Insights *for* An Optimum eCommerce Website

A study from the Top 50 eCommerce websites
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70% Sites are **unable to return relevant search results** for synonyms of product type

Magnifying glass symbol has a

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by r(e)tailers and users alike. Some sites, however, use the text "Search" for CTA.

90%

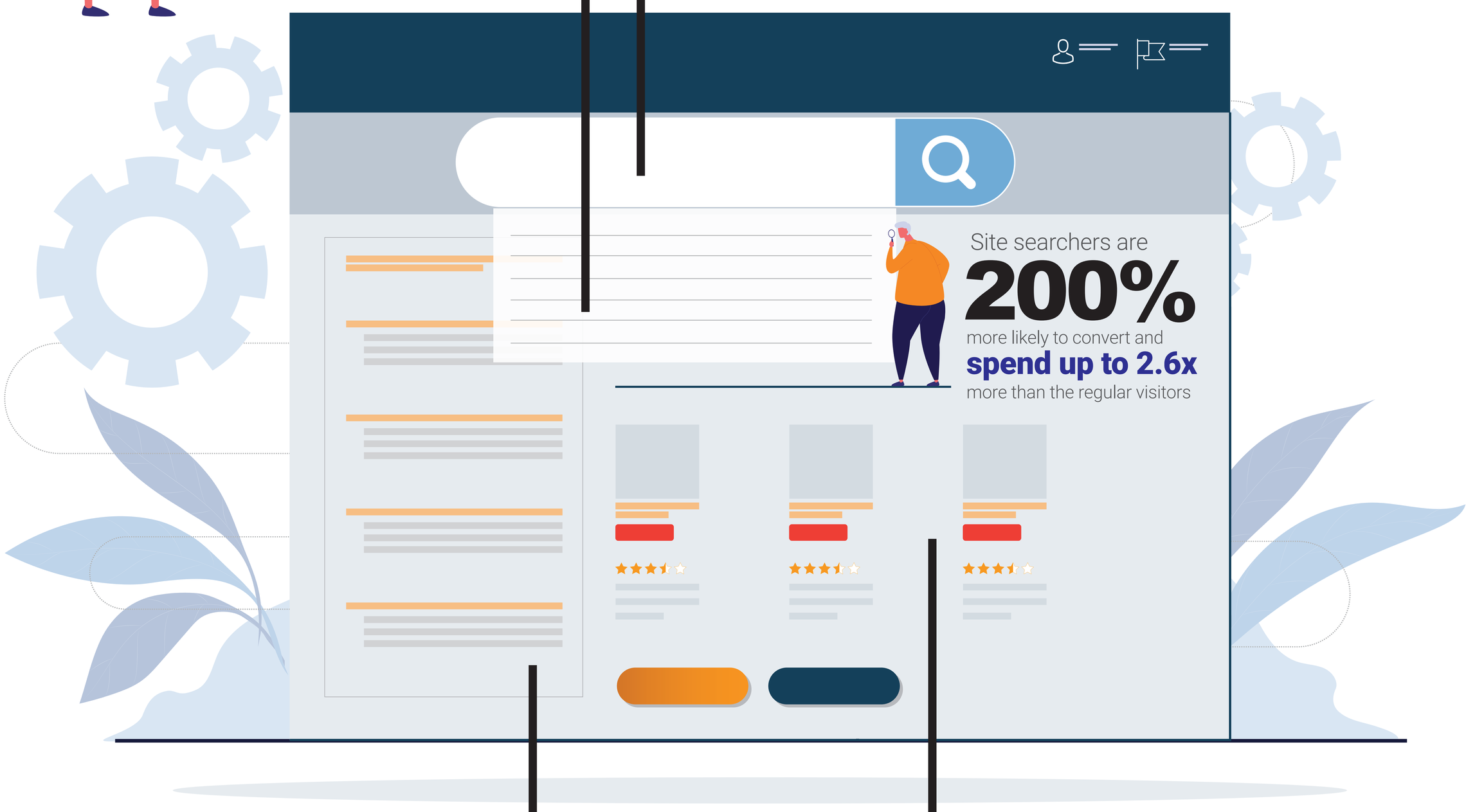
r(e)tailers offer auto complete or auto suggestions.

Displaying too many suggestions dilute the effectiveness of auto suggestions. It is recommended to maintain the number of suggestions between five and seven.

50%

sites have placed the search bar on the top center of the page, width of the search bar ranges between 300 to 700 pixels

Size and position of search bar indicate site's preferred product finding strategy . A more prominent design and placement is often used by sites that have large product hierarchies to encourage users to search for desired products. On the contrary, visually intensive industries, like apparel, would prefer category navigation and can experiment with a subdued search box.



Almost all r(e)tailers have category filters located on the left hand side of the page. However, category and product specific filter types must be suggested based on what the user searched for.

Absence of these faceted filters suggestions can lead to site abandonments especially in case of mass retailers where users see a lot of irrelevant search results.

75%

sites display less than 100 products as search results. The page layout is mostly seen to be dependent on the type of products.

Spec driven products (like electric appliances) should preferably be presented in list views,

whereas visually driven products (like clothes) should be presented in a grid view.

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