



# The Ultimate Guide for Investing in E-Commerce Site Search

CHECKLIST

Investment strategies are not just for personal and organizational finances. For any organization seeking to evolve, maintain agility, and win in e-commerce, there has to be a strategy for investment in place to support projected growth. The path to identifying these investments through implementation of these tools, however, tends to be subjective.

Within our E-Commerce Priorities Guide, we identified site search as a low-hanging investment opportunity, proven to be fruitful in the long haul. Cohesive, intelligent, and personalized digital consumer experiences are king when it comes to generating site revenue. And since online sales have increased 21.8% year-over-year, it only makes sense to invest in the channel that is already enabling your business to scale.

Leveraging search as a revenue generating channel will support future technical and process investment endeavors. So, let's get started.

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## Organize Your Team's Priorities

- Site search and intelligence
- Optimize each shopper's digital experience
- Decrease page load times
- Improve site speed
- Increase customer acquisition
- Enhanced data security
- Site analytics
- Replatform
- Establish effective data management
- Launch loyalty programs
- Enhance segmentation
- Customer data platform
- Merchandising
- Other

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## Establish Buying Team

Identify those who will be using and managing the site search tool, as well as who will be contributing to the overall investment. Think: who wants site search improvements and who is going to help make it happen?

Identify who will be a part of the search investment process

Identify roles and responsibilities of each team member

Identify your project champion

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## Identify Key Stakeholders

Identify all the necessary stakeholders who will need to be involved throughout the process by means of approval and budgeting. Think: who do we need green lights from in order for an investment in site search to become a reality?

Research process:

Vendor selection:

Budget allocation and approval:

Technology approver:

Implementation lead:

Contract signer:

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## Lay Out Project Timeframe

Set timeframe standards that will help hold your team accountable and ensure a site search investment will be successful in the long haul.

Target RFP launch:

Target vendor selection:

Target onboarding start:

Target implementation start:

Target launch start:

Target ROI check-ins:

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## Gather Data and Research (Internal)

Identify benchmarking data to improve upon, gather customer-facing issues that need to be addressed, and gather quantifiable data that can be used in the argument for search and as a metric to measure success.

Identify consumer-facing areas of improvement (spelling, segmentation, inventory)

Identify technical areas of improvement

Identify process areas of improvement

Identify site search wishlist items

Quantify gaps in areas of improvement

Quantify necessary progress to achieve target with new investment

## Identify Potential Roadblocks

Using the internal search data and research you just completed, identify any areas that may serve as roadblocks to site search investment, and identify what needs to be addressed for these to be resolved. Key stakeholder roadblocks can be resolved by building a case that acknowledges that stakeholder's concerns and business objectives.

Process roadblock:

Process roadblock solution:

Technical and integrations roadblock:

Technical integrations solution:

Data and privacy roadblock:

Data and privacy solution:

Competing priorities roadblock:

Competing priorities solution:

Budget roadblock:

Budget roadblock solution:

Key stakeholder roadblock:

Key stakeholder solution:

Other:

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## Begin Vendor Search

### Market reports

Gartner

G2

TrustRadius

Customer Data Platform Institute

### Review case studies and conduct peer interviews

### Watch introductory demo

### Identify applicable vendors

Vendor 1:

Vendor 2:

Vendor 3:

### Submit RFI to all vendors

Vendor 1

Vendor 2

Vendor 3

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## Select Your Vendor

Site search project team collective approval

Key stakeholder approval

Budget approval

Schedule onboarding and implementation

Schedule check-in cadence