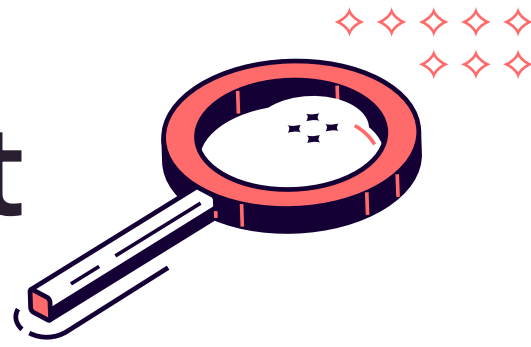


Site Search Self-Assessment Audit



Use this checklist to assess your website's search capabilities. Go to your site, search for the given queries or similar ones, and tick the boxes that apply. Based on your site's performance, you can identify areas for improvement.

Product search query understanding

What?

The ability to understand shopper intent and deliver relevant results rather than relying solely on basic keyword matching

Why?

It prevents zero or irrelevant results, improves shopper experience, and drives conversions by connecting shoppers to the right products.

How?

red running shoes for men



anti-aging face creams SPF 30



Are the results are relevant to the query?

Feature-based search understanding

What?

The ability to distinguish between product types and their attributes.

Why?

Ensures accurate results for attribute-based searches, helping shoppers find exactly what they want.

How?

waterproof jackets



cotton bedsheets king size



Do the results highlight products with the specified features or attributes?

Category search processing

What ?

The ability to process category-related searches and guide shoppers to appropriate listing pages or product categories.

Why ?

Helps shoppers navigate broad categories efficiently, improving their shopping experience.

How ?

desk lights



party dresses



- Does your search system guide users to the correct categories or product listings? (e.g., desk lights category or curated party dresses).

Natural language search interpretation

What ?

The ability to process conversational or complex queries by understanding shopper intent.

Why ?

Adapts to how modern shoppers search, improving accuracy and reducing abandonment rates.

How ?

show me affordable shoes for hiking



corner sofa



- Does the search understand the conversational tone or contextual meaning behind the queries?

Searches based on dimensions

What ?

The ability to process searches based on specific dimensions, such as size, weight, or price.

Why ?

Enables shoppers to refine searches based on practical requirements, making it easier to find relevant products.

How ?

15-inch laptops



10kg dumbbells under \$50



- Check if your site processes size, weight, or price-based filters accurately in the results.

Synonym handling

What ?

The ability to handle synonyms, such as treating "hoodie" and "sweatshirt" as interchangeable.

Why ?

Helps shoppers find products regardless of terminology or location, enabling global targeting.

How ?

TV stand



trainers



- Confirm whether your site shows results for "television unit" (for TV stand) or "sneakers" (for trainers).

Personalized ranking based on shopper behavior

What ?

The ability to analyze a shopper's onsite behavior and deliver search results tailored to their preferences.

Why ?

Mimics an in-store sales associate, offering personalized recommendations to improve shopper satisfaction and engagement.

How ?

black chests → sofa



formal shirts → blazers



- Does the system prioritize products that match the shopper's previously searched preferences (e.g., color, style, material)?

Stemming support

What ?

The ability to recognize variations of root words (e.g., "running," "runner," and "run").

Why ?

Improves search accuracy by capturing word variations often used interchangeably.

How ?

running shoes



baking oven



- Can your search recognize variations of root words to deliver consistent results? (e.g., runner shoes for "running shoes" or baker oven for "baking oven").

Word break handling

What ?

The ability to handle compound words, variations with or without spaces, or with a hyphen (e.g., 'toothpaste' vs. 'tooth paste' vs. 'tooth-paste').

Why ?

Prevents zero results for queries that include word spacing differences.

How ?

ear-buds



power bank



- Does your site handle compound words or spacing variations correctly (e.g., matching "ear-buds" with "earbuds")?

Misspelling and typo correction

What ?

The ability to automatically correct typos and spelling errors in search queries.

Why ?

Ensures shoppers find products even if they make small mistakes when typing.

How ?

nik shoes



cofee maker



- Does your site automatically correct typos and display the intended results (e.g., "Nike shoes" or "coffee maker")?

Dynamic autosuggestions

What ?

The ability to provide relevant and dynamic suggestions (e.g., trending products or categories) as shoppers type.

Why ?

Speeds up the shopping process by helping shoppers refine queries and discover products more efficiently.

How ?

lap



shoes



- Does your search provide relevant suggestions as users type? (e.g., laptops, laptop accessories, or popular shoes).

Semantic search for query understanding

What ?

The ability to interpret the meaning behind search queries rather than relying solely on text matching.

Why ?

Ensures accurate results by understanding context.

How ?

glass table



6 drawer chest



Can your search results display semantically accurate products (e.g., tables made of glass or furniture with six drawers)?