THE ULTIMATE GUIDE TO

SITE SEARCH

HOW TO IMPROVE YOUR SITE'S SEARCH
BY

TravelTime platform

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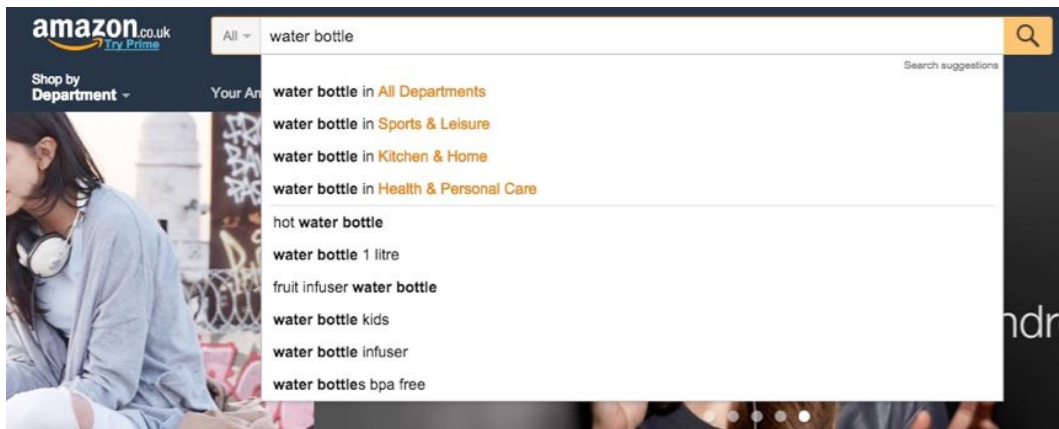
TOP TIPS WHEN DESIGNING SITE SEARCH

Start simple, dig deeper

Your customers don't need to be bombarded with information, but at the same time they expect you to help them when needed. The art of simplicity is being perfected by ecommerce giant Amazon. They appeal to a range of customers, whether they know *exactly* what they want or just have a vague idea. *Site: Amazon.com*

The design of the site means that all customers find what they need easily, without being confused. This is because Amazon allows their customer base to dig deeper, only when they require additional options. To effectively apply this rule to location-based search sites, it's essential to understand the customer's no.1 search criteria. Once this search is in place, you can direct them to advanced filters.

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Start simple, dig deeper

Linkedin begins with 'job title, keyword or company' within their job search. To simplify the process, it doesn't ask for location information because this is sourced for the user's profile. Once results are delivered, the searcher can narrow the focus using their preferred filters.

Site: Linkedin.com

Selecting the decision making criteria for the results page

When sites make it hard for their customers to reach a decision, conversion rates drop. To avoid plummeting conversions, minimise the legwork required to make a decision. Deliver all the essentials on the results page to make decision-making as easy as possible.

There's a fine line between bombarding the customer with too much information and giving a teaser of what really matters. Zoopla Property Group provides a commute time property search option so that customers can find properties using travel time. They realised that customers were **3x more likely to convert** using this metric vs. miles radius. This minimised the effort required by searchers. The no longer need to calculate the commute for each property – it's comparable on the results page.

Site:

Zoopla.co..uk

Just added 9th Sep 2015

Offers in region of £149,950

1 bed flat for sale

Clements Court, Garston WD25

DAVID CHRISTOPHER
"THE HOME OFFICE"

🛏 1   🛁 1   🚗 1

A spacious, warden assisted one bedroom first floor retirement apartment with accommodation comprising an entrance hall, spacious 20ft lounge, large 17ft bedroom, modern ...

🕐 **45 minutes by driving** from **Buckinghamshire**

🚉 Garston (Hertfordshire) (0.4 miles) | 🚉 Watford North (0.8 miles)
Note: Distances are straight line measurements

Marketed by
David Christopher Estate Agents, WD24.

