

## **Ability SmartSite Helps American Musical Maximize Internal Site Search**

Delray Beach, FL, November 25, 2008 – When American Musical Supply went live with their new Ability SmartSite in February 2008, they decided to take full advantage of the new Search Tracking Feature. They knew that internal search is one of the best ways to increase conversions from shoppers to sales.

A 2007 study by Jakob Nielson found 57% of one website's users were search dominant, meaning they used internal search to navigate the site. Additionally, visitors to [www.AmericanMusical.com](http://www.AmericanMusical.com) use the site search approximately 300,000 times each month. Ensuring the site search worked as effectively as possible was a top priority.

Ability SmartSite's Search Tracking Feature allows administrators to log and view all of the searches that are performed in its internal site search. This data is then used to edit the displayed results to better address common misspellings, synonyms and products not carried on the site.

The impact of Ability SmartSite for American Musical Supply was incredible. They saw a 74% drop in searches returning zero results! Additionally, the number of keyword phrases that returned zero results dropped by a whopping 90%!

Statistics for online retail sites vary widely, but approximately 50% of internal searches return zero-results. American Musical Supply's rate is only 4.7%. They have also used the Search Tracking Feature to make purchasing decisions of popular products they haven't previously carried. Additionally, they have used the search terms to further enhance organic search engine optimization strategies.

"This is just one of many Ability SmartSite features that have made huge impact for AMS," said Terry Jukes, President of Ability Commerce. "When you have a tool like this, and combine it with your best marketers, you're virtually unstoppable."

### About American Musical Supply

American Musical Supply, number 205 on the Internet Retailer Top 500, is a national multi-channel marketer of musical instruments and sound equipment. They offer a complete selection of musical supplies and accessories at great prices. Their retail store and headquarters are located in Midland Park, New Jersey.

### About Ability Commerce

Ability Commerce ([www.abilitycommerce.com](http://www.abilitycommerce.com)) designs ecommerce software and solutions to meet the specific needs of catalogers and direct marketers. Together with their parent company, Marketing Concepts, they employ more than 120 staff members with offices in Delray Beach, Florida and Spicer, Minnesota.

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