



## Case Study – Advanced Search for NetSuite Web Stores

**Background:** [Cookshack](#) is the leading authority in barbecue cooking, products and professional-grade technology. They provide high-end smokers and grills worldwide for commercial, competition and residential uses. Their smokers and charbroilers are the industry standard for restaurants, professional competitions and backyard barbecue enthusiasts.

Based in Ponca City, OK, Cookshack prides itself both on the quality of their products and the level of their customer service. They provide many resources to the industry including recipes, trade shows & special events, competitions, online forums, industry-specific newsletters and other services. These marketing initiatives help them educate their market and position Cookshack as an industry leader.

**Issue:** Cookshack engaged with Explore Consulting to redesign and implement their web store on the NetSuite Ecommerce Platform. Because they offer so much content to help educate their audience, over the last ten years they've amassed thousands of articles and pages on their site. When Explore built the new site, Cookshack wanted a way to separate searches into products and content pages, providing a significantly improved user experience.

NetSuite's search is designed to return results for products/inventory and it doesn't provide optimal results for content pages such as recipes, newsletters or other pages that are primarily text-based. The customer needed a way to provide good, relevant results for both inventory and content searches.

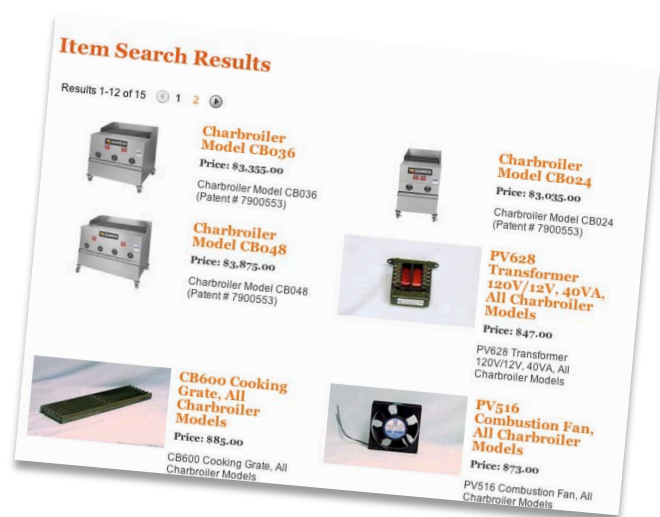
**Solution:** In an effort to provide better search results for Cookshack's new NetSuite Web Store, Explore

implemented two different search systems - NetSuite's built-in search and Google Custom Search. Having two searches poses a usability problem, as users need a clear path for searching the way they want and quickly switch between the two methods. To overcome this concern, Explore built one search box that toggles between search methods based on user selection.



By default, it searches products, but the user can click on the icon and change the search method to the content based search. Helper text and custom icons help users identify which search is which.

NetSuite's built in product search drives the inventory search and it returns only products from the store section of the site.



For the content pages, Explore implemented Google's Custom Search Engine into the Cookshack site. For a small yearly fee, Google provides programmatic access to the index of the Cookshack site for displaying search results anywhere on the site. A script passes the search query to Google's server via AJAX and displays the search results within the designated NetSuite template. This search was restricted to only include the content pages. More information about Google Custom Search is available at <http://www.google.com/cse/>.

**Results:** Explore Consulting's custom search solution promotes Cookshack's goal of providing great customer service by helping visitors quickly find the content or products they want without having to page through irrelevant results.

Visit the [Cookshack NetSuite Web Store](#)



## About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. four years in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit [www.exploreconsulting.com](http://www.exploreconsulting.com).