Transcript of:

010 How better onsite search can up your conversion rates with Ian Scarr from Klevu

[00:00:01.600]
You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rate and grow your profits.

[00:00:10.600] - Chloe Thomas
Hello and welcome. If you're looking to improve the performance and return on investment of your marketing, then you are in the right place. I'm Chloe Thomas, the host of this marketing focused podcast, and it's very, very cool to have you all out there tuning in so far on this show. We've spent a month focusing on email marketing and last month we focused on SEO. Well, this month we're turning our focus from how to get the traffic to your site, to some of the tactics we can use to increase how that traffic performs.

[00:00:38.040] - Chloe Thomas
So to increase your conversion rates. And we're doing that both across our marketing and on our website. I've chosen four very different approaches to conversion rate improvement to share with you. So I know this and the following three episodes are going to give you some great ideas, ideas that you still have time to implement before peak hits later this year.

[00:00:57.700] - Chloe Thomas
In today's episode, we’re going to get into how using a better algorithm for your site Search not Google, but the search on your own website can drastically improve conversion rates whilst also creating a much better experience for your customers.

[00:01:11.530] - Chloe Thomas
Onsite Search is an area where I see far too many sites just using whatever came with the website software, which often turns it into a black hole for customer experience. That to me is crazy because adding a better algorithm is something you can pretty much install and then it just improves the
performance for your marketing without you having to really do anything day to day. So for me, this kind of attack is a bit of a no brainer.

[00:01:35.110] - Chloe Thomas

Before we meet today's guest, please check out the sponsors.

[00:01:39.930] - Chloe Thomas

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[00:02:17.220] - Chloe Thomas

Today, I'm chatting with Onsite Search expert Ian Scarr. Ian Scarr been involved in the world of Site Search since 2013, helping retailers throughout the UK and beyond to leverage ever clever algorithms to improve the experience of searchers on their website. And therefore, of course, the sales achieved on our website. When we decided we were going to spend a month covering improving on site conversion rates, site search was a topic we had to cover, and Ian was at the top of my list to come on and talk about it. Hello, Ian.

[00:02:46.830] - Ian Scarr

Hi, Chloe, how are you?

[00:02:48.310] - Chloe Thomas

I'm good. I'm good and glad to have you on here talking about a topic which I'm always surprised more retailers, rather, aren't using. But we'll come onto that in a minute before we do. How did you get into helping businesses improve their conversion rates?

[00:03:03.240] - Ian Scarr

So this is why my little joke about us both being veterans in the industry for

[00:03:07.470] - Chloe Thomas

far too long.
Well, I've been around for so 20, 20 or so years, I think working my way through sort of email marketing. That's when we first met in the northeast Web analytics type management. I helped launch tag management organisation over here in the UK. And then, as you rightly said, in 2013, I joined a social organisation which seemed to be the combination of all that experience sort of going into what is search and product discovery and all that sort of stuff.

So like this chapter started with Klevu last year, May 20 19, I joined Klevu to help across the UK organisation, which we were then now doing even in these times of covid. So very, very interested to be here and honored to be here as well. So thank you for inviting me.

Oh, it's my pleasure. I like it. Honoured guest always makes me feel better. Possibly know what else makes me feel good. So we're here to talk about Site Search. Why should a retailer care about their site Search?

So imagine going into a store on the High Street when there's still some stores on the High Street. But imagine going to store and on the High Street and you go into that store and the shop assistant comes up to you and you want to see things that have come to you and they just blanky or they just acknowledge there and don't do anything. Or you ask them a question and then they take you off to some random place or not give you what you're asking for. Sites that don't have good site Search can feel a little bit like that from an experience perspective. And in the current climate and it has been for a very long time, users are becoming more and more demanding of websites, some e-commerce sites and even publishing sites and any site that is providing information. So site Search is one of the most important things that you can do and fix on your site once you've got the basics in place of having, you know, your your supply chain, your PM, your e-commerce platform, etcetera, in place, your marketing automation Site Search should be next on the list because it's the first interaction, a majority a lot of people, while actually doing on side, there's probably 20 to 30 percent of people are site searching on your site, but they're actually generating 40 to 60 percent of the revenue on the site.
So that's a huge block of people to be messing up their initial experience with your brand and a huge dip in revenue.

