



# 8 Steps

to Optimized  
eCommerce Conversions



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# 1. Natural Language Processing

## Fueling eCommerce Conversions

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**Humans are flawed—we make mistakes.** We forget to pick up milk on the way home from work or we accidentally lock our keys in the car when we're in a hurry to pick up said milk. And, try as we might to get through life with as few mistakes as possible, it's in our nature to make them often.

**Even something as simple as a spelling mistake has consequences.** If you're on your favorite eCommerce site searching for a red sweater, for example, and you type "redswaeter," your ability to find a product that's right for you can be severely stunted. As a result, you're not going to get the sweater you're looking for and you'll likely have to shop elsewhere. If only you didn't type that spelling mistake, right?

**While it might be an inconvenience to you, the shopper,** if your spelling error hampers you from finding the product you're looking for online, consider it from the retailer standpoint. If you own an eCommerce site that relies on a search function to get people the products they're looking for, imagine how many sales and dollars you're losing to something as simple as a spelling mistake! Not accounting for human error could be costing you hugely every day.



## Natural Language Processing

**The question for many eCommerce site owners when it comes to their on-site search function is one of preventative action.** How do you anticipate human error and overcome it, even when you're not dealing with a specific example?

The answer lies in **natural language processing (NLP)** and its ability to be predictive, without being presumptuous. With NLP powering your on-site search, "red swaeter" returns red sweater results, ambiguous details are translated into applicable search results, and random queries—which might include a bevy of human errors including misspellings and full sentences—give customers the product they're looking for, instead of an error code.

Since the dawn of retail commerce, convenience has absolutely been key in conversions. Natural language processing is the pinnacle of convenience in today's digital age of shopping and it's absolutely proven to fuel eCommerce conversions.

## The Seamless Shopper Experience

**The reasons NLP is so profound are many, but at its core, NLP boils down to giving customers seamlessness in their shopping experience.** With NLP at the helm, the search box is a direct link to what they're looking for when they're shopping on your website, which means offering up convenience at its height.

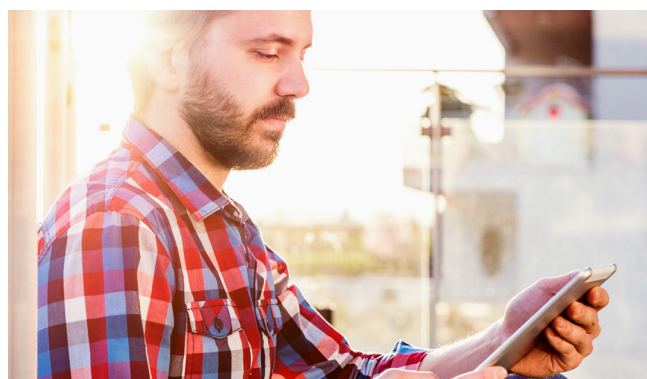
The alternative—text-based searches and keyword matching algorithms—don't have the capacity to handle human error. As a result, they're left matching syntax and lining up keywords in a way that rarely accommodates the human at the other end of the process.

Within a text-based search—even when spelled right—you're liable to get results that match the individual keywords "red" and "sweater," which means making potential customers sift through page after page of red products and sweaters, which are rarely inclusive to what they actually want to see. By the time they might've found a red sweater buried on page three of the search results, they're already gone—they've left your site to shop elsewhere. NLP streamlines the shopper experience by connecting people to products intelligently, and it doesn't get more seamless than that.

## Driving Conversions, Not Confusion

**In catching searches that might fall through the cracks**—like misspellings or those not "keyword rich"—and further refining the results via interpreting what the customer is actually looking for in a singular sense, NLP drives eCommerce conversions in a way that antiquated text-based searches simply can't hope to.

If your eCommerce website's on-site search isn't using NLP to drive better search results, you have to ask yourself this: how is it helping your customers? Without being able to account for human error, like something as simple as a spelling mistake, your on-site search might be hindering far more than its helping.



## 2. Not All Site Searches Are Created Equal

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**It's estimated that up to 30 percent of customers will go strictly to the search box to find what they're looking for when they land on an eCommerce site.**

It's staggering to think that roughly one in three visitors to your site will ignore everything from huge splash banners to callouts in the menu, with one singular focus in mind: getting search results that depict exactly what they're looking for, no more, no less. What this ultimately means is that your search box needs to be the most useful component of your eCommerce site—it needs to be perfect at what it does.

