

Getting started with search relevancy

Karen Renshaw
Head of Search and Content



Who are Zoro?



Categories

Search Keyword, Item, SKU, MPN



Quick Order



Log in



Basket

Free Next Day Delivery On Orders £20

Trade Accounts Available Apply Here

Fast Quotes Now Available

About Us

We offer an easy & innovative experience for customers to find and buy what they need in our wide range of products, for a fair price, underpinned by great service.

Zoro makes it quick and easy for all industries, professions and trades to get the tools and equipment they need. Zoro's extensive range of over 100,000 products includes everything from power tools and chemicals to personal protective equipment, from all the leading brands, with many items available for next day delivery.

Zoro offers a great delivery service, superior customer service, super competitive prices and a wide range of products all available under one roof.

The Zoro brand was launched in the US 2011 and is part of the Grainger family which includes W.W. Grainger, Inc., with 2016 sales of \$10.1 billion, is North America's leading broad line supplier of maintenance, repair and operating products, with operations also in Asia, Europe and Latin America.



Zoro UK

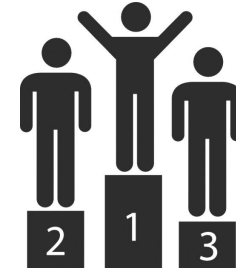
Getting started: understand the problem you are trying to solve



Customers



Search
Performance



Competitors



Benchmarking



Analytics

Understand the importance of search query types to your business



1

Categorise Query
Types



2

Understand the
value



3

Create prioritised
list of change

1 —
2 —
3 —

From there you can develop a series of hypothesis' to create a test plan



1. Create a cross functional team - Dev / Business / Content
 - a. Each brings a different understanding
 - i. Understand the base configuration
 - ii. Understand content indexed
 - iii. Understand content quality
 - iv. Understand any search manipulation in place
2. Approach the problem from the change you want to [see](#)
 - a. Don't need to be technical but to articulate the improvements required
 - b. Be clear on what good looks like
3. Be mindful of the long tail
 - a. 'Fixing' one can impact others further down the tail
 - b. Have a list of test queries that covers the head, middle and tail
4. Plan for incremental changes
 - a. There are multiple ways that a search can be improved - plan to test these
 - b. Helps to isolate the impact of the change
 - c. Be prepared to change your [approach](#)

Identifying changes



Search results for battery (888) Items found



Kobe Red Line
BATTERY PACK FOR ASB12VET

£34.99

1 [Add to Basket](#)

Get it within 2-5 days



Energizer
ENERGIZER PHOTO LITHIUM 2CR5 BATTERY
PACK 1

£5.79

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Get it by Mon, 11th Jun



Duracell
Recharge Ultra NiMH Batteries

From **£6.19**

[View Variants](#)



Duracell
Plus Power Alkaline Batteries

From **£3.35**

[View Variants](#)



Duracell
Silver Oxide Batteries

From **£1.49**

[View Variants](#)



Duracell
Economy Plus Alkaline Batteries

From **£2.49**

[View Variants](#)



Energizer
Silver Oxide Batteries

From **£4.19**

[View Variants](#)



Duracell
MN9100 DURACELL BATTERY (PK-1)

£0.94

1 [Add to Basket](#)

Get it by Mon, 11th Jun



Eveready
Zinc Super Batteries

From **£1.49**

[View Variants](#)



Duracell
MN21 12V DURACELL ALKALINE BATTERY (PK-2)

£2.33

1 [Add to Basket](#)

Get it by Mon, 11th Jun



Edison
PJ996/4R25R Zinc Chloride Battery 6V - Pack of 5

£8.70

Special Offer Was £8.95 2% off

1 [Add to Basket](#)

Get it within 2-5 days



Ambersil
Battery Terminal Protector - 500ml

£7.00

1 [Add to Basket](#)

Get it by Mon, 11th Jun

Analysing the change



Kobe Red Line
BATTERY PACK FOR ASB12VET

£34.99

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Get it within 2-5 days



Kennedy
BATTERY TESTER

£5.39

Special Offer Was £6.19 12% off

1 [Add to Basket](#)

Get it by Wed, 13th Jun



Bosch
Li-ion Batteries - Straight, Slide-on, Slot-in

From £29.99

[View Variants](#)



DeWalt
DCB182-XR - 18V 4.0Ah XR Li-Ion Slide Pack Battery

£89.99

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Get it by Wed, 13th Jun



Makita
Batteries for Cordless Tools - Li-Ion

From £62.99

[View Variants](#)



Makita
Batteries for Cordless Tools - NiMH, 'Plug-in' Type

From £55.00

[View Variants](#)



