

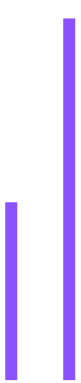


# CREATING GOOD SEARCH EXPERIENCES

Fashion search is one of the most powerful revenue generating tools in any brand's e-commerce arsenal. A good fashion search engine that understands user intent and their queries is critical in fashion e-commerce.

According to research by eConsultancy, shoppers who use on-site search are 1.8 times more likely to convert than regular shoppers. Hence, creating a good search experience and encouraging shoppers to use this readily available tool would be an excellent way to boost revenue.

Here are some best practices that Streamoid recommends to encourage your shoppers to start searching!



# ENSURE HIGH VISIBILITY

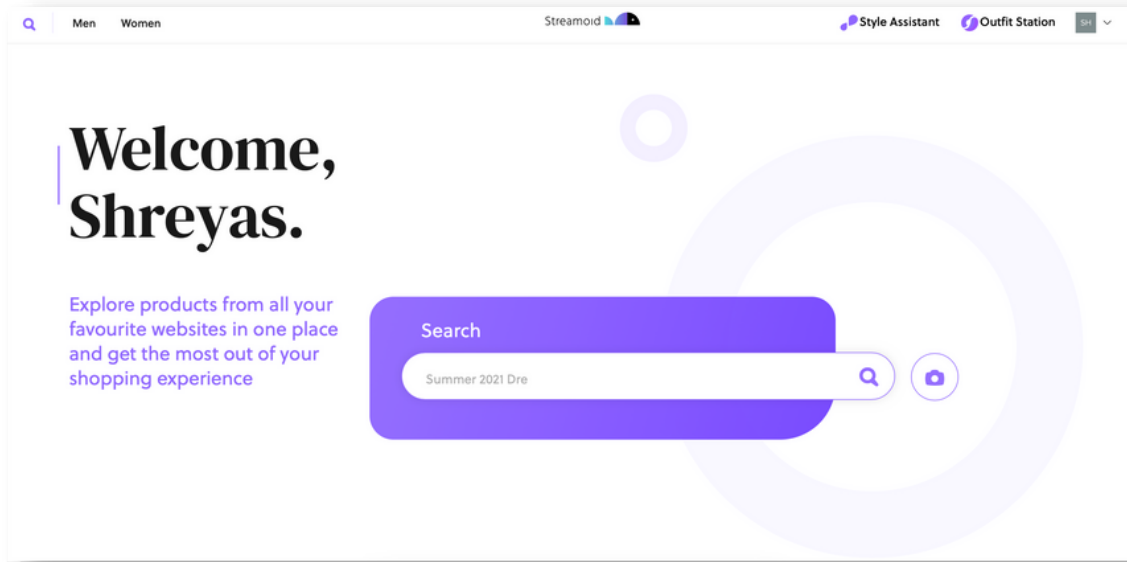
Ensuring high visibility of the search bar would be a good first step. If your shoppers don't notice the search bar or can't find it, they won't be able to use it. Using a fairly large space dedicated to the search bar will ensure the shopper notices it. The golden rule here would be, out of sight is out of mind.

