Google

Google Commerce Search 3.0
Power your online retail experience with Google search technology

Key Features

- Google-quality search, including automatic spellcheck and stemming and advanced synonym options
- Sub-second response time and effortless scaling
- Robust refinement options including parametric search, time and query-based promotions and product boost - all from a simple administrative interface
- Merchandising dashboard for retailers that allows full control over facet rules, ranking rules and promotions, with no coding necessary
- Use your product catalogue taxonomy to power browse and navigate
- Search As You Type helps shoppers search for and find their desired product in a faster and more engaging way
- Hosted, cloud-based search is installed quickly - and delivers the latest results with instant, downtime-free updates

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Bring the power, speed and flexibility of Google's search technology to your online shop to increase sales and usability. Customise, scale, measure and streamline the best search and discovery experience for your site. Deploy quickly and easily with top-tier service from Google's enterprise support specialists.

Search quality that users have come to expect on the web

Consumers increasingly turn to online shops to research and purchase retail goods. Most of these consumers rely on search to find the products that they're looking for and to guide purchase decisions. In fact, 71% of online shoppers report that keyword searches are "very helpful" in shaping purchase decisions while shopping online[1]. And 43% of online shoppers say that the first thing they do when they visit a retail website is search by the product name or category[2].

While most top retailers provide search capabilities on their websites, speed and accuracy can vary widely. Since visitors spend an average of just eight seconds before deciding whether or not to remain on the site, the quality of search can make a measurable business difference.

Google Commerce Search 3.0 gives online and multi-channel retailers a simple way to leverage the latest innovations in search and navigation technology -with an experience tailored specifically to online product discovery. By enabling a direct connection between online product data and fast, familiar Google search, Google Commerce Search (GCS) presents visitors with the specific information that they need to make purchase decisions - with sub-second response times and unparallelled accuracy. This enhanced visitor experience can maximise website conversions, sales and customer retention.

Increase sales - and keep customers coming back

Many retailers invest heavily in advertising to drive visitors to their websites. Ensuring that visitors stay, find the right products and complete their purchases is critical to success. With shopping cart abandonment rates in the 55-60% range (eMarketer, 2008) and average conversion rates tracking at barely 3% (Forrester Research, 2008), retailers have an opportunity to make site visits more productive by ensuring that visitors find what they want.

GCS lets you equip visitors with a more satisfying shopping experience and directly impact the conversion rate. Improving the conversion rate from 3% to 4% translates to a boost in online sales of 33%. Although top online retailers depend on - and optimise their site experience around - achieving double-digit conversion rates, the vast majority of sites convert at below 5%. For an online retailer, there is no single bigger influence on website ROI than visitor-to-buyer conversion. Improving the user experience - and delivering effective product search - can have a significant impact on conversion and customer satisfaction. This can lead to repeat business (the source of 47% of online retailer revenue[3]), time spent on site and customer lifetime value.

Deploy quickly and scale effortlessly

GCS is a hosted, Software-as-a-Service (SaaS) offering that operates "in the cloud", giving you fast, advanced commerce search functionality without the need to

1. eTailing Group, "The Multi-Channel Shopping Transformation Study", 2006
2. Marketing Sherpa, "New Study Results: Online Shopping Isn't Entertainment" 2007
3. Forrester Research, "The Big, Ugly Obstacle Holding Back eCommerce," April 2007

deploy or manage in-house hardware, software, servers, operating systems, cables or other equipment. You simply upload product information to your secure Google Merchant Center account, and GCS intelligently leverages the product feed and provides your website with search capabilities.

GCS frees you from the costs of in-house solutions and maintenance. You pay only an annual licence fee based on the number of products and queries served on your site. As business grows, you can scale your search solution effortlessly without adding infrastructure. Your online shop benefits from Google's continuous innovation, applying the learning from billions of search inquiries each day to your visitors' results.

