

Site Search that Does More than Just Return Results

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Site Search:

An opportunity to *learn* from customer behavior... and *influence* it.

Site Search is a Conversation

- Effective websites: customer needs and business needs intersect.
- Align your mission with your user's mission and you'll sell more.
- Your customer is talking...listen. Search provides a “Database of Intentions.”
- Your customer is talking...respond.

Site Search is Different from Navigation

47 nav choices

The screenshot shows the Circuit City website homepage. At the top, there is a navigation bar with links for 'store locator', 'shop by phone', 'CART', 'MY ACCOUNT', 'ORDER STATUS', and 'HELP'. Below this is a main navigation menu with categories: TV & HOME ENTERTAINMENT, MP3 & AUDIO, COMPUTERS & OFFICE, CAMERAS & CAMCORDERS, CAR & MOBILE, VIDEO GAMING, HOME, TOYS & GIFTS, MOVIES & MUSIC, and REPAIR & INSTALLATION. A search bar is located below the navigation menu, with a 'GO' button. A banner at the top of the main content area reads 'free shipping on orders \$24 & up or choose 24-minute in-store pickup'. The main content area features a large red promotional banner for laptops, stating 'save up to \$200 instantly on laptops' and 'plus get a free all-in-one printer & security software (\$149⁹⁸ value) with select laptops'. Below the banner is a 'shop now' button and a progress indicator with buttons for 1, 2, 3, 4, and PAUSE. To the right of the banner is a vertical sidebar with icons for 'Chat in forums, read blogs & more' and 'Get expert advice'. Below the banner and sidebar is a grid of product categories: TV & Home Entertainment, MP3 & Audio, Computers & Office, Cameras & Camcorders, Car & Mobile, Video Gaming, Home, Toys & Gifts, Movies & Music, and a 'new year's resolution #2 get organized' section. At the bottom of the page, there are links for 'DEALS Financing', 'SERVICE Pay my bill', and 'TRUST Security statement'.

But only 1 point of view... *the retailer's.*

Site Search is Different from... Search

Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) [Sign in](#)

Google [Search](#) [Advanced Search](#) [Preferences](#)

Web [Shopping](#) Results 1 - 10 of about 3,210,000 for **blank dvd** (0.25 seconds)

[9X DVD Media Free Ship](#) [Sponsored Links](#)

[www.SuperMediaStore.com](#) Holiday 10% Off Coupon "D10POFF" Taiyo Yuden, Verbatim, Ritex & More

[Blank Dvd](#)
[www.Staples.com](#) Buy **Blank Dvd** at Staples. Orders Over \$50 Ship Free!

[Blank DVD-R Media Expert](#)
[www.shop4tech.com](#) Free Shipping and ship same day on most items.10% off with coupon GG10 [Google](#) [Checkout](#)

Product search results for blank dvd

[Blank DVD+R 4.7GB DVD Recordable Disc w...](#) \$0.69 - Directron.com
[Blank DVD 4x 4.7GB Duplicator Grade](#) \$27.85 - FotoConnection.com
[Fujifilm DVD-R 4.7GB Write-Once Blank ...](#) \$17.95 - GVC, Inc.
[See blank dvd results available through Google Checkout](#)

[DVD-R, DVD-R Media Buy Blank DVDR Media DVD-R Media, 8X DVD-R ...](#)
SuperMediaStore offers DVDR, **Blank DVD-R** Media at Low Price. Sells all brands of **DVD R** Media including Taiyo Yuden, Ritex, Ridata and Verbatim **DVD-R**.
[www.supermediastore.com/dvdmedia.html](#) - 107k - [Cached](#) - [Similar pages](#)

[DVD-R, DVD R Media, DVDR Blank Media, DVD R, DVD+R, Dual Layer, Double ...](#)
supermediastore.com has an assortment of **DVD** and **CD** Media like **DVD-R**, **DVD+R**, **Dual Layer**, **Double Layer**, **lightscribe DVD**, and other bargain media at low cheap ...
[www.supermediastore.com/~88k](#) - [Cached](#) - [Similar pages](#)
[\[More results from www.supermediastore.com \]](#)

