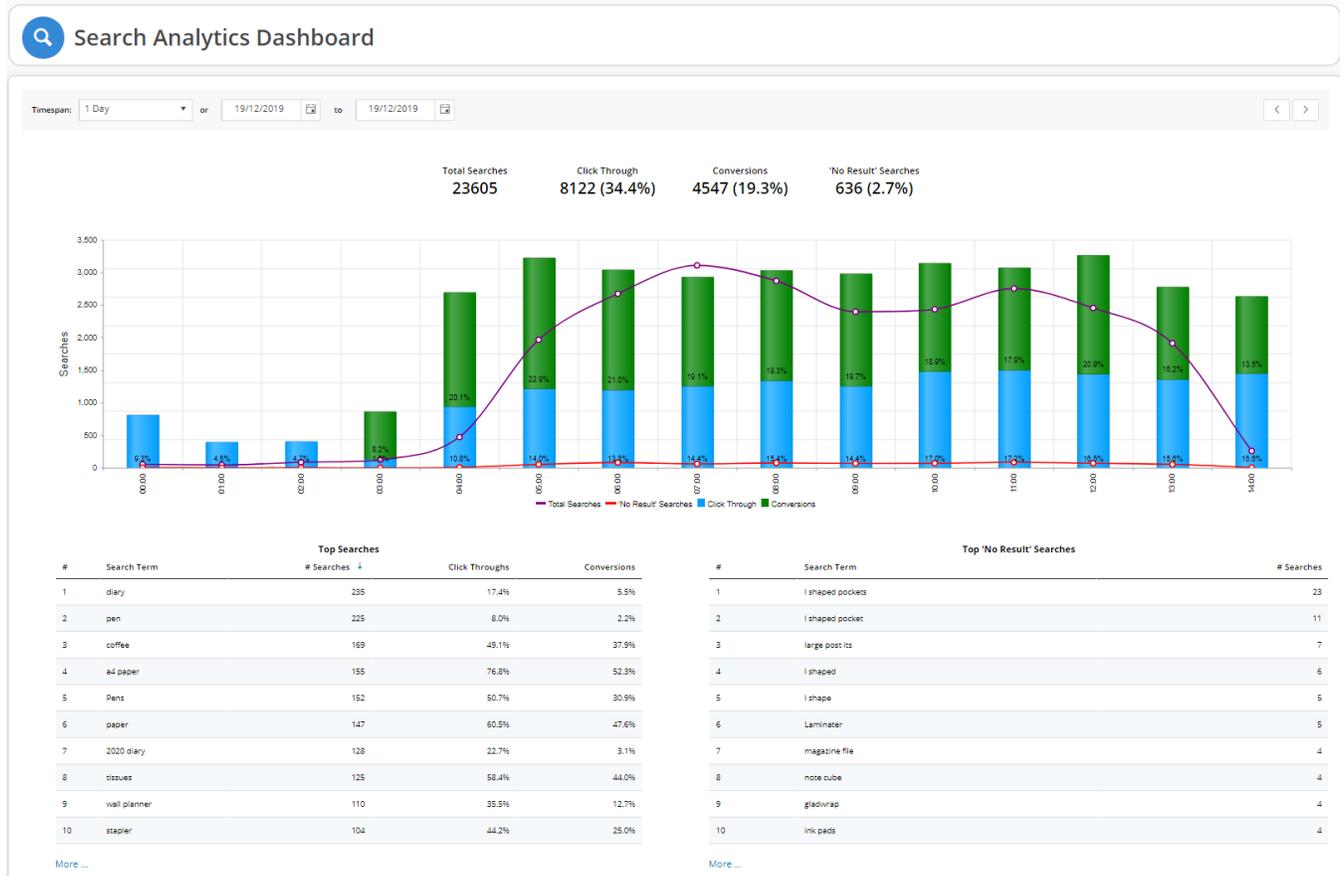


Search Analytics

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**.

