

A person with a backpack is seen from behind, walking through a futuristic hallway. The walls and floor are dark, with glowing orange and yellow lines that create a sense of depth and movement. The lighting is dramatic, highlighting the person's silhouette and the glowing elements of the environment. The overall mood is high-tech and forward-looking.

# Increase conversions and cut-through with site search

SQUIZ

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# Why should I read this ebook?

## The smarter way to create cut-through

For marketers under increasing pressure to achieve greater growth and conversions, the urge to drive ever more traffic back to the website can often distract from the easiest win of all... those who have already reached your website.

In this eBook, we take an in-depth look at Site Search as an untapped source of highly qualified (and high conversion) leads for your organisation. We will also share the success stories of organisations such as British Columbia Institute of Technology and Legal and General.

# Does your site search enhance the customer journey?

The customer journey is no longer linear and those that invest heavily in delivering a relevant, personalised customer experience, in real-time, reap the rewards.

Your website is at the core of the customer journey and, while many marketers will happily see the value in website design, site search is often overlooked.

The simple fact is that if a customer arrives on your website, they're looking for information; if they can't find that information, in most cases, they'll leave.

More than **43%** of users go straight to the internal search box to navigate a website.<sup>1</sup>

**55%** of users will abandon their online visit if they can't find information quickly.<sup>2</sup>

**25%** of site visitors will click on a site suggestion.<sup>3</sup>

On average, users who complete a search are **2-3 times** more likely to convert.<sup>4</sup>

Site search visitors can generate as much as **13.8%** of overall revenue.<sup>5</sup>

**88%** of consumers are unlikely to return to a site after a poor experience.<sup>6</sup>

1. <https://www.forrester.com/report/MustHave+eCommerce+Features/-/E-RES89561>  
2. <https://www.searchenginejournal.com/pieces-of-seo-wisdom/276259/#close>  
3. <https://econsultancy.com/give-website-visitors-more-choices-via-site-search/>  
4. <https://www.forrester.com/report/MustHave+eCommerce+Features/-/E-RES89561>  
5. <https://econsultancy.com/is-site-search-less-important-for-niche-retailers/>  
6. [http://www.mcrinc.com/Documents/Newsletters/201110\\_why\\_web\\_performance\\_matters.pdf](http://www.mcrinc.com/Documents/Newsletters/201110_why_web_performance_matters.pdf)

## Are you wasting your customers' time?

To users accustomed to Google and Amazon, a disjointed search experience on a website, representing internal silos and departments, is hugely frustrating. Furthermore, as people have become increasingly time-poor and bombarded with options, search has become their most powerful research tool. Today, 68% of B2B buyers prefer to research online and 60% prefer not to interact with a sales rep.<sup>1</sup>

Customers want to find information quickly online – whether researching a product, paying a bill, completing a university application or looking up waste disposal information from their local council. Improving their ability to do so can have a huge impact on the customer's experience, their perception of your organisation and whether they choose to return to your website in future.

**68%**

of B2B buyers prefer to research online

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**60%**

prefer not to interact with a sales rep<sup>1</sup>

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1. <https://go.forrester.com/blogs/welcome-to-the-b2b-marketing-renaissance>

## Are you wasting your employees' time?

Site search has far-reaching implications for the workforce, as well as customers. McKinsey has previously estimated the average knowledge worker employee spends up to 1.8 hours every day searching and gathering information – the equivalent of one in five employees spending all their time searching for answers.<sup>1</sup>

Accurate site search will play a major role in improving information visibility in the workplace. By 2022, Gartner predicts that information will proactively find more employees more often, thereby providing the insight needed to progress decisions and actions, and reducing reactive searching by 20%.<sup>2</sup>

### 1.8 hours

the average knowledge worker employee spends up to 1.8 hours every day searching and gathering information

1. <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-social-economy>

2. <https://www.gartner.com/en/documents/3881780/magic-quadrant-for-insight-engines>

# Improve cut-through with optimised UX and content

Several user experience (UX) studies<sup>1</sup> have revealed that search users often have a very clear idea of what they're looking for, and take advantage of the privacy afforded by search to ask questions they may not be comfortable sharing with a real person. In fact in 2017, data scientist Seth Stephens-Davidowitz published the book 'Everybody Lies'. Everybody Lies revealed the true power of search (specifically Google) in revealing the truth about what people think – the key being the anonymity with which users can ask a question and find answers, instantly and without judgement.

