

Search Analytics

Capture and analyse the interaction users have with your site in real-time.

- Are people able to find what they are searching for? Why not?
- Conversion rate: Are people buying the products for which they are searching?
- When are people most active on your site?

Answer these questions instantly with a glance at the Search Analytics Dashboard.



Use Case

You have a stack of notebook computers that no one is buying. You can't understand why. The product page is eye-catching: the product description is crisp, the colours are bright, the images clear and robust. It isn't until you implement Commerce Vision's Search Analytics that you realise people are not making it to the notebook product's page. They are searching for "**note book**", not **notebook**.

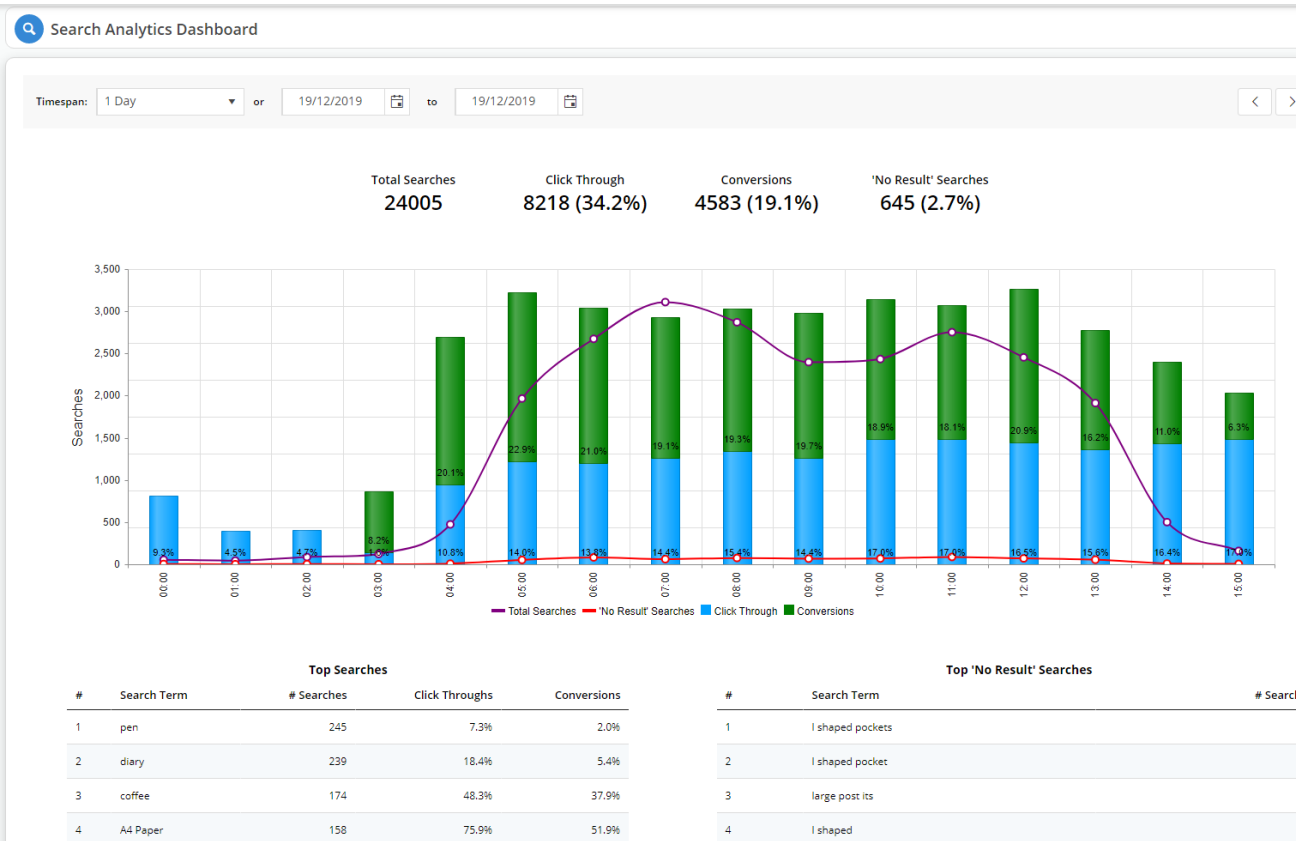
Solution: Add a Query Translation to the term "note book" to direct potential buyers to your notebooks.