## STREAMOID RECOMMENDS

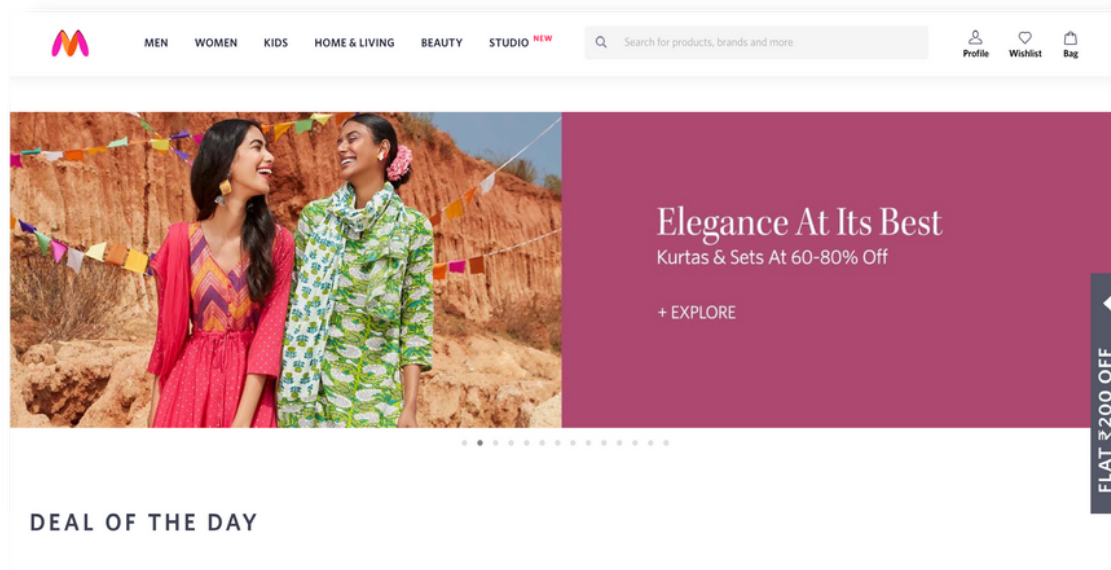
- Use a search bar instead of a expandable search icon
- Don't hide search behind a expandable search icon
- Eliminate any unnecessary UI actions

# EXAMPLES OF HIGH VISIBILITY

Below are some examples of ideal search visibility



*Streamoid's demo website places search centrally with good size, contrast and minimal UI actions to begin a search session*



*Myntra places search in a highly visible manner with good contrast and minimal UI actions to begin a search session*

# FEATURES FOR A HIGH PERFORMING SEARCH

The search experience should be varied. You need to have good visual search capabilities (for users who can't exactly figure out what they want i.e fashion knowledge gaps) and at the same time your text search should have NLP, spell check, synonym understanding, proximity (fallback), product filters as basic features. Product re-ranking, personalization are good to have features but not critical to search performance.

## STREAMOID RECOMMENDS

- Add features such as Visual Search
- Product re-ranking & personalization could help in quicker conversions.

# OPTIMIZED FOR FASHION



Search should be able to understand a multitude of attributes and values. From something as basic as color, category, gender to details like ruffles, sequins. Generic search solutions will not offer the same level of accuracy as fashion optimized search. Similarly, for the Indian market a deep understanding of Indian wear is critical. For example- suit in the Indian context means a salwar suit and not a 3-piece suit.

## STREAMOID RECOMMENDS

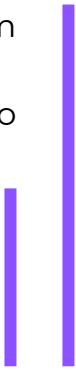
- Pick a tool that understands comprehensive fashion taxonomy
- 

# ACTIONABLE INSIGHTS



Search should be able to give you insight into what your users are searching for. Metrics are good to have but it important to differentiate b/w vanity metrics and metrics that are actually KPIs. Some key KPIs for search would be: no. of users that use search, conversion rate, CTR's, add to carts top searched queries, top queries with 0 results. It is also important to not only measure these KPIs but also to take action. For eg: it would be good to look at queries with 0 results and if possible make them work.

## STREAMOID RECOMMENDS

- Tracking KPI metrics to ensure your Search is performing at optimum efficiency
  - Tracking vanity metrics to ensure your Search hygiene is maintained to the highest quality.
- 

# INTEGRATING SEARCH

Search should be easy to integrate. Plug and play. Shouldn't take more than 24 hours to set-up. API integrations are always best.

# STREAMOID RECOMMENDS

- [Test out a free demo of our Search. Book a slot here](#)



# FASHION SEARCH **BEST PRACTICES**

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# SEARCH PLACEMENT

It is a well-established fact that most web and app shoppers scan the screen using an F pattern. It is important to place the search bar within this F pattern so that they can see it. This is typically at the top center or top right of your website/app. Make sure to not hamper discovery by using the wrong placement.