The opportunity for marketers is significant. Paying attention to what people search for on your site can reveal deeper insights about their needs. Therefore in addition to finding the best results fast, your search tool can provide the insights to optimise your user experience.

This is a two-fold win for your organisation. Firstly, by paying attention to what people are searching for, you can restructure your user journeys to reflect your users' needs. This will enhance the UX of your site. Good UX is a more effective means to converting customers than focusing on boosting traffic. In fact, according to Forrester, [good UX can improve business KPIs by 83%](#)

Secondly by paying attention to the insights in search, organisations can optimise their site content. The insights gained will help you hone your website content to better reflect the content needs of your audience. Modern search engines also enable you to personalise content in real time based on the way a customer interacts with your site.

This means site search is one of the most important factors in your website's UX and its ability to deliver content that cuts-through the noise online.

1. [http://www.humanfactors.com/newsletters/linking\\_and\\_searching.asp](http://www.humanfactors.com/newsletters/linking_and_searching.asp)

## Improving UX with search

With 88% of consumers unlikely to return to a site after a poor experience<sup>1</sup> the ability to serve your customers with fast, accurate and relevant results can make or break their experience.

More than 43% of users go straight to the internal search box to navigate a website<sup>2</sup>. In eye tracking studies, users will often look for the search bar in their first sweep of the site. Time and time again, studies prove the importance of a good search experience in improving overall UX.



“The goal of good UX is to help users do what they want to do when interacting with your business.”

**Roxanne Pinto**

*Senior UX Content Strategist, Google*

1. <https://www.forrester.com/report/MustHave+eCommerce+Features/-/E-RES89561>

2. <https://www.forrester.com/report/MustHave+eCommerce+Features/-/E-RES89561>

**More  
than 43%**

of users go straight to the internal search box to navigate a website

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**Only 5%**

of searchers look beyond the first page of results

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**59%**

of people only look at the top three search results

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## Improving UX with search

Here are some of the key benefits of a good search that contribute towards improved user experience:

### Bridge organisational silos

Finding answers is all too often restricted by internal departments. Your users don't care where your information is stored, or which department created it. They just want to find the most relevant and accurate information. Help them to do this by uniting content across data and internal silos.



### Surface useful information

Your search results page should deliver more than just accurate search results. Beyond a list of the most relevant results, your search results page can include recommendations, rich media, maps, relevant events and more. Many searchers have specific content in mind, but others are exploring, so cater to both.



### Anticipate the user's point-of-view

Your search should recognise and respond to common misspellings, slang, preferred format (video, Facebook, PDF, HTML) and jumbled words. If your site has international visitors, you might even include common searches in other languages. In many search solutions, you can provide for these linguistic challenges with contextual navigation, query completion, synonyms, best bets and automatic spelling corrections.



### Shorten the user journey

Good site search is built around best practices in UX. Seek to shorten the user journey, from your first page to finding the answer they require. Contextual navigation, autocomplete and UI design elements in site search ensure that user journeys get shorter and conversion rates increase.



