



# The Ultimate Guide to Site Search User Experience

A practical guide to increase conversions, improve time-on-site and deliver personalized experiences



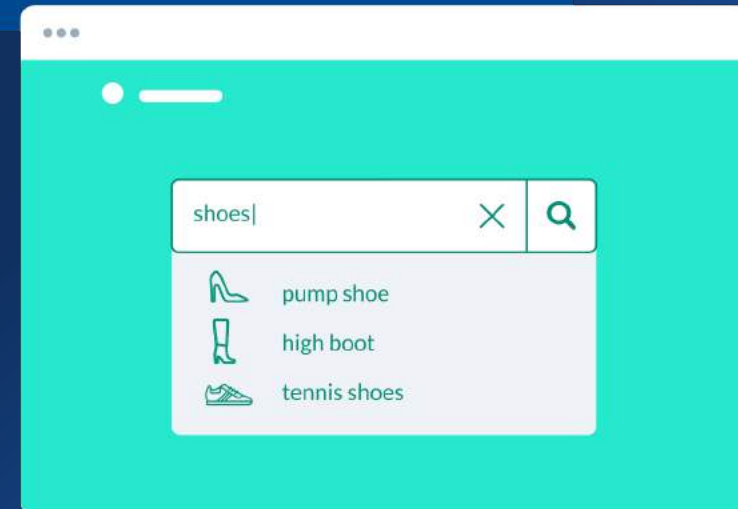
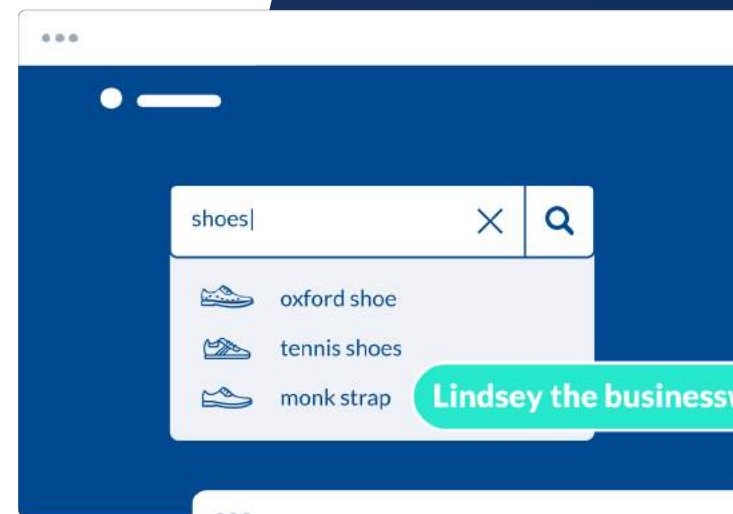
## INTRODUCTION

# The Benefits of Site-Search Personalization

For many companies, improved site search is an afterthought despite the fact that [30%](#) of all website visitors will perform a search at some point on their website. An AI-powered search experience brings a variety of benefits, such as improved conversion rates, increased time spent on-site, and higher customer satisfaction.

Effective site search allows you to deliver the relevant, personalized experience your visitors are looking for. AI and machine learning capabilities enable your organization to understand your visitor's intent and recommend the content that will best meet their individual needs.

In this eBook, we'll showcase some real-life examples of companies that have deployed Coveo AI-powered site search and are yielding measurable business results, as well as best practices for you to implement within your own organization that have the potential to have a significant impact on your bottom line.