[00:05:27.600] - Chloe Thomas

Because it's a sign of quite an engaged customer or potential customers. And if they're bothering to use the site search, that propensity to buy is greater than someone who's just clicking through the categories.

[00:05:38.100] - Ian Scarr

Exactly. So they've come on, they've got an intent to buy. They generally know what they're looking for. And if they don't quite know what they're looking for in your site, they've got an idea of the type of products they're looking for. So the instant you can start interacting with that customer and providing them with products that are either exactly on the match of the keywords or related to some form of information that you have on them from previous visits, because there could be a return visit.

[00:06:04.800] - Ian Scarr

You can then start to personalize that experience for them. Therefore, they're more likely to buy from you because they call that propensity to buy. They feel like they've been liked, they're understood by you as a brand, and therefore they're going to go through and complete about the products to the basket and ultimately convert. Because the more you can give people on the first interaction on that site by box, site search box, the better the conversions are going to be for you.

[00:06:29.970] - Chloe Thomas

And it say it. We said I said earlier that it's a shame that so many businesses just kind of stick with the site search that came with their website software, because whilst I mean there are a lot better than they were ten years ago, they still send customers down that that dark black hole of nothingness. And they still they still send people to that experience, like you said. Why you ask the the instore person for to help you with something and they take you to completely the wrong product.

[00:07:02.220] - Chloe Thomas

What sort of gains, I suppose, can we see if we put in place a proper site Search algorithm over just going with whatever came with Shopify, big eCommerce, Magento, etc.?

[00:07:12.780] - Ian Scarr
Now, all of those platforms are absolutely fantastic at doing. The transactional part of the process now getting you to through your basket and actually completing the sale and sending out to you and all that sort of good stuff, which is great.

[00:07:25.830] - Ian Scarr
But what you've got to do, what you remember, is substitutive almost two to four times more likely to convert than non-searches, as the previous staff has said, on your average order value, some sites are actually going to be between 20 and 30 percent higher because you've got more relevant. And that's the most important word really, is the more relevant products coming to them as they're interacting with your site. Couple that with not only on your search, but also navigation, because the more sophisticated solutions like Klaviyo and there are some others out there in the industry, can power your whole site now not just site Search, that compiles your your category merchandising and your your navigation products, if you've got that consistency between the two with the same AI and the same algorithms giving you the same shopping experience with the search or whether you navigate your you've got a conversion engine on your hands that is going to convert that person whichever route they go down, because the relevancy is there based upon the previous history and also the history of all the other people that are shopping on your site as well.

[00:08:29.430] - Ian Scarr
And that's the important thing, is it's not just a transaction between you and an individual. It's all your other people are telling you what to merchandise or what to promote or what tactically to do on your site through their activities, just through the search bar. And obviously, as I've said, through the navigation as well.

[00:08:49.890] - Chloe Thomas
And I think one of the one of the things I love, I'm all about efficiency and getting bang for our buck. And what I love about site Search is the fact that now the way the algorithms now work, the way the artificial intelligence machine kind of learning side of things have now been built into them, it's literally the case pretty much you install it, which doesn't take a lot of your in-house team's time and then it just does it for you.

[00:09:17.190] - Chloe Thomas
There's no you know, it's not like starting off a conversion rate optimization process where you've got ongoing user testing and this running and that running and the code breaking something and then this going wrong and that not working and this working and arguments over which test you run next. It's literally you you plug it in and the longer it sits there, the better it does. It's kind of magic from that perspective. You know, when you're trying to manage that, your team's time, your budgets and all the rest of it, it's kind of magic.

[00:09:44.760] - Ian Scarr
It is kind of magic, but you've got to put magic into it as well. So your feed has got to be good. Imagery is got to be great on your site. You've invested a lot of time and energy into making this beautifully branded site. So you've got to make sure all of the components that you have on your site is being indexed by that search tool. And therefore, by doing that is then looking at then all the interactions is then looking at everybody that clicks through everybody the purchases, and it's then surfacing the most relevant stuff.

[00:10:12.720] - Ian Scarr

So it is it can be a silver bullet for a lot of companies because it gives you an up tick of of an increase in conversion. But also it's really, really important. So you make sure that people know where it is. Then they put a sophisticated search. Still, if the search bar is actually hidden away on the top left to top right of your page.

[00:10:35.190] - Chloe Thomas

Yeah.

