THE QUESTIONS

YOU SHOULD BE ASKING WHEN EVALUATING SITE SEARCH PROVIDERS

Truthfully, when it comes to ecommerce site search, nearly every solution out there has a pretty good product. The key difference is how each provider gets you there.

The how "can" have major implications for your store. **Focus on discovering which solution is the best fit, not who has the "best" features.** Ask these questions, you'll be able to confidently **move forward with the provider who IS the best fit for YOU!**

Visit the full article associated with this checklist here:
http://bit.ly/picking-provider

HOW DO I GET IT?

DO I HAVE DATA ISSUES?

	PLUGIN	API	CSV	OTHER
How is my data collected?	☐	☐	☐	☐

	YES	NO
Is the collection method ideal?	☐	☐
Can my data be used as is?	☐	☐
Are there issues or concerns with the data?	☐	☐
Can or will imperfect data be used without being fixed?	☐	☐
Will the data throw an error or display improperly?	☐	☐

	THEM	ME
If there are errors, who fixes those errors?	☐	☐

	YES	NO
Will fixing data issues require an additional cost?	☐	☐

WHAT HAPPENS TO MY UI/UX?

	YES	NO
Does the solution need to match my current CSS and UI exactly?	☐	☐

	AUTO	WORK
If yes, is that automatic or will it take work to make it match?	☐	☐

	THEM	ME
If work, who does the work?	☐	☐

	YES	NO
Will the work require an additional cost?	☐	☐
Does the solution need to match my current JS and UX exactly?	☐	☐

	AUTO	WORK
If yes, is that automatic or will it take work to make it match?	☐	☐

	THEM	ME
If work, who does the work?	☐	☐

	YES	NO
Will the work require an additional cost?	☐	☐
Do I have custom business logic and pricing rules?	☐	☐

	AUTO	WORK
If yes, will the solution implement the logic automatically or will it take work?	☐	☐

	THEM	ME
If work, who does the work?	☐	☐

	YES	NO
Will the work require an additional cost?	☐	☐

HOW DO I GET IT?

DO I LOSE ANY DATA EQUITY?

	YES	NO
Is it possible to migrate my accumulated data intelligence / equity?	☐	☐
If not, are there ways to mitigate the loss?	☐	☐

	MANUAL	AUTO
If yes, is it a manual or automated process?	☐	☐

	THEM	ME
If manual, who does the migration?	☐	☐

	YES	NO
Is there any additional cost required to migrate or mitigate data equity loss?	☐	☐

WHAT CAN I DO WITH IT?

HOW AUTOMATED IS THE AUTOMATION?

	HYBRID	YES	NO
Is the tool fully automated?	☐	☐	☐

	YES	NO
Does the automation have editable settings for optimizing?	☐	☐
Are you required to to edit the settings yourself during integration?	☐	☐

	FULLY MANAGED	PHONE	EMAIL	DOCS
What level of support do you get during setup?	☐	☐	☐	☐

	YES	NO
Do you want to have control over the settings?	☐	☐

WHAT HAPPENS TO MY MERCHANDISING CAMPAIGNS?

	YES	NO
Do you currently have any merchandising campaigns?	☐	☐
Do you need merchandising functionality moving forward?	☐	☐
Do you have merchandising functionality that you cannot lose moving forward?	☐	☐
Can the new solution adequately support your must have functionality?	☐	☐

IS IT EASY OR HARD TO LEARN THE NEW SOFTWARE?

	TECHNICAL	EASY
Is the tool simple to use or does it require a technical aptitude?	☐	☐

	SUPPORT	DIY
Do you prefer to make changes yourself of have support do it for you?	☐	☐

	DIFFICULT	MID	SMALL
What is the learning curve for your team members to adapt the new tool?	☐	☐	☐

	STEEP	MID	EASY
Does the solution provide adequate training?	☐	☐	☐

	PERSONALIZED	VIDEO	DOCS	NONE
What type of training is made available?	☐	☐	☐	☐

WHAT CAN I DO WITH IT?

DO I GET SUPPORT FOR WHEN THINGS GO WRONG?

When things break, do you want live support or do you prefer to solve issues internally?	LIVE SUPPORT	☐	DIY	☐
Is the level of support and average response time satisfactory?	YES	☐	NO	☐
Does the solution provide support documentation?	YES	☐	NO	☐
Is the depth of the documentation satisfactory?	YES	☐	NO	☐

HOW MUCH DOES IT COST TO GET?

DOES THE INTEGRATION PROCESS WORK TO YOUR BENEFIT?

Who does the integration?	THEM	☐	ME	☐
Is the time and cost included into the price of the solution?	YES	☐	NO	☐

YOU EITHER PAY TO BECOME AN EXPERT OR YOU PAY AN EXPERT.

Do you prefer to pay the solution experts or teach your team to be the experts?	THEM	☐	ME	☐
Do you need the ability to modify settings and optimize on your own?	YES	☐	NO	☐
Do you want a user friendly GUI admin or a robust API access?	GUI	☐	API	☐
Does the tool require you to be technically proficient to integrate and optimize?	YES	☐	NO	☐
Do you have access to the solution experts if and when you need them?	YES	☐	NO	☐

WHO PAYS MURPHY? WHAT DOES THE SUPPORT STRUCTURE LOOK LIKE?

Whe something goes wrong, who fixes it? Is live support included with the monthly price?	YES	☐	NO	☐

DON'T FORGET ABOUT THE ROI

If the tool is a fully managed solution is that management of the tool included in the sticker price?	YES	☐	NO	☐
If you will be required to manage the solution internally, have you accounted for the additional cost?	YES	☐	NO	☐
What is the true monthly cost of the solution? *(Sticker Price + Management Cost = True Cost)*	PRICE	☐		

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