[DVD R, Blank DVD R Media, CDR, Blank CDR Media, DVD RW, DVD R DL, CD RW ...](#)
Online Store Offers **Blank CD/DVD R** Media, **CD/DVD** Cases, **Flash Memory Drive**, **SD Cards**, **CF Cards**, **Inkjet Cartridge**, **Toner Cartridge** and **Many Other Computer ...**
[www.cdvdmedia.com/~73k](#) - [Cached](#) - [Similar pages](#)

[Mentline.com - Online Store Offers CD/DVD Blank Media, Memory, Ink ...](#)
Mentline offers all kinds of **CD/DVD Blank Media**, **Memory**, **Ink/Toner Cartridge**, **Photo Paper/Label**, **Laptop Computer Hardware**, **Electronics Accessory**, **Ipod**, and more!
[www.mentline.com/~70k](#) - [Cached](#) - [Similar pages](#)

[Wholesale Blank DVD Media, DVD R Media - ProAction Media](#)
Wholesale **Blank DVD R** Media, **DVD-R**, **DVD-RW**, **DVD+R**, and **DVD+RW** Media. Manufacturers include Samsung BeAll, Prodisc, Ritex, Prince, Taiyo Yuden and more.
[www.proactionmedia.com/wholesale_dvd_media.asp](#) - 114k - [Cached](#) - [Similar pages](#)

[What about blank DVD discs?](#)
As **DVD** recorders become more popular and affordable, my email box is filled with many questions on what they are, how they work, and what they can be used ...
[hometheater.about.com/dvd/recorderfaq/blankrecfaq15.htm](#) - 25k - [Cached](#) - [Similar pages](#)

[Blank DVD - Blank DVD Media at Shop4Tech - Shop4Tech.com](#)
Blank DVD - Here at shop4tech.com we offer a wide array of **Blank DVD** media. Our **DVD** media ranges from our house brand high quality **dvd** media to the more ...
[www.shop4tech.com/blank-dvd/](#) - 56k - [Cached](#) - [Similar pages](#)

[digitalFAQ.com | Blank DVD Media Quality Guide](#)
Anwell is a production equipment supplier that sells **blank DVD** media creation technology to media manufacturers. By default, an ANWELL "test code" or "test" ...
[www.digitalfaq.com/media/dvdmedia.htm](#) - 118k - [Cached](#) - [Similar pages](#)

[Blank DVDs, Blank CDs, CD / DVD Duplicators, CD / DVD Printers, CD ...](#)
Welcome to the DISCmarket, where you can find great deals on automated and manual **CD DVD** Duplicators, **Blank DVD** Discs, **Blank CDs**, **CD DVD** Printers, **CD Jewel Cases** ...
[www.discmakers.com/shop/](#) - 53k - [Cached](#) - [Similar pages](#)

[Amazon.com - Grosse Pointe Blank DVD John Cusack Minnie Driver ...](#)
Amazon.com - Grosse Pointe **Blank DVD**: John Cusack Minnie Driver Alan Arkin Dan Aykroyd Joan Cusack Hank Azaria K. Todd Freeman Jeremy Piven Mitch Ryan ...
[www.amazon.com/Grosse-Pointe-Blank-John-Cusack/dp/1558908382](#) - 223k - [Cached](#) - [Similar pages](#)

Searches related to: **blank dvd**

[staples](#) [dvd r](#)








Protect your identity and data.


Search
 7 items found for "blank dvd"

Narrow by:

 Images: Small Large

 Sort by:

