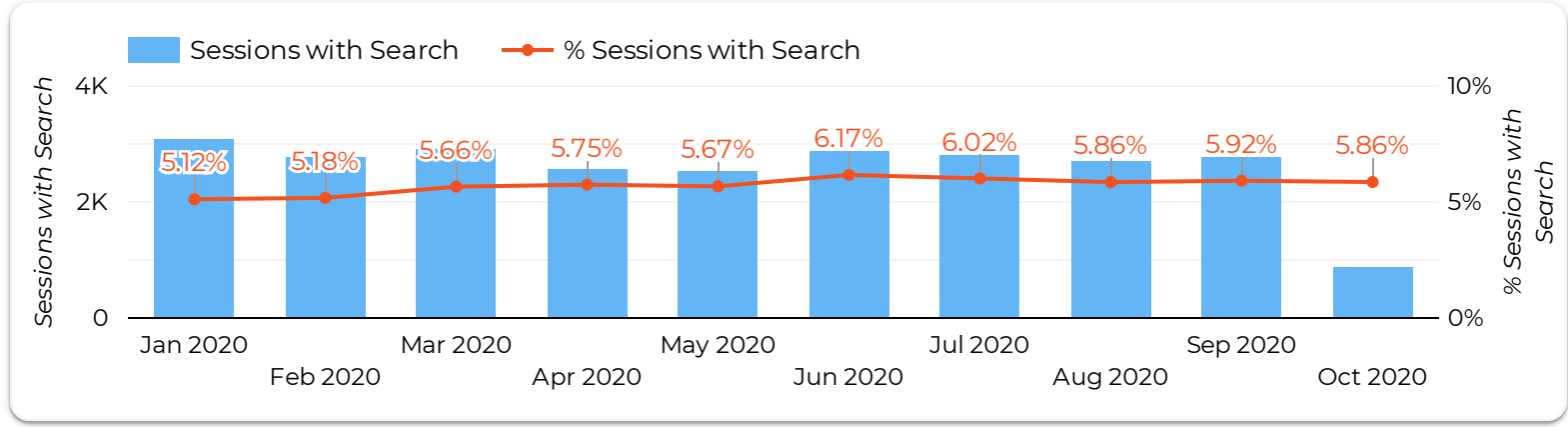
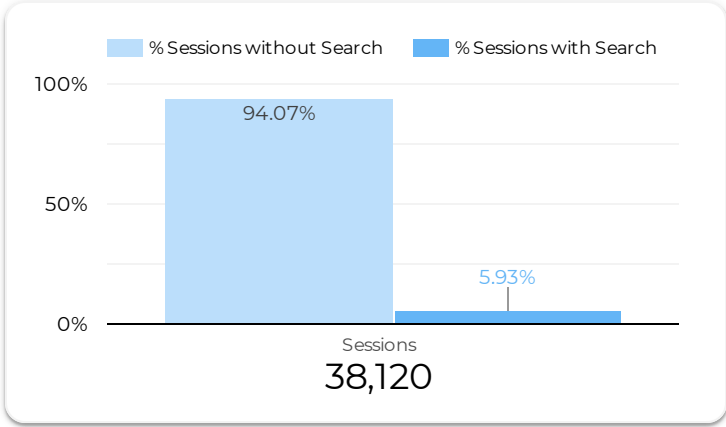


## Sessions w/ Site Search



Data Source: Google Analytics,

## Search Terms & Pages Performance



Methodology:

**Search Relevance Index** shows user behavior & engagement after the usage of the site search. The score can be from 0 to 10. The higher - the better.

Formula:

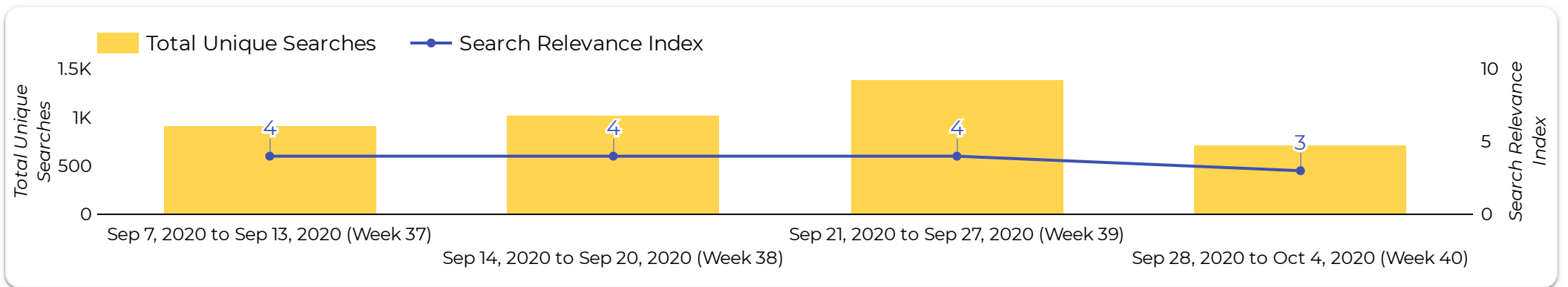
**Search Relevance Index = (Results Pageviews per Search score + % Search Exits score + % Search Refinements score + Time after Search score)** (Influence ratio: 30% + 30% + 30% + 10%)

