



Improving Site Search Outcomes

SeaUrchin.IO
Search Intelligence Platform

Search Matters.

- Users who search on e-commerce sites are **2x** as likely to make a purchase.
- **90%** of users will not view search results past the first page.
- Relevance is a huge **competitive advantage**.

Industry leaders like Amazon spend hundreds of millions of dollars per year improving their product search results. A hands-off approach to search is an easy way to funnel revenue to competitors.

Step 1: Benchmark

- First, create a solid foundation upon which improvements can be made and measured.
- Establish baseline metrics by tracking your holistic site search experience. Link conversion goals to user queries, displayed results, and result interactions.
- Use this data to identify areas that need improvement. Examine underperforming queries that are representative of a larger class of problems.
- SeaUrchin.IO lets you explore real-time search activity on your site and drill down into search outcomes on a per-query basis.

Overview

Queries

Settings

Top Queries

Sampled Queries ⓘ

Top Queries

	total searches ↓	daily users	Add to Cart conversions	Order Complete conversions	units	revenue	click index	MRR
1. quicker	122	0.7	11	3	6	\$79.96		0.35
2. nonbachelor	118	0.6	15	3	9	\$119.94		0.35
3. focuser	116	0.8	12	0	0	\$0.00		0.35
4. disbelieved	115	0.8	9	2	6	\$79.96		0.32
5. inscribable	113	0.7	13	1	3	\$39.98		0.38
6. flatteries	112	0.8	14	2	6	\$79.96		0.38
7. dominantly	111	0.7	8	3	9	\$119.94		0.38
8. smilacaceous	110	0.8	14	1	3	\$39.98		0.38
9. tusker	110	0.8	9	1	3	\$39.98		0.35
10. sae	109	0.7	10	1	3	\$39.98		0.32
11. disciplinant	109	0.8	7	0	0	\$0.00		0.34
12. makkah	109	0.7	12	0	0	\$0.00		0.36
13. imperviously	109	0.7	4	0	0	\$0.00		0.28
14. subregularity	108	0.7	7	3	0	\$119.94		0.37

Understand search performance

- Discover the most popular user queries
- Explore sampled queries for long-tail behavior
- See conversions and revenue generated per query
- Drill down on queries with low result relevance (click index, mean reciprocal rank, ...)

Step 2: Optimize & Test

- Once the foundation is in place, you're ready to start improving search outcomes.
- Form hypotheses about why certain classes of queries are doing poorly. Design solutions and validate them through A/B tests.
- Deploy two or more versions of the search experience in parallel. Make sure one of them is the baseline control.
- SeaUrchin.IO integrates with A/B testing frameworks to support decisions based on academically accepted relevance and success metrics.

Test Cell A

x Test Cell B

x Test Cell C



5.2 K

daily users

21.8 K

daily users

30.9 K

daily users

45.8 K

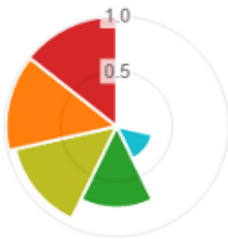
searches

749.2 K

searches

553.8 K

searches



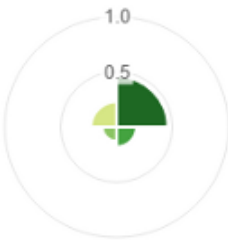
latency



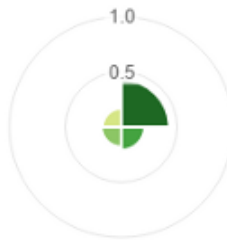
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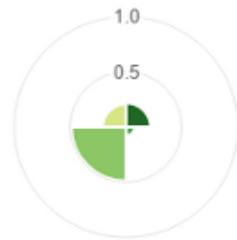
latency



click position



click position



click position

A/B test search experiences

- Look for significant differences in:
 - Revenue per search
 - Perceptual latency
 - Clicked result positions
 - Zero-hits rate

zero-hits rate

zero-hits rate

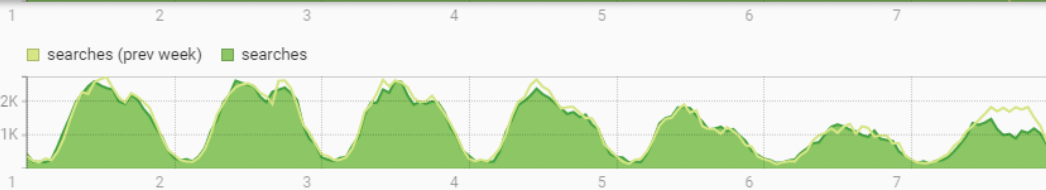
zero-hits rate

Step 3: Monitor & Alert

- Once you achieve a higher level of performance, stay ahead by monitoring for regressions and changes in user behavior.
- Set up alerts when performance, relevance, completeness, and revenue metrics drop below expected levels.
- SeaUrchin.IO provides real-time search intelligence dashboards with smart anomaly alerting that looks for deviations from the standard pattern and immediately notifies the subscribed parties.