Now, customers might not care how your search works—as long as it works—but retailers should absolutely be focused on what makes their search box tick. How your search function is powered has a lot to do with how it'll perform, which can be the difference between racking up conversions and creating frustration among your customers.

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### Syntax Versus Semantics

The first thing to understand about on-site searches is that it boils down to two schools of thought: syntax versus semantics:

- **Syntactical searches are powered by keywords, attributes, brand names and other singular words that can be pulled out and applied to products.** The theory is that a person searching for something like “cowboy boots” will be able to type those words into a search box and come away with results that narrow things down to all available products that have “cowboy” and “boots” in common.
- **Semantic search is powered by natural language processing.** This is the concept of taking the way people naturally speak and connecting their search queries to complete concepts, rather than just buzzwords. Someone searching for “laptop and tablet combo,” for example, would get search results for 2-in-1 computers, despite no applicable keywords or products called “laptop and tablet combo.”

**Really, syntactical and semantic searches are part of a linear progression in search comprehension: semantic search was born out of a need to correct the flaws of syntactic searching.**



# The Power of Natural Language Processing

**Natural language processing has become the secret ingredient to on-site eCommerce search functions and for many retailers, is quickly replacing traditional syntactical searches.** Why?

Because there's very little room for error when it comes to returning search results: either you're giving customers what they want right off the bat or you're watching them leave in favor of a different, more accommodating shopping platform.

The gaps left by syntactical searching are simply too prevalent for on-site search to remain effective in today's modern age of digital convenience. Because it relies on specific text-clues, instead of interpreting semantic meanings, syntactical search falls short in a number of key areas:

- **If no keywords are recognized** or products aren't appropriately recognized based on keywords, no search results will be returned; or worse, a wide variety of inapplicable products will be returned.
- **The gamut of products presented** based on multiple keywords may be too large, not narrowing down products to present a customer with any more refined results than they'd find on a category page.
- **Misspellings can hamper search results** by either not recognizing keywords or returning incorrect results based on misinterpretations of misspellings.

**The troubles for syntactical searches go on and on, painting a grim picture for retailers and their customers, who demand refined, accurate results immediately upon submitting a search.**

But, where syntax falls short, semantics shine. Far and above processing keywords or independent variables to coerce results, natural language processing recognizes the full gamut of meanings from a search query. Interpreting colloquialisms, fixing spelling errors, parsing unnecessary text and examining every variable as it relates to every other in a search query puts semantic searching on a plane of its own.

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## A Stepping Stone to Conversions

If one in three people visiting your eCommerce platform will head straight for the search box, it behooves you to make sure they're able to find what they want when they get to the first page of results. If your on-site search is powered by syntactical algorithms, you might be losing a significant portion of these potential customers to the pitfalls of text-based searches. On the other hand, semantic searching might take you one step closer to counting them as conversions.

**Are you willing to gamble 30 percent of your on-site traffic?**

### 3. A Keyword Matching Site Search Only Takes You So Far

**Everyone has their own likes and dislikes, preferences and eccentricities—it's part of what makes us unique!** When it comes to shopping for products—especially online—these preferences can be very refined and often, finding exactly the product we want in a sea of options becomes nearly impossible. This is why so many online shoppers turn to on-site search functions to help them.

Narrowing things down one variable at a time is a great way to find that one ideal product in a lineup of dozens of others like it, each with a minor difference that might make it unique. Often, this is done via keywords and the logic behind it is simple: every keyword represents a variable that can be specified to narrow down your choices. Consider the following example:

**Jane is looking for a beige, cashmere, crew-neck sweater that has rib-knit wrists, in a size medium.** She visits her favorite clothing website and types “*beige crewneck cashmere sweater*” into the search box.

When she hits the go button, the text-based search algorithm is going to parse her search into independent variables—namely “*beige*,” “*crewneck*,” “*cashmere*” and “*sweater*”—in order to return results that might be of interest to Jane.

On the surface, this logic makes a whole lot of sense: in separating and dealing with keywords individually, a search function can cut out a lot of products that might have no place in a specific search query!