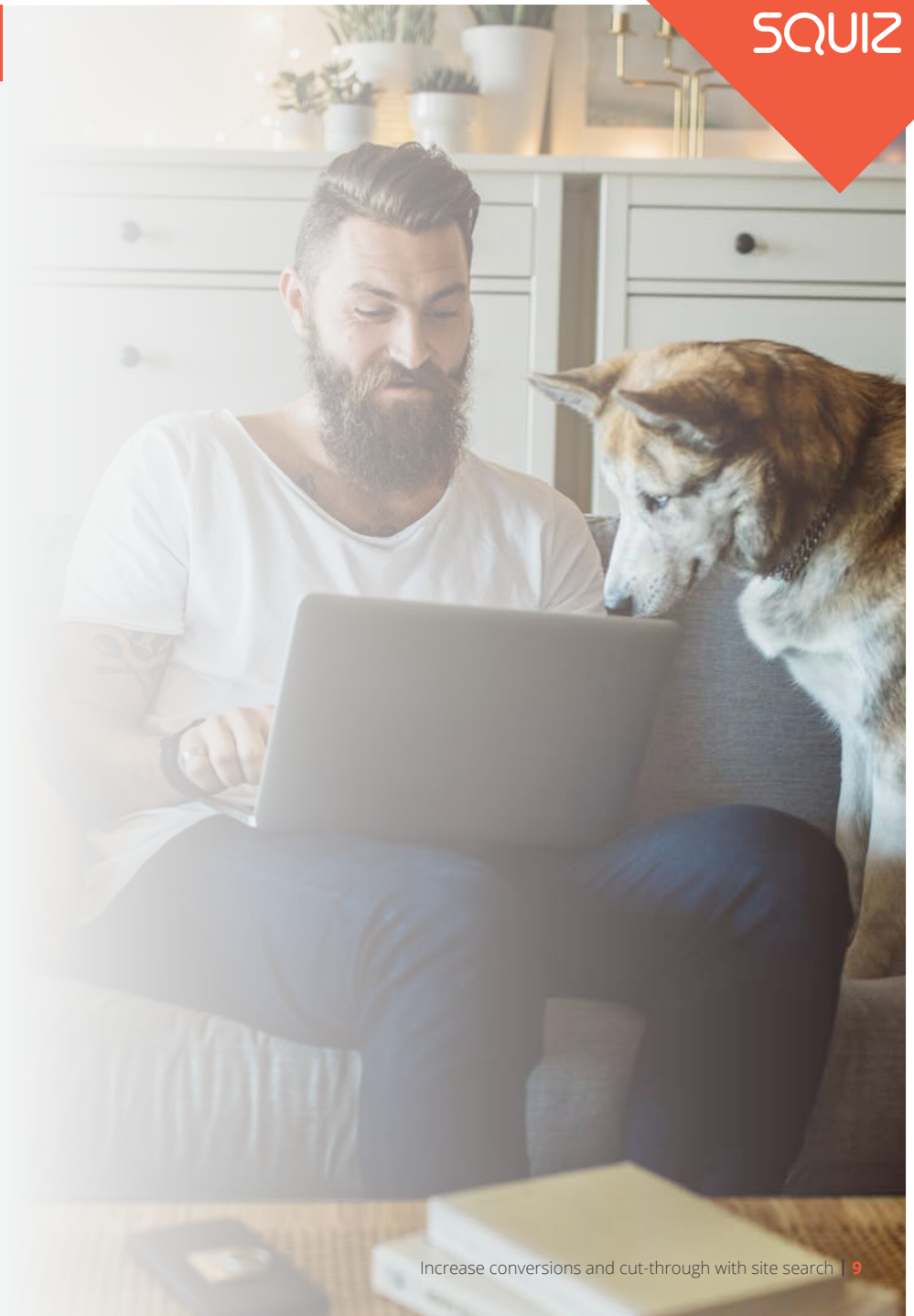
## Optimising content with search

As with all touchpoints within the customer journey, the ultimate goal of your website should be to gather and gain insights from user interactions over time. Doing so not only enables businesses to learn more about their customer needs, but to service them better and to provide a more humanised experience. In fact, 57% of consumers are willing to share personal data in exchange for personalised offers. Your search can enrich the insights you gather on your customer and help you to prioritise content, improve quality and restructure your IA to facilitate a better user journey.

**57%**

of consumers are willing to share personal data in exchange for personalised offers

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## Optimise content through customer insight

For organisations that invest in a leading site search solution, the improved capabilities and customer insights can provide far-reaching rewards:

### Improving content

A good site search solution can uncover great content that may have been overlooked; but it can also ensure bad or out-dated content remains hidden. As your search solution is crawling your content, it should identify broken links, missing metadata, bad grammar or duplicate content.



### Personalised, proactive search experiences

Most modern site search solutions can personalise experiences at a macro level, such as location or language – but personalisation is best when your systems are unified in a cohesive digital experience platform, allowing you to create a unique experience and understand a user's likely next step. From proactive landing pages with search-powered content, to promoting events or product recommendations, your search platform should provide a personalised experience that exceeds the expectations of your most demanding users.



### Understanding your customers

Site search should uncover the questions and terms your users are asking, helping you to precision-target a digital strategy to your varied audiences. One simple solution built into most site search systems? A list of unanswered search queries, enabling you to create content responding to the queries or redirect users to existing answers.



