Store search improvement *plan*



We review 30 search terms and supply synonym, redirect and zero-result recommendations.

Who it helps

Merchants and online retail teams

The problem to solve

Shoppers can search with terms absent from catalogue copy and reach an empty or misleading result.

Working through the brief

1. **Review thirty search terms**

   Gather the agreed inputs. The shop URL or approved test access, plus the relevant checkout or trading rules.

2. **Identify weak or empty results**

   Track “Search term” and “Current result” together so the reviewer can connect the source information to the result.

3. **Recommend refinements**

   Use the recommendations to check synonyms and destinations with the same queries after you make changes.

4. **Check the scope at handover**

   Subscriptions, platform fees, advertising and fulfilment charges are separate.

Worked example

Searches for a common synonym return no results. Link it to the relevant product group and retest the query.

Read the service scope / COM-014

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