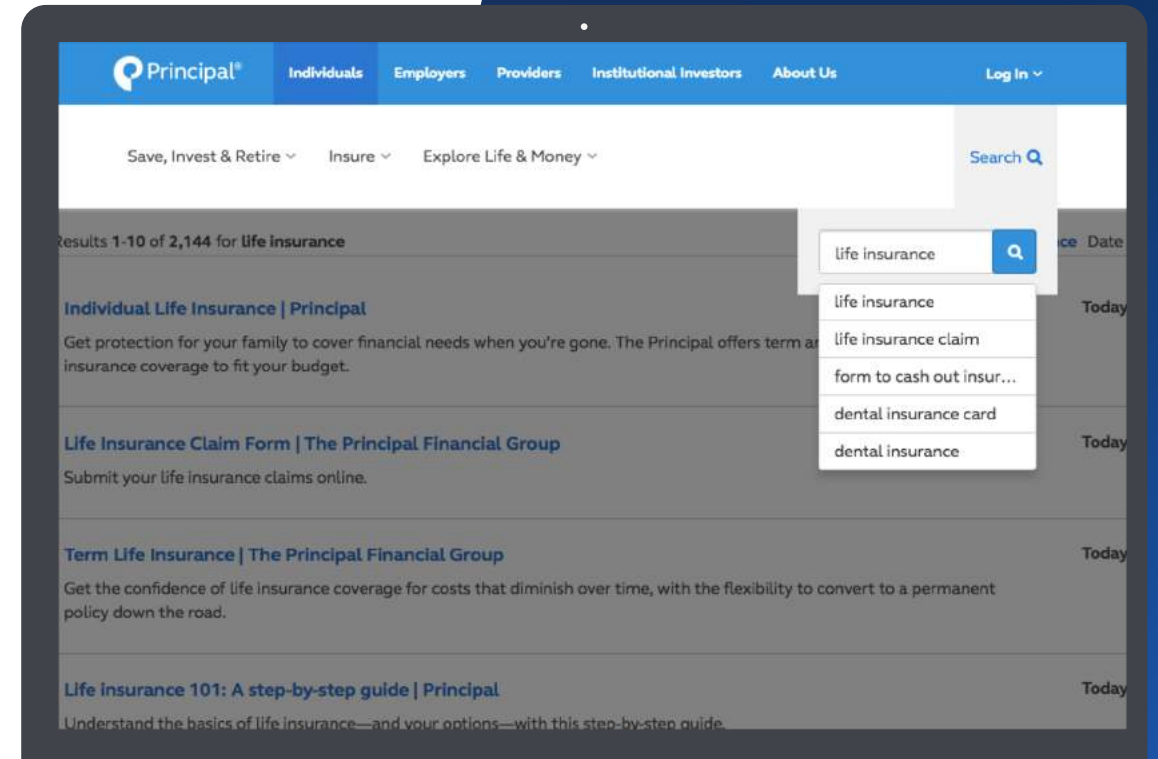
## BEST PRACTICE #1

# Design an eye-catching search box

Principal Financial Group did a great job making their search box stand out against all of the other components of their webpage. When a visitor scrolls down, the search box remains part of the top bar navigation and provides easy access to search at all times.

Maintain your visitors' attention on content-heavy web pages by making your search as prominent and as eye-catching as possible.

Respecting the time that your visitors spend on your digital properties brings a variety of benefits, including, but not limited to, increased conversions on your products and offers.