### Honing campaigns

Dashboards are the control room of any operation – the search dashboard is no different. Gain a broad understanding of activities across your digital properties, then react by refining search results, boosting or reducing campaigns and quickly respond to new trends. Insights from search can help you understand how and why users meet your conversion metrics – from registering for a mailing list to switching accounts.

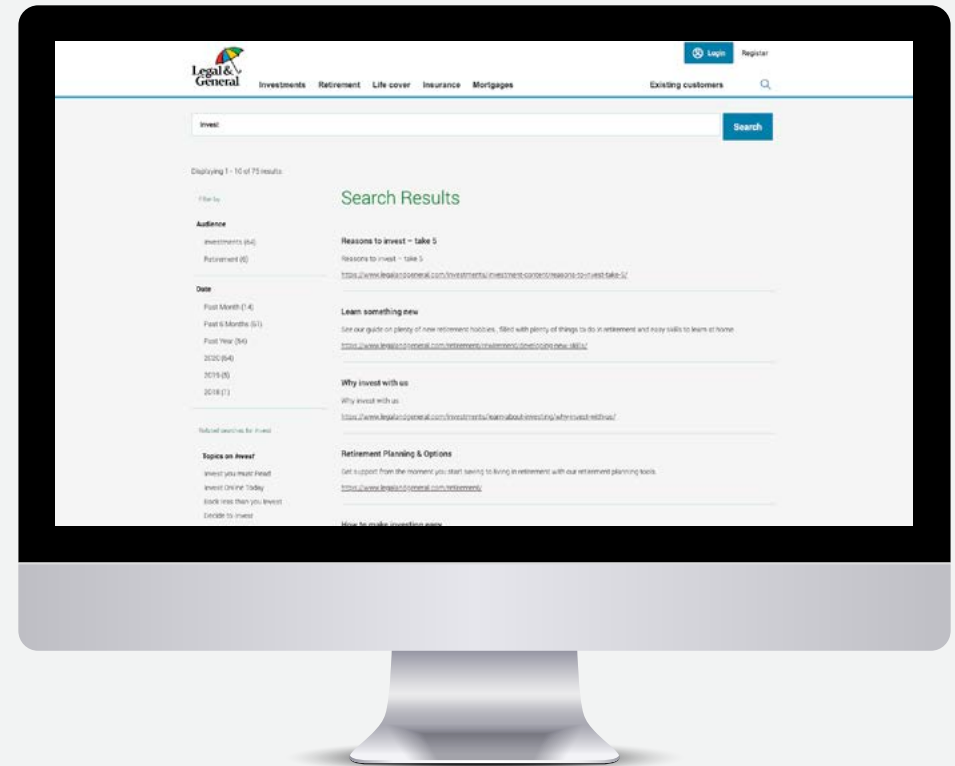


## Case study – Legal & General

# Content optimisation

Legal & General is a British multinational financial services company, offering customers life insurance, general insurance, pensions and investments products and advice. To help customers navigate the complex world of insurance and pensions, L&G aimed to improve the user experience and guide users to the right content.

Further to implementing Funnelback, L&G customers benefited from a wholly better search experience, including ensuring customers searching the main L&G site were able to find content that is housed on smaller microsites. Through Funnelback's easy to use reports, L&G identified pension opt-outs as a top search, enabling them to guide customers to the correct website. There are currently eighteen searches powering a superior search facility on the L&G website, delivering auto-suggestion, automated spelling correction and dynamic search results.



# Generate value with site search

Fast, effective and relevant site search pays off quickly. As we've already noted, if almost half of all your website visitors head straight to the search box, and those that complete a search successfully are 2-3 times more likely to convert, then improving the search experience will have a direct impact on revenue.

However, this also means there's a high price to be paid for a poor search experience; in fact, only 5% of searchers look beyond the first page of results, and 59% of people only look at the top three.

## Maximise ROI and conversions

Nielsen research indicates that the average conversion rate is 3% – that is the ratio of orders to overall site visits<sup>1</sup>. Search customers report increases in online conversions from anywhere between 5% and 30%, sometimes within weeks of implementing our search capabilities on their site.

For an organisation that receives 30,000 visitors a month, with an average sale value of \$500, the site would generate \$425,000 in sales per month. Increasing this conversion rate by just 1% through implementing best-in-class search would generate an additional \$120,000 per year.