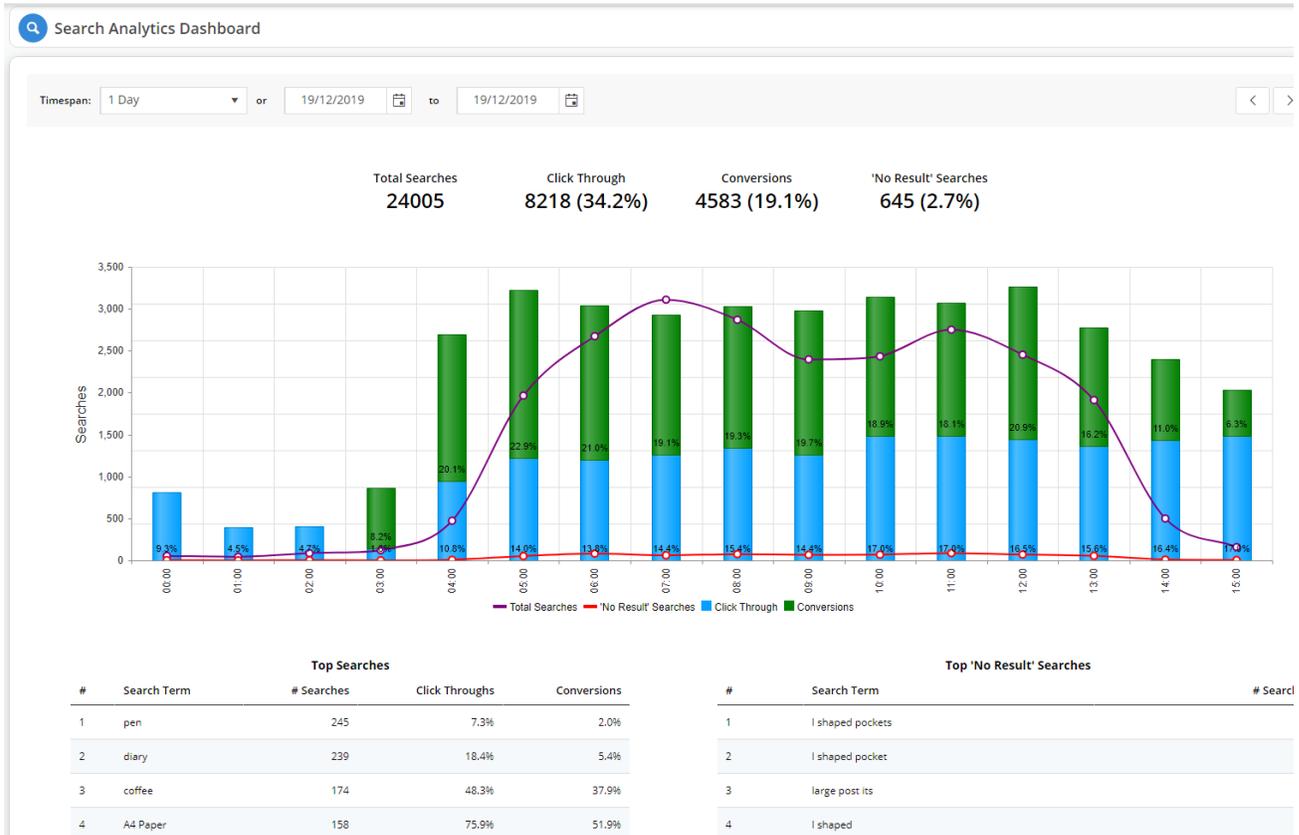
Solution: Add a Query Translation to the term "note book" to direct potential buyers to your notebooks.

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.

