



besedo



Checklist

Optimize your search experience and convert more

Chapters

- 1 UX & UI
- 2 Content moderation & search relevancy

01

UX & UI

- ✓ **Search box visibility.** Is the search field visible and accessible? Can it be accessed from all pages on your site?
- ✓ **Autocomplete, a fast one.** Make sure the avg. query response time is below 500ms. Fast results indicate that you have the product a user is looking for.
- ✓ **Resistance to typos.** With mobile searches, typos seem inevitable. Your search tool needs to be typo resistant.
- ✓ **Pagination.** Infinite scrolling kills conversions. Users are left stuck browsing through products, as they tend to forget to purchase the product they came to buy. Stick to pagination, it keeps your users on track.
- ✓ **Query understanding.** For example, with the search query: *6" Samsung phone*, the screen size filter is automatically triggered and only 6" screen phones are shown in the results.



Did you know

Users who search on your marketplace are **31.25%** more likely to convert than users who don't.

Content moderation & search relevancy

- ✓ **Avoid misleading titles.** Titles are the most important part of product listings. Make sure they are relevant and concise.
- ✓ **Nudge your sellers to provide product parameters.** Show users which parameters they are expected (or mandatory) to fill. You can help them out by pre-filling them using the information gathered from similar listings. Also, make sure to normalize the inputs for consistency, e.g. "256GB", "256 GB" and "256 gigabytes" are all the same value
- ✓ **Product ranking.** Incorporate behavioral metrics into your product ranking - popularity and ratings, etc. are helpful parameters to use. Do not only rely on full-text.



Quality = conversion

In Besedo's user search study, only 20% would buy the product in an ad with poor description and 73% were unlikely to return to the site. Compared to **56%** and **37%** for a good listing.

✓ **Categorization.** Make sure your users put the right item in the right category. This is incredibly important for you to be able to match the right product with the right buyer.

✓ **Content quality.** Listings need to have sufficient descriptions and be placed in the right category. Get rid of the bad content:

- Scammers/Fraud
- Duplicate listings
- Poor/catalog images
- Counterfeits
- Spam
- Hidden professionals
- and [more](#).



We'd love to help you
convert more by optimizing
your marketplace search
experience.



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Besedo helps digital marketplaces grow by protecting their users from unwanted content allowing them to transact fearlessly.

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Luigi's Box deliver an award-winning tool for site search and product discovery experience.

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