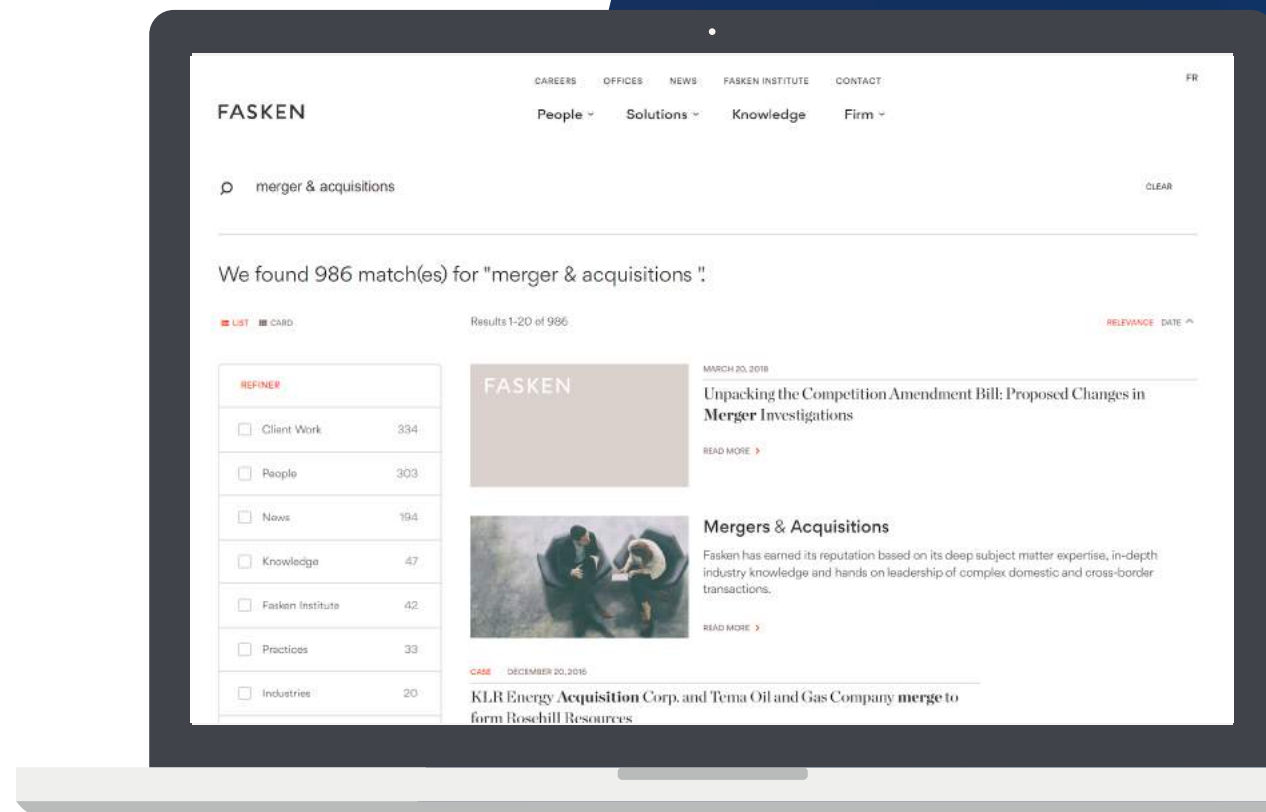
## BEST PRACTICE #2

# Make site search a seamless part of your website design

When it comes to digital properties, design matters for today's consumers. Fasken leveraged Coveo's customizable user interface to create a seamless search experience and the cornerstone of its site's navigation.

A responsive page with agile search is fundamental in helping your visitors navigate your web pages faster, improving the finability of your content and increasing the time spent on site.

A consistent design will make your search easier to find and easier to use, making it a win-win for you and your customers.