## 2-3x

Visitors that complete a search successfully are 2-3 times more likely to convert

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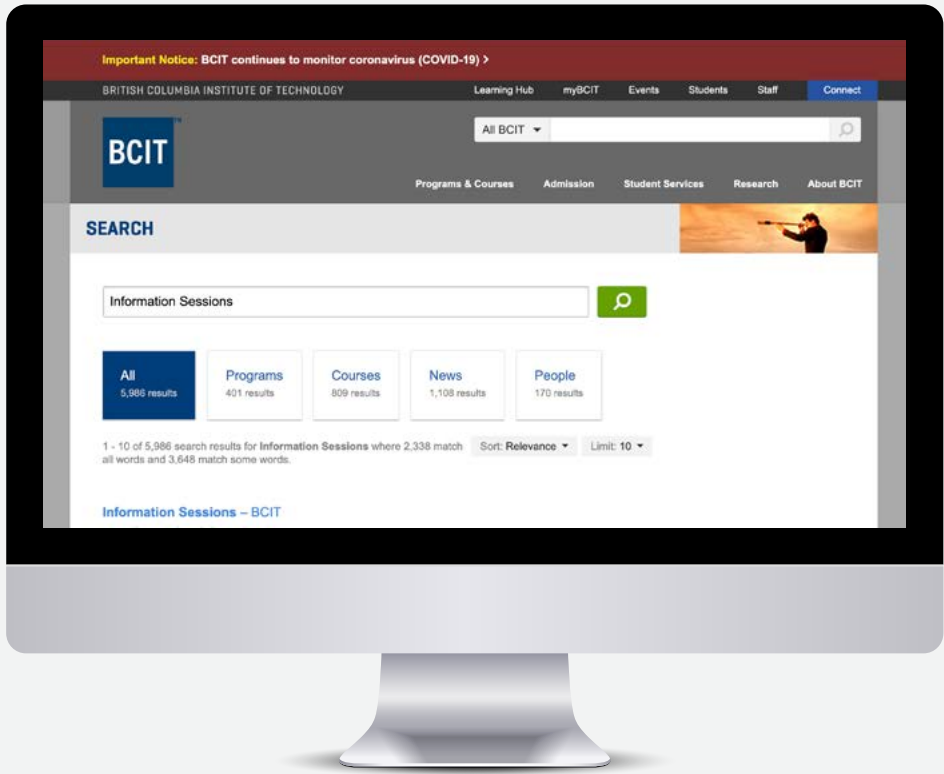
## Up to 30%

Increases in online conversions from within weeks of implementing search capabilities

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1. <https://www.nngroup.com/articles/conversion-rates/>

GENERATE VALUE WITH SITE SEARCH



**395%**

Increase in the value of site searches within the first six months

Case study – BCIT

Search ROI

British Columbia Institute of Technology (BCIT) is one of BC’s largest post-secondary institutions. BCIT was to help site visitors find the content they need, quickly, without having to make multiple searches.

Further to implementing Funnelback for Education, the team at BCIT saw that, within the first six months, the value of site searchers rose to approximately five times the site average – approximately \$114, compared to \$23.

“A few years ago, we updated our website and made the decision to replace the search bar with a magnify glass icon. Within 7 weeks, searches had dropped by 8,800. Based on a per search goal value of \$53, that small change had cost an estimated \$466,400.”

**Alan Etkin**  
*Senior Analyst,  
 British Columbia Institute of Technology*

## Create cost-efficiencies

A robust site search solution can bring many cost savings, in the form of reduced development, IT and customer support. External-facing customer support - whether for recruiting, answering questions or sales/donations - is expensive. Furthermore, according to the Customer Contact Council, customers who spend unnecessary effort to gain support are 61% less likely to repeat a purchase. And studies indicate that customer service agents fail to answer questions 50% of the time <sup>1</sup>.