[00:10:35.770] - Ian Scarr

Clustered up with your account log in or maybe your email sign up box or something like that. Most prominent search box, direct people to it by having it nice and large in the middle with maybe some some placeholder text in the search box as well to draw people's eye into that and then get them to start interacting with them because you're starting to draw them into the best converting part of your site, which is the search box.

[00:10:59.580] - Chloe Thomas

Is kind of where we should be heading with our eCommerce, isn't it? Because if you think about the most popular sites on the Internet, so we talk about eBay and Amazon and Google, you don't go to those and start with the category navigation. You go to those and you start with the search box, because that's what gives us the best results. That's what we use because that's how we find what we want. And if you can get your site search strong enough to do that on your site and you make that search box back, then it's it's only going to drive more revenue.

[00:11:29.460] - Ian Scarr

Yes. So if you think about it, the biggest competitors of you as a brand, there's two of them. There's this Google and someone if they can't find something on that, on their site, on your site, sorry, they're going to go to Google and search for your competitor. They're going to go to Amazon. And both of them, like you rightly said, have got big prominent search powers and eBay as well. And but what they're also doing is they're starting to personalize the experience as you're going through that search bar.
[00:11:53.490] - Ian Scarr
So after a couple of clicks, you've got these nice dropdown overlays and products that are being surface to you based upon clicking on Amazon's page, based on your previous history or whatever, what these newer tools like KLEVU can do and the others in the market, and they can start to surface those personalized interactions just after two clicks. So if you put in SH and you're looking for a shirt, it starts to understand that typically when someone puts SH, they're looking for a shirt and then depending on what it already knows about you through your cookie information or whatever is collected.

[00:12:30.440] - Ian Scarr
If if you're logged in from a B2B perspective, typically it's got customer information about, you can then start to personalize more and more with you based upon either trend in products. If you're a new customer or an existing customer, then it's looking at your past history and it's then saying, okay, you're more likely to want to see this because you've looked at this particular category in the past or whatever. So that personalized experience now more and more is coming into the search box.

[00:12:57.920] - Ian Scarr
But pretty much 70 percent of people are expecting to have that type of experience already on your site because they've been trained for getting that experience by the Amazons, the Googles, etc. of this world.

[00:13:11.980] - Ian Scarr
So if you can deliver that with a tool and a good search tool and then obviously you're going to start winning more and more and conversely, more and more those people.

[00:13:20.360] - Chloe Thomas
We mentioned the personalization aspect there as well, which I think we should just make it clear that these algorithms, they are looking at both what everybody does to improve the search experience for each individual search, but also looking at what that individual searcher has done on the site. So it's kind of the double whammy of giving someone a better experience.

[00:13:38.560] - Ian Scarr
That's correct. So it's on an individual basis. It's looking at what you've done in the past or is looking within the section even. So, you know, these tools are that sophisticated that they can start to personalize the experience. If you click if you search for something, clicked on it, gone through to something and then gone back to the search box, you can start to see results change next time you search for something because it's within the section it's got you know, it's looking at that section information or cookie information or whatever.
So the sophistication of these tools over the years have taken massive strides towards giving those people those types of experience, because if they leave your site and they are delighted with that experience because it only took them two or three clicks to find the product, to buy the product which they wanted, when they catch, you say they're going to come back and they're going to be a loyal customer. And repeat purchases are just as important as the the initial purchase as well, because if you get the initial purchase experience right, you've got long term revenue particular from that particular individual, then you can start to do all the clever stuff you want to which markable, automation and all the other types of personalization tools that you can put onto your site.

But if that experience is not great from the beginning, you're not got them in the first place. So what's the point of doing those things?

and something we should also say is that a good site search doesn't just bring back products, does it? Brings back other information from around the site, because we hear a lot these days about the importance of story, the importance building trust through content. And that's a big part of a of a powerful site search tool, isn't it?

Yeah. So this is a customer, brasko skincare, and it's one of my favorite ones from a search overlayed perspective. It starts when you start typing in to this safe face in there, for example, because you're looking for a face cream. It's a skincare brand. So obviously you're going to be doing that. It starts to interact with you with in products and products that are specific to those keywords, but also gives you the suggestions. But in the middle, it's actually got articles and blog pieces around that type of product where you're looking for. searching that content.

