



From little things,
big things grow.

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1

User Experience Evaluation – Keyword Explorer Function

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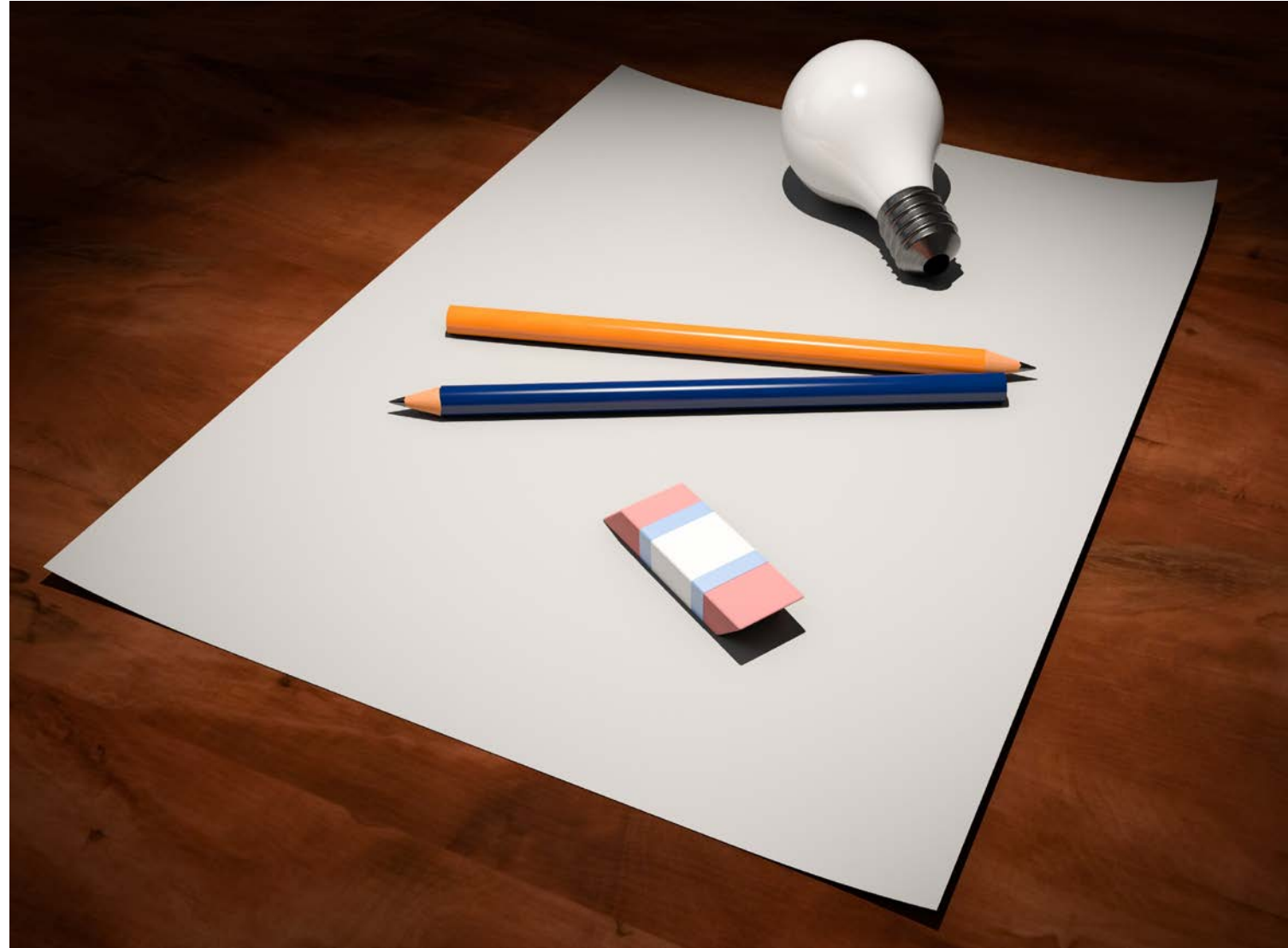
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PROJECT SCOPE

The scope of this analysis was limited to the Keyword Explorer view.

