The first thing that I would update would be the search query accuracy. For example, when I looked up “Drum Performance”, rather than coming up with the “Drum Performance Jersey Polo’s” in the suggestion tab, the closest related suggestion was polos. When you would hit enter, the first product wouldn’t be any of the Drum Performance Jersey Polo’s either. Granted, it showed the Drum Performance Jersey Polos in the “Suggested Products”, but if someone is wanting to browse, they won’t be able to fully browse in the suggested products of the search bar. This is one thing that would make it difficult to create conversions with customers who are looking for specific products. Another thing that I would alter would be the category boxes that show up when you’re searching something (Suggestions, Your Recent Searches, Categories, Popular Searches, Content). This can make it confusing for someone who isn’t tech savvy, and you can do without most. “Recent Searches” can be moved to the early stage of the search bar before anything is entered into the query. “Popular Searches” is already there under the alias “Trending Searches” so there’s no need to double up on that. Lastly, “Content” can be taken out fully as it does not relate to anything doing with products. The last thing I would do for the search bar would be to add showcased suggestions under the “What’s New” tab. You currently have to do a lot of clicking in order to find something new and by the time you do, you’ve ended up searching for it yourself rather than the search function helping you. I would add a carousel of 2-3 new products for each category.