And see, maybe someone is actually just searching for that particular type of product and information around that product rather than purchasing it because they're in that purchase process and wanting to consider that that type of product. So that's really, really helpful stuff.

Because in the case of skincare, often you're looking you know, you want to. Yeah, they say it's okay for this, but you kind of want to find out how good that company is and how much they actually understand about your skin type. And if you can see that blood content, even if you don't click on it,
you’re going, oh, wow, they’ve written blogs about psoriasis, eczema, whatever it might be you suffer from.

[00:16:18.260] - Chloe Thomas

So they clearly know something about it. It's not just that they've put eczema on this product and I hope that we're going to buy it. They've actually shown we care, we've written the content. We've got the guidance, which just by putting it in the search, even if someone doesn't click on it, it's giving them that. So putting it in the search results, even if someone didn't click on it, they're seeing that extra bit of trust, trust building content.

[00:16:40.580] - Ian Scarr

And that works with people that are recommending your products as well. So you might have bloggers out there, for example, that are blogging about a particular type of product then one of your influences. So that type of content as well from those feeds can be put in there because they're social elements. So it just doesn't have to be a blog article or static article on your site or somewhere else. It can be something that is quite, quite it's updated all the time. So it's quite fluid, you know. So the response to that particular advocate of your brand can change.

[00:17:13.670] - Ian Scarr

So you can you can bring that. Information into your search results as well, and that's really important because that gives credibility to that particular product and brand as well. So if someone was on a I don't know, I was listening to a skincare podcast and they heard a skincare influencer talk about the fact that this particular product was great, but they only managed to pick up the name of the brands. They went to the brand and they searched what they could vaguely remember the product.

[00:17:38.140] - Chloe Thomas

And then they see the influence are right there in the search results. That's going to give them so much more confidence to buy because they like right is the one they recommended. I'm doing all the hand signals of someone poking at a website.

[00:17:48.980] - Chloe Thomas

For those of you who are listening, I know you’re quite excited about this, but that was just just super powerful for getting the conversion, because not only is the site search bring up the right thing, but it's reassuring the customer through the process to.

[00:18:00.850] - Ian Scarr
And that's that's hugely important, I say, because it's like it's that reassurance. That's the brand. That's the product. That's my influencer. I'm going to buy that right away. And that works a hell of a lot. And that works really well in fast fashion, makeup, skin care, all those things that sort of millennials and and some of those older people actually are after. But you know what I mean, whether they are more responsive to that type of recommendation than maybe something that they read on a static site, for example, or something that you've recommended to them on on a on a site through other things.

[00:18:30.010] - Ian Scarr
And there's other instances that you can use that type of feature within search because you can understand what people are typing in. So therefore, if they have seen something outside of your site. So we've got a great example of Brunson's Boutte's, for example, where Holly Willoughby was wearing one of their products, which was and then that boot people saw that saw wearing those on TV, the news that they were from grandnieces but couldn't remember what the name of the boot was.

[00:18:59.970] - Ian Scarr
So they were typing in Holly on the ground since both sides, the Gunderson's guys saw of saw that information coming through on the back end, but then simply put, synonyms in place. That direct is the search term of Holly Holly Willoughby to them the net boot. So therefore those in that boot, so then surface in the search results, people then searching for that. Can they make the connection and then they can buy the boots. So that's a simplistic view and way of analyzing the data on a tactical basis than being a bit more sophisticated to bring it through on the search overlay, through the blogs and stuff like that.

[00:19:32.920] - Ian Scarr
So it works both ways, but it's the people that are searching in that search box are telling you what to do on your site. And that's the exciting thing about it.

[00:19:41.680] - Chloe Thomas
And I said earlier, you could put it live and just let it go. But of course, you can also, as you with the the holly, will it be in grants and shoe's example, you can also watch what's actually happening in site search and solve the problems that the customers are having, because let's face it, the best algorithm in the world is probably not going to work out that Holly means name of boot I forgotten. So in case you need to give it a little human,

[00:20:04.820] - Ian Scarr
a little nudge, yes.
Chloe Thomas: Nudge, Yeah.

Ian Scarr: Absolutely. And that's why having really strong reporting and then having some really decent merchandising on the backend as well, because I always advocate I have advocated for a long time, let the AI and the algorithms, the automatic merchandising of your site happen and let you know it's the plug and play off you go. But that's that's fine. But obviously on a tactical basis, you as an individual organization will need to do things on a month by month, season by season, quarter by quarter basis.