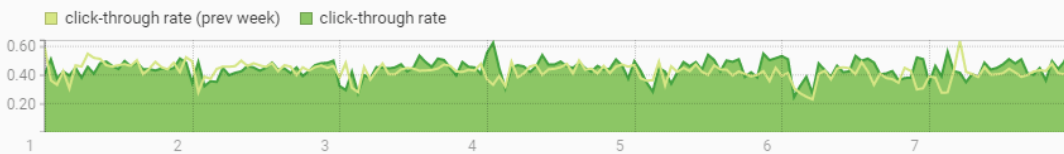
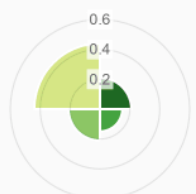
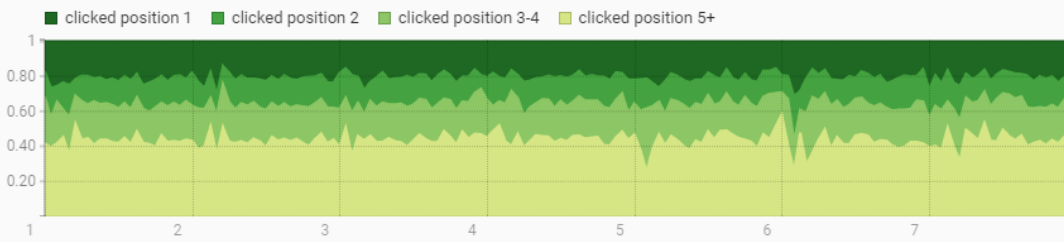
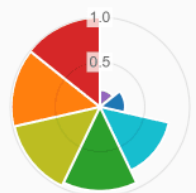
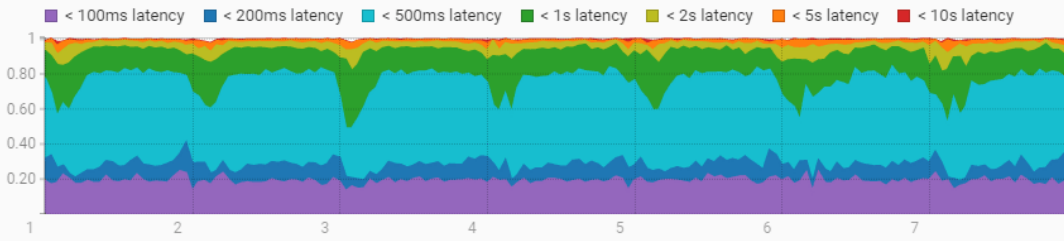
Real-time search analytics

- Search usage patterns
- Compare traffic week-over-week
- Revenue and conversions per search



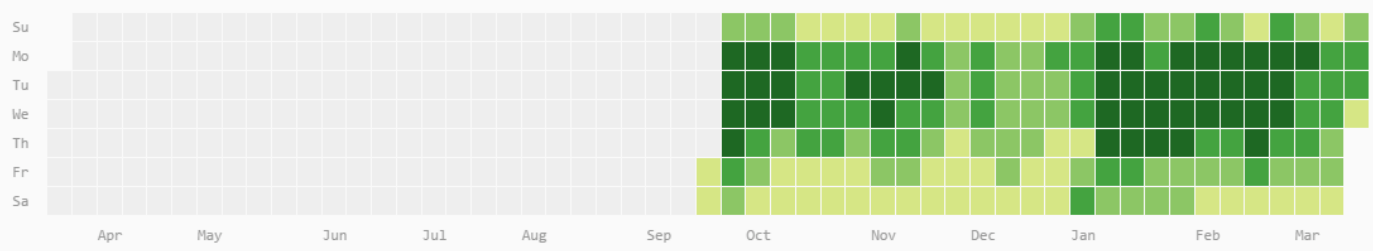
197.7 K
searches

Search Performance



0.45 ^ 3%
CTR

Search Trend (past year)



SeaUrchin.IO

Search Intelligence Platform

1. Integrates in minutes. No engineering required.
2. Works with any search implementation.
3. Link conversion goals to top queries. Discover underperforming queries and improve results to boost conversion.
4. A/B test search experiences without manual logging or backend processing requirements.
5. Continuous monitoring and alerting to keep you up to date.

SeaUrchin.IO

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