

# Why Site Search Matters



Site search is more than a bar at the top of your website. It's a vital part of how users interact with your organization. Many visitors rely on search to find the information they're seeking, making search a critical part of your website and marketing strategy. **Your site needs to be ready to deliver intelligent, relevant results** – or you risk losing prospective customers forever. Read on to learn why site search matters.

## What is site search?

**Site search is the internal search functionality on a website or app.** While a well-built navigation or chatbot may seem sufficient, often the best websites take a holistic approach to the visitor experience by implementing search. Adding search to your site provides a stronger overall experience and adds a personalized touch to the expectations consumers have today.



### It also serves as a website health check.

From content quality to user experience, site search analytics provide insights on how to improve your website's performance and user engagement.



### 43% of users go straight to the search bar to navigate.

If the search results are low quality or irrelevant, users will be more likely to leave your site. Fewer users = fewer conversions.

## Benefits of a quality site search

There are many benefits to providing a quality site search experience, including the ability to:

### Deliver relevant results

A quality site search is driven by artificial intelligence, helping to ensure impactful search results for any given search query.

### Enhance the user journey

Whether your content is dense, or your navigation is complex, search offers an appealing alternative to sifting through numerous web pages.

### Promote key pages

With an intelligent site search solution like Cludo, you're in control. Direct users to your most valuable content based on business goals.

### Increase conversions

By delivering relevant results and a painless user experience, your users will be encouraged to take action, increasing the likelihood of them converting.

## What can you learn from intelligent search?

Site search analytics are an incredible resource when it comes to learning your users' needs and intentions. With an optimized internal site search, you'll discover:



Search trends



Ineffective searches



Gaps in content



User intent

## How to implement site search

There are three ways to launch your site search:



Build it in-house

The most expensive and time-consuming of the three, building your search in-house gives you full control over its technology and functionality, but also requires you to personally maintain it.



Use your CMS' built-in search

When it comes to CMS search, you get what you pay for. While it's a cost-effective option, the search is very simple and not as functional.



Purchase a solution dedicated to site search

Purchasing a search solution provides you with an "out-of-the-box" experience. Simple implementation, ample features and quality support make this the most comprehensive option!

## Making your intelligent site search awesome

Now that you have site search implemented, it's time to have some fun!

**Any website can have a search bar, but not all sites have intelligent, relevant search.** That's up to you. Spend some time building a search that supports your business goals with these easy tips:



### Dive into analytics

Site search analytics are full of useful information. From ineffective searches to search origin page, thoroughly evaluate this data to learn exactly what your users need.



### Experiment with content and relevance

Better experiences start with high-quality content. Ensure your search serves every query relevant results through the power of machine learning - boost popular content, rank important pages and deliver an unmatched experience.



### Roll out features

Synonyms, Quicklinks, Banners, oh my! These easy tools offer instant upgrades to your content and enhance the user journey. This is easier-than-ever with Cludo's Actionable Recommendations.