

# Solocl Search Evaluation

70%

Question:

Does your website search correct typos and spelling errors? If some user types "televison" while looking for a television, or mistypes "rsdio" while searching for radio, does your website correct such errors?

Your response: **yes**

our analysis: More than 10% of searches online are misspelt. Your search tool should be able to correct spelling mistakes and typing errors, otherwise this may lead to users abandoning sessions on the account of not finding desired results.

Question:

Does search on your website understand synonyms? If a user searches for "blow dryer" while looking for a hair dryer, does your website search give relevant results?

Your response: **no**

our analysis: If users search with terms that aren't an exact match for your site's product labels, only a fraction of the results get displayed, and it's a missed opportunity. Since users aren't presented with as many relevant (or full-breadth) results there is a high chance that the users might end their session. Having a robust synonym management system and good machine learning capabilities to develop an understanding of the user's intent is the best way you can offer visitors a better search experience.

Question:

Does your website search work as expected for alternate spellings? If a user searches for "teeshirts" instead of "t-shirts", does your website give relevant results?

Your response: **yes**

our analysis: The same product can be spelt in different ways. A good search solution processes different spellings that your customers might use.

Question:

Does search on your website work as expected for plurals? If a user searches for "knives" instead of "knife", will your website give relevant results?

Your response: **no**

our analysis: Many search solutions work on exact query matching; so the search tends to break down if a customer looking for an apple types "apples". Good search solutions should give the same results for singular and plural forms.

Question:

Is your website search personalised for users? Does the website show different results for different users based on where they are located? If someone searches for "jackets" in Delhi and in Bangalore, they should be presented with very different results.

Your response: **yes**

our analysis: If a customer searches for 'jackets' in Delhi and in Bangalore, they should be presented with very different results. Clients who search for a product want to find a relevant option for themselves and are more likely to come with an intent to purchase. If the results they

get are not personalised, they might leave the website and search elsewhere. Personalisation is a subtle way of showing that you care about your users' interests and preferences through relevant results.

Question:

Do you have search analytics on your website? Can you analyze search results with advanced analytics about clicks, conversions, events, performant queries, filter usage, etc.?

Your response: **no**

our analysis: Search solutions with advanced analytics give businesses an insight into their customers. Analysing site search data is like talking to your customers: you can make the necessary adjustments to your site search and deliver a better experience. Analysing site search data reduces website bounce rate and optimises for better conversion.

Question:

Does your website search bar have auto-complete feature? Does the search bar predict what the user is searching for as they type?

Your response: **yes**

our analysis: Users tend to expect search on all platforms to be similar to the search they are in the most habit of using (eg- Google, Amazon). So when searching for something on your platform, having the autocomplete feature on your search bar makes for a strong user delight. It also makes business sense since you nudge the user in the direction of products you have instead of risking “no-result”. Only 19% of sites get the implementation details right for the autocomplete feature. Getting it right is a good way of ensuring customer delight.

Question:

Does your website show trending queries automatically? When a user does not type anything in the search bar, does the website show trending searches?

Your response: **yes**

our analysis: The time before your user enters their search query, showing them trending searches can be a strong nudge. Companies like Twitter use this feature to help navigate user engagement on the platform.

Question:

Does your website have an option to sort and filter search results? Can a user sort and filter search results on parameters like availability, price, size etc.

Your response: **yes**

our analysis: Searches can sometimes give a lot of results which can end up overwhelming the user, it is crucial that solutions enable relevant filtering and sorting options so the user can easily narrow down the list. Example, Amazon on their search results page encourages users to sort and filter the results to narrow the product options.

Question:

Can your website search understand natural language queries? If a user searches in natural language like "show me shoes for hiking", does your website give relevant results?

Your response: **yes**

our analysis: Your users expect their search queries and phrases to be understood like a real conversation — sometimes using jargon, slang or abbreviations, and plain English words. Processing such search queries needs machine learning, artificial intelligence (AI) to understand and

interpret the user's search intent — just like humans do. 71% people prefer searching with voice, having a solution that can support voice/natural language based search will make the search experience on your website robust.