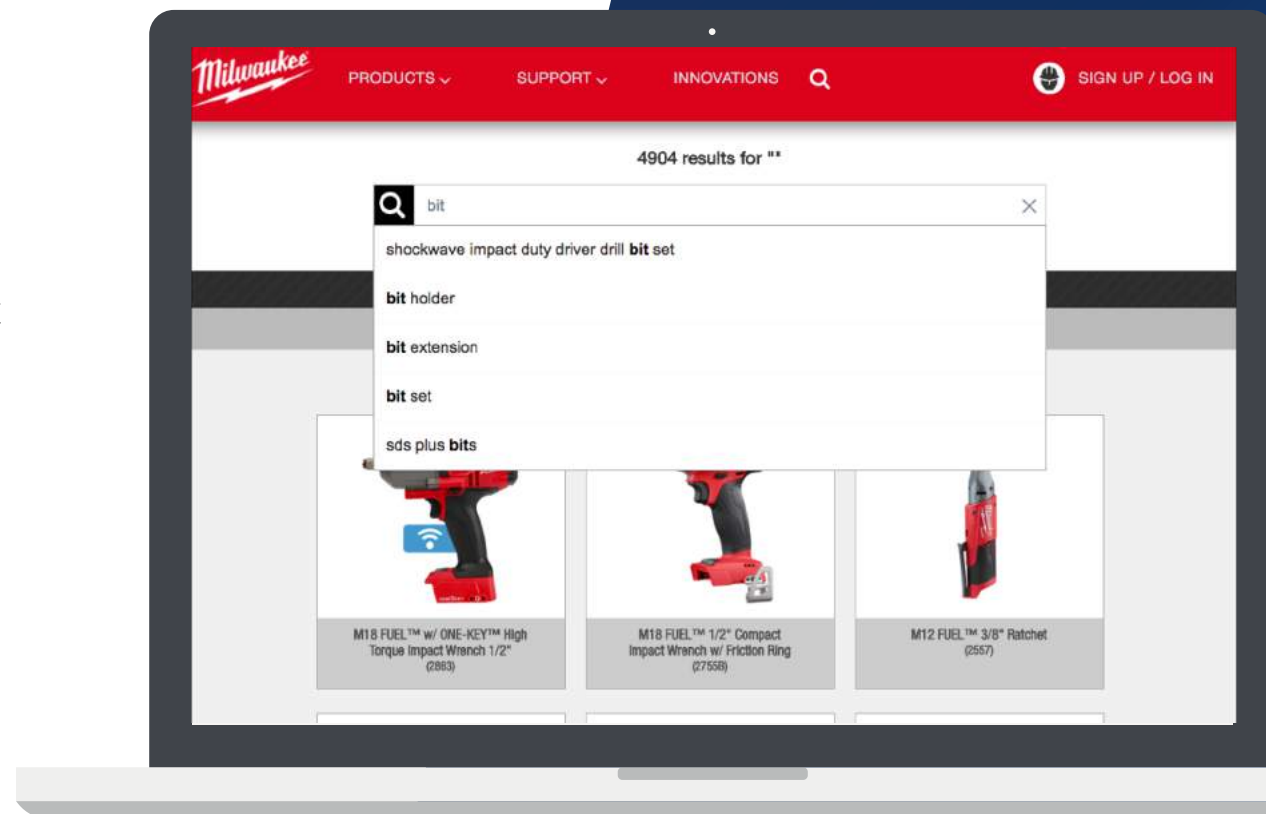
## BEST PRACTICE #3

# Incorporate Smart Query Suggestions

Power tools are complicated — there are simply too many bits and pieces to remember. That's why Milwaukee Tool let Artificial Intelligence do all of the heavy lifting when it came to building out their search-query recommendations.

With Coveo Machine Learning™, Milwaukee Tool is able to understand user intent using customer data to auto-complete search queries for each customer based on what other customers like them have found helpful in the past.

These AI-powered query suggestions save your customers time, avoid frustration and ensure that they are getting the most relevant results possible, creating a contextual and memorable experience.

