



Yext

Build a search-first site.

Reduce bounce rates, improve conversions, and boost loyalty by giving customers the online experience they want.

Today's customers often start shopping journeys with a site search—but some search tools just don't measure up to their expectations. According to research by the Baymard Institute, 34% of people attempt onsite, non-product-related searches in their ecommerce journey. Yet the institute's research also found that 42% of sites fail to support those searches.

The impact of a poor search experience goes beyond customer satisfaction. Powerful site search drives conversion. In fact, 39% of purchasers are influenced by a relevant search.

If customers can't find what they are looking for, the transaction fails before it begins. That's why marketers need to make search a priority, understand how their customers search, and use data to serve those customers better.



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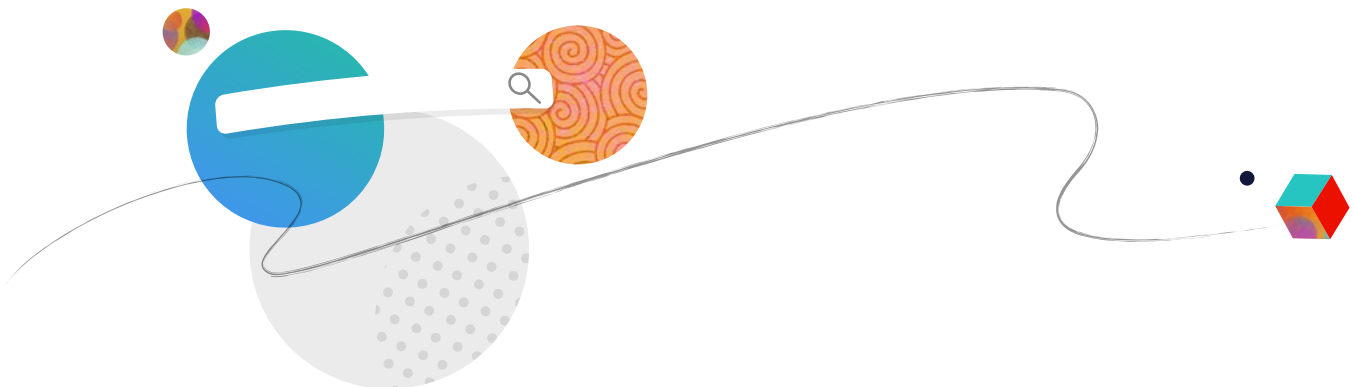
Step 1: Make website search a priority, not an afterthought.

Today's consumers are more empowered than ever. They have specific questions and needs, and they want relevant and accurate information in return. In short, they want site search. In fact, according to a Forrester report, 60% of US adults online agree that it's important for retailers to offer advanced site search features.

If your website search bar is nonexistent or even just hard to find, three out of five visitors to your site won't get the experience they want. Those visitors will leave your site for a search engine that offers the experience they expect, and that search engine may direct them to a different retailer altogether—which means bounced visitors and lost opportunities for your business.

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Prevent these bounces by making search the backbone of your visitors' digital discovery journeys. Your website should provide onsite search that is accessible, effective, and intuitive. Through extensive UX and UI research, we've tested thousands of users across dozens of experiences that use the Yext UI to validate and improve our default search bar theme. We'll ensure that your customers can find the search bar and that, when they use it, it delivers on the experience they demand.



Step 2: Learn how customers search to optimize conversions.

Many shoppers phrase their searches as questions, as if they were speaking to a customer service rep during a visit to a local store: “How do I replace a broken screen?” “What’s the best washing machine?” “What are your shipping terms?” If the site’s search function can respond only to product keywords or other highly constrained types of queries, your customers may fail to find what they’re looking for, and they will then leave the site without converting.

An onsite search experience must be able to deliver accurate query results by quickly surfacing the right product or information and offering a path to purchase. Yext Search delivers answers to natural language and complex queries, no matter how customers search—or how they spell. With Yext Search, a site provides shoppers with the right products, ranked for their preferences. And shoppers can make purchases immediately, straight from the search page.

Improved search yields big results.

The Prisoner Wine Company website had a search function, but its usefulness was limited. Searches for specific SKU numbers succeeded, but a search for “half bottle of red wine” didn’t deliver useful results.

The company integrated Yext Search into their ecommerce platform, delivering an AI-powered site search solution for its customers. Site visitors who search for “half bottle of red wine” now get rich, relevant results. And those results are accompanied by a pop-up window that allows customers to complete their purchase immediately—so they never have to leave the search page.

The improved search experience is paying dividends. With a more seamless and supportive customer journey, The Prisoner Wine Company’s bounce rate fell by 31%. Year-over-year website transactions are up by an astounding 107%.

[Read the case study](#)

220%

increase in onsite searches

31%

reduction in bounce rate

107%

increase in year-over-year website transactions

Step 3: Use data to retain customers and build loyalty.

The power of onsite search lies not only in its ability to connect customers quickly with the right products and services, but also in its collection of important data points regarding what customers want and how they talk about those products or services.

Buyer intent analytics can reveal why customers visit a site—and why they leave. By collecting and analyzing data that provides direct insights into buyer intent (such as their search bar queries), marketers can make data-driven decisions that put customers first, delivering an experience that inspires them to return.

Here are three examples of using search bar data to better meet customer needs:

- If you are getting high click rates for an item near the bottom of a page, consider restructuring the page to lift that item higher.
- If a search result is experiencing a large uptick in traffic and popularity, make that result more prominent on pages or in ads—or create a landing page for it.
- If customers search often for an item you don't offer, consider expanding your product line to address that need.



“ You want your site to be easily navigable and provide a seamless experience—especially in ecommerce. It’s paramount that you understand where your customers encounter pain points and why they abandon their journey. For example, have they tried to add to cart but not checked out? Why? By implementing Yext, we gained these insights, enabling us to resolve those roadblocks and deliver relevant content that provides the best experience.

Associate director, DTC ecommerce
Fortune 500 retailer with \$9 billion+ annual revenue

Easy Adobe integrations

Yext Search works inside websites powered by Adobe Experience Manager to deliver powerful, natural-language onsite search experiences. You can sync assets stored in Adobe Experience Manager Assets with the Yext Knowledge Graph for use in Yext Search or other Yext-powered experiences. Search data and analysis from Yext are easily merged with Adobe Analytics to give you a more granular understanding of consumer intent.



About Yext

Yext (NYSE: YEXT) helps organizations answer every question about their business. Yext's Answers Platform collects and organizes content into a Knowledge Graph, then leverages a complementary set of products—including Listings, Pages, Reviews, and Search—to deliver relevant, actionable answers wherever customers, employees, and partners look for information. For over 15 years, thousands of companies like Anheuser-Busch, Lego, Campbell Soup, Constellation Brands, and Casio have trusted Yext to create seamless content-driven experiences at scale across search engines, websites, mobile apps, and hundreds of other digital touchpoints.

Learn more at yext.com.

Request a demo at yext.com/demo.