

14 Site Search Strategies That Convert

Search

Remember, each company must decide which search bar practices to implement and how based on their specific customer demographics.

For example, lower-cost fashion shoppers may respond better to suggestions and prompts, while furniture buyers might struggle more with terminology and keywords.

Before you implement any change, be sure to ask yourself how it will impact the experience of your target customers.



Tooltips, Suggestions, & Search Prompts

- 01** Offer tooltips for new visitors.
- 02** Provide sample queries for shoppers more likely to buy on impulse.
- 03** When suggesting queries, go for quality over quantity.
- 04** Provide thumbnail images of suggestions for extra inspiration.
- 05** Open search in a new modal when providing multiple suggestions.

Smarter Text Search

- 06** Augment product metadata to improve search accuracy.
- 07** Choose a search solution that uses NLP to understand intuitive queries.

Visual Search

- 08** Offer visual search capabilities to help shoppers struggling with keywords.
- 09** Place the visual search icon inside the search bar or directly beside it.
- 10** Give your visual search experience some real estate by opening it in a separate modal, and including a gallery of searchable inspirational images.

Personalization & Merchandising

- 11** Ensure the top results are personalized for each shopper.
- 12** Provide robust filters so shoppers can sort by the criteria they care about.

Mobile

- 13** Prioritize search visibility on smaller screens.
- 14** Adjust your search prompts and tooltips for a frictionless mobile experience.