

SearchVoice Microsite drives organic customer acquisition

by Brian Allen | Marketing Data Analyst
January 11, 2008

About this case study

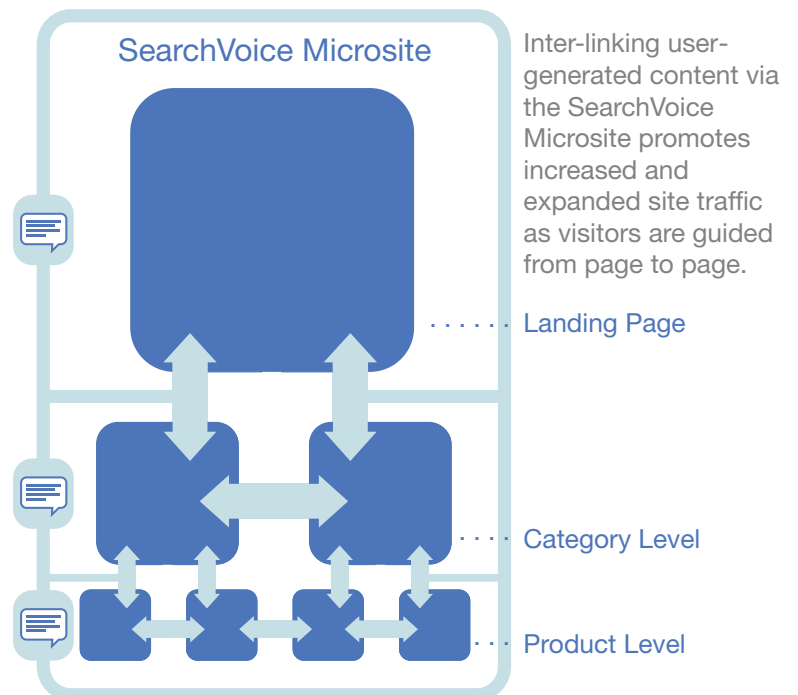
The Bazaarvoice SearchVoice program drives natural search results by creating separate product landing pages fueled by user-generated content such as reviews, questions, and answers. The SearchVoice Microsite improves this program by bringing these individual pages together and creating an inter-linked area where customers can find all reviews, questions, and answers across all product categories. In this analysis, we contrast the SearchVoice Microsite's performance with the standard Bazaarvoice SearchVoice page's performance. The three key improvements the microsite has made over the original SearchVoice pages are:

- » Improved design flexibility for enhanced branding and seamless integration with clients' websites
- » More inter-linking between pages to improve SEO and drive more visitors to clients' websites
- » Category pages which attract additional visitors and provide intuitive navigation to other products through a user-friendly home page.

Key findings

We analyzed the original SearchVoice page and SearchVoice Microsite performance of nine clients who have been live with the microsite at least three months. Across all client microsities:

- » Microsite visitors use the navigation options. After the launch, category pages represent 16% of pages viewed.
- » Microsite visitors view more products and abandon less. Microsite improvements increase pages/visit by 38% and decrease the bounce rate for users by 10%.
- » The SearchVoice Microsite attracts more visitors. The SearchVoice Microsite drives on average 27% more visitors to each client's website.



Conclusion

The SearchVoice Microsite drives more consumers to Bazaarvoice clients' websites and better prepares them to make buying decisions by providing links to more product pages and user-generated content.