**Digging a little deeper means finding some glaring flaws that really hinder text-based searches.**





## The Drawbacks of Text-Based Searches

**Perhaps the most glaring issue with text-based searches is the fact that they exclusively rely on keywords, but, more to the point, people do not. People rarely refine their thinking down to independent variables or consider every variable when searching for an ideal product. This fact alone can quickly hamper textual on-site search functions.**

Using the example from above, Jane is more likely to type in “brown cashmere sweater” than a slew of keywords or variables—her brain will pinpoint the most important wants and needs and relay them as succinctly as possible. This puts the burden of narrowing things down on the search function. Moreover, it creates a gray area of possibilities that might not be considered by a text-powered search: “beige” might not be a recognized variation of brown, for example.

Along with not recognizing or properly interpreting some keywords, text-based searches also don’t have the power to distinguish tiers of importance when it comes to variables or how keywords work together. “Sweater,” “cashmere” and “beige” must be processed not only in order of importance to create viable results, but also in conjunction with one another. Putting too much emphasis on a single keyword or not linking several variables together will skew results.

Finally, because text-based searches rely exclusively on what’s typed into the search box—rather than making inferences—it’s easy to nullify key characteristics when it comes to grammar and spelling mistakes. Spelling “beige” incorrectly or failing to hyphenate “crew-neck” might mean those variables are tossed out of a search because they’re not recognized within your eCommerce site’s unique search environment or product inventory.



## Natural Language Processing Bridges the Gap

### **Natural language processing bridges the gap.**

Semantic search has quickly become a superior choice over keyword-based text searches because of its ability to interpret the unique needs and wants of customers. Rather than relying only on the limited information that may or may not be provided by a customer, natural language processing works to make inferences that proliferate that information.

### **In a semantic search, Jane's query for a "brown cashmere sweater" will be extrapolated beyond just the words she types in:**

- Brown returns options classified as beige, mahogany, chocolate and any other specific types of brown that may exist for a sweater.
- Cashmere brings up sweaters that might not have "cashmere" in the name, but which have that material in the blend. What's more, 100 percent cashmere sweaters, as well as blends, will be shown.

- Sweater goes beyond just long-sleeve knits, to encompass different styles and types that may be inclusive to what a sweater is.

Together, all of the above variables will be processed in tandem, instantly, returning a highly refined segment of results that's exactly what Jane is looking for. Natural language processing means interpreting what she wants and giving her options that are as close as possible.

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## Keywords Hit Roadblocks; Semantics Overcome Them

**It's not always easy for people to say what they want, because it's not often we always know exactly what appeals to us!** Semantic search makes it easy to narrow our options and exposes us to a close-knit group of products that exemplify our core specifications, giving us the option to make a few final refinements that lead us to the perfect product.



## 4. Making On-Site Search Central to Your Site

**eCommerce website operators know there are a variety of tricks out there for drawing people deeper into their online stores.** From splash pages and banners, to recommendation features and popups, it's easy enough to grab people's attention when they're on your site and show them things they might like.

**But what about when it comes to showing them what they need?** You can give someone hundreds of suggestions, but if you're unable to give them what they need—what they came to your site looking for—the sale is almost always going to be lost. This is why on-site search is so tremendously important: it's your website's ability to respond directly to your customers' needs.



### Understanding Site Search and its Role

**The on-site search function of your eCommerce website is the best salesman you have.** Consider it in simplest terms: just like a shopper might ask for help finding something in a brick and mortar store, they're going to ask your site search if something is available on your website. And, just as a salesman would take a customer to a product, your site search is going to respond in kind, by offering up these same results.

Likewise, having a site search function that doesn't work appropriately or effectively is like having a deadbeat employee. As an employee might give a vague answer or not pay attention to what the customer is asking, a lackluster site search is going to return results that only serve to frustrate a shopper.

The moral of the story is this: just as you might evaluate an employee's performance after hiring them, it's important to evaluate your eCommerce site search, to make sure your customers are getting the help they need and creating the sales you rely on to stay in business.



## Interpreting Customer Needs

**The biggest criticism of eCommerce retailers versus their brick and mortar counterparts is the lack of face-to-face interaction.** How are you supposed to get the help you need without a person there to deliver it? What happens if I can't find a specific product and need to describe it to a salesperson?

