



“Our bounce rate decreased by 4%. Our conversion rate increased by 11%.”

Jamin Arvig
Director of Business Development



ABOUT GOOGLE SITE SEARCH

Google Site Search is a hosted website search solution, powered by Google.com. Google Site Search leverages the relevancy and sub-second response times of Google.com to improve your website experience. As a Software-as-a-Service (SaaS) solution, you can setup Google Site Search in just minutes; customize the look and feel of search results; apply refinement labels; enjoy reporting features; obtain email and phone support; and turn off the ads on your searchresults.

For more information, visit
www.google.com/sitesearch

Company

Waterfilters.net is a leading distributor for the major water treatment brands. The site makes it easy for its customers to find and purchase commercial and residential water filters, whole house water filtration systems, reverse osmosis systems, water softeners, and more types of water purification products. With thousands of products in stock, Waterfilters.net is a source for top brands including Culligan, Pentek, GE, Waterpik, Maytag, and others.

Approach

As Waterfilters.net began adding more and more water filter product pages to its site, the company's previous search engine began running into problems. “Some of our pages were not indexed at all and the search results seemed to be getting less and less relevant,” explains Director of Business Development Jamin Arvig. “Our previous search provider was more expensive than Google search, and its results were not as good.”

Customers began complaining that they couldn't find the correct water filter. “There was no doubt many more people that left our site after not finding the filters they were searching for,” says Arvig. “Even our employees had trouble finding the right product pages for customers that were on the phone.” To remedy the issue, Waterfilters.net implemented Google Site Search.

Results

Now, it is very easy to find the relevant results on searches for all content and product pages on Waterfilters.net. The company has even integrated pages from applicable water filtration websites into the list of possible results within the results page of the main site.

In terms of features, the company likes the statistics available in the control panel, as well as the common, familiar Google look and feel. There are many great features that Waterfilters.net hasn't explored yet, but Arvig reports that even the basic features of the search engine provide highly relevant

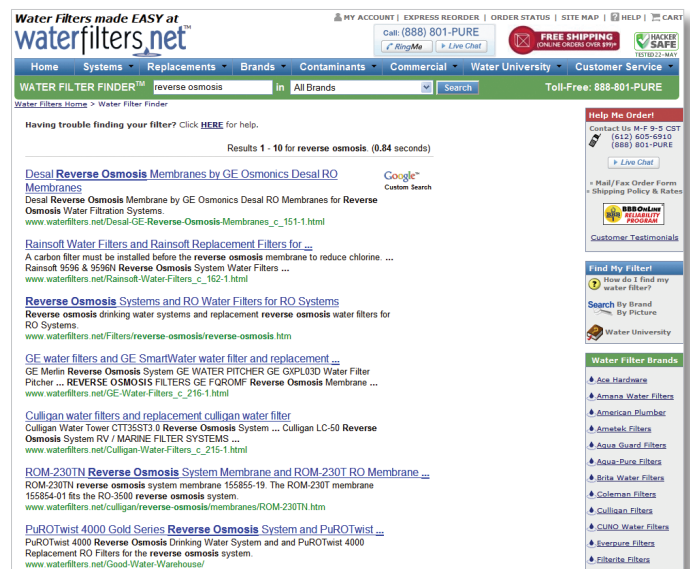


Figure 1: Intuitive search results enhances user experience

results, and are very easy to implement.

Customers have reacted positively to the change. According to Arvig, “Our bounce rate decreased by 4%. Our conversion rate increased by 11%.” As another bonus, Google Site Search shows Arvig whether Google is having trouble indexing the site. If Google Site Search is having trouble indexing a page, it might mean that the main Google search engine is also having trouble.

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Overall, Waterfilters.net is pleased with its new search function. Says Arvig, “Google Site Search has helped our searching capabilities, improved our water filter sales, and allowed us to focus on water filtration rather than waste time worrying about a faulty search engine.”