**61%**

of customers who spend unnecessary effort gaining support are less likely to repeat a purchase

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**50%**

of the time customer service agents fail to answer questions

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1. <https://velaro.com/live-chats-cost-efficient-phone-support/>

2. <https://www.gartner.com/en/newsroom/press-releases/2019-09-25-gartner-says-only-9--of-customers-report-solving-thei>

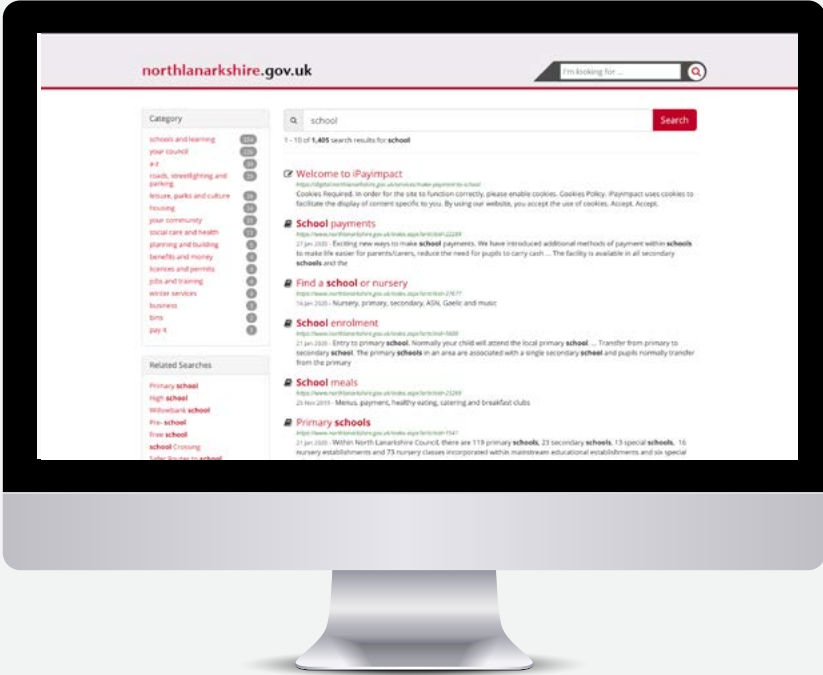


Case study – North Lanarkshire Council

Cost efficiency

North Lanarkshire Council is the fourth largest Scottish local authority, providing a wide range of public services on behalf of its more than 330,000 residents. Against a backdrop of reduced funding and with limited resources, the council set out to provide the public with better access to information and digital services.

By improving its citizen experience, through a combined solution of Verint’s citizen engagement system, Squiz Matrix CMS and Enterprise Search, the council reduced calls to its service centre by 30%. By calculating the costs of the previous 700,000 calls to its contact centre and 16.5 million calls to its back office each year, the council achieved ROI within 12 months of going live. (According to Gartner, live channels such as phone and email cost an average of \$8.01 per contact)²



**30%**  
Reduction in calls to service centre

**12 Months**  
from go live to 100% ROI



# Key requirements for best-in-class search

While the benefits of an intelligent site search solution are clear, identifying the right option for your website can be critical in ensuring the best outcome for both your organisation and your customers.

Here are some of the key requirements to look for, when selecting a best-in-class site search solution:

## 1. Whole-of-site search

Surface content from various sources and systems regardless of its structure. From other websites to databases, document management systems to social media your search should be able to find it.

## 2. Auto-complete queries

Provide users with instant content suggestions, delivered from multiple data sources, directly in the search box as they type.

## 3. Optimised rankings

Optimise page content rankings and automatically show the most relevant results by considering and combining visitor behaviour patterns and business knowledge.

## 4. Weighted content and customised results

Prioritise the specific information your customers are seeking and that serves your business goals by configuring keyword weightings and customised results.

## 5. Analytics & content optimisation

The ability to analyse and evaluate how your customers are searching, clicking and engaging through search – ideally, via a user-friendly marketing dashboard. Gaining visibility of real-time customer search insights will enable you to continually optimise content, response times, accessibility and search engine optimisation.

# Increase conversions and cut-through with site search today.

Funnelback is a leading-edge Search and Insight Engine that powers your website experience, enabling you to configure, personalise and optimise your search. Funnelback is part of the Squiz, Digital Experience Platform, an integrated set of tools designed to power digital transformation and help you move forward faster.

Learn more about how Funnelback can transform your customers' site search experiences. [Find out more today.](#)

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## Get in touch

Speak to one of our industry experts to discover how Funnelback can help transform your organisation.

[\*\*www.squiz.net/contact\*\*](http://www.squiz.net/contact)