Although I have included some extra comments from other pages, the focus of this document is limited to this single view.



EXECUTIVE SUMMARY



Robust functionality and the support to go with it

eRank's strength lies in its ability to harness and display a rich cross-section of information from various sales platforms. Its design is clean, aesthetically pleasing and the website is easy to navigate.

Aside from just having the functionality available, it also excels in supporting users both as they on-board initially and as they mature in their use of the tool.

eRank hits the mark in terms of robust functionality that is well supported for users with varying levels of experience.



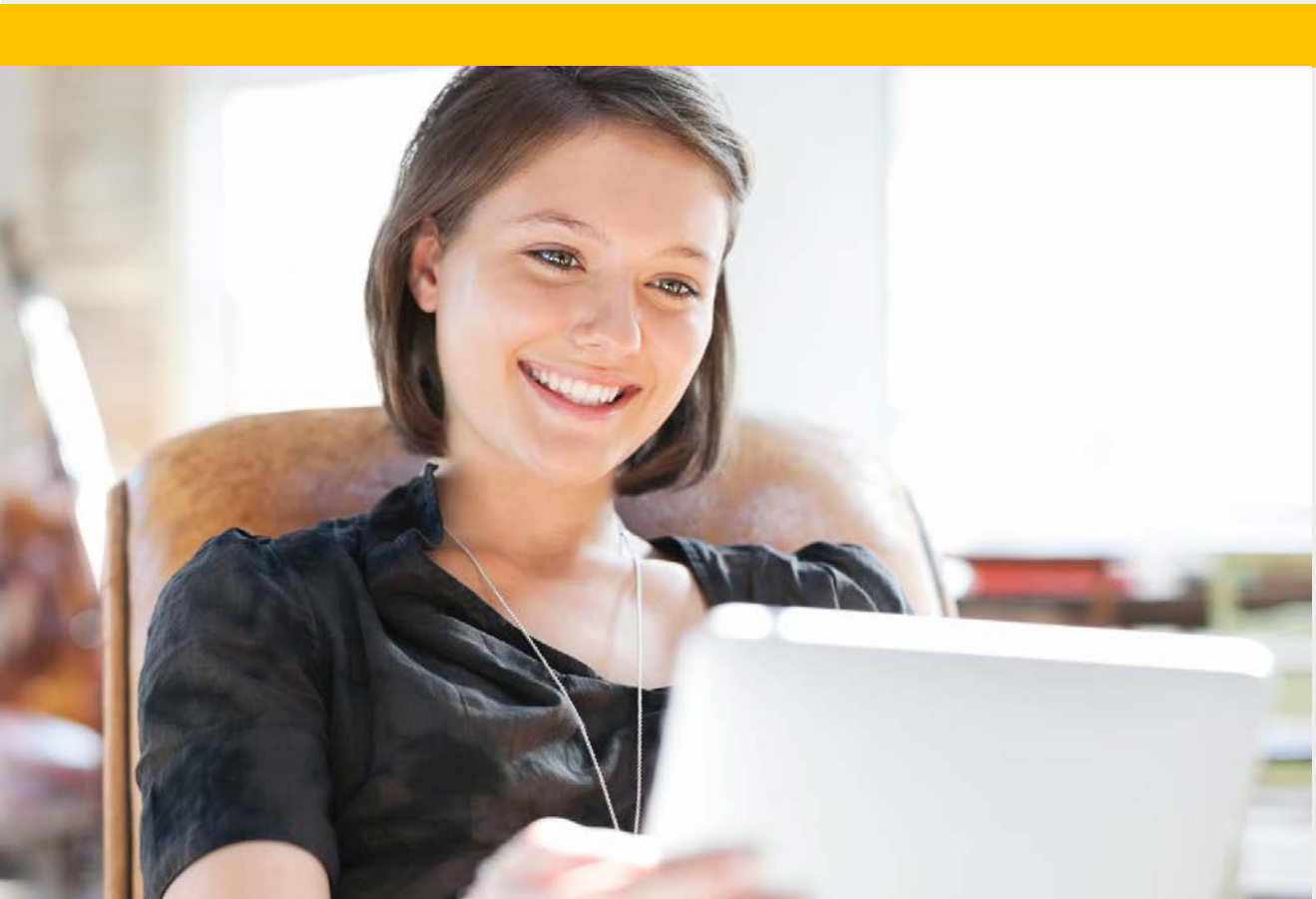
Too much of a good thing? Savvy information management techniques will help