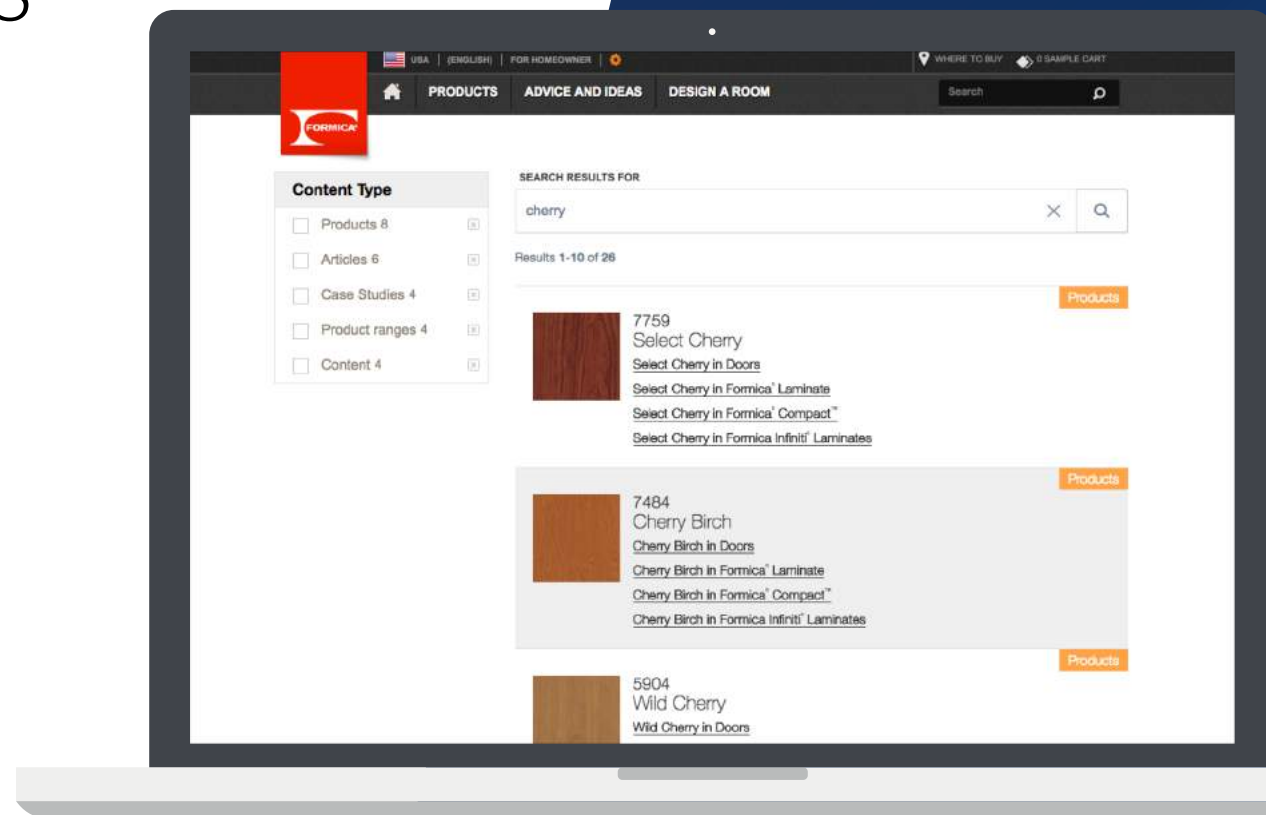


## BEST PRACTICE #4

# Build a Dynamic Results Page

Formica's results page refreshes automatically as different filters are activated or disabled. Instead of refreshing the entire web page, Formica's results is the only part of the page that reloads, decreasing the load on the server and on their customer's patience.

Giving your users the option to filter and personalize their results without suffering a page refresh is a great way to boost engagement and help your customers to find what they're looking for.

