Search Experience Audit

Use this checklist to evaluate your ecommerce search and product discovery platform, ensuring a seamless customer experience and boosting KPIs. Please don't hesitate to reach out if you have any follow-up questions.

Algorithmic Audit (Search Results Quality)

Criterion	List of Queries with Suboptimal Results	Comments
Zero Results Queries		
Irrelevant Results		
Facet-based Search Issues		

User Experience Audit

Criterion		Comments
Search & Autocomplete		
Is the search bar displayed in a prominent place, or is it difficult to find?		
Does the search bar have zero-state autocomplete (what happens when a user clicks into the search bar? Are they immediately served with suggestions for popular queries, categories, brands, products, etc? If nothing happens until the user starts typing a query, this site does not have zero-state autocomplete)?		
When typing in the search bar, are images or products shown in the search suggestions dropdown as you type?		
When typing in the search bar, are product counts shown in search suggestions?		
When typing in the search bar, are categories, brands, and trending searches shown as part of search suggestions?		
Are product prices shown in autocomplete?		

Criterion		Comments
Does the search bar correct common misspellings (must happen before the user hits enter to fully meet criteria)?		
Product Listing Pages (PLPs)		
Are product prices displayed on PLPs?		
Do product cards include large, consistent images that clearly depict each product?		
Do the product cards include stock availability (ex. in stock, OOS, available for shipping, free store pickup, etc)? Does it show delivery types available (ex. same day, BOPIS, subscribe & save, etc)?		
Does the PLP suggest categories/filters prominently at the top of the page to help users narrow search results?		
Does the PLP include filtering abilities on the side of the page to help narrow search results?		

Criterion		Comments
Can users add products to their wish list or to their cart from the PLP?		
Does the site display content on the PLP, such as articles, FAQs, product specs, guides, etc?		
If applicable, does the PLP allow the user to filter by specific store availability? Does the PLP allow users to access info about the store (hours, address, special services, pet friendly, etc) or change their preferred store?		
Do the product cards include badges (ex. new, best seller, going fast, trending, organic, only at [retailer name], etc)?		