The flip side of having so much good information is the presentation challenges it creates. Well intentioned users can easily become overwhelmed in a sea of data which requires navigational finesse to manage. *(see the opportunities for growth section)*

As eRank continues to add new sales platforms, helping users manage the right information and the right amount of information will be critical in reducing cognitive load and promoting usability.



STRENGTHS



eRank provides highly-detailed, centralized information from a variety of sales platforms. Above all, this is its primary strength.

Because this information can be complex and nuanced, eRank also shines in the amount of support it offers.

New users can find answers in multiple ways:

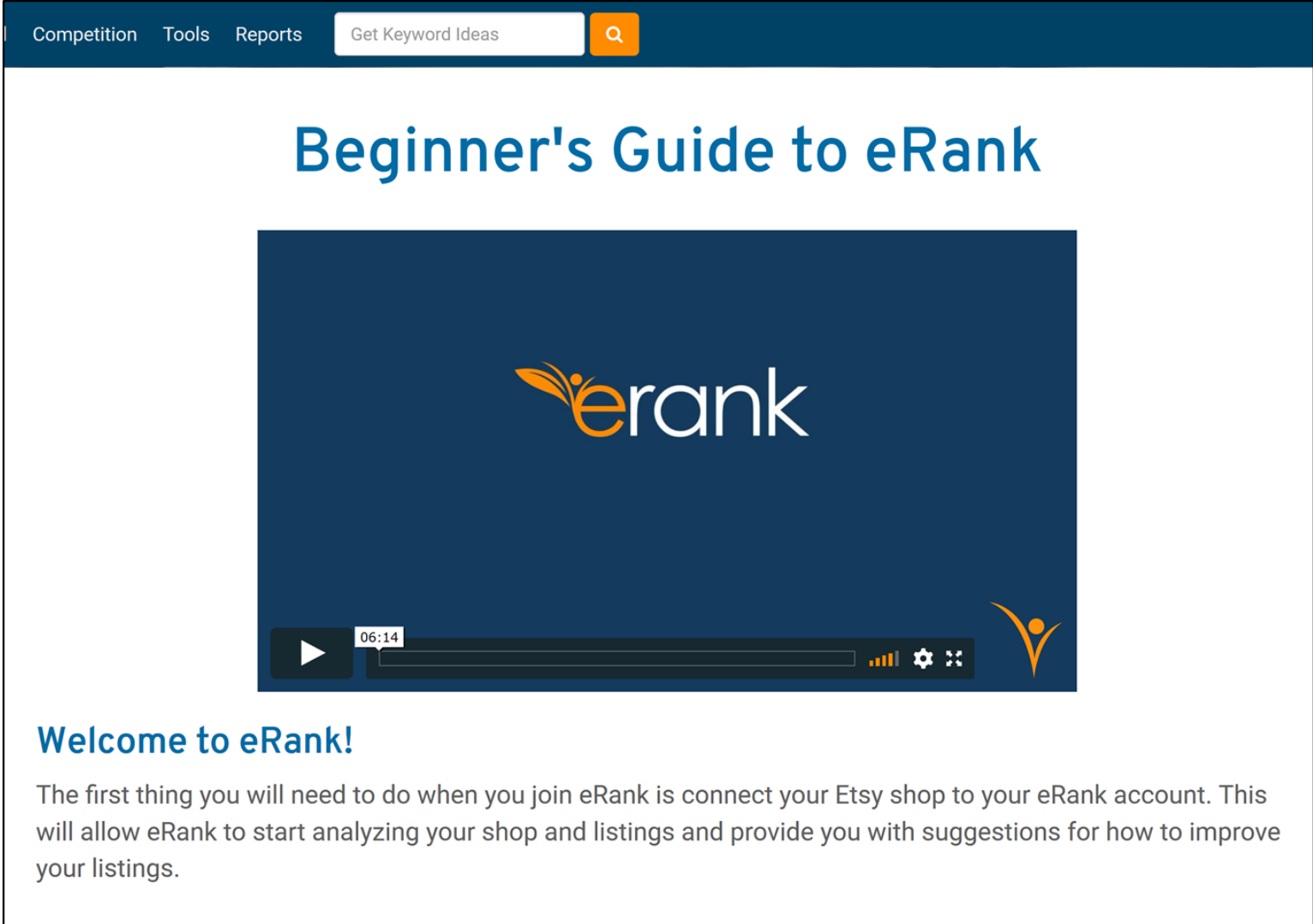
1. Feedback button – Contacts creator directly
2. Help
 - FAQs
 - Feature Summary
 - Beginners guide
 - Getting started
3. Page Level Help – top right corner
4. Blue zone at the top of each tool page providing summary information.
5. Facebook community

