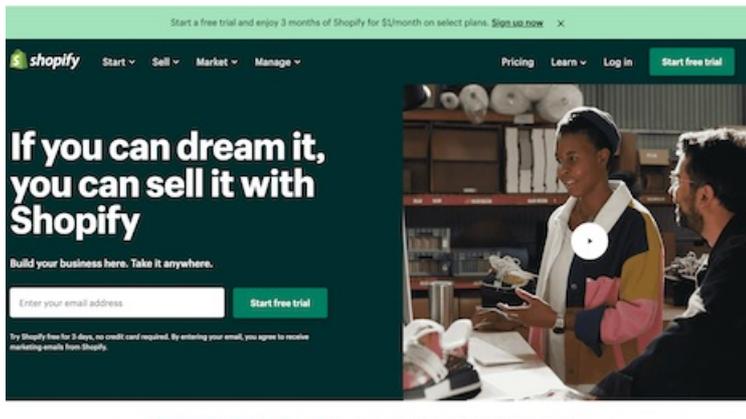


MARKETING

## Shopify, looking more like a marketplace, to test universal search feature on platform

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*Shopify is looking to add a universal search feature to its site, almost making it an online marketplace rivaling Google and pressuring its merchants to buy keywords for more prominent placement. Image credit: Shopify*

By LUXURY DAILY NEWS SERVICE

Going after Google's bailiwick, Shopify is testing its new search feature, allowing users to search through merchants' sites across the platform.

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The new tool poses a threat to merchants that cannot make the payments to rank higher in the search results. But it will also add to the bottom line and profitability of Shopify.

Shop till you drop dollars

Shopify's "Search for anything" box, while new, is powerful.

The search box lets shoppers search for even previously purchased products, as well as merchants matching the terms and products sold by any and all merchants of Shopify itself.

The test for the search feature will be available to a small number of users.

Back in 2021, Harley Finkelstein, president of **Shopify**, specified that the brand had no plans to become a marketplace.

That has definitively changed.

With this new search feature, it is clear that Shopify is evolving into just that: an online marketplace.

There is no news yet when shoppers will have access to the new tool and when it will be released.

There is also no word on how long it will be available or whether or not it will be available globally.

Shopify's search feature could possibly make business more difficult for its merchants, as they would have to pay for favorable search results.

Merchants on the Shopify platform might also need to reconfigure SEO strategies.

Another issue being worked out is that user searches will only come up with results from within the platform, limiting

options for shoppers.

Currently, there are 4 million merchant stores within Shopify, so it is unclear how much weight this issue will carry with users.

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