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

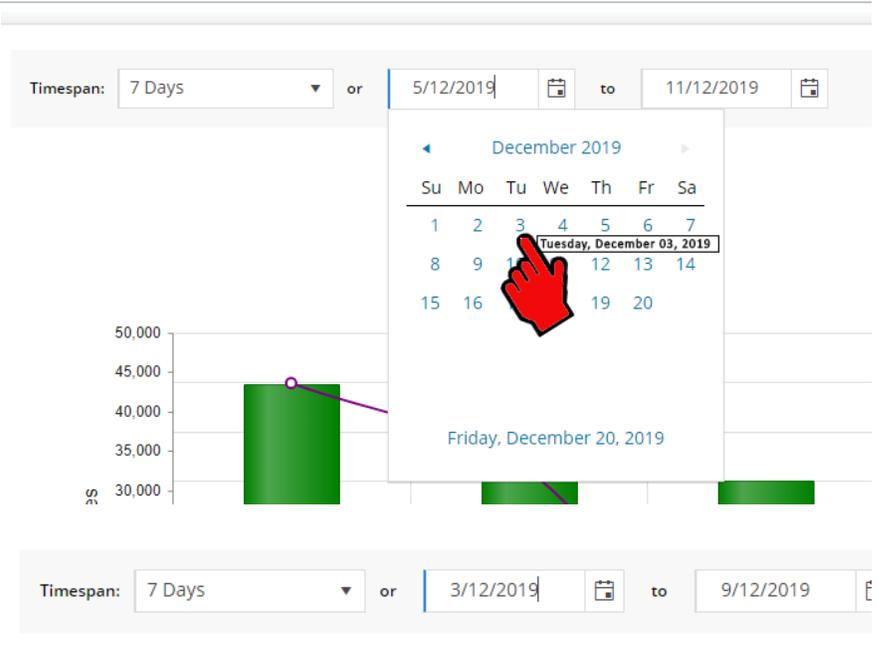


5. Let's walk through the dashboard:

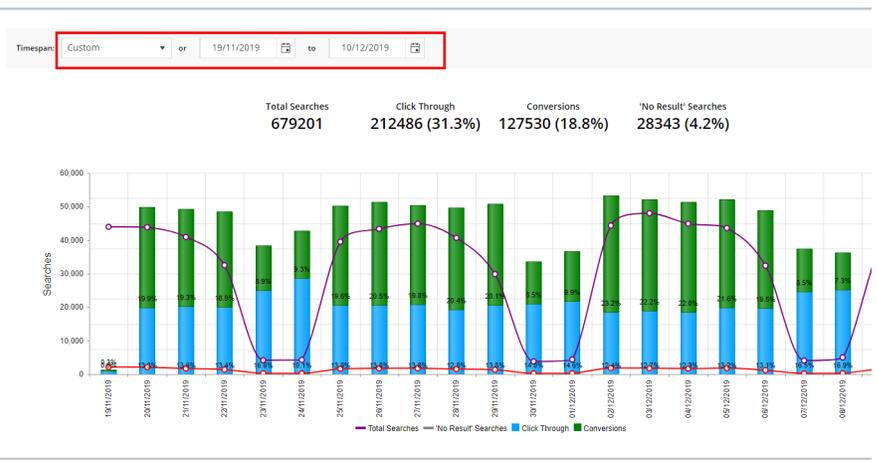
| Feature | Description | Words mean nothing to me... |
|----------|---|-----------------------------|
| Timespan | <p>Default value: 1 Day</p> <p>The period in which you want to display the search analytics.</p> <p>Other options:</p> <ul style="list-style-type: none"> 7 Days 30 Days Custom. <p>When you choose custom, use the calendar from and to dates to set your time range.</p> | |

Calendars Default value: Current day.

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.