Ian Scarr: And these are the tactical things that you need to put into the merchandising of the site, especially if this type of tool is looking at, not after looking just after your search, but also looking at your navigational structure as well. You want to be promoting and boosting your sale items. You want to be promoting boosting those low stock items or the high margin items or the particular ranges, because you've got there's an advert going on between between a program and in your address there.

Ian Scarr: And it's that range. So you on that boosting when people are coming to your site and stuff like that, these are all tangible things that you can still do within the backend, these platforms. But you should really be allowing your the system to understand what the user is doing a majority of the time and then letting them drive where the products are on your particular site, but still have that great stuff in the back end to to to give it that extra extra step in conversion.

Chloe Thomas: Yeah, you let the algorithms do the heavy listing and then just manually sprinkle a bit of cherries on the top.

Chloe Thomas: And we started straying into the world of very super cool supert hings you can do with a good site search tool. One of the ones which I think is, is something we're going to hear a lot of a lot more of in coming months and years. Is voice search obviously been a very noisy subject in the world of SEO, but it's something which which if we have the right tool, we can put in place on our own eCommerce site now as well, isn't it?
That's correct. So you search provides you with an offer. This is browser dependent, so generally only works on the Chrome browser at the moment. We’ve got it live on Cox and Cox, which is one of our one of our customers. And because people. Are now used to speaking to people, lots of doing this, lots anyway through video conferences and all those things, but even before that, we're speaking to our phones or speaking to our satellite in our car. We're speaking to our Lexy’s, we’re speaking to Google and all those sorts of things.

[00:22:29.210] - Ian Scarr

Obviously, Google too loudly because I've got one in the room and it might pop up, but we're talking to these devices all the time. So therefore, there’s a reason why you'd want to maybe do that with your eCommerce or the brand that you're interacting with, particularly as more and more people are shopping on their mobile phones. So being able to then say on their mobile phone, hit the little button, speak to it. The search tool understands what you're talking about, then services the results.

[00:22:59.920] - Ian Scarr

You haven't actually had to click anything apart from just initiate that voice interaction. So, yeah, hugely important. And it's going to be it's going to be a huge part, I think, of the new norm as we move forward with regards to interacting with brands and e-commerce sites.

[00:23:16.670] - Chloe Thomas

Well, thank you for all of that. And we are now going to pause for a reminder of our sponsors and then we'll be talking about the wider world of improving conversion rates for all our marketing.

[00:23:26.460] - Chloe Thomas

It's safe to say that most of us have been doing more shopping online lately. And if you're an eCommerce brand, that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is the ultimate email and SMS marketing platform for eCommerce brands. It gives you the tools to build your contact lists, some memorable emails, or to make key messages a more way, way more.

[00:23:50.850] - Chloe Thomas

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[00:24:08.890]

OK, and so far, we've gone deep into Onsite Search now you get to wow us with your insider knowledge about the whole of improving conversion rates on our marketing. So for the following
questions, even your answer can be anything to do with improving conversion rates of all our marketing, which, of course, does include site search.

[00:24:29.090] - Chloe Thomas
So there we go. And are you ready?

[00:24:31.610] - Ian Scarr
Okay, let's do this!

[00:24:32.600] - Chloe Thomas
So first off, let's start with improving our conversion rates. Newbie advice. If we've inspired someone to take their first step with taking a look at their website and improving those conversion rates, what do they need to know to give themselves the best chance of success?

[00:24:49.660] - Ian Scarr
First of all, evaluate what eCommerce platform you're on and if you're on either Magento, Shopify, big commerce, we Klevu obviously have got a connector that allows you to connect to those sites and you'll be up and running in minutes, like you said before, and then let the system then do its thing and start to understand it.

[00:25:09.840] - Ian Scarr
If obviously you've got a little bit more bespoke organization or you've got some some larger site than we would get and more of a bespoke route that would take a little bit longer. But switch it on and get a tool rather than relying on that simple index so that you get a new eCommerce platform.

[00:25:25.080] - Chloe Thomas
I love it. We're seeing improve your conversion rates by sorting out your own site Search and as I say do they'll be clever. Cool, i like it. Nice, simple and consistent.

