



Search. Observe. Protect.



An abstract graphic at the top of the page features a central blue search bar with a magnifying glass icon. Behind it are various translucent shapes including a green cylinder, a yellow bar with arrows, and a red bar with a person icon. The background is white with scattered small gray circles, hexagons, and squares.

Search: The secret ingredient for a better website experience

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Introduction

Improve customer website experiences with search and performance

Digital customer interaction is the new normal. While you once met customers face-to-face to win their business and loyalty, your website is now your storefront. It's where customers research products and find information and where leads turn into customers. So in a world where 70% of consumers insist on speed and convenience, improving search and website performance can set your brand ahead of the pack.

Your web presence is how new customers learn about your product and services. 73% of customers point to experience as an essential factor in their purchasing decisions, behind price and product quality. Businesses that go all-in to enhance the customer experience with search and website performance are poised to increase their bottom line instead of getting left behind.

The online surge continues with the number of digital buyers



91% of the U.S. population
will be shopping
online by 2023



\$4.2 trillion
estimated for global
ecommerce sales

Why customer experience is key

A customer's experience involves the entire customer journey from research to purchase to support. 88% of online consumers are less likely to return to your site after a bad experience, whereas customers are willing to pay a 16% price premium for great experiences. Customer experience is imperative to finding new customers, building loyalty and trust, and keeping customers for life.



Get customers

When customers quickly find what they want, their overall experience improves. Delivering fast results to website visitors keeps them engaged. A one-second page load time keeps users feeling calm and in control.



Keep customers

Customer experience is a leading indicator of how well you'll retain customers because 32% of customers will abandon a brand after a bad experience. Customers aren't loyal to brands. They're loyal to experiences. If customers have a memorable experience with a company, they are more likely to keep your brand top of mind and do business with you time and time again.



Support customers

Per Gartner, customer service plays the biggest role in the customer experience. Superior self-service frees up employees to help customers with complex issues and gives them more time to focus on customer relationships. In turn, building trusted relationships improves loyalty. 95% of customers are more likely to be loyal to a company they trust.

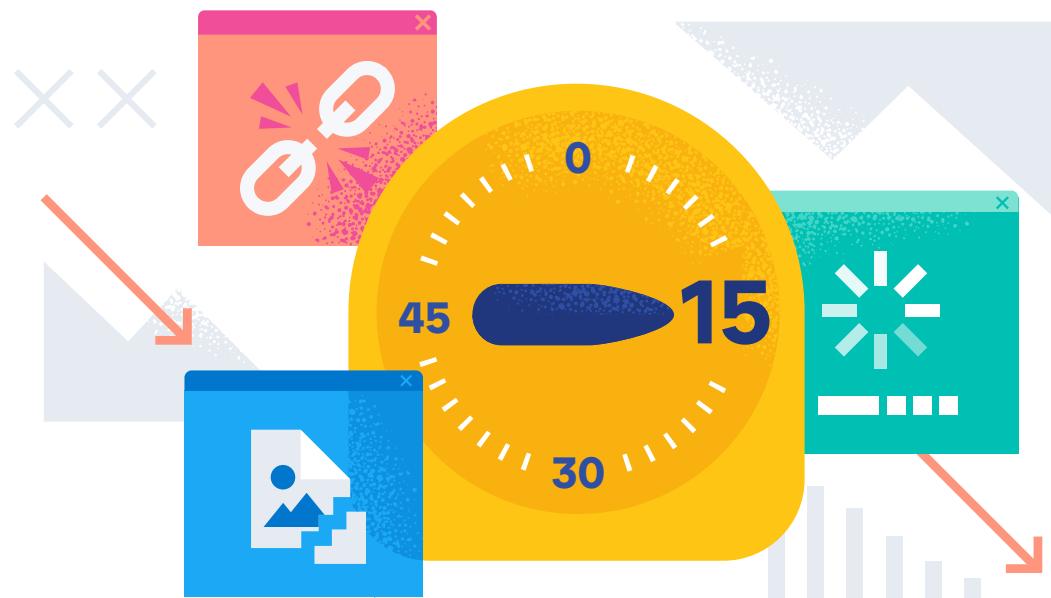
Every second counts

Studies show that 40% of web users expect a load time of 2 seconds or less. As load time increases, visitors will abandon your site. Poor performance impacts site usability, and this translates to people leaving before you get the chance to convert them. A slow loading website often results in page abandonment, lost revenue, and visitors that never return.

- Customers who don't have confidence in your site's performance will abandon it within 3 seconds.
- A slow website can increase abandonment by 75%.
- The first five seconds of page-load time have the highest impact on conversion rates.