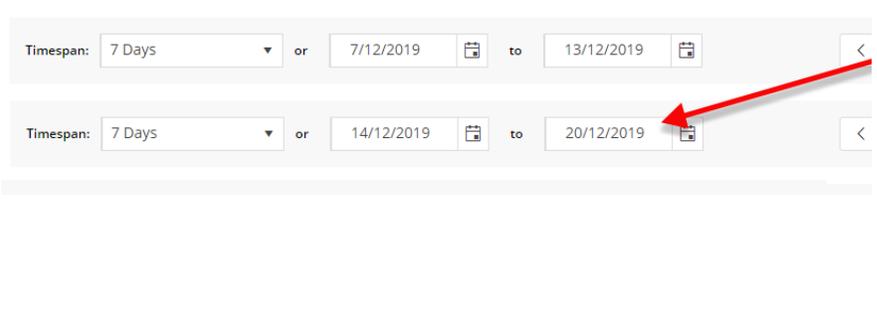


To set a display period other than 1 Day, 7 Days, or 30 Days, select the Custom Timespan, then set your start and end dates using the calendar.



Timespan Arrows Click the left or right arrows to move back and forth by the Timespan period.

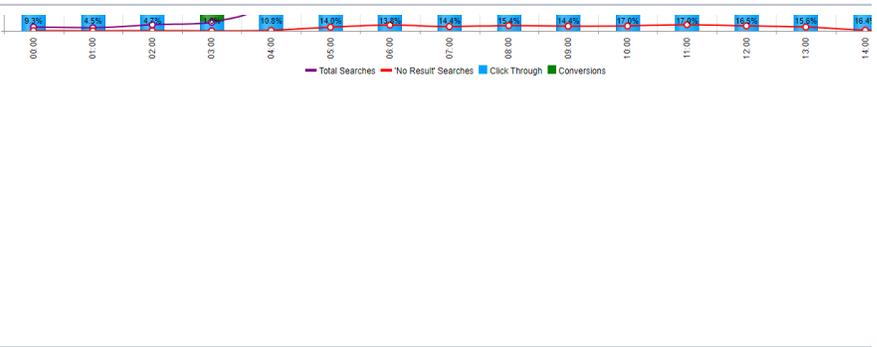
For instance, if the Timespan is set to 7 days and you are viewing data for the week 7/12/2019 to 13/12/2019, then when you click the right arrow (>), the system will skip to the next week, displaying analytical data for the 7 days between 14/12/2019 and 20/12/2019.



Horizontal Axis Default value: Hourly from midnight

The horizontal axis displays the timespan values and changes depending on the Timespan value selected.

When timespan = 1 Day, the horizontal axis displays every hour from midnight until the current hour.

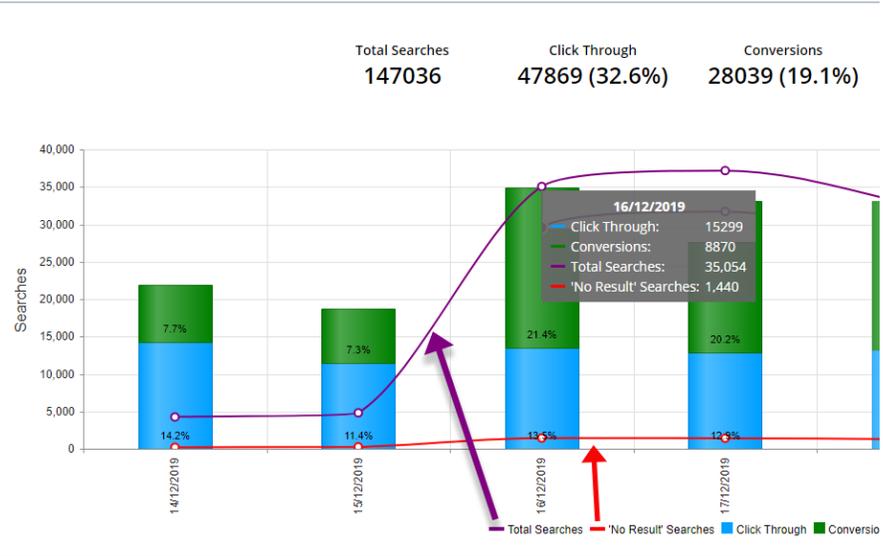


Legend

Total Searches • 'No Result' Searches • Click Through • Conversions

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.

Toggle each value off/on to hide or show that feature on the graph.