<p>Drives & Media</p> <ul style="list-style-type: none"> DVD-RW (2) DVD+RW (1) DVD+R (2) DVD-R (2) <p>Brand</p> <ul style="list-style-type: none"> Staples (4) Memorex (1) Sony (2) <p><input type="checkbox"/> Select more than one</p> <p>Price</p> <ul style="list-style-type: none"> \$10.98 (3) \$12.98 (1) \$17.98 (3) <p><input type="checkbox"/> Select more than one</p>	<p>  Staples 5/Pack 4.7GB DVD-RW, Jewel Cases Item 560848 Model 560848 </p> <ul style="list-style-type: none"> • 5/Pack jewel cases • 4.7GB/120 minutes • -RW = rewritable up to 1000 times <p style="text-align: right;"> \$10.98 <small>5/Pack</small> </p> <p style="text-align: right;"> Qty. <input type="text" value="1"/> <input type="button" value="Add to Cart"/> </p> <p style="text-align: right;">Add to Favorites</p>
<p>  Staples 10/Pack 4.7GB DVD+RW, Slim Jewel Cases Item 560849 Model 560849 </p> <ul style="list-style-type: none"> • 10/Pack slim jewel cases • 4.7GB/120 minutes • +RW = rewritable up to 1000 times <p style="text-align: right;"> \$17.98 <small>10/Pack</small> </p> <p style="text-align: right;"> Qty. <input type="text" value="1"/> <input type="button" value="Add to Cart"/> </p> <p style="text-align: right;">Add to Favorites</p>	<p>  Staples 10/Pack 4.7GB DVD+R, Slim Jewel Cases Item 560838 Model 560838 </p> <ul style="list-style-type: none"> • 10/Pack slim jewel cases • 4.7GB/120 minutes • +R = write once <p style="text-align: right;"> \$10.98 <small>10/Pack</small> </p> <p style="text-align: right;"> Qty. <input type="text" value="1"/> <input type="button" value="Add to Cart"/> </p> <p style="text-align: right;">Add to Favorites</p>
<p>  Staples 10/Pack 4.7GB DVD-R, Slim Jewel Cases Item 560845 Model 560845 </p> <ul style="list-style-type: none"> • 10/Pack slim jewel cases • 4.7GB/120 minutes • -R = write once <p style="text-align: right;"> \$10.98 <small>10/Pack</small> </p> <p style="text-align: right;"> Qty. <input type="text" value="1"/> <input type="button" value="Add to Cart"/> </p> <p style="text-align: right;">Add to Favorites</p>	<p>  Memorex 5/Pack 4.7GB DVD-RW, Jewel Cases Item 512275 Model 32025745 </p> <ul style="list-style-type: none"> • 5/Pack jewel cases • 4.7GB/120 minutes • -RW = rewritable up to 1000 times <p style="text-align: right;"> \$12.98 <small>5/Pack</small> </p> <p style="text-align: right;"> Qty. <input type="text" value="1"/> <input type="button" value="Add to Cart"/> </p> <p style="text-align: right;">Add to Favorites</p>
<p>  Sony 25/Pack 4.7GB DVD-R, Spindle Item 561520 Model 25DMR47LS4 </p> <ul style="list-style-type: none"> • 25/Pack spindle • 4.7GB/120 minutes • -R = write once <p style="text-align: right;"> \$17.98 <small>25/Pack</small> </p> <p style="text-align: right;"> Qty. <input type="text" value="1"/> <input type="button" value="Add to Cart"/> </p> <p style="text-align: right;">Add to Favorites</p>	


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Best Sellers

- [Sandisk 2GB SD Card](#)
- [Marcal Paper Towels](#)
- [Norton Antivirus 2008 Software](#)
- [Staples Sonix Gel Pens](#)
- [Staples 100% Recycled Hanging File Folders](#)

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Brand

- [Mitsubishi \(1\)](#)
- [Samsung \(5\)](#)
- [Sony \(7\)](#)
- [Toshiba \(1\)](#)

Price Range

- [\\$801 - \\$1500 \(5\)](#)
- [\\$1501 - \\$2500 \(8\)](#)
- [\\$2501 - \\$4000 \(1\)](#)

General Features

- [120Hz Refresh Rate \(3\) ?](#)
- [PC Input \(13\) ?](#)

Compatibility

- [1080p Direct Input \(11\) ?](#)
- [1080p Display \(11\) ?](#)

TV Height ?

- [21" to 25" \(6\)](#)
- [26" to 30" \(8\)](#)

TV Width ?

- [31" to 40" \(7\)](#)
- [41" to 50" \(7\)](#)

TV Depth ?

- [Up to 5" \(12\)](#)
- [6" to 10" \(2\)](#)

Shopping Tools

- [TV Fit Finder](#)
- [A/Y Design Group Help](#)
- [TV Recommender](#)
- [Mount Finder®](#)
- [Get an Expert Recommendation](#)

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FREE SHIPPING on all TVs restrictions apply
"White glove" delivery for larger models [\(see details\)](#)

12 months no payments, no interest*
on TVs & furniture \$799 & up [\(details\)](#)

LCD & Plasma TVs

Matching your search for: [40 inch tv](#) | [See all items](#)

Sort Results By:

Price [Go](#)



Samsung LN-T4042H

40" LCD HDTV **IN STOCK**

- TV tuners: digital (ATSC) & analog (NTSC) over-the-air, QAM cable
- 1366 x 768 pixels
- 3 HDMI inputs

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Sony KDL-40S3000

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Sony KDL-40V2500

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- wide-range fluorescent backlight

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Sony KDL-40V3000

40" BRAVIA® "V-Series" 1080p LCD HDTV **IN STOCK**

- TV tuners: digital (ATSC) & analog (NTSC) over-the-air, QAM cable
- 1920 x 1080 pixels
- 10-bit display panel

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~~\$1,899.99~~

\$1,899.99 before \$400 savings

Search Results: Here are the product matches for "size 6 sandals under \$200".
Narrow your search by using the categories to the left.