The 15-second rule

After landing on a website, 60% of users will determine whether to stay on your site or bounce depending on whether they find the information they seek. You've got 15-30 seconds to entice them, so every second counts.



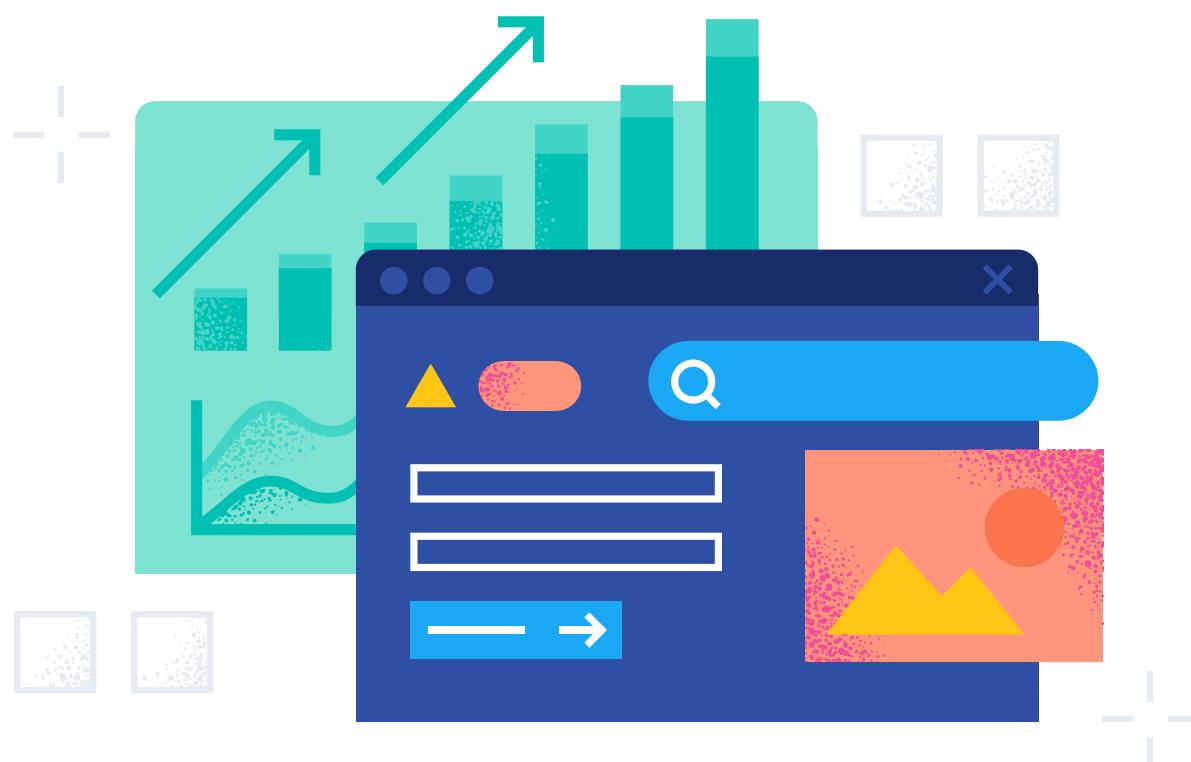
Create a performant website

Don't launch and forget it

It's critical to keep your website optimized and identify any bottlenecks that negatively impact performance and availability. Addressing slow webpages and errors will help reduce your bounce rate. Bugs and errors can prevent merchandise from being added to ecommerce shopping carts. Not being able to purchase when a link or button fails is lost business. Proactively monitor your website to address issues before you lose customers.

Measure, monitor, and optimize

How do you know if your site is up? Are visitors bouncing due to load times? Continually monitoring your website performance and speed is paramount. Real-time observability tools are critical to keeping your website performing well. With these tools, IT teams can detect and react immediately to website degradation before it impacts your customers.



To optimize your website user experience, look for tools that:

- Monitor, analyze, and alert** on performance and uptime across your entire environment
- Simplify operations** with a unified solution for ingesting different types of data across multiple platforms and services
- Efficiently collect and store granular data**, such as detailed event logs, resource usage metrics, and application traces, so you always have all the data you need to troubleshoot website errors and performance
- Deliver comprehensive insights** across your web ecosystem, including cloud-native apps, backend dependencies, and third-party services
- Measure key performance indicators (KPIs)** for end user experience
- Provide **prebuilt dashboards** and **custom visualizations** so you can get up and running quickly and build custom visualizations specific to your needs
- Accelerate root cause and anomaly detection with **machine learning** and **actionable insights**

Why search matters

Whether your company can deliver on its brand promise comes down to how quickly and relevantly customers get a search result. To create an engaging digital customer experience at speeds your customers expect, best-in-class organizations also employ site search. With superior search, customers can immediately find what they are looking for whether it's a product or answer to a support question.