Customise, measure, streamline - and maximise ROI

GCS is easy to deploy, yet allows powerful customisation, enabling you to configure search to your exact specifications. The product includes a merchandising dashboard, giving you full control over facet rules, ranking rules and promotions, with no customised coding. Facets such as brand, price and colour can easily be exposed and ordered in the left-hand panel. Boost and Promotions let you fine-tune desired product placements in the results set to match marketing needs. You can even designate banner zones, specify promotion time frames and display relevant product promotions when a user enters a related query - and all from an intuitive admin console.

GCS also provides advanced reporting tools that let you measure search performance and user behaviour precisely. Further integrating with Google Analytics lets you comprehensively track page views, search queries and conversions on your website. Research shows that retailers who learn from usage metrics consistently have higher-performing sites. In fact, retailers who excel at understanding and responding to usage metrics are able to improve conversion rates by as much as 24%, while less responsive companies' conversions tend to stay flat[4].

The power of Google for your commerce site

GCS brings Google's proven reliability, relevance and innovation to your website.

Proven speed Regardless of how many pages or products that your online commerce search engine includes, your end users will instantly find what they're looking for, thanks to sub-second response times. Faster, more accurate searches mean that shoppers will find more of what they're looking to buy.

Google quality and ranking Find the highest quality and most relevant product match. Google analyses every indexed item, using many proprietary signals, in order to determine its optimal placement in the result set.

New! Search As You Type Enable instant product discovery on your website with Search As You Type, an enhancement to query auto-completion, which showcases the most popular products related to a shopper's query, as they begin to type. Search As You Type offers a more engaging online shopping experience and visibility into your product catalogue.

New! Live Local Inventory Multi-channel retailers can facilitate cross-channel product discovery with Local Inventory, which lists local product availability in search results. This cross-channel coordination provides users with a streamlined shopping experience, which can increase conversion, customer loyalty and sales.

New! Product Recommendations Automatically provide product recommendations – "customers who bought this item also bought..." - when a user visits any product page. This compatibility is available as a labs feature with 3.0.

Automatic spellcheck Avoid gaps caused by typos or misspellings. GCS automatically suggests reliable corrections on product-specific words and phrases.

4. Jupiter Research, "Metrics Driven Retail", 2006
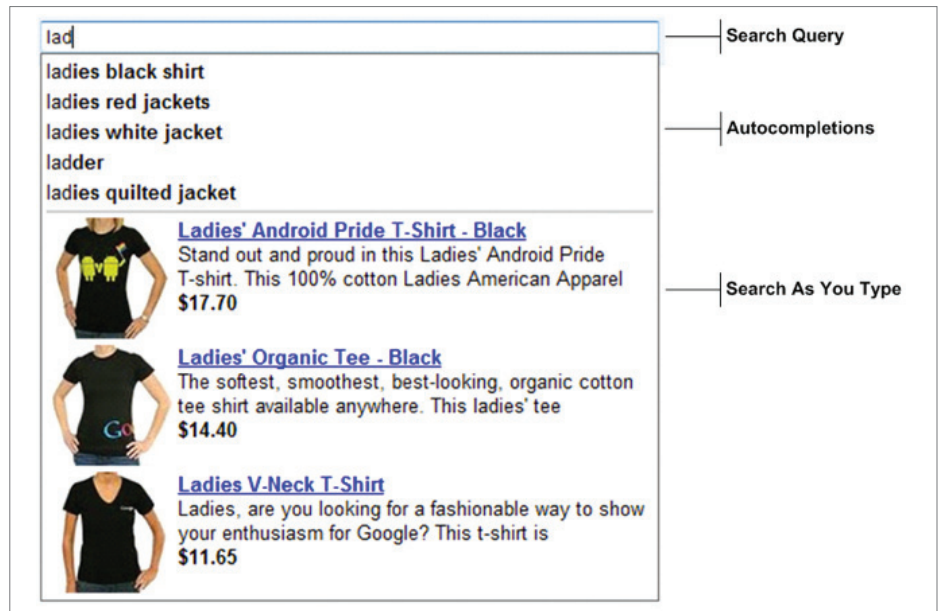
SAYT provides instant gratification to shoppers - , returning product results with every keystroke, right from the search bar.

Automatic stemming Built-in query stemming removes the frustration found in typing in multiple, near-identical queries. If a shopper types in [running shoes], GCS automatically returns relevant results on [runners shoes], [running shoe], etc.