Once, these criticisms were legitimate—antiquated text and keyword search algorithms didn't always do the best job of helping customers find what they were looking for. Today, however, they remain largely unfounded thanks to the innovations set forth by natural language processing (NLP). Through NLP, on-site searches are able to decipher customer needs beyond just keywords or attribute matching—they're able to function like a serviceable employee, to return search results that are indicative of a customer's true needs.

With NLP at the helm of your eCommerce site search it's possible to not only understand customers needs, but to deliver them. This, at its core, is the most valuable trait of any successful eCommerce.

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## Offer Customers a Robust Way to Buy

**Is your on-site search making it simple for customers to find exactly what they're looking for?** Your search results data will absolutely tell you. If you're losing visitors after a search or two, there's a good chance your search function isn't living up to your expectations: you've got yourself an employee that needs to be thoroughly evaluated based on performance.

Natural language processing is your new candidate for employee of the month: you just have to give it the opportunity to show you what it's capable of.



# 5. What eCommerce Conversions Are You Missing Out on With Textual Search

## What's the conversion rate for your eCommerce website?

According to eCommerce industry giants BigCommerce and Magento, the average across all online retailers is usually only about three to five percent. In fact, few retailers find themselves ever achieving higher than eight to nine percent, even during peak sales periods.

Getting your eCommerce's conversion rate into the average conversion range is a difficult enough task for many online retailers: excelling past it is a never ending strive for constant success. And while many online retailers will continue to push new marketing campaigns and invest in gimmicks that push sales on customers, smart eCommerce operators will turn their attention to a more sustainable, passive way to boost their conversion rates: semantic search.

## Catching Conversions Before They Disappear

### Retailers often concern themselves with generating new potentials for conversions;

but what about salvaging those that might already be prospects, who might be falling through the cracks due to frustrations with your site's search function?

A staggering volume of customers willingly funnel themselves into the sales pipeline by choosing to use on-site searches. Capitalizing on these leads by giving them a) immediate product

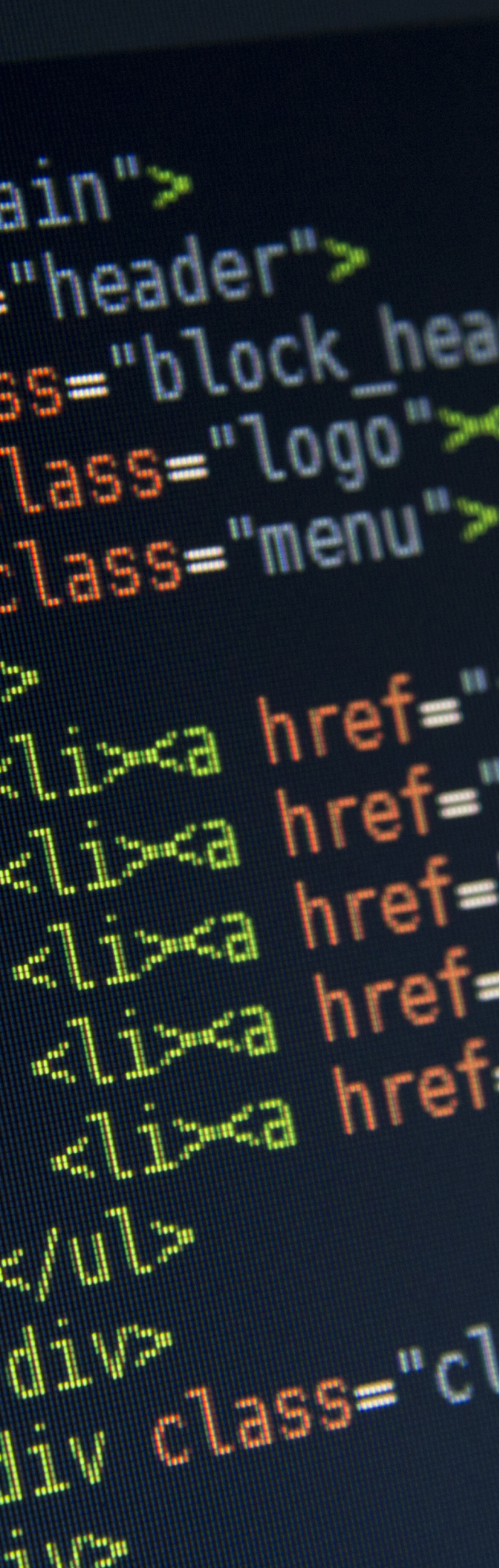
results (options) and b) ensuring that results are relevant to their interests means captivating an audience that might otherwise push your conversion rate down.