Y-Axis

Default value: Searches

The Y-axis measures the **Total Searches** and **'No Result' Searches** data.

Untick Total Searches (purple dash in the legend) and notice the y-axis values adjust to that of the **'No Results' Searches** data.

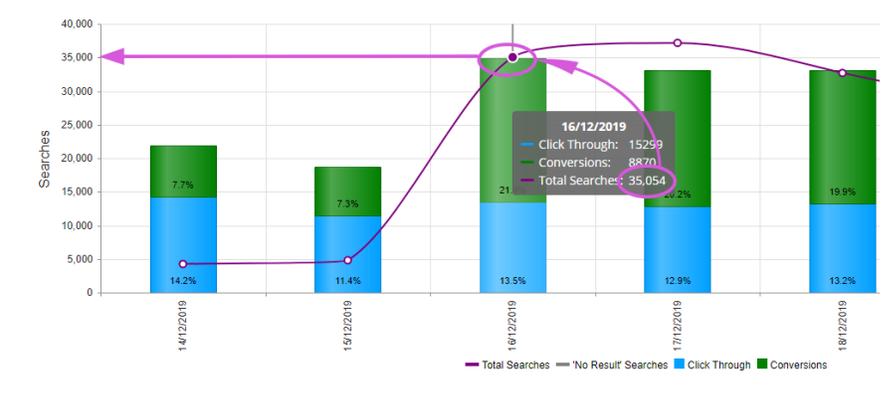
'No Results' Searches measures the number of times a user typed in a search term that yielded no results.



Tick **Total Searches** and untick **'No Results' Searches**.

Notice how the y-axis figures change.

Total Searches measures the all searches users entered irrespective of their success.



Top Search Grids

Default value: Highest # Searches

Click any of the headings in the Search Grids to sort the data by that parameter.

The system will display an up or down blue arrow next to the column heading for which the data is sorted.

| 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 | 1.1% | 1.1% | 2 | l 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 | Ballons |
| 9 | a4 paper | 43 | 81.4% | 60.5% | 9 | power boards |
| 10 | a5 diary | 38 | 21.1% | 7.9% | 10 | receipt roll |

Top Searches
More...

Default value: Sorted by # Searches

Click the **More...** indicator to display more information on customers' search terms.

Top Searches

| # | Search Term | # Searches | Click Throughs ↑ | Conversio |
|----|----------------|------------|------------------|-----------|
| 1 | pen | 147 | 5.4% | 4. |
| 2 | diary | 89 | 13.5% | 1. |
| 3 | pens | 64 | 37.5% | 29. |
| 4 | coffee | 58 | 48.3% | 36. |
| 5 | paper | 54 | 72.2% | 46. |
| 6 | 2020 diary | 52 | 25.0% | 1. |
| 7 | filing | 44 | 0.0% | 0. |
| 8 | folder | 43 | 16.3% | 7. |
| 9 | a4 paper | 43 | 81.4% | 60. |
| 10 | More... | 38 | 21.1% | 7. |

[More ...](#)



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. |
| <p>Raw Search Result Count Total is the value Lucene returns before any restrictions were applied, such as stock security.</p> | |
| Avg # Personalized Results | Search Result Count Total / # Searches. |
| <p>Search Result Count Total is the search result after restrictions were applied.</p> | |

Search Summary

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 |
|------------------------|------------|----------------|-----------------|-------------|--------------|---------------|------------|
| Bluetooth | 9 | 9 | 100.0% | 0 | 0.0% | 319.0 | |
| ad 2020 diaries | 7 | 7 | 100.0% | 0 | 0.0% | 24.0 | |
| aaa | 5 | 5 | 100.0% | 4 | 80.0% | 18.0 | |
| 165 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 100e chromebook | 4 | 4 | 100.0% | 0 | 0.0% | 2.0 | |
| mircs | 4 | 4 | 100.0% | 2 | 50.0% | 28.0 | |
| ad diary | 4 | 4 | 100.0% | 2 | 50.0% | 31.0 | |