The Dashboard's analytics isn't passive; it allows you to tweak your customers' search success outcomes to improve their shopping experience.

Step-by-step guide

1. We have added a new permission to the Administrator role: SearchAnalytics.
2. If you were logged into the CMS during the upgrade, you will need to log out and log in to effect the permission features.

3. In your CMS, navigate to Search Analytics Dashboard.
4. The initial view displays search analytics for the current day (midnight to current time).



5. Let's walk through the dashboard:


Feature	Description	Words mean nothing to me...
Timespan	<p>Default value: 1 Day</p> <p>The period in which you want to display the search analytics.</p> <p>Other options:</p> <ul style="list-style-type: none">7 Days30 DaysCustom. <p>When you choose custom, use the calendar from and to dates to set your time range.</p>	

<p>Calendars</p>	<p>Default value: Current day.</p> <p>When you select a start date using the calendar, the end date will automatically adjust based on the Timespan value. For instance, if we have Timespan set to 7 Days and select 3/12/2019 as the start date, then the system will automatically set the end date to 9/12/2019.</p>	
	<p>To set a display period other than 1 Day, 7 Days, or 30 Days, select the Custom Timespan, then set your start and end dates using the calendar.</p>	
<p>Timespan Arrows</p>	<p>Click the left or right arrows to move back and forth by the Timespan period.</p> <p>For instance, if the Timespan is set to 7 days and you are viewing data for the week 7/12/2019 to 13/12/2019, then when you click the right arrow (>), the system will skip to the next week, displaying analytical data for the 7 days between 14/12/2019 and 20/12/2019.</p>	
<p>Horizontal Axis</p>	<p>Default value: Hourly from midnight</p> <p>The horizontal axis displays the timespan values and changes depending on the Timespan value selected.</p> <p>When timespan = 1 Day, the horizontal axis displays every hour from midnight until the current hour.</p>	

<div>Legend</div> <div>Total Searches • 'No Result' Searches • Click Through • Conversions</div> <div>Total Searches and 'No Result' searches correspond to the purple and red lines respectively that intersect the Click Through (blue) and Conversions (green) value bars.</div> <div>Toggle each value off/on to hide or show that feature on the graph.</div>	<div>Total Searches147036Click Through47869 (32.6%)Conversions28039 (19.1%)</div> <div></div>																																																																																			
<div>Y-Axis</div> <div>Default value: Searches</div> <div>The Y-axis measures the Total Searches and 'No Result' Searches data.</div> <div>Untick Total Searches (purple dash in the legend) and notice the y-axis values adjust to that of the 'No Results' Searches data.</div> <div>'No Results' Searches measures the number of times a user typed in a search term that yielded no results.</div>	<div></div>																																																																																			
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<div>Top Search Grids</div> <div>Default value: Highest # Searches</div> <div>Click any of the headings in the Search Grids to sort the data by that parameter.</div> <div>The system will display an up or down blue arrow next to the column heading for which the data is sorted.</div>	<div><table><tr><th colspan="4">Top Searches</th><th colspan="2">Top 'No Result' Searches</th></tr><tr><th>#</th><th>Search Term</th><th># Searches</th><th>Click Through %</th><th>Conversions %</th><th>#</th><th>Search Term</th></tr><tr><td>1</td><td>pen</td><td>147</td><td>37.5%</td><td>4.1%</td><td>1</td><td>italplast A4 documents tray</td></tr><tr><td>2</td><td>diary</td><td>89</td><td>37.5%</td><td>1.1%</td><td>2</td><td>I shaped pocket</td></tr><tr><td>3</td><td>pens</td><td>64</td><td>37.5%</td><td>29.7%</td><td>3</td><td>gloves dispenser</td></tr><tr><td>4</td><td>coffee</td><td>58</td><td>48.3%</td><td>36.2%</td><td>4</td><td>small notebook</td></tr><tr><td>5</td><td>paper</td><td>54</td><td>72.2%</td><td>46.3%</td><td>5</td><td>L shaped pockets</td></tr><tr><td>6</td><td>2020 diary</td><td>52</td><td>25.0%</td><td>1.9%</td><td>6</td><td>130010150</td></tr><tr><td>7</td><td>fling</td><td>44</td><td>0.0%</td><td>0.0%</td><td>7</td><td>222</td></tr><tr><td>8</td><td>folder</td><td>43</td><td>16.3%</td><td>7.0%</td><td>8</td><td>Balloons</td></tr><tr><td>9</td><td>A4 paper</td><td>43</td><td>81.4%</td><td>60.5%</td><td>9</td><td>power boards</td></tr><tr><td>10</td><td>A5 diary</td><td>38</td><td>21.1%</td><td>7.9%</td><td>10</td><td>receipt roll</td></tr></table><div>More ...</div></div>	Top Searches				Top 'No Result' Searches		#	Search Term	# Searches	Click Through %	Conversions %	#	Search Term	1	pen	147	37.5%	4.1%	1	italplast A4 documents tray	2	diary	89	37.5%	1.1%	2	I shaped pocket	3	pens	64	37.5%	29.7%	3	gloves dispenser	4	coffee	58	48.3%	36.2%	4	small notebook	5	paper	54	72.2%	46.3%	5	L shaped pockets	6	2020 diary	52	25.0%	1.9%	6	130010150	7	fling	44	0.0%	0.0%	7	222	8	folder	43	16.3%	7.0%	8	Balloons	9	A4 paper	43	81.4%	60.5%	9	power boards	10	A5 diary	38	21.1%	7.9%	10	receipt roll
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Similar to the Top Searches grid, you can click on any of the headings to sort the data.

