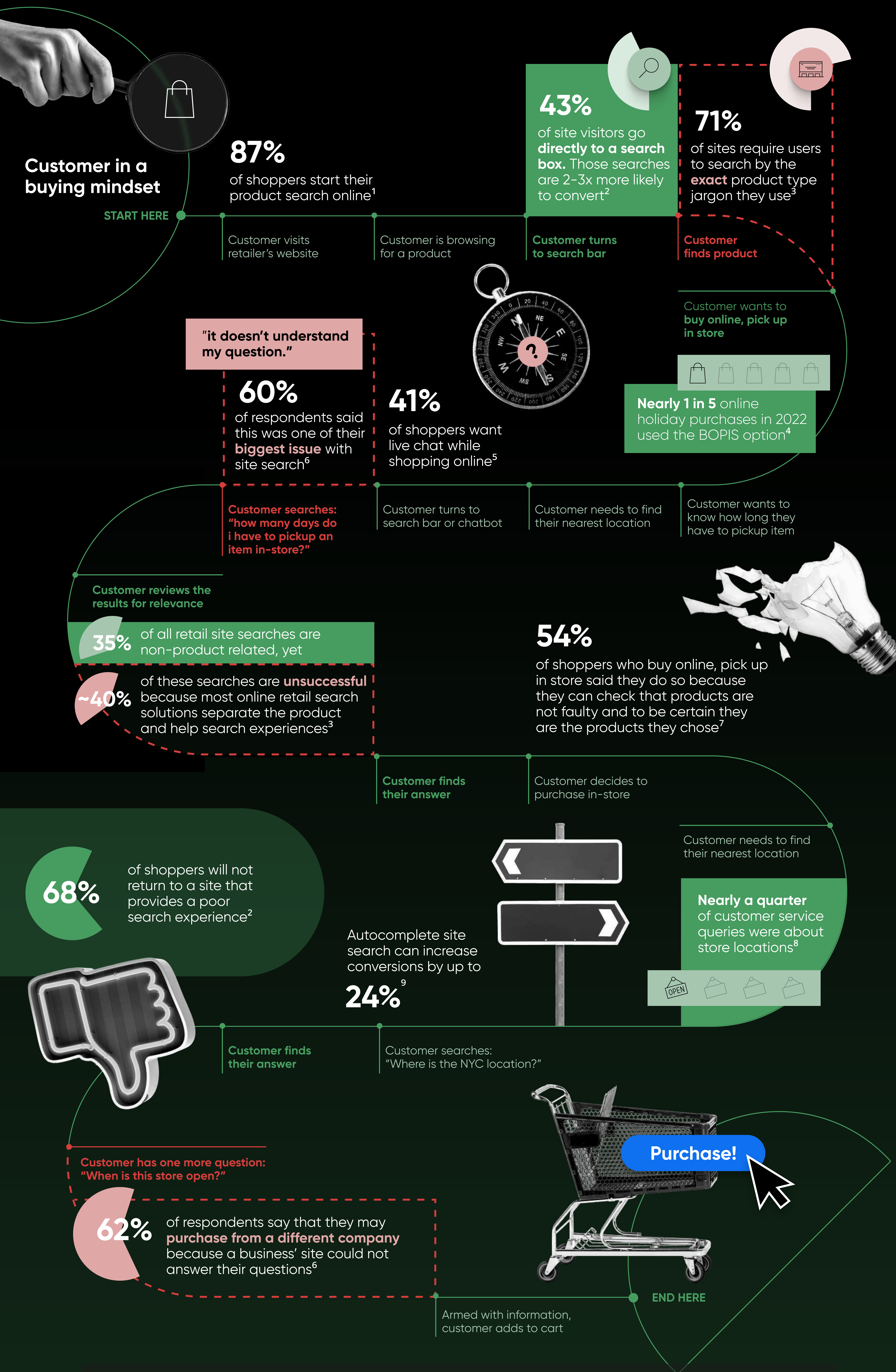# Is your site positioned to turn browsers into buyers?

Customers use your website's search bar to find products, browse collections, read store policies, and more.
These are high expectations — what if your website can't deliver?

Customer in a buying mindset

START HERE

87%
of shoppers start their product search online[1]

Customer visits retailer's website

Customer is browsing for a product

43%
of site visitors go **directly to a search box.** Those searches are 2-3x more likely to convert[2]

Customer turns to search bar

71%
of sites require users to search by the **exact** product type jargon they use[3]

Customer finds product

Customer wants to **buy online, pick up in store**

"it doesn't understand my question."

60%
of respondents said this was one of their **biggest issue** with site search[6]

41%
of shoppers want live chat while shopping online[5]

Nearly 1 in 5 online holiday purchases in 2022 used the BOPIS option[4]

Customer searches: "how many days do i have to pickup an item in-store?"

Customer turns to search bar or chatbot

Customer needs to find their nearest location

Customer wants to know how long they have to pickup item

Customer reviews the results for relevance

35%
of all retail site searches are non-product related, yet

~40%
of these searches are **unsuccessful** because most online retail search solutions separate the product and help search experiences[3]

54%
of shoppers who buy online, pick up in store said they do so because they can check that products are not faulty and to be certain they are the products they chose[7]

Customer finds their answer

Customer decides to purchase in-store

Customer needs to find their nearest location

68%
of shoppers will not return to a site that provides a poor search experience[2]

Autocomplete site search can increase conversions by up to

24%[9]

Nearly a quarter of customer service queries were about store locations[8]

Customer finds their answer

Customer searches: "Where is the NYC location?"

Purchase!

Customer has one more question: "When is this store open?"

62%
of respondents say that they may **purchase from a different company** because a business' site could not answer their questions[6]

END HERE

Armed with information, customer adds to cart

Don't leave revenue on the table due to a poor digital experience. See how Yext can help you streamline the purchasing journey, converting more customers. **Learn more**

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