Advanced synonym options Help visitors find products with related terms without issuing multiple queries. For example, a search for [digital video disk] will now include [dvd] in results. Add and manage synonyms that don't appear in Google's default directory by creating and uploading customised synonym dictionaries.

Best-in-class manageability

GCS provides highly relevant results from the moment that it's deployed, without the complexity and cost of customising hardware and operating systems. For organisations wishing to customise search, Google offers sophisticated business control through a simple web admin interface.

Merchandising dashboard Obtain full control over the appearance and ranking rules of search results, without any customised code whatsoever. Marketers, merchandising experts and site administrators can leverage a user-friendly UI to define promotions, boost rules and facet rules.

New! Enhanced Merchandising The enhanced merchandising dashboard allows you to designate banner zones and create rich promotions, which you can elect to display when a visitor enters a related search query. You can also opt to redirect specified category keywords to a product landing page - and collaborate on this and more with your colleagues through our new multiple login functionality.

Time-based promotions Give marketers and site administrators complete control with guaranteed top search result promotions for customised search keywords that you choose. Now, easily set a date or date range for product promotions, giving peace of mind and ease of use to promotion managers in your organisation.

Ranking rules Target lift for key products with intelligent boosting features. Manage search result ordering with customised parameters for all queries, certain categories or even individual search terms. Specify boost conditions to determine the exact level of influence that the boost will have.

Browse and navigate Help visitors discover new products. GCS uses basic taxonomy data to let admins fully power browse and navigate modes on their sites, as well as search.

About Google Commerce Search 3.0

Google Commerce Search is a powerful, hosted search service for your online shop. Drawing on the speed, flexibility and advanced features of Google's search technology, Google Commerce Search helps online retailers maximise sales, satisfaction and usability by allowing customers to find exactly what they're looking for quickly and with no unnecessary navigation. Google Commerce Search delivers optimal search experience to users, with robust features, including sub-second response times and automatic synonyms and spelling.

For retailers, the innovative new merchandising dashboard is a simple way to manage targeted promotions, ranking rules and facet rules. Additional customisation options make for a streamlined yet powerful online retail experience. Simple deployment and scaling, user-friendly analytic and tracking components, and enterprise-class support let you optimise your online product search experience quickly and easily.

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The merchandising dashboard allows retailers to set ranking and facet rules instantly and customise the search experience, with no customised coding.

Facet rules Control exactly how the parametric left-hand navigation panel appears on your e-commerce site. Specify exactly which attribute groups - such as brand, price and colour - are shown to the user and in what order they appear.

XML API You can customise search results further and integrate results into other applications by using the XML API. The XML API enables you to access the raw search results for your query in XML format, including the URL and description text.

Simple deployment and administration

Web-based, fully hosted and backed by enterprise-quality customer support, Google Commerce Search saves time and money by minimising complexity and in-house maintenance - while providing easy deployment and effortless scaling. Google Commerce Search delivers Google speed and innovation, hosted by Google for your online shop.

Fast, secure, simple setup Low deployment costs translate into faster time to market and lower total cost of ownership for your business. You can measure decreased abandonment and increased conversions and sales with no waiting time, since no hardware or installation is needed.

Enhanced administrative interface Admins can utilise the improved administrative console included in the second-generation Google Commerce Search licence to deploy, customise and manage promotions. With the merchandising dashboard included, promotion, facet and ranking control are also literally just a click away for your marketers, webmaster or site administrator.

Advanced reporting View, manage and export daily or hourly results sets, top queries, special feature usage and more. Easily run and view reports for every query, including reports on which queries receive no clicks and how often users are clicking product promotions or boosts.

Integration with Google Analytics Easily integrate Google Commerce Search with Google Analytics to obtain comprehensive tracking of website page views, search queries and conversions. Understand at a detailed level how visitors are using your online shop and improve the overall shopping experience.

Enterprise-level service and support Google provides high uptime guarantees and Service-Level Agreements. Users gain access to Google Commerce Search support experts for specialised assistance with setup, customisation and analysis.