In order to generate better conversions through your on-site search, focus needs to be shifted away from standard textual- and keyword-based search algorithms. In today's innovative age of online shopping, these site searches could actually be doing you more harm than good:

- **These searches narrow results only based on recognized keywords**, which may not refine searches to a level that's helpful to a shopper.
- **Text-based searches are nullified by spelling errors**, improperly parsed text and the absence of applicable keywords.
- **These searches are not robust enough** to factor in critical variables, such as item popularity or brand relevance.
- **Keyword-based searches do not delineate hierarchies**, making it difficult for them to cumulatively process extended search phrases that include multiple keywords.

All of these variables negatively impact your on-site search's ability to funnel sales into your conversion rate. With results that are too broad, too refined or simply not applicable, customers will simply leave in favor of more helpful platforms.





## Semantic Search Streamlines Conversions

**If you're one of the thousands of online retailers using a platform like Magento to power your business, much of the interface of your eCommerce site is readily provided for you.**

But, while your homepage might feature a search box, the function that powers this search may be leaving you wishing for a more robust solution to capitalizing on potential conversions. It's important to recognize that not all search results are returned equally and the gap between text-based searches and semantic searches is expansive.

Platforms like Magento also offer statistics and data in regards to the many measureable actions of your site: namely search data. Through admin controls you can access reporting on search terms and, if you're a data connoisseur, it's easy to pair that data with sales figures and other invaluable data that can teach you about the behaviors of your customers on your website. What you're bound to find is that the more effective your search function, the higher your sales are going to be, which means higher conversion rates.

Replacing stock searches with semantic search options will fuel the functionality you need from your on-site search, giving you the potential to tap into sales that may not otherwise have occurred through a substandard search function.

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## Creating Search Sustainability

**There's a tremendous amount of work that goes into optimizing your site to corral sales that might boost your conversion rate:** be sure you're not overlooking one of the most critical variables in your on-site search function. If you're working with a foundational eCommerce partner like Magento, going above and beyond to upgrade your site search means going above and beyond to increase your conversions in a sustainable and meaningful capacity.



## 6. Learning About Your Customer Through Natural Language Processing

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**The secret to being successful in sales is to know who you're selling to. Being able to tailor a unique sales pitch, speak in the right tone and accentuate the right selling points can be the difference between closing a deal and losing a lead. eCommerce operators know this better than anyone.**

Online retailers are constantly striving to get to know their customers in order to create more effective sales techniques and pursue more advantageous marketing campaigns. To do this—especially in a superficial environment like the Internet—means cultivating a boatload of data and interpreting this data with a keen eye for patterns, trends and points of interest. In this way, having an on-site search feature that's powered by natural language processing (NLP) can help you learn more than ever about your customers.

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### The Writing on the Wall

**What would you say is the single most important piece of information you can obtain from your customers?** Some might argue it's their email address: you can constantly maintain open communication with them, marketing sales and products at will. Others believe it's all about their demographic traits: knowing what age, gender, race, ethnicity and income of a person are means knowing their shopping habits.

**While the above data sets are supremely important,** what's even better when it comes to getting to know your customers is understanding their exact wants: It doesn't matter what John Doe's email address is or how old he is if you know he's looking for a black, leather, ergonomic desk chair with adjustable armrests. In using this information to provide him with exactly what he's looking for, you can successfully provide him with numerous potentials for sales, all of which will directly appeal to his precise need.

