



“Our bounce rate decreased by 4%. Our conversion rate increased by 11%.”

Jamin Arvig
Director of Business Development



ABOUT GOOGLE SITE SEARCH

Google Site Search is a hosted website search solution, powered by Google.com. Google Site Search leverages the relevancy and sub-second response times of Google.com to improve your website experience. As a Software-as-a-Service (SaaS) solution, you can setup Google Site Search in just minutes; customize the look and feel of search results; apply refinement labels; enjoy reporting features; obtain email and phone support; and turn off the ads on your search results.

For more information, visit
www.google.com/sitesearch

Waterfilters.net increased their conversion rate by 11% with Google Site Search

Company

Waterfilters.net is a leading distributor for the major water treatment brands. The site makes it easy for its customers to find and purchase commercial and residential water filters, whole house water filtration systems, reverse osmosis systems, water softeners, and more types of water purification products. With thousands of products in stock, Waterfilters.net is a source for top brands including Culligan, Pentek, GE, Waterpik, Maytag, and others.

Approach

As Waterfilters.net began adding more and more water filter product pages to its site, the company's previous search engine began running into problems. “Some of our pages were not indexed at all and the search results seemed to be getting less and less relevant,” explains Director of Business Development Jamin Arvig. “Our previous search provider was more expensive than Google search, and its results were not as good.”

Customers began complaining that they couldn't find the correct water filter. “There was no doubt many more people that left our site after not finding the filters they were searching for,” says Arvig. “Even our employees had trouble finding the right product pages for customers that were on the phone.” To remedy the issue, Waterfilters.net implemented Google Site Search.

Results

Now, it is very easy to find the relevant results on searches for all content and product pages on Waterfilters.net. The company has even integrated pages from applicable water filtration websites into the list of possible results within the results page of the main site.

In terms of features, the company likes the statistics available in the control panel, as well as the common, familiar Google look and feel. There are many great features that Waterfilters.net hasn't explored yet, but Arvig reports that even the basic features of the search engine provide highly relevant

The screenshot shows the Waterfilters.net homepage with a search bar at the top. The search term 'reverse osmosis' has been entered, and the results page is displayed below. The results include links to various products like 'Desal Reverse Osmosis Membranes by GE Osmonics Desal RO', 'Rainsoft Water Filters and Rainsoft Replacement Filters', and 'Culligan water filters and replacement culligan water filter'. The page also features navigation menus for Home, Systems, Replacements, Brands, Contaminants, Commercial, Water University, and Customer Service. On the right side, there are sections for Help My Order!, Find My Filter!, and Water Filter Brands, along with links to various brands like Ace Hardware, Amana Water Filters, American Plumber, Armetek Filters, Aquaguard Filters, Aqua-Pure Filters, Brita Water Filters, Coleman Filters, Culligan Filters, Euro Water Filters, Everpure Filters, and FilteRite Filters.

Figure 1: Intuitive search results enhances user experience

results, and are very easy to implement.

Customers have reacted positively to the change. According to Arvig, “Our bounce rate decreased by 4%. Our conversion rate increased by 11%.” As another bonus, Google Site Search shows Arvig whether Google is having trouble indexing the site. If Google Site Search is having trouble indexing a page, it might mean that the main Google search engine is also having trouble.

“Google Site Search has helped our searching capabilities and improved our water filter sales.”

Overall, Waterfilters.net is pleased with its new search function. Says Arvig, “Google Site Search has helped our searching capabilities, improved our water filter sales, and allowed us to focus on water filtration rather than waste time worrying about a faulty search engine.”