## STREAMOID RECOMMENDS

- Search placement is ideal
- Using a search bar instead of an icon
- Improve contrast & design of icon (if search bar is not possible)

# RELEVANT AUTO-SUGGEST

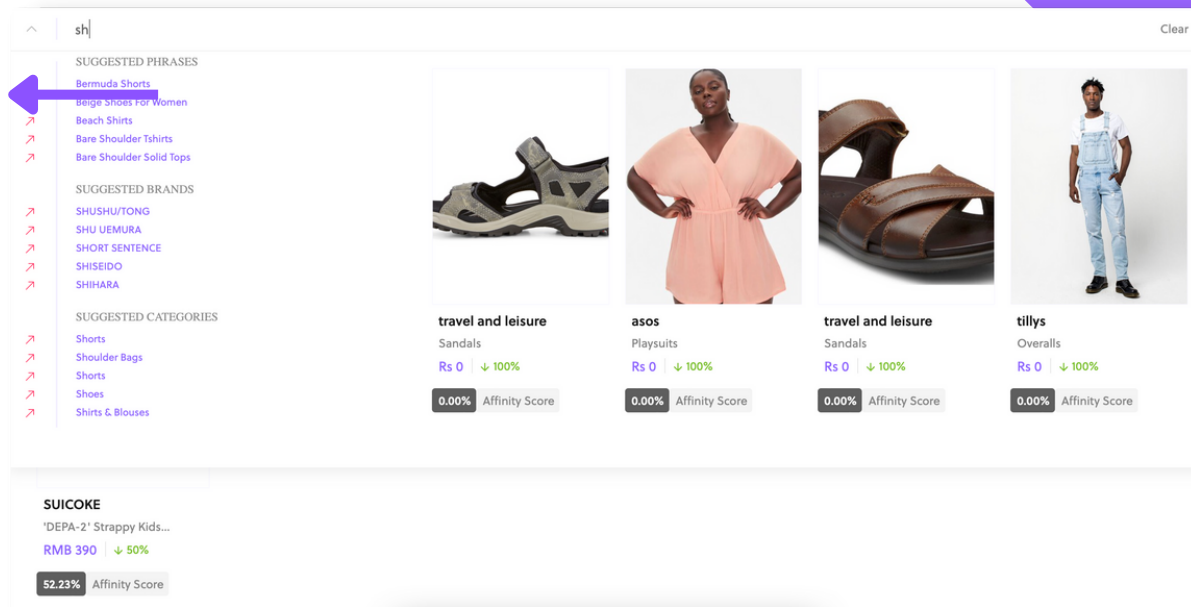
Auto-suggestions are a great way to speed-up the search process. Apart from speeding up the user's data entry, auto-suggestions are the best way to eliminate knowledge gaps as they guide the user in constructing their search query.

## STREAMOID RECOMMENDS

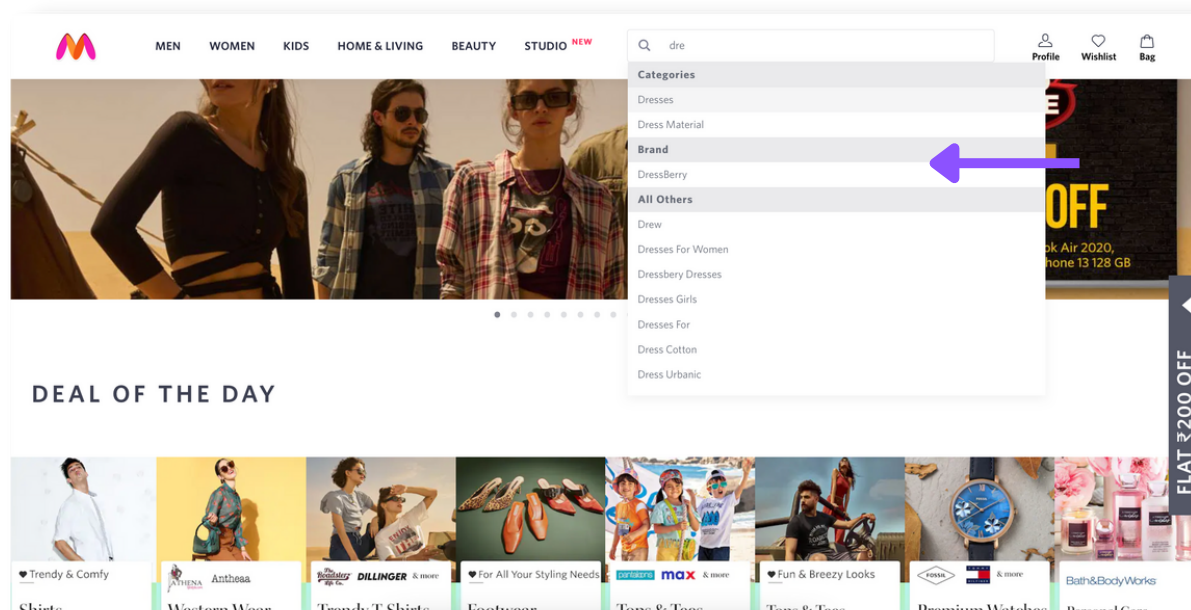
- Streamoid v2 APIs for high quality suggestions
- Streamoid v2 APIs for variety of i.e matching phrases, categories and brands

