



Web site Search & Customer Experience

Survey report
October 2021

PREVIEW VERSION

Under the microscope

Website Search & Customer Experience

IN AUGUST AND SEPTEMBER 2021, ON BEHALF OF YEXT ([YEXT.CO.UK](https://www.yext.co.uk)), VISIONARY MARKETING CARRIED OUT A SURVEY OF 300 UK AND FRANCE MARKETING PROFESSIONALS THAT INVESTIGATED THE IMPACT OF WEBSITE SEARCH ON CUSTOMER EXPERIENCE.


Earlier this year, Yext and YouGov conducted a survey¹ about the impact of Website search on consumers in the UK and France. We have based our survey on a similar list of questions to the YouGov survey to enable the comparison between the views of consumers and that of marketers on the same topic.

As this survey was conducted on both sides of the channel, this has allowed for a comparison between the two countries, as well as other criteria such as company size, B2B or B2C orientation and whenever relevant, our respondents' position in the hierarchy.

This report of marketers' perception of Website search and its impact on customer experience will be at the centre of an online event facilitated by CX expert Adrian Swinscoe. This webinar session, which will involve a group of UK influencers, will take place on October 21 at 3:00 p.m. GMT, 2021 (check [vismktg.info/ukyextevent21](https://www.vismktg.info/ukyextevent21) for details).

Finally, after this online roundtable discussion has taken place, a supplementary report will be produced incorporating the current analysis, with quotes and further insights taken from the exchange of views between these influencers.

1. References to this survey can be found on the Yext website at [vismktg.info/yextyougovsurvey](https://www.vismktg.info/yextyougovsurvey)



Website search
aka Onsite search
(and more recently in-
sight search) is when the
visitors of a website resort
to the search function
to find what they are
looking for on a com-
pany's website.

ABOUT WEBSITE SEARCH

In this report, we primarily focus on Website search and its impact on the quality of the overall customer experience from the point of view of a marketing person.

However, given the similarity of the survey to previous consumer research conducted this has made it possible to compare marketers' perceptions with that of consumers in both the UK and France.

This survey is also adding a new dimension since it doesn't just focus on B2C marketing professionals but delivers insight for business-to-business as well.

ABOUT OUR SAMPLE

This survey was conducted online during the last two weeks of August, in France and the UK, with a total of 300 responses (167 from the UK and 133 from France and a total of 258 complete responses). Respondents were all marketing professionals working in businesses with more than 200 employees with a balanced sample of smaller (fewer than 1,000 employees) and larger businesses (over 1,000).

To make it more convenient for readers, all methodological notes have been kept at the end of this report. References to the methodology will be marked with the † symbol wherever necessary.

Part One.

The Yext Website Search 2021 B2B Survey Results in a Nutshell

First and foremost, our survey results are very consistent between the UK and France. The issues highlighted by this report do not, therefore, seem to be tied to a particular geography. Similarly, a lot of the issues uncovered by the YouGov consumer research are also found in our survey of marketing professionals. In this report, we have pulled the results for each question and analysed them thoroughly while adding further granularity with the help of cross-tabulation wherever we deemed it necessary.

The following are the headline findings from the research:

- Over 70% of UK and French marketers[†] are convinced that Website search is fairly or very strategic.
- Over 63% of UK and French marketers think that visitors are using the “Website search” function of their company’s website(s) to find information.

70%

of UK and French marketers[†] are convinced that Website search is fairly or very strategic.

94%

of UK and French marketers think that their visitors are resorting to other means when the quality of the results that they get from the Website search feature of their website is deemed poor or unsatisfactory.

- Over 45% of UK and French marketers think their visitors are fairly or very frequently frustrated with “Website search” results. Meanwhile, according to the previous YouGov research, 62% of consumers report that feel rather or very frustrated with onsite search results.
- Over 94% of UK and French marketers think that their visitors are resorting to other means when the quality of the results that they get from the Website search feature of their website is deemed poor or unsatisfactory.
- Moreover, over 79% of UK and French marketers think a better search experience will improve visitors’ level of trust in their company; and
- Over 70% of UK and French marketers think a better search experience will have a positive impact on a visitor’s propensity to buy from their company.

45%

of UK and French marketers think their visitors are fairly or very frequently frustrated with “Website search” results. Meanwhile, according to the previous YouGov research, 62% of consumers report that feel rather or very frustrated with onsite search results.

- Paradoxically, however, our research also found that over 81% of UK and French marketers find their website search engines fairly or very satisfactory.

Website search is deemed strategic by marketers, and they agree that the quality and accuracy of its results have an impact on revenue and customer experience and that a poor Website search engine means most customers will try and find similar products and services from other means.

Despite all that, a huge proportion of our marketing respondents state they are happy with the results that their Website search function provides to their customers.

One may wonder why so many marketers aren’t working harder to keep their customers and visitors satisfied. Covid-19 has accelerated the pace of digital transformation across all industries and websites are now considered pivotal to the development of business.

Website search, in that respect, is no longer a feature made to merely keep visitors happy but a real and effective means of retaining existing customers and gaining new ones.



Marketers,
where are you?

Thus, the question here has to be:

What is going on with marketers in France and the UK with regards to website search and customer experience?

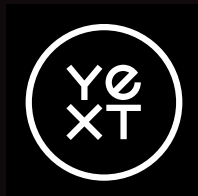
And, in the face of these results:

What is stopping marketers from taking action?



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