[00:25:25.080] - Chloe Thomas
Okay, so once you've started improving those conversion rates, of course you've got to Keep Optimising. So what's your favorite way to improve conversion rates of all our marketing across the board?

[00:25:49.380] - Ian Scarr
We talked a little bit about it before. It's it's looking at the search terms and looking for the trends.

[00:25:54.750] - Ian Scarr

We there’s two things you can do to say a quick thing is put in synonyms in place, an immediate tactical boost we talked about constant hollywillybe. there are other things that you can do with regards to looking at particular ranges. Remember the old blue, black, green black dress thing that happened a number of years ago? Previous search company I worked at, that was one of our customers. We immediately saw that that was something that was was happening across the industry and across social media.

[00:26:24.960] - Ian Scarr

They saw that and boosted that product to the top of search results. So very, very quickly, from a merchandising perspective, they can they can boost those things really, really fast to take advantage and maximize conversion on that, therefore raising conversion of their overall site just by being super tactical, super fast. But you can only do that by understanding what’s going on. What's the best thing to do that is it's people's people's interactions. What's the quickest way of doing that is through site Search.

[00:26:51.910] - Chloe Thomas

Very cool. Okay. It’s impossible to improve our marketing unless you’re monitoring the performance, but a list of stuff we could monitor can be seriously overwhelming. So what for you is the number one KPI? We should be focusing on?

[00:27:05.590] - Ian Scarr

First conversions. When we talked about that, it was, you know, between 10 and 30, 40 percent of people are searching on your site, but they're generating 50 to 60 percent of your overall revenue. That's hugely important. You're making sure you’re maintaining your search conversions and driving more people to that, because you know that search converts are two to four times more likely than anywhere else. That’s the big metric, is the conversion of search.

[00:27:31.630] - Ian Scarr

And you can do that through the tool, but also by setting up Google Analytics correctly, because you can see within Google visits, research and visits without search and seeing what is driving the revenue streams and the number of orders and your overall site conversion in Google as well. So setting up that metric, making sure all the systems are talking to each other is hugely important. A couple more bounce rates. People are bouncing less and not leaving your site because the site is more engaging because the stuff they’re seeing is more relevant through the search box and or through the navigation, then that's another good metric to be checking as you bounce.
Right. And then obviously overall revenue from your site, is that increasing by having a good search and merchandising strategies?

I love the fact you mentioned search conversion there and the report on Google Analytics. I think it's one of those ones which many people don't even realize is there in Google Analytics. And it's quite scary. So everyone listening, if you haven't ever looked at it, go and look at it and see what the opportunity of driving more people to your search is and improving your search with those stats that Ian shared is because it's really is a report you should be looking at.

It's mandatory and most of all in all of our implementations that are set up correctly. So...

Yeah, you've got to you've got to see it.

Okay, finally. And crystal ball time, what's coming up in the next six to 12 months that we should be getting ready for in terms of improving those conversion rates?

Personalization we've talked about. But personalization is more and more the more interactions that are engaging from the very first click, the very first keystroke, people are going to be expecting more and more of that voice. Again, it's a huge thing. I think that's going to be everything's going to be talking to each other. You know what? You remember the old minority reports and stuff like that. You know, these also sci-fi type films, all that sort of stuff is going to be starting to come into these things alongside of that overseas image search as well.

So, you know, more and more of that, we've talked a little bit about it with the blogs and bringing that sort of content into there. But, you know, we're working on a part of the platform that's going to allow you to bring in imagery into the search results, as will everybody else. Google will be doing it, as well Amazon. The whole industry will lend itself to that. By way, people will just drop the image into the box, for example, and the system will then find or surface things that are similar to that particular type of image that you're looking for.
So rather than speaking or typing it, you're drop the image and I think they'll be quite big as well.

Yeah, I think it's can be interesting to see in, say, five years time in the eCommerce space weather, image search or voice search is the one which has the biggest impact, because I wouldn't like to predict it right now because I think consumers are going to going to get especially in the product space. I think they're going to get very into image search.

I think so. But I think it might also depend on age. Sorr, I don't want to begin Chloe, but,

that's okay.

I think the younger generations will be more imagery based, the older generations with probably a little bit less time on their hands. Not that a sweeping statement, but we'll probably want to speak to that devices and and do that.