Video - Beginner's Guide to eRank

This video is the perfect overview for new users.

Not only does it provide a basic tour and synopsis of different views but it also guides users to the various types of online support.

The video is professional, resourceful and could not be more straightforward.



The screenshot shows the eRank website interface. At the top, there is a dark blue navigation bar with links for 'Competition', 'Tools', and 'Reports'. A search bar contains the text 'Get Keyword Ideas' and a magnifying glass icon. Below the navigation bar, the main content area features the title 'Beginner's Guide to eRank' in a large, blue, sans-serif font. Underneath the title is a video player with a dark blue background. The video player displays the eRank logo, which consists of a stylized orange and white figure above the word 'erank' in white lowercase letters. The video player controls at the bottom show a play button, a progress bar with a timestamp of '06:14', and icons for volume, settings, and full screen. A small eRank logo is also visible in the bottom right corner of the video player area.

Welcome to eRank!

The first thing you will need to do when you join eRank is connect your Etsy shop to your eRank account. This will allow eRank to start analyzing your shop and listings and provide you with suggestions for how to improve your listings.

Embedded Help

Both the amount and the quality of help sets users up to succeed.

Unlike most online help, the content is high quality and plentiful. Users at all levels benefit from the vast amount of help available to them.

The image shows a screenshot of a web application interface for Keyword Explorer. The main content area displays a 'Summary section' with a red circle around it, containing text about high-level keyword stats for various marketplaces. Below this is an 'Etsy Summary' section with two donut charts: '88,569 Avg. Searches' and '50,000+ Competition'. A search bar at the bottom contains 'Get Keyword Ideas' and a search button. A table below the search bar shows metrics: 'Average Searches (US)' with a value of 11,137, 'Searches (US)' with a value of 1,500, and 'Average CTR (US)' with a value of 13%. A red circle highlights the 'Average CTR (US)' header and its tooltip, which explains that CTR is the ratio of clicks to searches on Etsy, based on the past 12 months of data. On the right side, a dark overlay contains a navigation menu with 'FAQ', 'Features', 'Beginner's Guide', and 'Getting Started' (all circled in red), followed by a 'Quick Summary' section and a 'Benefits' section. The 'Quick Summary' text describes the tool's purpose for keyword research, and the 'Benefits' section lists growth opportunities and keyword ideas.

Refresh Data

Settings

Marketplace: Etsy Amazon Amazon Handmade eBay Facebook Marketplace Google Shopping

Summary section

Here you will see high-level keyword stats for Etsy, Amazon, Amazon Handmade, eBay, Facebook Marketplace, Pinterest, and Google Shopping. The default is for the last month and will be displayed.

Etsy Summary

88,569 Avg. Searches

50,000+ Competition

September 2019 Stat

33,700 Searches

Get Keyword Ideas

Average CTR (US)

The ratio of clicks to searches on Etsy, shown as a percentage. Based on the past 12 months of Etsy data. [Learn more.](#)

11,137 1,500 13% 50,100

FAQ Features Beginner's Guide Getting Started

Quick Summary

Discover what buyers are searching for, when they search for it, and where they search for it. Keyword Explorer allows you to perform keyword research on Etsy, Amazon, Amazon Handmade, eBay, Facebook Marketplace, Pinterest, and Google Shopping.