**But how do you get such precise and accurate information? Easy: by compiling the data from site search. Customers quite literally type in exactly what they're looking for, giving you insight into how they intend to spend their money when shopping on your website.**



## Extrapolating the Data

Now, John Doe's chair example is narrow in its focus—most eCommerce retailers are looking for a broader solution to conversions when it comes to interpreting data. Natural language processing shines on every level, however: whether you're focused on a small niche of customers or evaluating your entire shopper base. By extrapolating the raw data given to you by your customers, you can discover highly prolific trends such as:

- **Highest searched terms and all of their corresponding variations.** Searches for "drone," "RC helicopter," "remote control helicopter" and "quadcopter," for example, will all be intuitively understood as similar via NLP, to paint a more complete picture of products, rather than just keywords.
- **Misspellings, brand names and colloquialisms** that may be tossed out or parsed by keyword-based search algorithms will instead be appropriately grouped with relevant products through NLP's intuitive processing.
- **NLP recognizes the structure in which searches are executed,** meaning you can see common questions, specific ideas or recurring trains of thought that might be fueling your customers to search in one way or another.
- **Through NLP, you can actually refine the demand for individual products** down to their unique variables, to determine if certain versions are more sought after than others. "Blue Knit Sweater" might be selling better than "Red Cashmere Sweater," but you might have a tremendously high volume of searches for "Blue Cashmere Sweater," which can signal the need to start stocking that product for optimal sales!

There's a nearly infinite range of observations that can be derived from on-site search data, however having a search that provides a complete overview of that data means having natural language processing on your side.

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## Putting Search Data Into Practice

In taking the time to a) update your on-site search to an NLP algorithm and b) refining data to understand shopper trends, you'll have the opportunity to cut through the runaround and guesswork in making a sale and instead, get straight to the point. It's the equivalent of walking into a sales meeting already knowing what your prospect wants, how to talk to them and how to illustrate the right selling points.

**You might say that the on-site search data gleaned from NLP is the new secret to being successful in sales.**

# 7. Your Customers Are People

## Let Your On-Site Search Reflect That

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**Retail environments are constantly changing and innovating based on emerging trends, cultivated data and customer feedback—the strive to understand your customers and meet their demands is an ongoing one. Understanding the customer means meeting their needs with ease, which can mean anything from higher checkout totals, to more frequent return purchases, to word of mouth advertising that brings in new customers.**

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### Get to Know Your Customers

Understanding customers is no easy task by any means—often, customers don't understand their own tendencies and habits, making it nearly impossible for retailers to measure them. Instead, the solution is often one of buckshot marketing: create a great idea or enticing promotion and hope it strikes a chord.

But, in the fight to understand customers and treat them accordingly, one critical tool is often overlooked: semantic site search. On-site semantic search acts as a universal translator by way of taking direct customer demands and doing two key things:

- 1. Acting as an expert salesman to generate spot-on search results.** Customer needs and wants go into the search box—no matter how convoluted or vague—and applicable products are returned to help push a seamless sale.
- 2. Understanding, correcting and overcoming natural human errors to connect the inquiry to products.** Even when customers aren't quite sure what they're looking for or can't express their needs, semantic site search provides a helping hand in guiding them.

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Now, the above examples are simply surface benefits of semantic site search when it comes to understanding your customers. In those ways, on-site semantic search is a passive tool: you simply place it where customers can use it and it does the rest.

**Semantic search also has an active side to deciphering customer needs and trends: providing you with mountains of data that can be quantified, qualified and assessed to delve deeper into different segments of your consumer base.**



## Data Mining Through Semantics

**Want to know how many of your customers are spelling a product name wrong? Looking to figure out if it's worth bringing on another product variation? Want to bolster your site's SEO using keywords common to your shoppers?**

Mining and extrapolating data from your eCommerce site's semantic search function creates a direct, pedagogical opportunity for retailers. By decoding search terms, phrases, products, habits, brands and just about anything else typed into the search box, you're afforded some golden opportunities:

- **You can cherry-pick select statistics and data segments** in regards to an idea or planned campaign you have, to create reasonable expectations for the success of that campaign.
- **When exploring new product opportunities, you're able to evaluate searches for similar products**, competing products and other applicable variables that might dictate not only how successful a new product is likely to be, but also if it will detract from other product sales.
- **In seeing frequent search terms, you're better able to optimize the on-page content of your products**— answering customer questions, emphasizing certain traits, using appropriate keywords and so on.
- **Search terms will give further insight into which products customers might have trouble finding**, allowing you to better highlight them within your inventory, place them front and center or include them in locations where they might generate better revenue.
- **Identifying commonalities in many searches** will allow you to pair products to create add-on sales and bundled campaigns, to increase the dollar figure per order.