1 - 10 ... 4579

| <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> | <p style="text-align: center;">Top 'No Result' Searches</p> <table border="1"> <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>l 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> | # | ↑ Search Term | # Searches | 1 | italplast A4 documents tray | | 2 | l shaped pocket | | 3 | gloves dispenser | | 4 | small notebook | | 5 | L shaped pockets | | 6 | 130010150 | | 7 | 222 | | 8 | Balloms | | 9 | power boards | | 10 | script roll | |
|---|---|--|---|---------------|------------|---|-----------------------------|--|---|-----------------|--|---|------------------|--|---|----------------|--|---|------------------|--|---|-----------|--|---|-----|--|---|---------|--|---|--------------|--|----|-------------|--|
| # | ↑ Search Term | # Searches | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | italplast A4 documents tray | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | l shaped pocket | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | gloves dispenser | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | small notebook | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | L shaped pockets | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | 130010150 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | 222 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Balloms | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | power boards | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | script roll | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| <p>Now, this feature is clever, and it is best described with an outlandish example.</p> | <table border="1"> <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>celloape</td><td>9</td><td>cellulose</td><td>Edit</td></tr> <tr><td>celloape</td><td>6</td><td>cellulose</td><td>Edit</td></tr> <tr><td>Blu Tac</td><td>12</td><td>blu tack</td><td>Edit</td></tr> </tbody> </table> | 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 | celloape | 9 | cellulose | Edit | celloape | 6 | cellulose | Edit | Blu Tac | 12 | blu tack | Edit |
|--|---|-------------------|------------|-------------------|---|------------|---|------------|------|---------|----|---------|------|------|----|------|------|------------|----|-------------------|------|-----------|---|-----------|------|-------|---|-------|------|---------|---|---------|------|----------|---|-----------|------|----------|---|-----------|------|---------|----|----------|------|
| 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| celloape | 9 | cellulose | Edit | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| celloape | 6 | cellulose | Edit | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Blu Tac | 12 | blu tack | Edit | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | |
|---|--|
| <p>Customers search for ergometer on our site and the system returns 0 results.</p> | <p>Search Results</p> <p>Your search for "ergometer" returned no results. See our selection below for "ermometer"</p> <p>Your search has returned no results</p> |
|---|--|

| <p>This zero-results situation is reflected in our 'No Results' Search Summary.</p> | <p style="text-align: center;">Top 'No Result' Searches</p> <table border="1"> <thead> <tr> <th>#</th> <th>Search Term</th> <th># S</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>ergometer</td> <td></td> </tr> </tbody> </table> | # | Search Term | # S | 1 | ergometer | |
|---|---|-----|-------------|-----|---|-----------|--|
| # | Search Term | # S | | | | | |
| 1 | ergometer | | | | | | |

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.

If we type *ergometer* into the Search Term: field under Search Results, the system, which reflects the end-user experience, will display nothing.

What we can do is add a Query Translation for *ergometer* for what we want the user to see whenever they type that search term.

To show you that it isn't using 'similar word' settings, let's assign a translation term that has no relationship to the word *ergometer*: *bucket*.

- Click Edit.
- Type in *bucket*.
- Click Update.

The Query Translation for the Search Term *ergometer* will now redirect the user to a list of products with *bucket* in the name.

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 *ergometer*.

As you can see, the system now returns a product with *bucket* in the name.

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 is a search bar with 'ergometer' entered. Below the search bar, a dropdown menu shows 'Product Suggestions' with 'Transparent 2-D Shapes Bucket' listed. A red box highlights the search term 'ergometer' and another red box highlights the product name 'Transparent 2-D Shapes Bucket'. A red arrow points from the product name in the suggestions dropdown to the product name on the product page below. The product page shows the product name 'Transparent 2-D Shapes Bucket', product code 'CV212', a price of '\$15.50 inc GST', and a technical specification for 'Ages 3 years+'.

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](#)