

BuyOnlineNow.com, Online Office Supply Superstore, Introduces Brand New Intelligent Search Engine To Their Customers

BuyOnlineNow.com - Online office supply superstore BuyOnlineNow has implemented a hyper-intelligent search engine into their internet store. The new search utilizes advanced algorithms and intuitive technology to provide the best possible results based on the specific search terms.

Rochester, MN ([PRWeb](#)) May 7, 2008 -- BuyOnlineNow.com - Online office supply superstore BuyOnlineNow has implemented a hyper-intelligent search engine into their internet store. The new search utilizes advanced algorithms and intuitive technology to provide the best possible results based on the specific search terms.

BuyOnlineNow.com is always looking for ways to make their website as user-friendly as possible, and a high priority was to design a site search function that would show the user the best results for the particular term or terms they were searching for. For example, if someone was looking for an [office desk](#) and searched that specific term, they might get results ranging from desk accessories to desktop calendars. BuyOnlineNow.com's new search is able to comprehend based on the search terms, what items would provide the best match, so a search for office desk will actually result in office desks.

Nate Ende is the Design and Development manager at BuyOnlineNow and was responsible for overseeing the intelligent search project from start to finish. He took a very unique approach to the project and designed the search using a system that gave higher or lower ranks to specific terms based on their use in the search and in the description of the items. Search results are not only determined by the "depth" of the specific keywords, but also by how they are used, and in what order they are typed.

Mr. Ende explained in detail just what went in to creating this search. "Implementing the new search was sort of a 3 part ordeal. We first added the ability to narrow search results by manufacturer, category or price range to allow customers to fine-tune their searches to items filling a specific need in a minimal amount of clicks. It was very important to us to eliminate as much "noise" as possible from the search results. "Narrowing" is a widely used tool that gives the customer the options and power to particularize their results.

The second part of the new search proved to be a little trickier. We spent a lot of time analyzing our customers search habits and found that we were not giving them the results they were looking for. Through the combination of newer full-text technology and in-house engineering we built this new search to essentially detect what a customer is looking for and then offer up the products that best match their searched terms. During the testing phases we were astounded to see how well the new search could determine what customers were looking for and offer up increasingly focused results that met specific expectations.

The last part of our search improvement project was getting results as fast as possible. Even with adding new sort and search functionality we were able to improve our search response time by 62% with over 90% of our searches now coming back in less than 1 second."

Because office supplies and [office furniture](#) include so many different products, many of which are only separated by fractional measurements, it can be very difficult for a search engine to determine which specific product a customer is trying to find. Because of this, someone searching for a particular ring binder, for example, would probably have pages upon pages of results to sort through, of items as varied as [ring binders](#), [binding](#)

[machines](#) and other items. With this new search, BuyOnlineNow.com hopes to eliminate this problem and give customers the search results they're looking for right away, so they can avoid the frustration caused by scrolling through endless pages trying to find a specific item.

About BuyOnlineNow

BuyOnlineNow.com: Providing [office supplies](#) and office furniture to individuals and business in the United States for the last 7 years, BuyOnlineNow.com carries over 30,000 products in 85 distribution centers nationwide. BuyOnlineNow.com has been included in Inc. Magazine's list of the fastest growing private companies in America for 2005, 2006 and 2007 and in Internet Retailer Magazine's Guide to the top 500 online retailers for 2006. BuyOnlineNow.net, opened in March 2007, is the newest and first international member of the BuyOnlineNow family. BuyOnlineNow.net offers over 9,000 office products stocked in 5 warehouses throughout Canada.

For more information visit our web site: <http://www.buyonlinenow.com>

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Contact Information**Jeremy Nelson**

BuyOnlineNow

<http://www.buyonlinenow.com>

888-718-1134

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