Customer data, even in the minutia, is core in breaking down the behavior of your customers: semantic search gives you this data. How you choose to use it is up to you, but the concept remains the same: having direct customer data usually means understanding your shoppers, which means running a better business.

# 8. Five Benefits to Choosing Natural Language Processing For On-Site Search

By now, if you're an eCommerce site—especially one operating on a platform like Magento—you've heard the buzz about natural language processing (NLP). More than just another trend or gimmick, NLP has become a powerhouse in the realm of on-site search and has paved the way for a vast number of benefits reserved only for those who are intent on improving their business by advancing their site search capabilities.

What benefits does NLP have to offer over Magento's stock search algorithm or other traditional keyword- and text-based searches? Take a look at five critical features that your business could be missing out on if you're not taking advantage of a Magento NLP site-search algorithm like Celebros:

- 1. Better results all the way around.** Far and above any keyword matching or text-driven search, semantic search provides results that are true to form: exactly what your customers are looking for. No more oddities in the results or wasted effort in further refining search terms: NLP delivers applicable results as soon as your customer hits "search."
- 2. Search processing deciphers what your customers really mean.** Your customers are human, which means they're fallible. They make spelling errors, confuse brands with products and forget details—it's up to your on-site search to bridge the gap when these errors occur. NLP connects the dots to keep search seamless, even in the face of pesky typos or scant information that might otherwise skew results.

- 3. More data mined means more data for growth.** Measuring what your customers are searching is key in improving your business. Through the tremendous depth of data presented by NLP, you're able to cultivate that data to a huge degree, learning about customer habits and tendencies across your entire consumer base. This data can be applied across numerous facets of your business, from merchandising to SEO, marketing campaigns to sales and promotions and beyond.

- 4. Complex search capabilities eliminate ineffective results.** Being able to process numerous variables in a single search means providing a cumulative result that's indicative of your customer's end requirements. Natural language processing looks at the whole picture, not just the individual keywords in a search, providing results that are the sum of their parts. Results that might be wrongly identified by text-based searches or accidentally omitted from keyword queries.

- 5. Contextual understanding delivers answers.** Today's search engines are slowly becoming Q&A boxes—customers ask questions and expect answers. Thanks to the complex search capabilities afforded by NLP, your customers can ask questions freely and get the products they're looking for. Textual-based searches run on keywords, not questions, meaning a huge disparity in your ability to serve customers who might not be using the keywords or phrases in their search for a specific product.





## A Focus on Search is a Focus on Sustainability

**All of the above variables add up to be a cumulative powerhouse for eCommerce websites looking to better serve their customers—and they can all be attributed to something as seemingly simple as natural language processing!**

If your eCommerce site isn't using NLP to power customers' on-site searches, you could be missing out on the five benefits listed above and all of the conversions that come with it. How many more reasons do you need to make the switch to Celebros' natural language processing?

## About Magento Commerce

**Trusted by more than 250,000 businesses worldwide, Magento Commerce is the leading provider of open omnichannel innovation to retailers, brands and branded manufacturers across retail B2C and B2B industries.** In addition to its flagship open source digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions empowering merchants to successfully integrate digital and physical shopping experiences.

With over \$50B in gross merchandise volume transacted on the platform annually, Magento Commerce is the foremost provider to the Internet Retailer Top 1000 and the Internet Retailer B2B 300, counting more than double the clients to the next closest competitor.

Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at [magento.com](https://magento.com).

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## About Celebros

**Celebros is the global leader in Natural Language Site Search, Merchandising and Navigation technologies for online retailers.** Through intelligent concept based and semantic algorithms, Celebros' Site Search understands the shopper's intent, queries and personalized search terms. In return, Celebros' natural language Site Search delivers relevant and accurate results the first time and every time on the first page resulting in higher conversion rates, increased AOV's and turning more visitors into paying customers.



Celebros is a Magento Premier Technology Partner. For more information about Celebros, visit [celebros.com/magento](https://celebros.com/magento).