

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Zero Results Failures

- 1 ☐ Does an empty search ever show a bare "zero results found" message?
- 2 ☐ Do typo or plural variants of one term return inconsistent result counts?
- 3 ☐ Does a no-match search suggest related categories or top sellers instead?
- 4 ☐ Can shoppers filter or browse further directly from the zero-results page?
- 5 ☐ Have you tested your ten most common search terms for blank screens?

Search Category Match

- 6 ☐ Does typing "laptops" return the same products as the laptops category page?
- 7 ☐ Do brand-name searches match the set shown under that brand's category filter?
- 8 ☐ Does sort order on search results match sort order on category pages?
- 9 ☐ Do search results and category pages apply the same out-of-stock rules?
- 10 ☐ Have you compared search results to category clicks for your top ten terms?

Query Attribute Handling

- 11 ☐ Does a query like "37 inch Sony LCD TVs" land on a filtered view?
- 12 ☐ Do brand plus size combinations in search auto-apply matching filters?
- 13 ☐ Must shoppers manually re-apply filters after already typing them into search?
- 14 ☐ Does your search parse numeric specs like screen size as filterable data?
- 15 ☐ Can a multi-word attribute query return zero results despite matching stock?

Content Relevance Coverage

- 16 ☐ Does your search box index shipping, warranty, and help pages at all?
- 17 ☐ Does a policy-related query ever return a matching non-product page?
- 18 ☐ Does your search rely on plain string matching against name and description only?
- 19 ☐ Do synonym or related-term queries return zero results despite matching inventory?
- 20 ☐ Does your platform's default search tool lack any relevance ranking layer?

Analytics Demand Capture

- 21 ☐ Do you pull search analytics regularly to review top zero-result queries?
- 22 ☐ Have you found a high-volume search term with no matching product listed?
- 23 ☐ Do you track product-number searches to confirm they land on the right page?
- 24 ☐ Do specific product-name variant searches reliably reach the correct product page?
- 25 ☐ Have you audited buyer searches for browsing gaps beyond exact product names?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com