Well, everyone come back in five years time and we'll have the answer was there was Ian right? Or was Chloe right?

Yeah, I will.

I will try and remember in five years time to to come back and cover that again. Well, Ian, we are getting very close to the end of the show now. So could you please let the listeners know where they can find you and Klevu if they're going? I need to improve my site search.
So our website is www.Klevu.Com that's K L E V U.com. If you are a first time user of search, a new one, one of those big three platforms, then you can have a free 14 day trial to try out. So simply just download it, configure the solution and away you go and you’ve got a search that is understanding what people are doing on your side very, very quickly and starting to service results within within minutes, if you want to do something a bit more sophisticated, then obviously you could be a more sophisticated route and talk to our sales guys.

[00:31:42.270] - Ian Scarr
And all the links are on that website, social media than we are on social media as well as well, as I saw on my Twitter handle, is @IanScarr. Yes, I was one of the first ones to get Twitter. So therefore I've got a handle that actually is my name without any letters and numbers and things like that. So, yeah, I was quite lucky.

[00:32:04.380] - Chloe Thomas
Yeah, I managed to get Chloethomas.Com, but completely failed on any social media platform at all.

[00:32:09.510] - Chloe Thomas
So I envy your ability there. And Ian, Klevu is available all countries around the world, isn’t it. I mean, we’re both British, but you have guys around the world, too.

[00:32:21.800] - Ian Scarr
Yeah, we’re we’re a global team. We were the services team of people, a US office, UK office. North eastern is covered, Australia, Middle East, Africa and Asia as well. And our support team is global as well to support all of our clients. So yes, Klevu is available across across the world.

[00:32:41.670] - Chloe Thomas
Well Ian, thank you so much for coming on the Keep Optimising podcast today. It's been very cool talking to you about site Search and I really hope we’ve convinced a few people to take that step to improve their customer experience. So. So thanks for coming on.

[00:32:54.260] - Ian Scarr
Thank you, Chloe. So and I hope it's going to help people in the run up to Christmas and converting more people on their sites. So thank you.

[00:33:01.740] - Chloe Thomas
Me too.
[00:33:04.130] - Chloe Thomas

So as I said right at the very, very beginning of this episode, for me, this is one of those ways that’s quick to install. There’s not a huge amount of maintenance to to get it set up and running or to keep it running. It just works in the background and improve your conversion rates, improve your customer experience, and then you can do extra stuff to it if you want to as well. I, I, I strongly advise you to go and take a look at it because I do not understand why more people aren’t using this type of tech.

[00:33:28.640] - Chloe Thomas

Okay, you can find links to all the stuff that Ian and I discussed the full transcript of this episode. Important note and more at Keepoptimising.com. That’s with an S, not a Z. Now, as part of my mission to help you improve your marketing, I’ve invited all of our improving conversion rate specialist to join us for a Q&A webinar at the end of the month. That’s going to be your chance to get your questions answered. So get yourself registered for the webinar by going to Keepoptimising.com, where you’ll find out all the details.

[00:33:57.170] - Chloe Thomas

And I’m really looking forward to getting to connect with a few of you during the webinar and find out how you’re finding things on the podcast. How are you finding things generally in eCommerce? So if you’re listening to this after the webinar happened and I’m not going to get a chance to connect with you, then do not worry. You can still catch the replay. Just head again to KeepOptimising.Com. Thank you so much for tuning into this episode of the Keep Optimising podcast and for tuning in week after week.

[00:34:21.380] - Chloe Thomas

It is so cool to see how high the listener numbers are getting when we’re only a few weeks in. Really still a baby podcast, this one. So thank you for, for tuning in, making me happy. Now, if you’ve enjoyed this episode, then do check out Episode nine. That was the previous one, which is part of our SEO series. And in that one we’re talking about free Google Shopping, which is another very quick turn it on and it works tool that you can use.

[00:34:45.950] - Chloe Thomas

And of course, please spread the word about this show to the market. The market is that, you know, because I’ve created it to help as many marketers as possible to improve the performance of their marketing. So the more people you tell, the more people I can help. Have a great week and make sure you tune in to the next episode so I could help you to Keep Optimising your marketing.

[00:35:07.100] - Chloe Thomas

Access everything Keep Optimising at Keepoptimising.com that’s with an S not Z.