# EXAMPLES OF AUTO-SUGGEST

Below are some examples of good auto-suggestions



Streamoid's demo website provides good quality suggestions and good variety of suggestions i.e matching phrases, categories and brands



Myntra also has fairly good suggestion quality and variety

# PLACEHOLDER TEXT

Use placeholder text inside the search box to guide shoppers on what kind of search queries can be made. This is especially useful for large product catalogues. Make sure the placeholder text is not too long while using good contrast & font size for legibility.

## STREAMOID RECOMMENDS

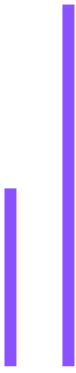
- Improve contrast and visibility of placeholder text
- Improve language of placeholder to text

# PRODUCT LISTING PAGE FEATURES



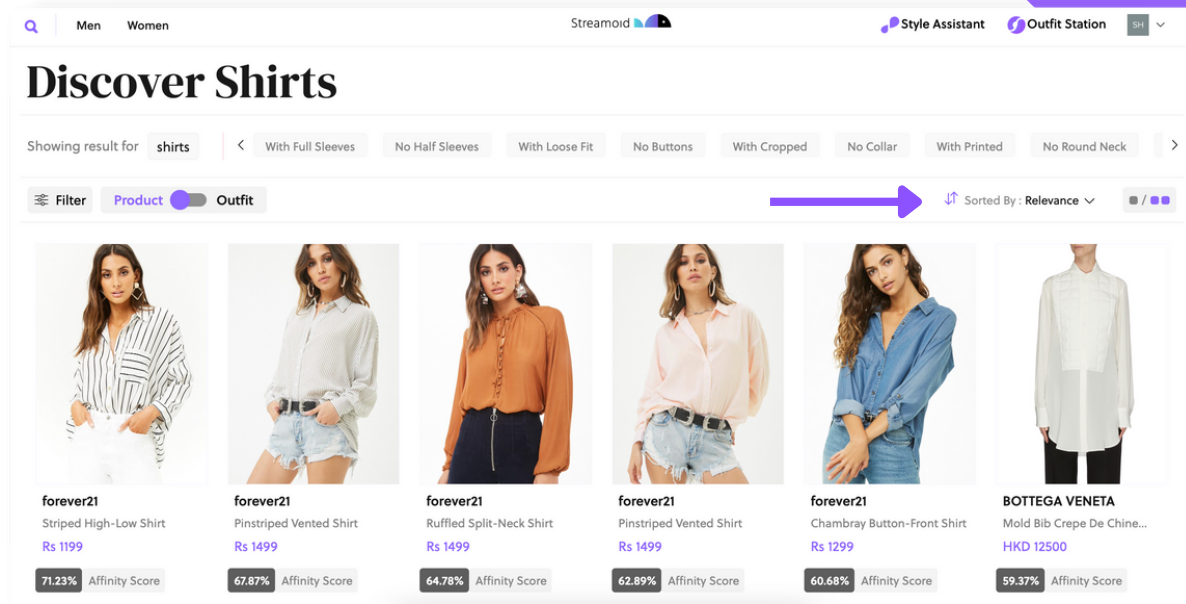
Product listing pages are important since this is where users are interacting with search results. Making sure your results page has all the tools to encourage engagement and browsing is key to conversions. Product filters & sorting options are important to have as they enable product discovery. View modes (3 per row or 4 per row & showing the number of results are also ideal ways to make browsing easier for users.

