

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



Basic

- + Ranking determined by simple rules (exact keyword match)
- + Simple filter options
- + Search results are not always relevant



Intermediate

- + Exact keyword match not required
- + Ranking influenced by keyword presence in the category
- + Can be linked to hidden keywords behind the PDP

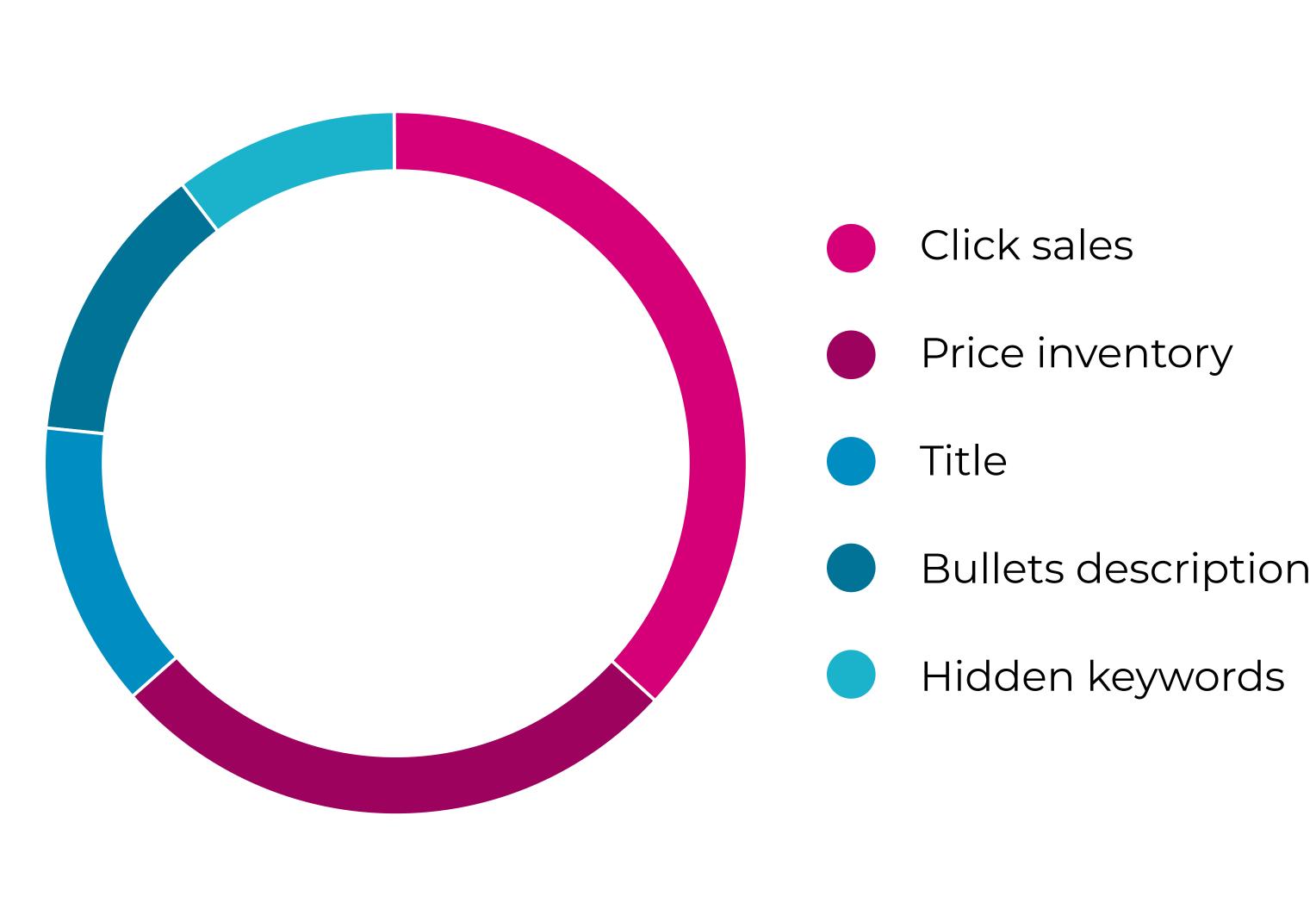


Advanced

- + Smarter search results; results based on keyword context, not necessarily an exact match
- + Adapts to misspellings
- + Correlates with indirect factors

Ranking Factors

Algorithms differ by retailer sophistication, contributing factors, and weighting...



