must be organized to be as intuitive and user-friendly as possible. A **highlighting** feature allows a user to easily traverse the webpage, bringing the consumer's eyes to the most relevant content. **Multi-category search** allows users to fine-tune their queries to give them exactly the result they were looking for. By categorizing with AI, these groupings can form suggestions that can thrill and delight, providing a great user experience, and entice users to make that extra purchase or explore what else you have to offer. And because **Lineate's Custom Site Search** package **supports 19 languages**, your site can truly have global reach.



### Speeding Up Purchases

Consumers expect their search results to come to them before they even finish their query—and this expectation can be reached with **Lineate's Custom Site Search** Solutions! Give your customers instant results with **autocomplete suggestions**, which can give results from the very first keystroke. As for the backend, the infrastructure makes it easy to categorize, recategorize and add products and services in any configuration—with data points, such as availability, that can change in real-time. Plus, custom search **maps data**, accounting for the myriad of synonyms, dialects, and phrasing that a customer can ask for a product/service. So "burgundy slacks," "crimson trousers," and "reed ants" will all return with results for "red pants." This speed helps customers get what they want faster, and will have them returning to your site in no time.



 **Improving Relevance**

The main goal of intelligent site searches is to help customers find what they need fast. Whether it is allowing [typo-tolerance](#) (after all, we all make mistakes! ;)) or offering type-ahead [suggestions for long queries](#), [Lineate's Custom Site Search](#) Solutions package works to make each search easy and relevant. However, there is an added bonus--these easily categorized searches can offer [business metrics](#) that help you understand your customers better. And with those metrics you can perform [custom ranking](#)—a utilization of business metrics to optimally rank search results—to better showcase your product-line, keep people on your site and boost sales.

 **Customize Your Search Platform**

[Lineate's Custom Site Search](#) Solution is uniquely developed based on your industry domain product/services and will perfectly fit your website's design and structure. Tailor your package to match your search needs—improve your customer search success rate and get maximum ROI.



## Case Study

Here is a case study to show you how Lineate's Custom Site Search Solution helped a pioneering NYC medical center improve their time-on-site metrics and increase their onsite appointment bookings:

A [premier NYC medical center](#) was losing customers because of poor site experience. To help, Lineate built a custom search engine capable of understanding the connections between synonyms to ensure site users—no matter their background—can find relevant results. Lineate also helped index their content to provide more relevant results.

Lineate also helped index their content to provide more relevant results. For the medical center, this meant organizing doctors' names, specialties, and open hours to ensure patients could, for example, search for podiatrists available next Tuesday at 3 and book the appointment they need. As a result, the medical center has noted a [12% improvement of their time-on-site metrics](#), and an [impressive 26% increase](#) in overall booked appointments.



## GET THE RESULTS YOU'RE AFTER

A great site search is the last step in any marketing campaign to increase conversion rates and guarantee that ROI. And yet, for many marketers, this important last step is often overlooked. A modern site search helps customers find what they are looking for faster, anticipates their needs, informs them of further items that are personalized to their interests and needs. In short, a great site search closes the deal, and creates an environment that customers want to explore and come back to.

With [Lineate's Custom Search Solutions](#), an intuitive, helpful, fast site search is within reach. With features such as enhanced autocomplete, type-ahead suggestions, typo-tolerance, smart filters, and custom ranking, you can customize your pages to make personalized, relevant search experiences for your customers, and see legitimate lifts in your conversion rate and brand loyalty.

Learn how Lineate helps businesses drive conversions and ROI using custom site search solutions. Contact an expert today.

[www.lineate.com/contact-us](http://www.lineate.com/contact-us)

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