Column Header	Description
Search Term	The word(s) users typed in to the search field.
# Searches	The number of times that users used that search term.
Click Throughs	The number of times that users clicked on products that matched the search term.
Click Through %	(Click Throughs / # Searches) * 100.
Conversions	# Searches - Click Throughs.
Conversion %	(Conversions / # Searches) * 100.
Avg # Results	Raw Search Result Count Total / # Searches.
Raw Search Result Count Total is the value Lucene returns before any restrictions were applied, such as stock security.	
Avg # Personalized Results	Search Result Count Total / # Searches.
Search Result Count Total is the search result after restrictions were applied.	



Search Summary for the period 20/12/2019 to 20/12/2019

Search terms: 4579 (458 pages)

Search Term	# Searches	Click Throughs	Click Through % 	Conversions	Conversion %	Avg # Results	Avg # Pers
BLuesooh	9	9	100.0%	0	0.0%	319.0	
a4 2020 diaries	7	7	100.0%	0	0.0%	24.0	
aaa	5	5	100.0%	4	80.0%	18.0	
1b5 hardcover	5	5	100.0%	1	20.0%	125.0	
paperclips	5	5	100.0%	4	80.0%	41.0	
rubberbands	5	5	100.0%	0	0.0%	71.0	
manilla folders	4	4	100.0%	3	75.0%	58.0	
lenovo 150e chromebook	4	4	100.0%	0	0.0%	2.0	
mmts	4	4	100.0%	2	50.0%	28.0	
a4 diary	4	4	100.0%	2	50.0%	31.0	