## STREAMOID RECOMMENDS

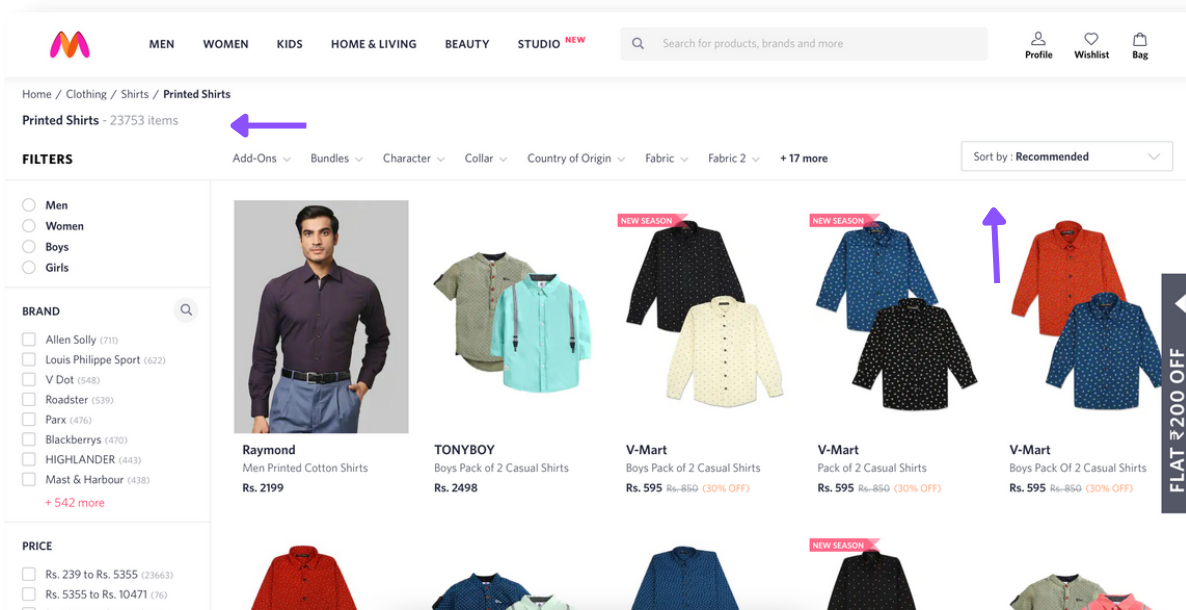
- Add standard sorting options to results pages
  - Show the number of results and the query for all searches
  - Add view modes for products
- 

# EXAMPLES OF GOOD RESULT PAGES

Below are some examples of good result pages



Streamoid's results page has extensive filters, sort order, view modes and a variety of search keywords