Benefits

The Keyword Explorer helps you to discover new growth opportunities for your e-commerce business. You will discover great keyword ideas to describe your products, which marketplaces have the most searches for each keyword, and what time of year products are most popular.

nu under *Tools > Keyword Explorer*, and clicking the search button, by you related keywords and statistics you are curious to know how often that on Amazon, Amazon Handmade, place, Pinterest, or Google Shopping, keyword statistics for that marketplace ns that appear just below the search



UX CHALLENGES

The greatest challenge of eRank is presenting complex, voluminous information in a user friendly manner. These ideas will be explored in the Opportunities for Growth section.

The UX challenges in this section focus more on single instance issues which, if remedied, would improve the users' experience.



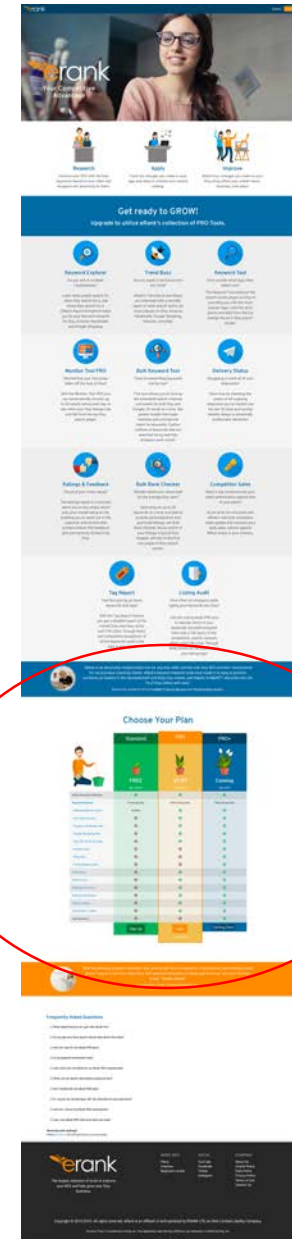
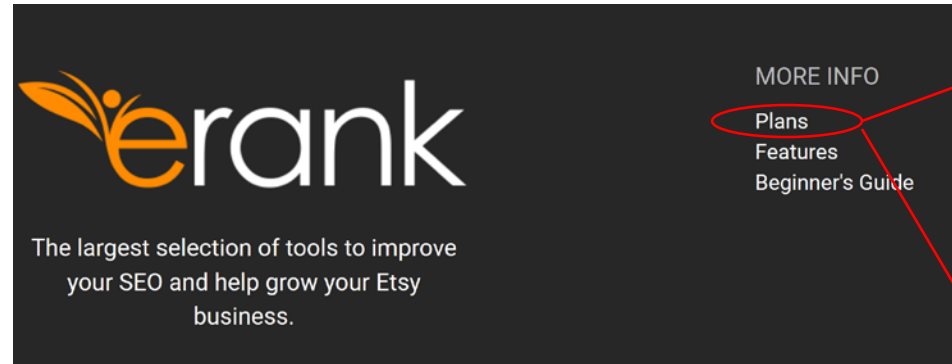
Anchor Link

When a user clicks on plans in the footer they are taken to the top of the plans page.

Because the graphic detailing the plans is located lower on the page, users must scroll for quite a while before they find their target information.

Recommendation

A tighter experience would take the user directly to the Choose Your Plan graphic so they could immediately begin comparing plans.



Transparency

The transparency of the rollover creates visual distraction to users as they process the results from each sales platform.

The platform listing in the foreground competes visually with the line chart in the background which complicates interpretation.

Recommendation

By eliminating the transparency, users would have fewer visual elements to process and could focus on the data.



This recommendation makes sense only if users are content with just seeing the numeric data and don't need to see the graph and numeric data simultaneously.

Left Alignment and Title Differentiation

A center alignment causes our eyes to make continual adjustments as we process text.

A left alignment is less cognitively taxing because it creates a visual anchor and users' eyes can track smoothly down the list.

Additionally, the current title formatting blends in with the data which decreases intuitiveness.

Recommendation

A left alignment and a visually differentiated title would make interpreting this data more efficient.