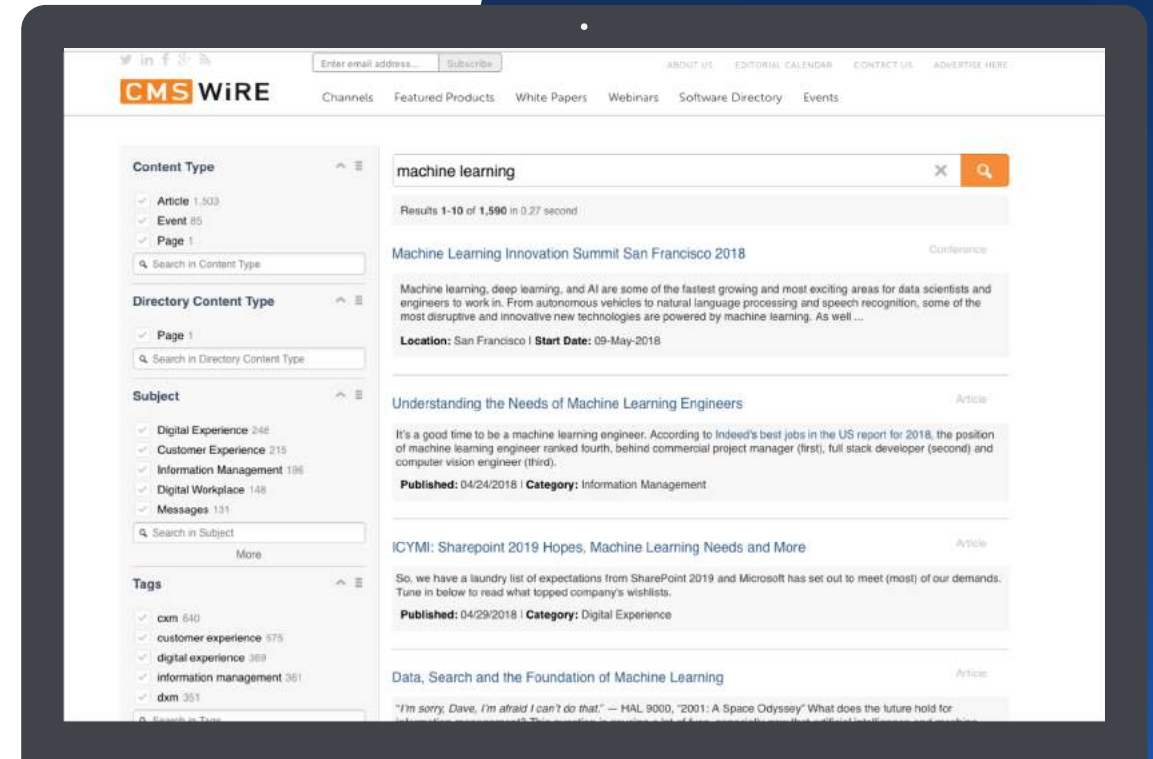


## BEST PRACTICE #5

# Limit the Number of Results

Consumers like having options but too many options can be overwhelming. When enhancing their search experience, CMSWire empowered their customers to limit the number of results they returned through filters and facets. This ensures their customers get the most relevant content, the moment it's needed, rather than having to sift through pages of search results.

Dynamic facets are auto-applied by Coveo Cloud to improve search options according to the visitor's location, their persona, and their previous searches in order to deliver a truly personalized experience.



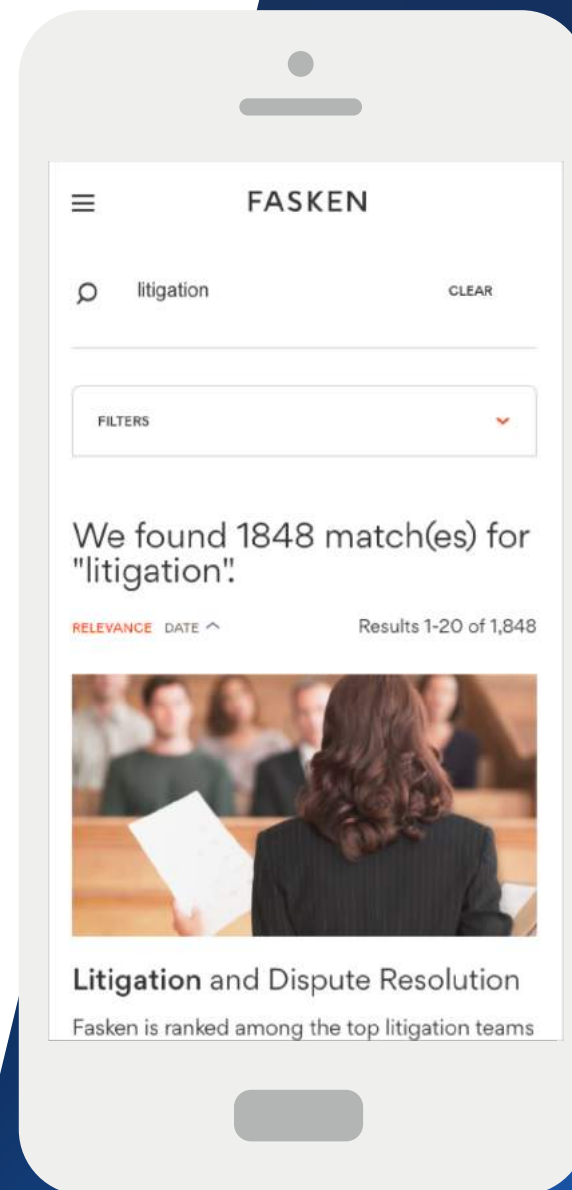
## BEST PRACTICE #6

# Make Your Search Mobile-Friendly

Mobile browsing has come to dominate the market. Not adapting your search experience to accommodate mobile screens is a missed opportunity to delight your customers and keep them engaged.