Makita
194105-7 PA18 18V BATTERY 1.3AH NiCAD

£59.99

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Get it by Wed, 13th Jun



DeWalt
DCB546-XJ XR FLEXVOLT BATTERY 6.0AH

£149.99

1 [Add to Basket](#)

Get it by Wed, 13th Jun



Milwaukee
M12 Red Lithium-Ion Battery Packs

From £59.99

[View Variants](#)



Makita
BL1830B 18V 3.0AH BATTERY

£79.99

1 [Add to Basket](#)

Get it by Wed, 13th Jun



Bosch
18v 3.0Ah Slide-in Lithium-ion Battery Pack with charge level indicator

£116.99

1 [Add to Basket](#)

Get it within 3-5 days



Metabo
18V Li-Ion Slide-in Battery Packs for Metabo Brand Cordless Power Tools

From £69.99

[View Variants](#)



Milwaukee
M18BX M18 3.0AH RED LITHIUM-ION BATTERY

£109.99

1 [Add to Basket](#)

Get it by Wed, 13th Jun

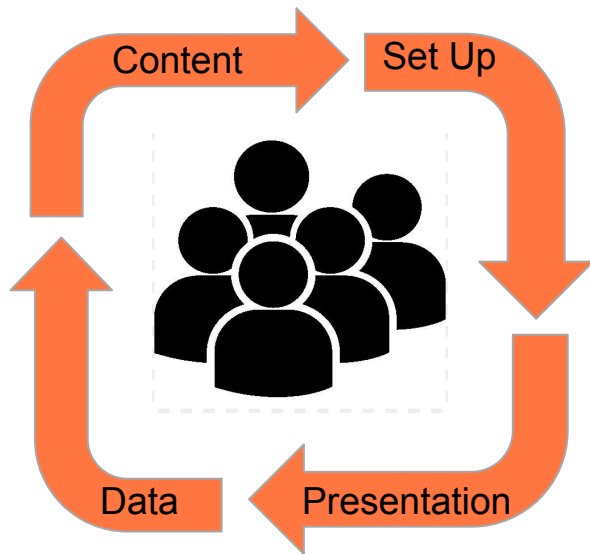
Create a search relevancy framework to understand the impact of the change



1. How have the number of results changed?
 - a. Significantly higher / lower?
2. Benchmark across all the different query types
 - a. Volume of queries tested determined by importance / value
 - b. Be clear on the guidelines for scoring
 - c. Identify and classify why searches aren't working
 - i. Provides ability to understand % of searches positively and negatively impacted
3. Iterate, iterate, iterate
 - a. Until you are happy to deploy
4. Once live - measure against search KPI's

Production					Development				
Term	Number of Categories Returned	Number of Products Returned	Score	Comments	Term	Number of Categories Returned	Number of Products Returned	Overall Score (1-4)	Comments
circular saw blade	8	631	3	Mix of actual blade	circular saw blade	17	2019	2	Now includes huge mix
car battery chargers	2	7	3		car battery chargers	5	146	2	Includes more product non related
circular saw blades	8	643	3	Mix of actual blade	circular saw blades	10	681	3	Mix of actual blade
tool drawer chest	4	87	2		tool drawer chest	4	194	2	Search now returns coversalls
band saw blades	3	188	4		band saw blades	15	1698	3	
screw self tapping	1	3891	4		screw self tapping	5	4227	3	Now includes 'taps' from fluid power
grout removal tool	3	3	1	No valid results	grout removal tool	10	192	3	First item is exact match

View the changes to relevancy in the context of the overall experience



All aspects of search should work together to help customers through their journey

1. Success of **search configuration** influenced by content consistency and normalisation
2. **Content creation** needs to understand search engine configuration
3. **Presentation layer** needs to be relevant to the number of, and level of, results returned
4. **Customer data** enhances relevancy when core is established



Managing expectations: There is no silver bullet to improving relevancy

1. Search relevancy must be viewed as an iterative process, it is not a one off fix
 - a. Invest in reviewing ongoing performance
 - b. Be clear on the KPI's
2. Search performance will be influenced by:
 - a. Introduction of new products/documents
 - b. Changes in search behaviour
 - c. Changes in content
3. Build stakeholder management into your plans
 - a. Consistent communication and update on progress



Summary: Bringing it all together

1. Take time to understand the issues your customers are facing
2. Understand the importance of different types of searches for your business
3. Develop out a test plan - plan for it to change and develop!
4. Measure the impact of the changes
5. Consider the entire search journey
6. Communicate out successes



THANK YOU

QUESTIONS ?