

Client

Fortune 100 technology company

Challenge

Low search success rate is impeding buyer's journey. Revenue from search-driven conversions is low. Failure of support queries is leading to increased support costs.

Approach

- Installed Site Search Inspector
- Integrated improvement targets with Client's Management System
- Facilitated improvement with Professional Services

Results

- Successful Search Rate improved 109%
- \$9M+ in incremental revenue
- \$35M+ in avoided support costs.
- Built client team's competency

Background

A Fortune 100 technology company could not rely upon site search to assist in sales conversions because prospects couldn't find the right content to progress their buyer's journey. The problem wasn't necessarily lack of good content, it was not presenting the right content based upon the prospect's search.

Facts	4Q2015	1Q2017
No Clicks	72%	44%
Pogosticks	16%	7%
Successful Searches	23%	48%

Project Details

The client implemented SoloSegment's Site Search Inspector on their corporate search experience. This provided the marketing teams with the information they needed to understand which keywords were experiencing low performance, which pages were appearing in the results, and compare that to the content they desired for those search keywords. Using a cross-brand management system, issues were prioritized and resources allocated. A combination of technical search changes, content updates and content creation improved content relevance and improved the search success rate from 23% to 48%.

About Site Search Inspector

SoloSegment's Site Search Inspector lets you see all the keyword statistics for your website search in an easy-to-read scorecard format. It shows you where prospects are having trouble progressing their buying journey. Site Search Inspector helps you fill your customer experience gaps and close more business.