📞 01923 908907   ✉ Contact   ★ Save   ⊘ Hide   ↑ Upgrade

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Maintaining customer focus

Tinder's interface was the first of its kind to enable users to scroll easily through results one-by-one. This feature enables the user to focus on one search result at a time before moving onto the next. At its peak, Tinder was registering 1 billion swipes a day. The ability to quickly scroll through results meant many users were scrolling through so many options that they wanted to go back to double check, which is how the paid-for add-on Tinder Plus was developed.

For apps like Tinder, avoiding distractions is essential. This is why they de-cluttered the interface, using mobile location access rather than delivering location-based information upfront. The app also leaves it down to the individual users to give location specifics, serving the purpose not only to simplify, but also to maximise security for the app.
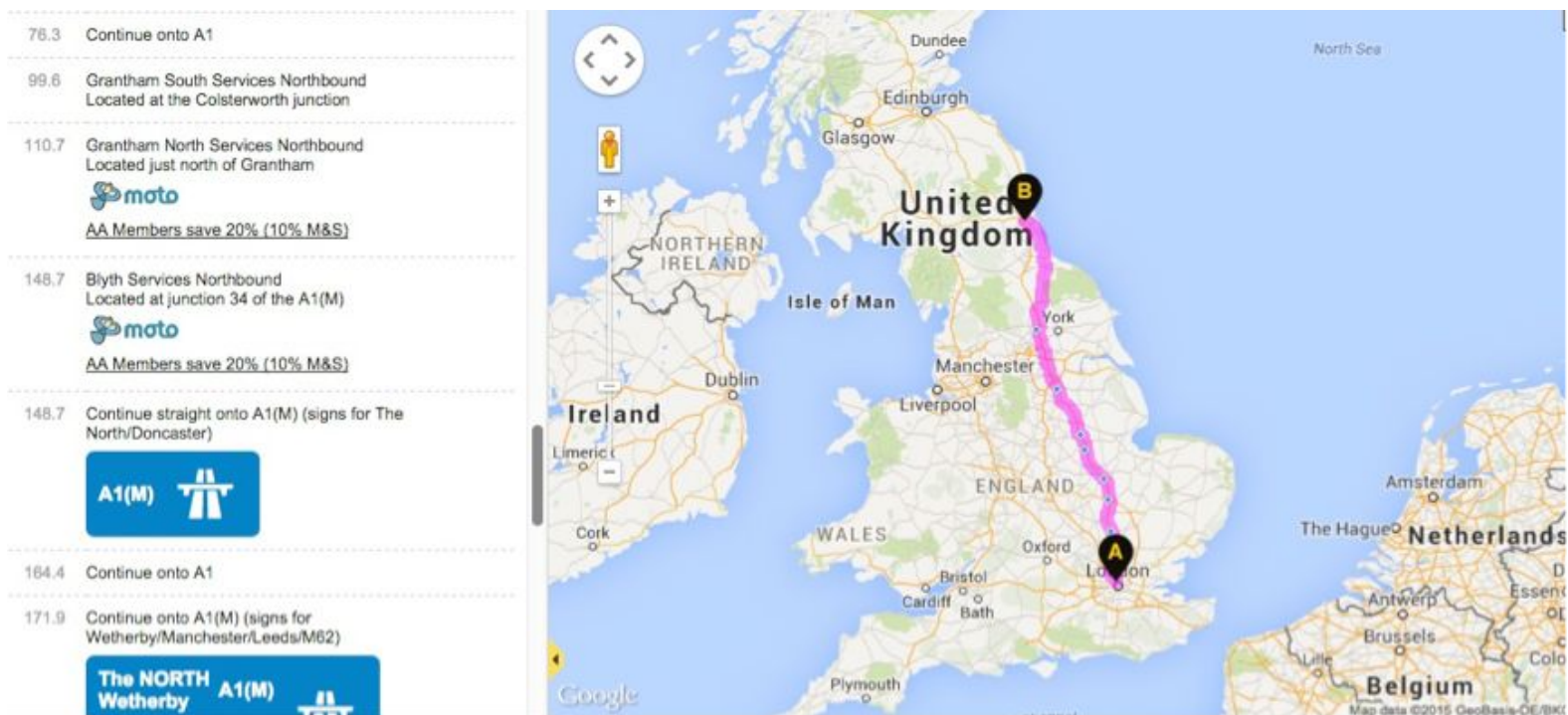
App: Tinder Inc
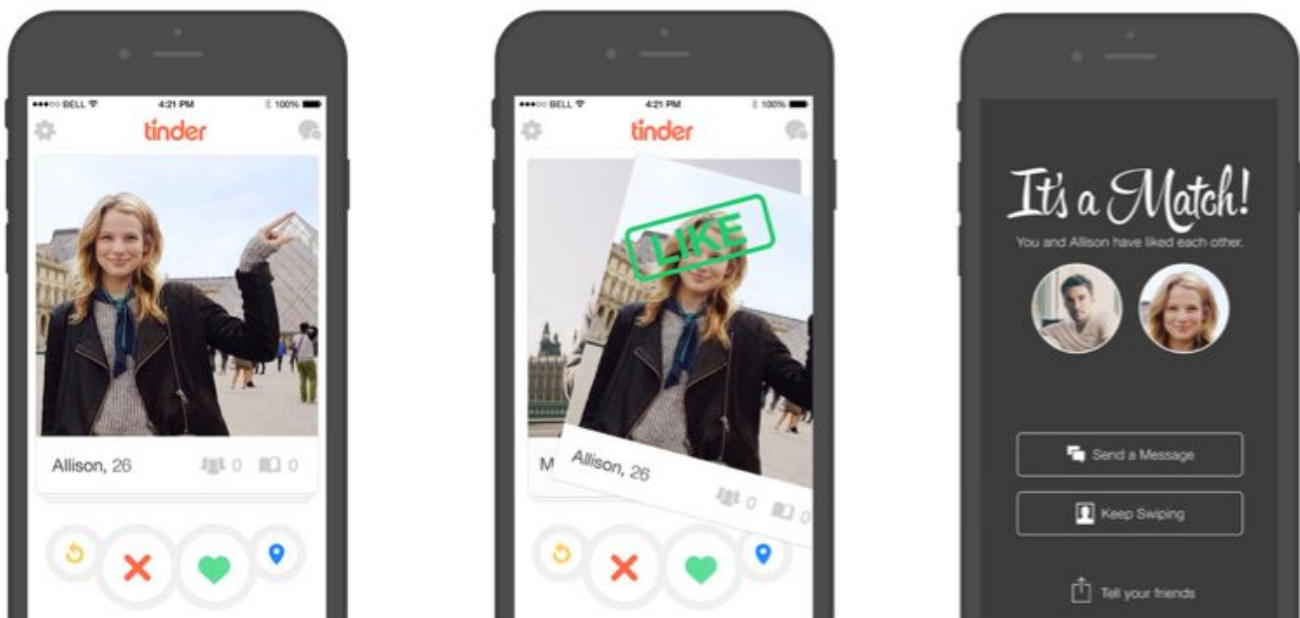
Search result personalisation

When footfall is the main goal of a webpage, personalised travel information makes the journey as simple as possible. Stats suggest that **88% of those performing location-based searches take action within a day**. Personalised routing can break down the final barrier coming between your store and your customer.

The AA Hotel and B&B search allows users to plan the route to their chosen hotel once selected. When using this route the AA recommends which station stops give discounts to their members.

Site: AA Route Planner

CONCLUSION

- Don't offer every possible result straight away if users may use a general search bar
- Understand the criteria are most important to your customers and use these to determine search result relevancy
- Give customers all the decision-making criteria as soon as possible
- Remove other distractions on the results page
- Only offer content relevant to the user, personalising to each search

TRY A PERSONALISED LOCATION SEARCH

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