Current Design



Proposed Design



Promoting Current Availability

By leading with 3 items that are currently unavailable, users may fixate on what isn't an option rather than what is an option.

Moreover, the presence of a checkbox sends a contradictory message (despite the strikethrough formatting)

Temporarily reformatting the list, would foster optimism and clarify what is available.

Recommendation

Temporarily reformat the listing to share what's available first and then highlight what is coming soon.

Related Searches

Customize Columns

Pick the columns you would like to display in the Related Searches section.

Average Etsy Searches by Country

USA

...

66% of this listing is unavailable.

By revising the design slightly you can get users focused on the options that are

available and build excitement for what is coming soon.

Average Searches by Marketplace

Amazon (coming soon)

Amazon Handmade (coming soon)

eBay (coming soon)

Facebook Marketplace

Pinterest (coming soon)

Google Shopping

Proposed Design

Average Searches by Marketplace

Facebook Marketplace

Google Shopping

Coming soon

Amazon

Amazon Handmade

eBay

Pinterest

Descriptive Link Names

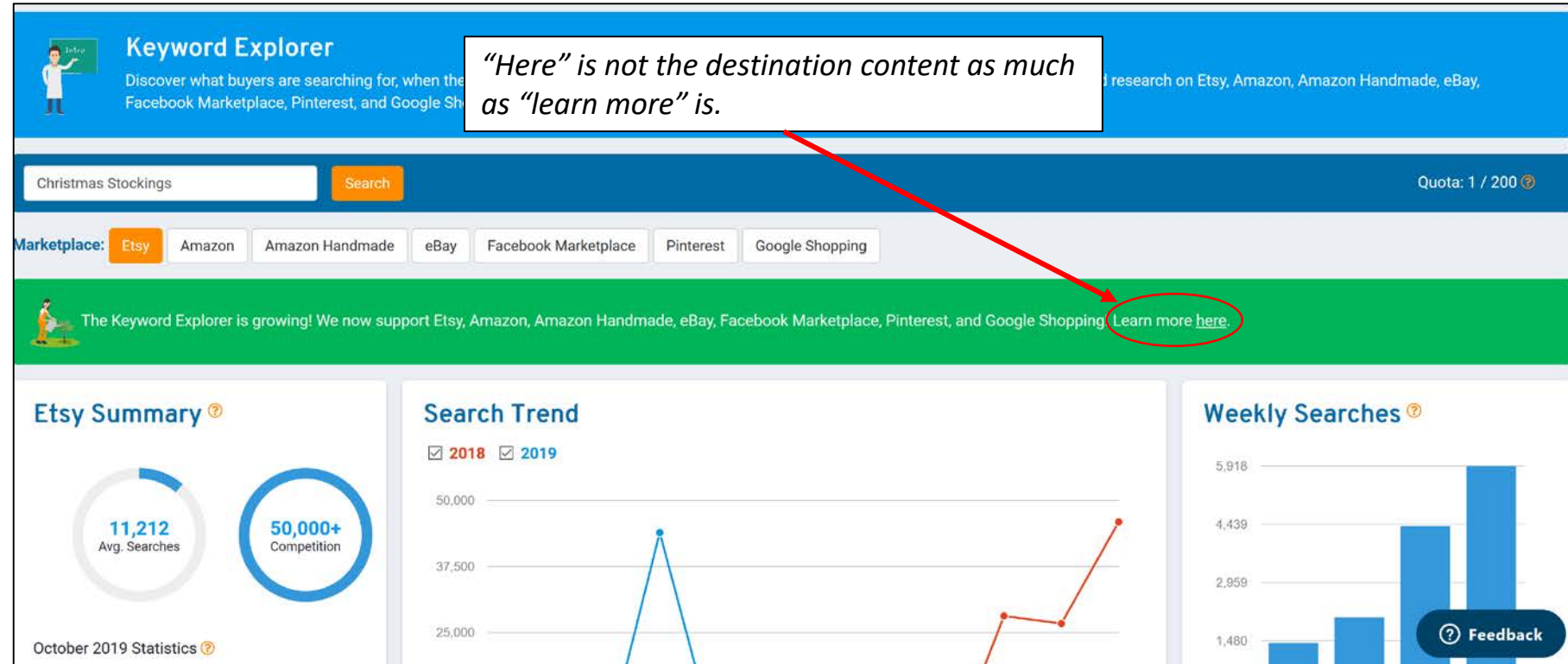
Users intuitively scan for links on pages.