1

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1 - 10

<p>Top 'No Result' Searches</p> <p>More...</p>	<p>Default value: Sorted by # Searches</p> <p>Click the More... indicator at the bottom of the Top 'No Result' Searches grid to display more information on customer search terms that yielded no results.</p>	<div><div>Top 'No Result' Searches</div><table><thead><tr><th>#</th><th>Search Term</th><th># Searches</th></tr></thead><tbody><tr><td>1</td><td>italplast A4 documents tray</td><td></td></tr><tr><td>2</td><td>I shaped pocket</td><td></td></tr><tr><td>3</td><td>gloves dispenser</td><td></td></tr><tr><td>4</td><td>small notebook</td><td></td></tr><tr><td>5</td><td>L shaped pockets</td><td></td></tr><tr><td>6</td><td>130010150</td><td></td></tr><tr><td>7</td><td>222</td><td></td></tr><tr><td>8</td><td>Balloms</td><td></td></tr><tr><td>9</td><td>power boards</td><td></td></tr><tr><td>10</td><td>script roll</td><td></td></tr></tbody></table><p>More ...</p></div>	#	Search Term	# Searches	1	italplast A4 documents tray		2	I shaped pocket		3	gloves dispenser		4	small notebook		5	L shaped pockets		6	130010150		7	222		8	Balloms		9	power boards		10	script roll															
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	<p>Now, this feature is clever, and it is best described with an outlandish example.</p>	<div><div>'No Result' Search Summary</div><div><div>'No Result' Search Summary for the period 19/12/2019 to 19/12/2019</div><div>Search terms: 468 (47 pages)</div><div><table><thead><tr><th>Search Term</th><th># Searches</th><th>Query Translation</th><th></th></tr></thead><tbody><tr><td>whiteboard</td><td>6</td><td>whiteboard</td><td>Edit</td></tr><tr><td>receipt</td><td>12</td><td>receipt</td><td>Edit</td></tr><tr><td>pens</td><td>10</td><td>pens</td><td>Edit</td></tr><tr><td>note books</td><td>35</td><td>notebook computer</td><td>Edit</td></tr><tr><td>laminator</td><td>5</td><td>laminator</td><td>Edit</td></tr><tr><td>diary</td><td>2</td><td>diary</td><td>Edit</td></tr><tr><td>diaries</td><td>3</td><td>diaries</td><td>Edit</td></tr><tr><td>cellosape</td><td>9</td><td>celulose</td><td>Edit</td></tr><tr><td>cellosape</td><td>6</td><td>celulose</td><td>Edit</td></tr><tr><td>Blu Tac</td><td>12</td><td>blu tack</td><td>Edit</td></tr></tbody></table></div></div><div><div>Search Results</div><div>Search Term:</div><div>Search</div><div>Some items might be stock restricted to specific accounts/customers.</div><table><thead><tr><th>Rank</th><th>Product Code</th><th>Product Description</th></tr></thead><tbody></tbody></table></div></div>	Search Term	# Searches	Query Translation		whiteboard	6	whiteboard	Edit	receipt	12	receipt	Edit	pens	10	pens	Edit	note books	35	notebook computer	Edit	laminator	5	laminator	Edit	diary	2	diary	Edit	diaries	3	diaries	Edit	cellosape	9	celulose	Edit	cellosape	6	celulose	Edit	Blu Tac	12	blu tack	Edit	Rank	Product Code	Product Description
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	<p>Customers search for ergometer on our site and the system returns 0 results.</p>	<div><div><div>commerce VISION</div><div>ergometer</div><div>Sports & Outdoors Work Clothing Office Products Early Childhood Office Furniture Rowing Blog</div><div>Search "ergometer"</div><div>Search Results</div><div>Your search for "ergometer" returned no results. See our selection below for "ermometer"</div><div>Your search has returned no results</div></div></div>																																															
	<p>This zero-results situation is reflected in our 'No Results' Search Summary.</p>	<div><div>Top 'No Result' Searches</div><table><thead><tr><th>#</th><th>Search Term</th><th># Searches</th></tr></thead><tbody><tr><td>1</td><td>ergometer</td><td></td></tr></tbody></table></div>	#	Search Term	# Searches	1	ergometer																																										
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<p>Click on More... at the bottom of the Top 'No Results' Searches grid and the system will take you to the 'No Results' Search Summary.</p> <p>If we type <i>ergometer</i> into the Search Term: field under Search Results, the system, which reflects the end-user experience, will display nothing.</p>	<div><div><div>No Result Search Summary</div><div><div>'No Result' Search Summary for the period 20/12/2019 to 20/12/2019</div><div>Search terms: 10 (1 pages)</div></div><div><div>Search Results</div><div>Search Term: <div>ergometer</div> <div>Search</div></div><div>Some items might be stock restricted to specific accounts/customers.</div></div><div><table><tr><th>Search Term</th><th># Searches</th><th>Query Translation</th><th>Rank</th><th>Product Code</th><th>Product Description</th></tr><tr><td>ergometer</td><td>6</td><td><div>Edit</div></td><td></td><td></td><td></td></tr><tr><td>hallmark</td><td>3</td><td><div>Edit</div></td><td></td><td></td><td></td></tr><tr><td>glass</td><td>2</td><td><div>Edit</div></td><td></td><td></td><td></td></tr><tr><td>glasses</td><td>2</td><td><div>Edit</div></td><td></td><td></td><td></td></tr></table></div></div></div>	Search Term	# Searches	Query Translation	Rank	Product Code	Product Description	ergometer	6	<div>Edit</div>				hallmark	3	<div>Edit</div>				glass	2	<div>Edit</div>				glasses	2	<div>Edit</div>			
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<p>What we can do is add a Query Translation for <i>ergometer</i> for what we want the user to see whenever they type that search term.</p> <p>To show you that it isn't using 'similar word' settings, let's assign a translation term that has no relationship to the word <i>ergometer</i>: <i>bucket</i>.</p> <ul style="list-style-type: none">• Click Edit.• Type in <i>bucket</i>.• Click Update.	<div><table><tr><th>Search Term</th><th># Searches</th><th>Query Translation</th></tr><tr><td>ergometer</td><td>6</td><td><div>bucket</div> <div>Update</div></td></tr></table></div>	Search Term	# Searches	Query Translation	ergometer	6	<div>bucket</div> <div>Update</div>																								
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<p>In the Search Term: field of the Search Results, type in your original term that was returning zero results. In this example, that word is <i>ergometer</i>.</p> <p>As you can see, the system now returns a product with <i>bucket</i> in the name.</p>	<div><div><div>Search Results</div><div>Search Term: <div>ergometer</div> <div>Search</div></div><div>Some items might be stock restricted to specific accounts/customers.</div></div><div><table><tr><th>Rank</th><th>Product Code</th><th>Product Description</th></tr><tr><td>1</td><td>cv212</td><td>Transparent 2-D Shapes Bucket</td></tr></table></div><div><div><div>1</div></div> 1 - 1 of 1</div><div><div><div></div></div> You may need to clear your cache in CMS Settings Cache Management to effect this cha</div></div>	Rank	Product Code	Product Description	1	cv212	Transparent 2-D Shapes Bucket																								
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Let's mimic the end-user experience:

Go to your website and type in the original term that was returning zero results: *ergometer*.

The system returns a product with bucket in its name.

The screenshot shows the Commerce Vision website interface. At the top, there's a search bar with 'ergometer' entered. Below the search bar, a 'Product Suggestions' dropdown shows 'Transparent 2-D Shapes Bucket'. A red box highlights this suggestion, and a red arrow points from the search bar to it. Below the suggestion, the product 'Transparent 2-D Shapes Bucket' is displayed with a product code 'CV212'. The product image shows various colored geometric shapes (triangles, squares, hexagons) arranged in a bucket-like shape. To the right of the image, the price is listed as '\$15.50 inc GST', with a 'RRP \$15.50' and 'In Stock 182' status. There's a quantity selector set to '1' and an 'Add to cart' button. Below this, the 'Technical Specifications' section shows 'Ages 3 years +'. The website header includes navigation links for 'Sports & Outdoors', 'Work Clothing', 'Office Products', and 'Ear'.

Additional Information

No need to switch on. The system automatically collects and analyses your customers' search behaviour.

Minimum Version Requirements	4.17
Prerequisites	N/A
Self Configurable	Yes
Business Function	Data Analytics
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

- [Customer Payment Token Management Widget](#)
- [Account Payment Widget](#)
- [Cart Checkout Button Widget](#)
- [Google Tag Manager with Google Analytics \(v4\)](#)
- [Google Tag Manager with UA & GA4](#)