



eClerxDigital

WEBSITE SEARCH OPTIMIZATION

HELP VISITORS FIND WHAT THEY ARE LOOKING FOR RIGHT AWAY AND INCREASE E-COMMERCE REVENUE



UP TO 75%
IMPROVEMENT IN
SEARCH RESULTS
QUALITY



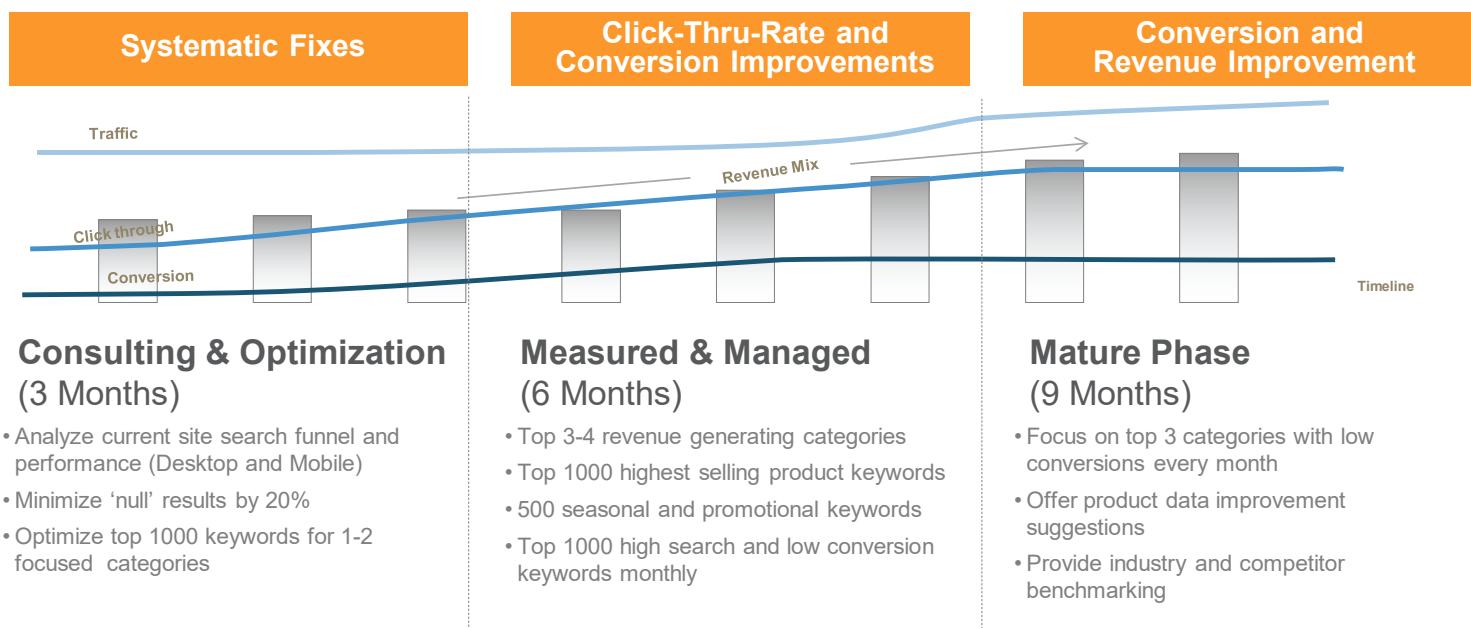
5% **INCREASE** IN
REVENUE PER
SEARCH (RPS)



50% **TIME SAVINGS**
IN WEBSITE SEARCH
OPTIMIZATION



33% **TIME SAVED**
IN MIGRATION
EFFORTS



Learn how to increase your e-commerce revenue, visit eclerxdigital.com

Effective website search for e-commerce is the cornerstone of a successful customer experience. A well-constructed website search program reduces null results and customer search efforts, while increasing search result quality. This leads to cart additions, higher average orders and satisfied, loyal customers. However, many e-commerce teams lack the bandwidth or knowledge to continually optimize search. Moreover, they struggle with visibility gaps and lack an understanding of opportunities relative to competitor website search results.

eClerx Digital's Website Search Center of Excellence is comprised of Subject Matter Experts who are platform agnostic. Our consultation is focused on driving business goals combined with seamless execution, and our clients benefit beyond simple operations management. We help improve overall site search and website optimization to increase conversions and drive ROI. This powerful combination yields a proven methodology that optimizes the customer experience and improves all key performance indicators.

WHAT WE DO

Site Search Assessment

We perform a thorough analysis of your Site Search based on industry best practices and our own Site Search maturity models. Our assessment reports help to identify gaps, assess your maturity model, prioritize low hanging opportunities and benchmark your search against the industry.

Site Search Consulting

Our platform agnostic approach helps you fix glitches and improve your search engine configuration, user experience (UX), and functionality to ensure optimal results and an engaging customer experience.

Site Search Relevance Improvement

We tune the accuracy and relevance of your search results to ensure that your customers can respond faster to the top results. This leads to an increase in conversion and engagement. Relevance tuning ensures that your search remains relevant and consistent at all times. Our process helps to improve continuously business requirements, while adapting to the ever-increasing and changing customer demands.

Site Search Continuous Optimization and Operations Support

Our solution is ideal for websites impacted by budget and skill constraints. If your priority is to improve the search experience, we can optimize your search engine by leveraging your existing functionality and making the best of your conversion opportunities. Our Search team has access to multiple domains and is well-equipped to handle your day-to-day operations and process-management concerns. We also undertake the heavy-lifting tasks such as continuously curating search experience for your top searches.

Site Search Analytics

We create and maintain a Search Analytics Dashboard to enable our clients to effectively monitor search performance. We also provide detailed insights with key action items to improve search performance, in addition to systematically benchmarking them against industry standards.

Site Search Migration

For companies migrating from one platform to another as well as version upgrades, your search stops here. Our solution is ideal for heavy-lifting and ensures a smooth transition so you can focus on other important aspects of your business. We align your website to fit the new platform, ensuring a seamless migration per your business guidelines with a post-migration quality audit. We also improve your UX by mining your customer feedback and Site Search data.

ABOUT ECLERX DIGITAL

eClerx Digital is the trusted partner of choice to the world's largest global brands for creative production, eCommerce / web operations, and analytics and insights services. Our rich history of data management and process optimization combined with our industry-leading analytics and marketing operations expertise improves profitability for our clients' digital businesses.

CONTACT

inquiries@eclerxdigital.com
www.eclerxdigital.com

CONNECT