A search first mindset

Search is the de facto standard for people across every demographic cohort to research, purchase, and obtain support. No matter what the question, from personal to business, they all lead to a web search.

85% of customers search the web before making a purchase decision. If they can't find what they are looking for fast, they'll likely never return. Slow search will cost you sales. When you invest in website performance and search, it pays off — 30% of website visitors start their journey with search. Powerful search experiences help you make the most of every customer query. Provide relevant results and win over 75% of people who never scroll past search engines' first page. Upgrading website performance and search improves webpage conversion rates and keeps customers coming back for more.

From clicks to insights

Website browsing activity is a window into understanding your customer, their buying behavior, and preferences. A search tells you what your customers want. Every click reveals the types of products or services customers are interested in and what they seek on your website. And, on top of that, these insights help you pinpoint any gaps in your content or product offerings. Addressing these issues and making improvements quickly keeps your customers happy and away from the competition.

Linking customer queries to tailored results creates an optimal web experience. Here are three ways website search can help grow your business:



Use browsing behavior as an advantage

Deliver a search result that meets website visitors' needs, and you'll double their chances of a successful conversion and win more loyal customers who are willing to pay a premium for your company's products or services.



Improve customer retention

When customers find what they are looking for, they will come back. Search helps build loyalty and keeps customers engaged. Increasing customer retention by 5% can increase profits from 25-95%. The probability of selling to an existing customer is up to 14 times higher than that of selling to a new customer. It also costs five times more to acquire a customer than to retain a customer.



Cut costs, invest in customer success and self-service to give customers what they want

Research shows digital self-service can cut costs by 75%. According to Gartner, 40% of customer service organizations will become profit centers by becoming de facto leaders in digital customer engagement by 2025. Self-service knowledge bases equipped with best-in-class search help customers find what they need and get support problems solved quickly. Search helps customers find answers to support questions independently, in fact, 79% of consumers expect organizations to provide self-service tools.

Top ten tips for building a better web experience

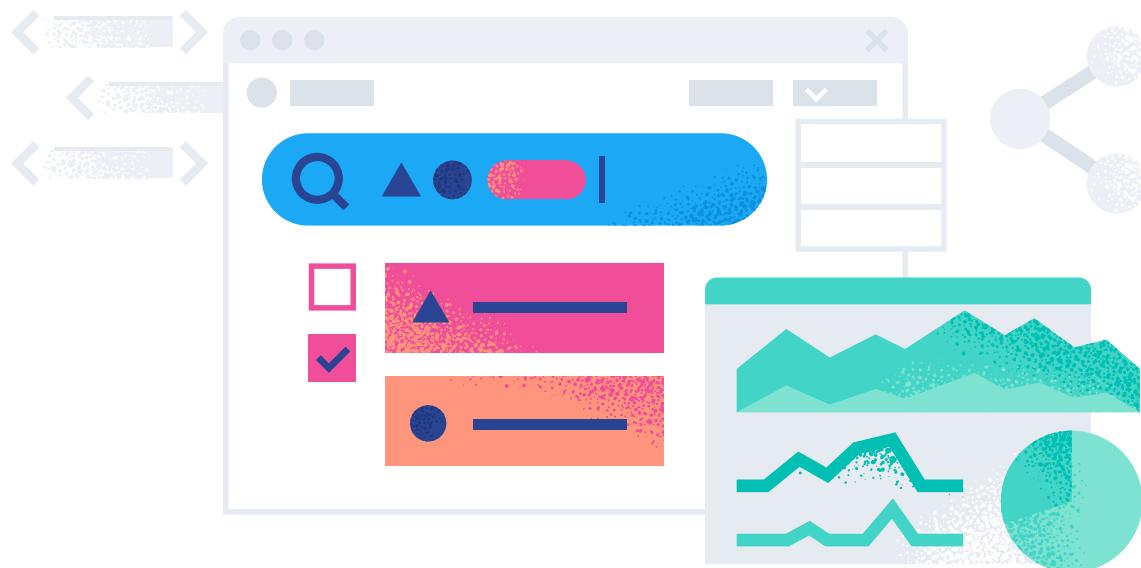
1. Create a site that's easy to navigate and engages visitors
2. Focus on SEO with organic keywords that drive conversion
3. Optimize HTML tags for search engines
4. Include clear, easy-to-understand language in website content that answers common questions
5. Build a website that's also optimized for mobile
6. Make site speed a priority

