Personalized Site Search Analytics

The Personalized Site Search dashboard displays overall search analytics.

> Refer to Analytics in the Personalized Search API section of the Monetate Developer Hub for the calls required to capture certain events for analytics.

You can change the date range for the analytics data by selecting one of the options that appears. The default view is 30 days' worth of data. You can view up to the previous 365 days' worth of analytics data.

You can also set a custom date range.

Data from the selected date range is displayed for these metrics:

- **Total Searched Queries**: The number of search queries customers executed within the selected date range.

  > If a customer uses the same search term multiple times, only the final attempt is counted as one query for this metric.

- **Total Product Clicks**: The number of clicks on products resulting from search.
- **Top Location**: The city and country where the most searches originated.

  > Personalized Site Search uses MaxMind's GeoLite2 service for search geolocation.

- **Search Led Sales**: The total sales generated through search.

You can access additional data by clicking one of the tabs on the dashboard.

Keywords

The **Keywords** tab displays the most frequently submitted search terms within the selected date range.

Click **Keywords with 0 results** to view a table of search terms that customers used that received zero results, along with the number of times each listed search term was used.

Clicks

On the **Clicks** tab, you can view the most frequently clicked products within the selected date range.

The Most frequently clicked products table also includes how many times each product was clicked from search results, as well as the search terms that customers used to find each product and the number of times each search term was used.

Live View

Click **LIVE VIEW** on the dashboard to see real-time information about search activity.

> It can take up to 60 seconds for data to appear on the Live View page.

The heat map shows where search traffic from the last 1 minute is occurring. Use the controls to zoom in or out on the map. The Live Searches table displays a rolling list of up to 25 search terms that customers are using on your site.

The tables under the map display a rolling list of the 10 most frequently search terms and clicked products, respectively, along with the total times customers used each reported search term and clicked each reported product, respectively.

If no search activity is taking place on your site, then all three tables are empty. Because the metrics refreshes every 10 seconds, the results reported eventually roll off.