SORT BY Found: 5 items

REFINE BY:

Designer

ITEM TYPE
SANDALS
THONGS

PRICE
\$0.00 - \$100.00
\$100.00 - \$200.00



More colors available
Kors Michael Kors Isabel Patent Sandal
\$195.00



More colors available
Anne Klein New York Patent T-Strap Sandal
\$125.00



More colors available
Kors By Michael Kors Bristol Wedge
\$190.00



More colors available
Kors Michael Kors Moon Studded Thong Sandal
\$98.00



More colors available
Juicy Couture Sequined Thong Sandal
\$135.00

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SEE SITE FOR DETAILS

Search Tips
▶ Click for tips to help refine your search



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CATALOG SUBSCRIPTIONS | INVESTOR RELATIONS | CAREERS | SITE MAP | NM CREDIT CARD | NM INSITE

Site Search: Experience Checklist

1. Search results are accurate, relevant and useful. Net is neither too wide nor too narrow.
2. Order of results is logical, learnable and flexible.
3. The search engine never returns dead end result pages
4. Misspellings and plurals are consistently handled.
5. Results pages offer clear confirmation of user's search: headline echoes search term.
6. Exact item / single result searches take user directly to relevant page.
7. Results can be viewed as either multiple or single pages.
8. Imagery conveys content, helps user choose.
9. Search refinements are relevant and useful:
 - Results can be both sorted and filtered.
 - Filtering options highlight differentiating product features.
 - Most useful filters offered first.
10. How to choose content is offered.
11. Merchandising recommendations are offered.
12. Same results offered via browse or search.
13. Same refinements offered via browse or search.
14. Search results function as strong entry pages.

7 Elements of Deployment

1. Integrate with your data: product catalog +
2. Tune initial results
3. Integrate with your commerce platform
4. Design your interface
5. Define and apply business rules
6. Define metrics and integrate reporting
7. Set up human processes

Not Just Once: Over and Over and Over...



Site Search Analytics

- **% conversion / searching visitors**
- **\$ /searching visitor**
- **% search exits**
- **Customer satisfaction with site search**
- Top (50) phrases searched
- Top categories searched
- Top concepts searched
- Top queries with no results
- Top queries w/ no results clicked
- Pageviews/ search
- Pages where searches begin...and end
- Top queries resulting in paging
- Top queries resulting in additional searches
- Top (and bottom) business rules utilized
- Top (and bottom) attributes utilized (guided nav)
- Top spelling corrections
- Segmentation: top searches for high \$ customers; top searched for best external search keywords...

To Optimize your Search, Test Your Site

- Test merchandising
- Test layouts
- Test default sort orders
- Test imagery
- Test guided nav attributes
- Test targeted promotions
- Test contact center help

6 Questions for Your Vendor Short List

1. How does your secret sauce work? Really.
2. Tell me /show me: step by step, how will we launch the application?
3. How can we change it? Day 2? Week 7? Month 5?
Results weighting? Layout? Merchandising? Guided Nav attributes? Business rules? Reporting?
4. Who will change it?
Vendor? Bad. IT? Bad. Business user? Good.
5. Can you show me 6 sites like mine successfully using your product?
6. How will you integrate with my analytics and testing tools?

6 Questions For You

1. How's your content?

What will be searched? How is content structured?
How much of the data is unstructured?

2. How's your team?

Who will be responsible for content, for merchandising, for analysis, for testing? What are the roles, hours, processes?

3. Can you begin with the end in mind?

4. How frequently does your world change?

New products, new promotions, new attributes...

5. How will you measure?

6. How will you test?

Thanks!

- Site search checklist and testing ideas:
www.rimmkaufman.com/IR-sitesearch
- Questions?
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