Despite a phone's small amount of visual real estate, Fasken's mobile experience maintains the same look and feel as its website.

A subtle change is the filter menu, which is displayed in the sidebar on the website, have been neatly tucked in the drop-down menu to not obstruct the view. The search results are automatically updated with AI-powered relevance, showing the most popular and pertinent results front and center.





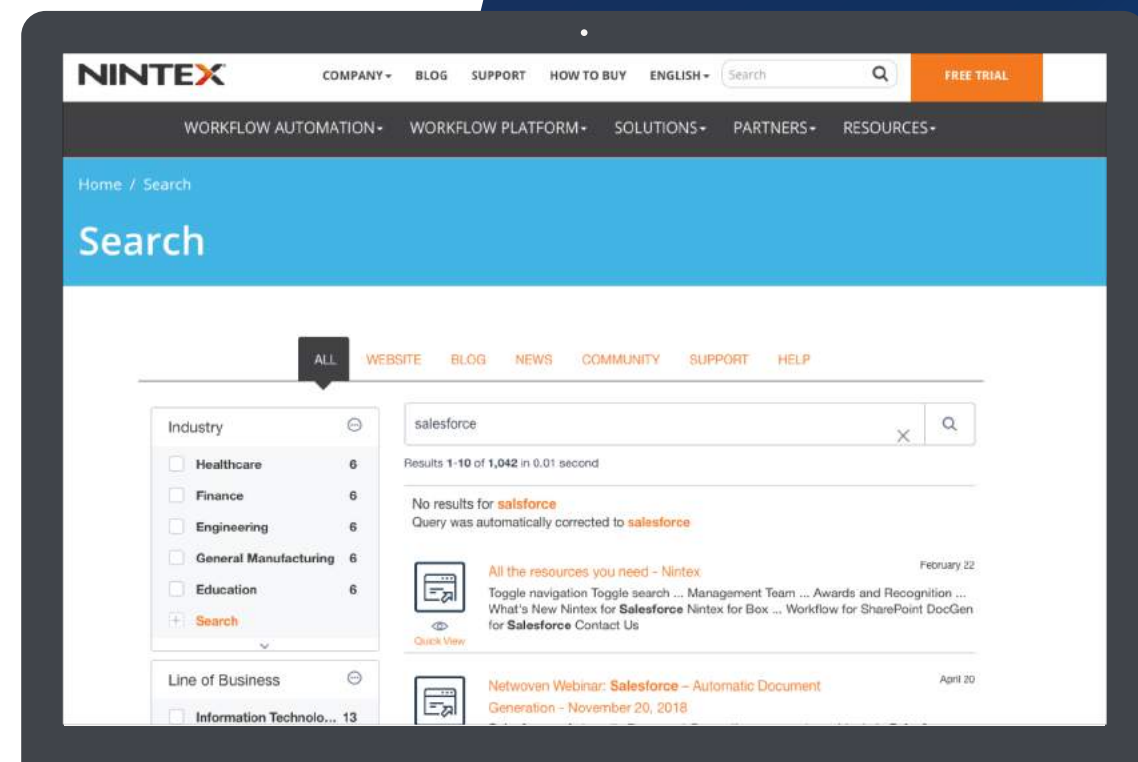
## BEST PRACTICE #7

# Make Your Search Human-Friendly

We are all guilty of the occasional typo. Though not human itself, AI-powered search understands human behavior and intent.