Myntra has excellent features on their listing pages

# QUICK SEARCH TERMS

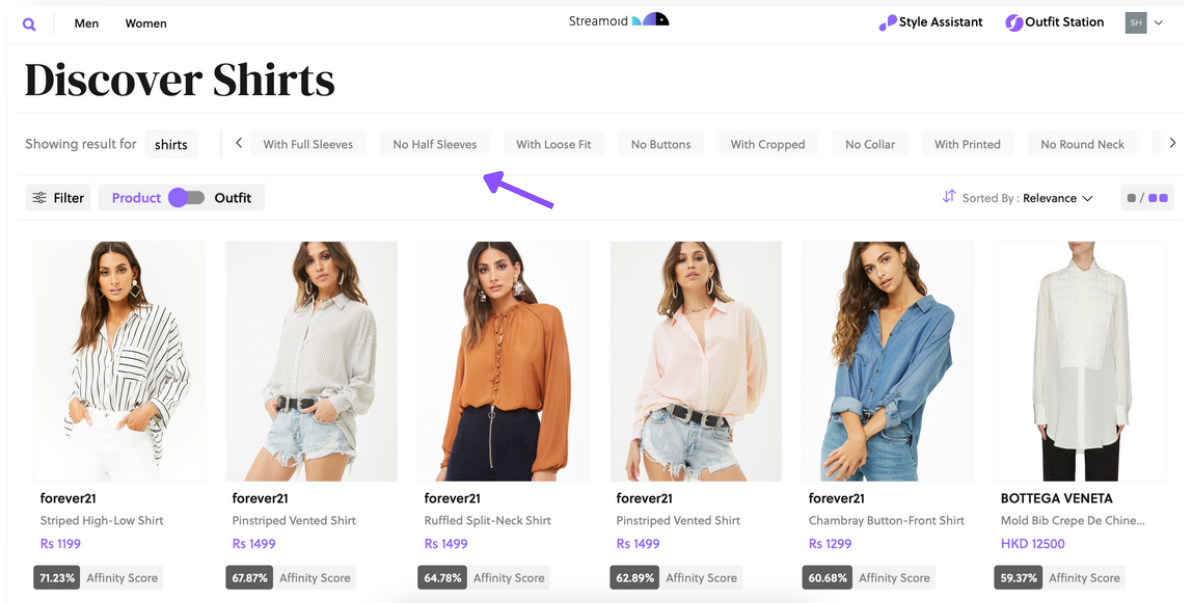
Quick search terms and phrases can be added for the convenience of the shopper. A good place to add these would be just below the search bar. This can be a strategic way to drive business goals by highlighting brands, categories & products in a place that's hard for customers to miss.

## STREAMOID RECOMMENDS

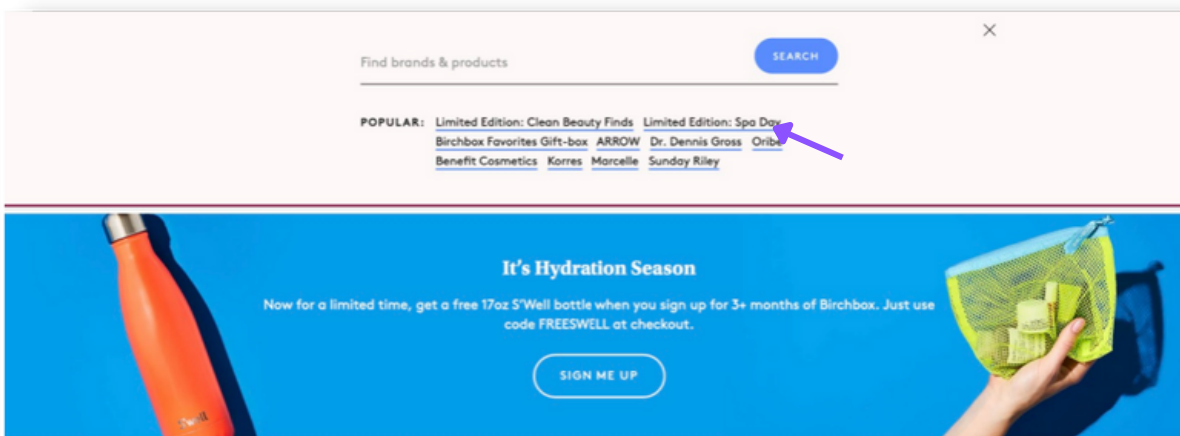
- Add standard quick search terms if possible based on business goals

# EXAMPLES OF GOOD SEARCH TERMS

Below are some examples of good result pages



Streamoid's results page has a list of quick search terms

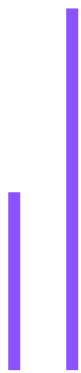


Birchbox also uses quick search terms based on popularity



In addition to this, a general recommendation is to ensure all website widgets and features are measured, monitored and analysed for performance.

Using a combination of these best practices would really help encourage shoppers to start using search and in turn drive revenue and conversion for your e-commerce business.



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