Definitions:

- **Results Pageviews per Search** is the number of pageviews of search result pages per search (exclude Search Exits). The lower value - the better. If the Results Pageviews per Search is less than 1.5 then the score used for the Index is 3. If it is more than 1.5, the score is 0.
- **% Search Exits** is the number of searches made immediately before leaving the site divided by total unique searches. The lower value - the better. If the % Search Exits is more than 20% then the score used for the Index is 0. If it is less than 20%, the score is 3.
- **% Search Refinements** is the number of times a user searched again immediately after performing a search divided by Pageviews of search result pages. The lower value - the better. If the % Search Refinements more than 30% the score used for the Index is 0. If it is less than 30%, the score is 3.
- **Time after Search** is the number of time users spend on your site after performing a search. The higher value - the better. If the Time after Search is more than 150 sec then the score used for Index is 1. If it is less than 150 sec, the score is 0.

For more details on search-related metrics, please use [the following link](#).

## Weekly Trend



Exclude / Include Branded Search Terms

Exclude / Include Product IDs Search Terms

\* Exclude / Include Filters work according to the following principle:

- **Exclude**  : exclude all Branded / with Product ID Search Terms and show only non-branded / without product ID Search Terms
- **Include**  : show only Branded / with Product ID Search Terms

Click on a Search Term to see which Pages it was searched from (the table underneath) and the Weekly Trend (the chart above)

Search Term	Total Unique Searches	Search Relevance Index	Search Relevance Index Components			
			Results Pageviews per Search	% Search Exits	% Search Refinements	Time after Search
1. [Redacted]	35	3	1.7	5.7%	41.4%	00:02:02
2. [Redacted]	35	7	3.2	17.1%	18.2%	00:03:16
3. [Redacted]	25	1	1.8	32.0%	31.6%	00:02:59
4. [Redacted]	24	3	1.9	16.7%	36.6%	00:00:42
5. [Redacted]	21	10	1.1	0.0%	29.2%	00:05:39
6. [Redacted]	18	4	2.0	5.6%	40.0%	00:07:51
7. [Redacted]	17	7	4.6	0.0%	23.1%	00:05:14
8. [Redacted]	16	4	1.6	12.5%	32.0%	00:02:32
9. [Redacted]	15	4	2.0	33.3%	24.0%	00:04:26
<b>Grand total</b>	<b>4,519</b>	<b>4</b>	<b>1.6</b>	<b>17.9%</b>	<b>33.9%</b>	<b>00:02:55</b>



PII Data



Comment:

\* **Search Rate** is the site search usage percentage on-page. Calculated as Total Unique Searches divided by Pageviews.

Click on the Search Page to see which Search Terms were made from this page (the table above) and Weekly Trend

Search Page	Pageviews	Total Unique Searches	* Search Rate	Search Relevance Index	Search Relevance Index Components			
					Results Pageviews per Search	% Search Exits	% Search Refinements	Time after Search
1. [Redacted]	2,264	1,279	56.5%	1	2.0	23.6%	40.9%	00:02:39
2. [Redacted]	856	800	93.5%	9	1.1	15.5%	29.2%	00:02:13
3. [Redacted]	222	222	100.0%	1	1.0	26.1%	30.2%	00:03:32
4. [Redacted]	92	87	94.6%	10	1.1	9.2%	27.2%	00:04:27
5. [Redacted]	81	79	97.5%	7	1.0	17.7%	34.6%	00:03:06
6. [Redacted]	78	67	85.9%	6	1.2	11.9%	41.0%	00:01:39
7. [Redacted]	80	64	80.0%	7	1.3	12.5%	36.3%	00:02:41
8. [Redacted]	65	63	96.9%	10	1.0	3.2%	26.2%	00:02:34
9. [Redacted]	55	48	87.3%	6	1.2	27.1%	18.2%	00:01:32
10. [Redacted]	37	35	94.6%	6	1.1	22.9%	29.7%	00:01:24
<b>Grand total</b>	<b>101,473</b>	<b>4,519</b>	<b>4.5%</b>	<b>4</b>	<b>1.6</b>	<b>17.9%</b>	<b>33.9%</b>	<b>00:02:55</b>



PII Data