We've all had this moment: a friend recommends an dish with such a complicated name that you have no clue how to spell it when you're searching for a recipe. That is the moment when you need an AI-powered search to guide you towards the right product.

Nintex has successfully implemented a query suggestion engine that recommends alternate spelling for common misspellings, speeding up the process of finding content, potentially expediting the conversion process.

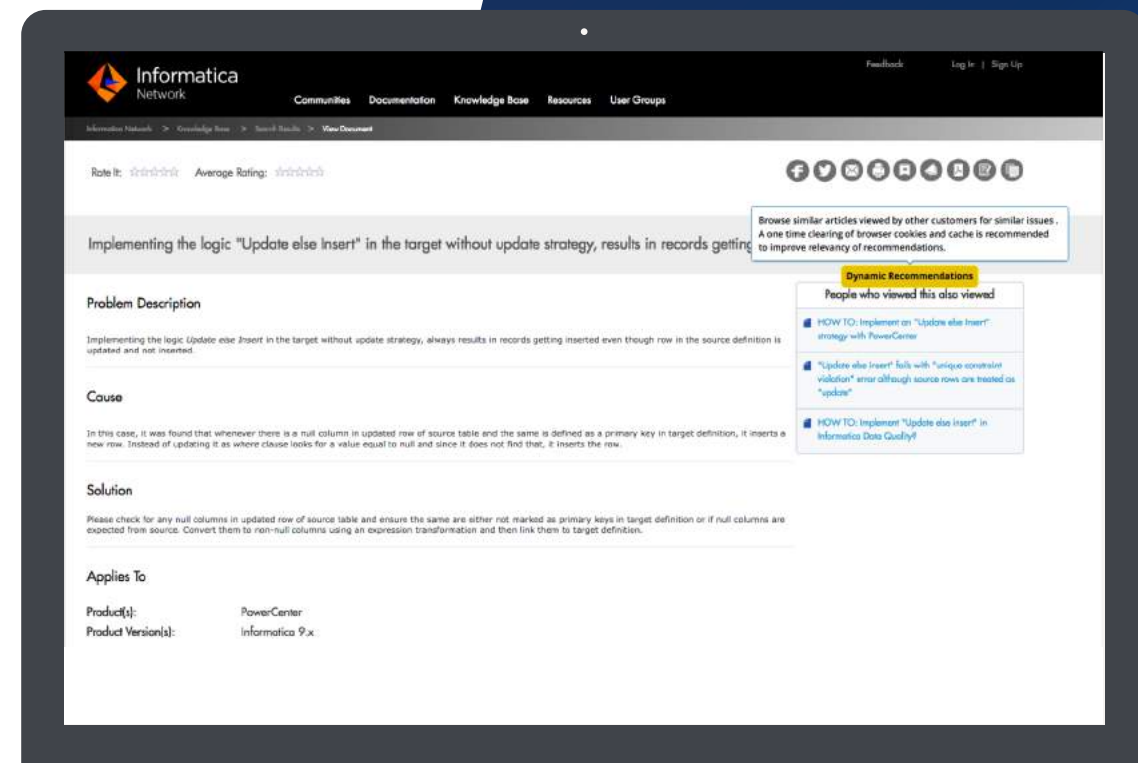


## BEST PRACTICE #8

# Anticipate Their Needs

Your customers don't know what they don't know. Meaning, they can't search for something they don't know exists, and therefore may never find a solution. It's your job to analyze your usage data to determine what their needs are and offer all the ways you can help.

Informatica's knowledge base provides dynamic article recommendations based on previous site searches and other relevant search terms. Coveo's machine learning platform helps to predict these recommendations in order to personalize content based on what your customers need next.





# Plan Ahead for Better Site Search

Improving your site search can seem like a daunting undertaking. With an AI-powered search solution it doesn't have to be.

Using machine learning, you have the ability to automate routine tasks, better understand your audience, and deliver personalization at scale.

If you'd like to learn more about how you can improve your site search experience and leverage your customer interactions to impact your bottom line make sure to get in touch with one of our representatives.



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