Indirect

Availability Taxonomy Images Enhanced Content Videos Ratings & Reviews

Direct

Click Sales Price Inventory Keywords in Titles Keywords in Descriptions & Bullets Hidden Keywords

10 Hacks To Decode Search Algorithms

search engine reacts to a sample of keywords. Here are 10 things to look out for....

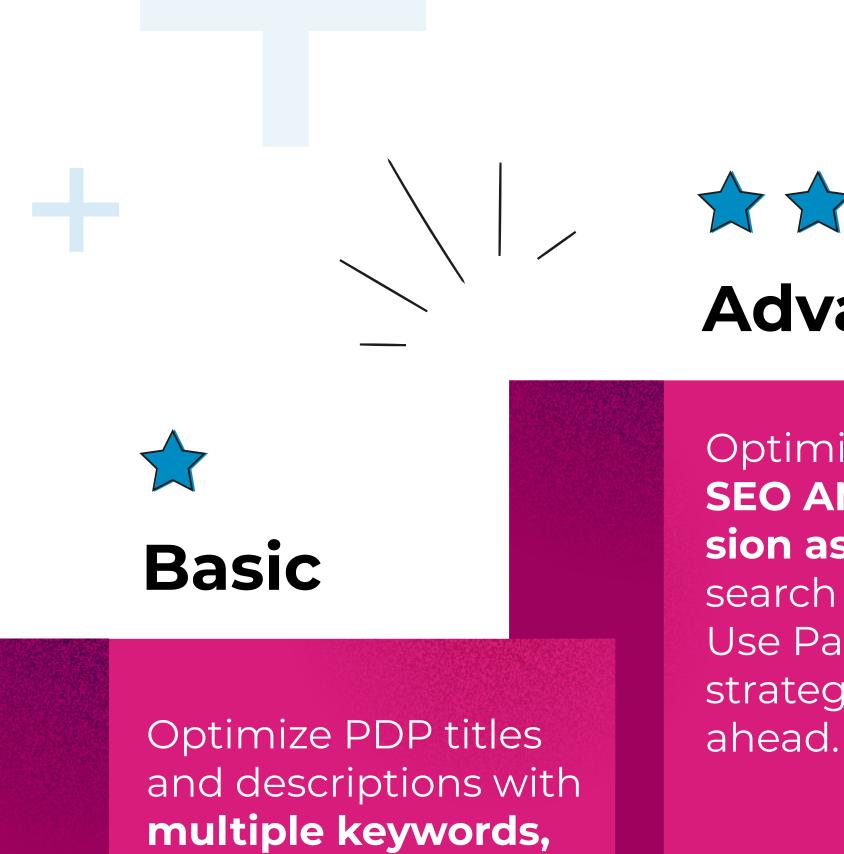
Almost never

Get under the hood of a search algorithm by testing how the

- Almost always

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	0		
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")	O	0	
Is rank affected by product ratings and reviews?	O		
Is rank affected by pricing and promotions? Are special offers prioritized in search?		0	
Does the name of the category taxonomy influence search rank?	0		
Is rank correlated with stock availability?	O	0	



focusing on an **exact**

match for the most

commonly used

search terms

Advanced Optimize for keyword

SEO AND conversion as sales = better search performance. Use Paid + Organic strategies to get

How to win



Optimize PDP titles and descriptions with target keywords; ensure strong presence in relevant categories, subcategories, and filters