

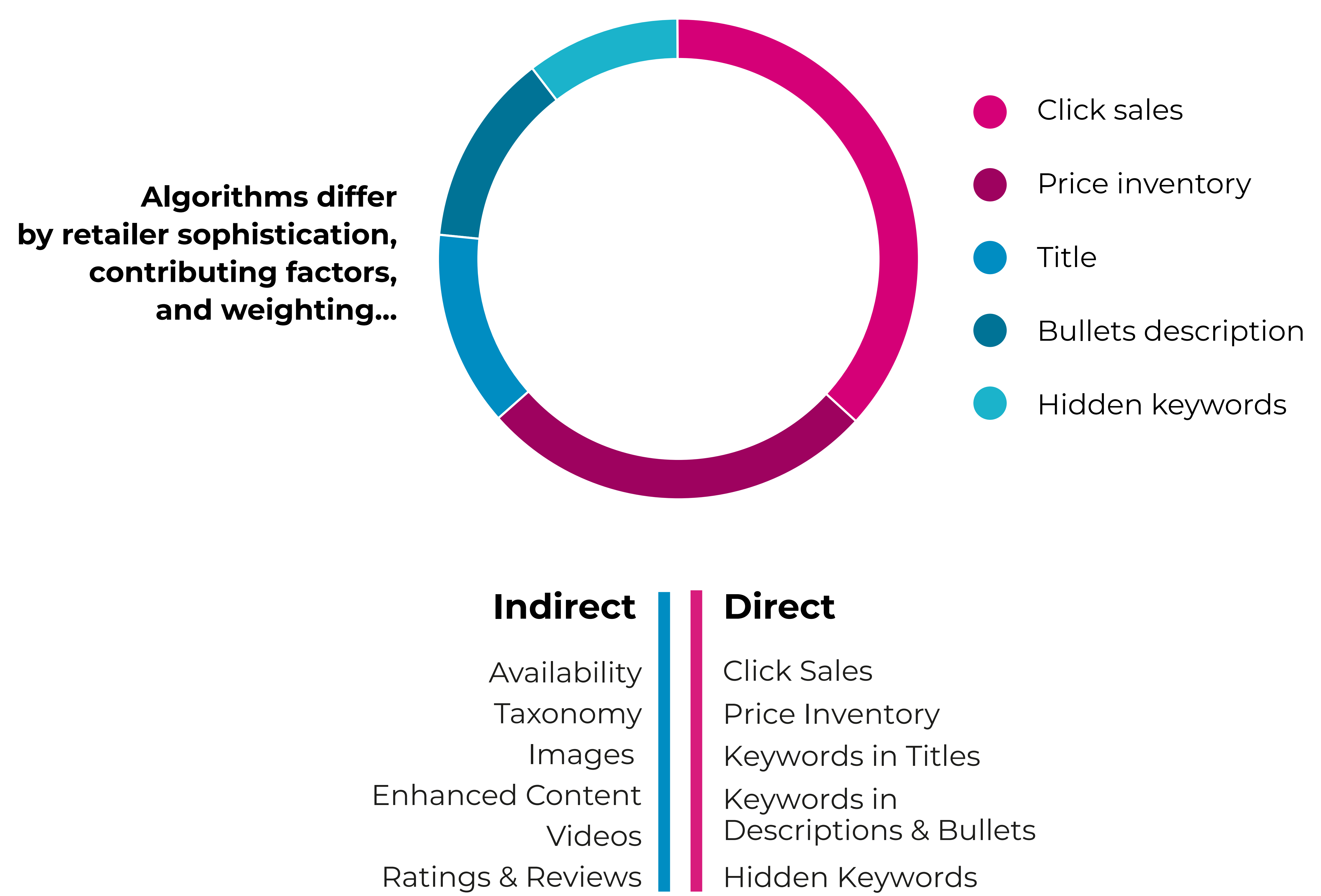
How to Decode Retailer Search Algorithms

Improve your search position by unlocking the ranking factors behind digital shelf algorithms

Not All Retailers Are The Same

- | | | |
|---|---|---|
| <p>★
Basic</p> <ul style="list-style-type: none"> + Ranking determined by simple rules (exact keyword match) + Simple filter options + Search results are not always relevant | <p>★★
Intermediate</p> <ul style="list-style-type: none"> + Exact keyword match not required + Ranking influenced by keyword presence in the category + Can be linked to hidden keywords behind the PDP | <p>★★★
Advanced</p> <ul style="list-style-type: none"> + Smarter search results; results based on keyword context, not necessarily an exact match + Adapts to misspellings + Correlates with indirect factors |
|---|---|---|

Ranking Factors



10 Hacks To Decode Search Algorithms

Get under the hood of a search algorithm by testing how the search engine reacts to a sample of keywords. Here are 10 things to look out for....

● Almost always ○ Almost never ◐ Sometimes

	Basic	Advanced	Intermediate
Do products only appear when there's an exact keyword match?	●	●	◐
Does the exact keyword necessarily always appear in the product title AND description	●	●	◐
Do products appear when there's a keyword match but not necessarily in exact order	○	●	●
Does the retailer autocorrect search misspellings?	○	●	●
Are search results always relevant to the keywords in context?	○	◐	●
Is rank affected by retailer badges (e.g. "Best Seller", "Amazon Choice")	○	○	●
Is rank affected by product ratings and reviews?	○	◐	●
Is rank affected by pricing and promotions? Are special offers prioritized in search?	◐	○	●
Does the name of the category taxonomy influence search rank?	○	◐	●
Is rank correlated with stock availability?	○	○	●

How to win