7 Put the search bar at the top of pages for easy access and visibility

8 Use autocomplete for search with filters to simplify the experience

9 Review search analytics for opportunities to improve relevance and precision based on visitors' search behavior

10. Add social share and follow buttons



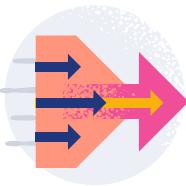
Things to consider when improving website search

There are many solutions on the market for website search, but pay close attention to the ones that make it effortless to launch and easy to manage:



Use a flexible, off-the-shelf solution

In order to deliver an improved search experience quickly with less risk, use an off-the-shelf solution for apps and websites that's simple to update and maintain and can be tailored to your use case, whether it's for your customer support site, corporate website, ecommerce storefront, or job site.



Streamline content ingestion

Look for a product that offers a simple way to ingest and sync website data so you can get search up and running quickly. A flexible web crawler takes the hassle out of data ingestion, reducing your time to value.



Refine search with an intuitive UI

Allow business users and non-technical subject matter experts to monitor and optimize the search experience with an intuitive UI and easy-to-use tools like search analytics, drag and drop result reordering, precision tuning sliders, and synonym creation.



How can Elastic help?

Elastic is the industry leading search and analytics platform. With Elastic, organizations can deliver an engaging customer website experience to support customers through every stage of their journey. Elastic Enterprise Search and Elastic Observability are two powerful solutions on one easy-to-use platform that deliver an optimal user experience and a new State of Find to customers.

Elastic Enterprise Search

Elastic App Search, part of Elastic's Enterprise Search solution, gives you all the tools you need to add powerful, scalable search experiences to your websites and applications.



Provides customer visibility and insight: Elastic App Search includes robust analytics, simple relevance, and curation that non-technical teams can use to interpret and act on customer signals.



Powers every use case: Whether you need better search for your website, ecommerce site, mobile app, geo-location application, or customer support site, Elastic App Search works anywhere.



Gets up and running in no time: Your tech team will love how easy Elastic App Search is to implement and configure with its built-in web crawler, so you can start enhancing your customers' experience right away.



Infinitely scalable: App Search is built on Elasticsearch — the foundation of all Elastic solutions. It's one of the most-popular open-source projects ever, with tens of millions of downloads powering countless search use cases across the globe.

Key features

- Out-of-the-box search solution with built-in web crawler for data indexing
- Robust analytics and easy-to-use relevance tuning and curation controls that non-technical teams can manage
- Powerful APIs including multi-language clients

Elastic Observability

Elastic Observability delivers a scalable and comprehensive monitoring system with a centralized toolset to help you fully understand your website, infrastructure, and application ecosystem. With unified visibility across your entire ecosystem, you can monitor and react to events happening anywhere in your environment to enhance your website user experience.



Keeps websites performant: Find the cause of undesirable behaviors, like service downtime, errors, or slow responses, so that you can provide a better website experience to your users.



Provides unified visibility and insight: Get to the root cause of issues and detect anomalies before they become problems.



Scales across the enterprise: Measure performance service-level agreements (SLAs) and react quickly to availability issues for websites and across your apps and services before they affect users.

Key features

- Full stack observability for your entire cloud-native web ecosystem
- Machine learning based anomaly detection and correlations that automatically detect and surface issues and root causes
- Support for polyglot languages including Java, .NET, Ruby, Go, Node.js, and more



A better website experience

Keep your website running smoothly and connect with customers throughout their journey from purchase to customer support. Enhancing search on your website is the secret ingredient to improving the customer experience. [Elastic Enterprise Search](#) and [Elastic Observability](#) are two powerful out-of-the-box solutions on one easy-to-use platform that furnish optimized website performance and a new State of Find to customers.

[Try Elastic Enterprise Search](#)



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Elastic makes data usable in real time and at scale for enterprise search, observability, and security. Elastic solutions are built on a single free and open technology stack that can be deployed anywhere to instantly find actionable insights from any type of data — from finding documents, to monitoring infrastructure, to hunting for threats. Thousands of organizations worldwide, including Cisco, Goldman Sachs, Microsoft, The Mayo Clinic, NASA, The New York Times, Wikipedia, and Verizon, use Elastic to power mission-critical systems. Founded in 2012, Elastic is publicly traded on the NYSE under the symbol ESTC. Learn more at elastic.co.

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