YOUR CATALOG IS THE KEY TO BEING FOUND

Your search experience might be broken. The fix is probably in your catalog.

84% of shoppers say they've left an online store because of search problems.[1] Search can only find what your product data says.

WHAT A SHOPPER SEES



women's waterproof winter boots faux fur — SHOPPER SEARCH



Aspen Boot – Black

"...cozy lining, weather-ready upper..." (details buried in text)

Gender — | Waterproof — | Lining — | Season —

✕ Missed
nothing to match



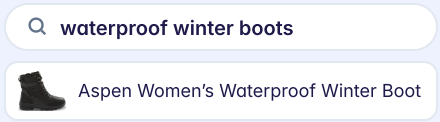
Aspen Women's Waterproof Winter Boot, Faux-Fur Lined – Black

Women | Waterproof | Faux fur | Winter | Lace-up

✓ Found
details are data

Where the catalog makes or breaks the search

1 Shopper searches



If it isn't described, it can't be found.

Fix: shoppers' words and synonyms in titles and tags

↓ No-results rate

2 Scans the results

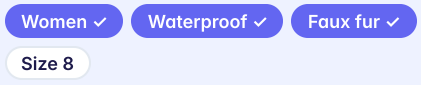


The title is the first thing shoppers judge.

Fix: product type + key details in every title

↑ Click-through rate

3 Narrows with filters



Still in results because every size has its details filled in

An empty filter value hides a product.

Fix: details on every size and colour, standard values

↓ Refinement rate

4 Decides and buys



Search brings them in. Product data closes the sale.

Fix: answer fit, care and materials

↑ Revenue per search visit

Search can't find what your catalog doesn't say.

Catalog Mind reads details like colour, style and lining from your product photos, drafts titles and attributes, and you approve every change before it goes live.

TRY IT FREE

Enrich 10 products

Start with products behind your zero-result searches.

Start free → catalogmind.com

GO DEEPER

14-day sandbox

Enrich a full category, then re-check your search.

Send "SANDBOX" to team@catalogmind.com

Product, titles and listings are illustrations. Claims such as "waterproof" must come from supplier records, not photos. [1] Nosto/Censuswide, 1,000 US consumers, 2023.