Meaningful descriptors make the best links because users can immediately understand the result of them following the link. (I can “learn more” if I click on this link)

“Here” is a very weak descriptor of what content awaits the user.

Recommendation

Have “Learn More” be the link descriptor because it is a better indicator of the destination content.



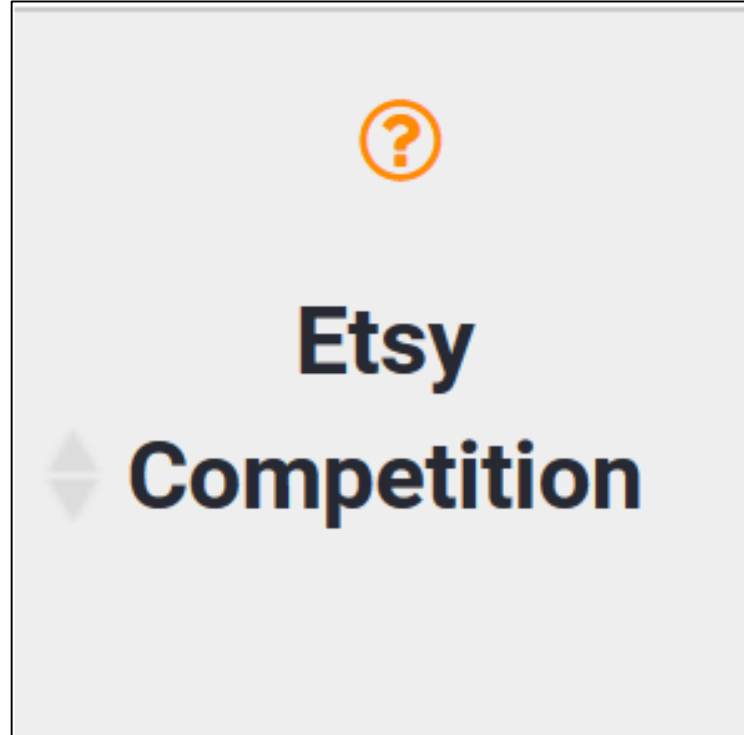
Contrast Challenges - Sort Icons

The contrast between the sort icons and the header is exceptionally low and will be difficult for some people to identify.

By increasing the contrast slightly and adding some additional space between the up/down arrows you make this interaction far more user friendly. (see WCAG AA info on next page)

Recommendation

Increase the contrast between the gray sort icons and their background. Also, add some additional space to make this function easier to interact with.



Current Design



Proposed Design

Hex: #6B6B6B

RGB: 182, 182, 182

Contrast Challenges - Sort Icons

Etsy Competition

Current levels of contrast are not adequate.

Etsy Competition

By increasing contrast slightly you reach passing status.

The screenshot shows the WebAIM Contrast Checker interface. The foreground color is #DDDDDD and the background color is #EEEEEE. The contrast ratio is 1.17:1. Below this, the tool shows results for 'Normal Text' and 'Large Text'. For 'Normal Text', WCAG AA is 'Fail' and WCAG AAA is 'Fail'. For 'Large Text', WCAG AA is 'Fail' and WCAG AAA is 'Fail'. A red circle highlights the 'Normal Text' results.

The screenshot shows the WebAIM Contrast Checker interface with the foreground color changed to #6B6B6B. The contrast ratio is now 4.59:1. Below this, the tool shows results for 'Normal Text' and 'Large Text'. For 'Normal Text', WCAG AA is 'Pass' and WCAG AAA is 'Fail'. For 'Large Text', WCAG AA is 'Pass' and WCAG AAA is 'Pass'. A red circle highlights the 'Normal Text' results, and a red arrow points from a text box to this circle.

AA passing is perfectly fine. Don't worry about AAA passing.

Label Proximity

When I initially interacted with this section I was confused by the placement of the label.

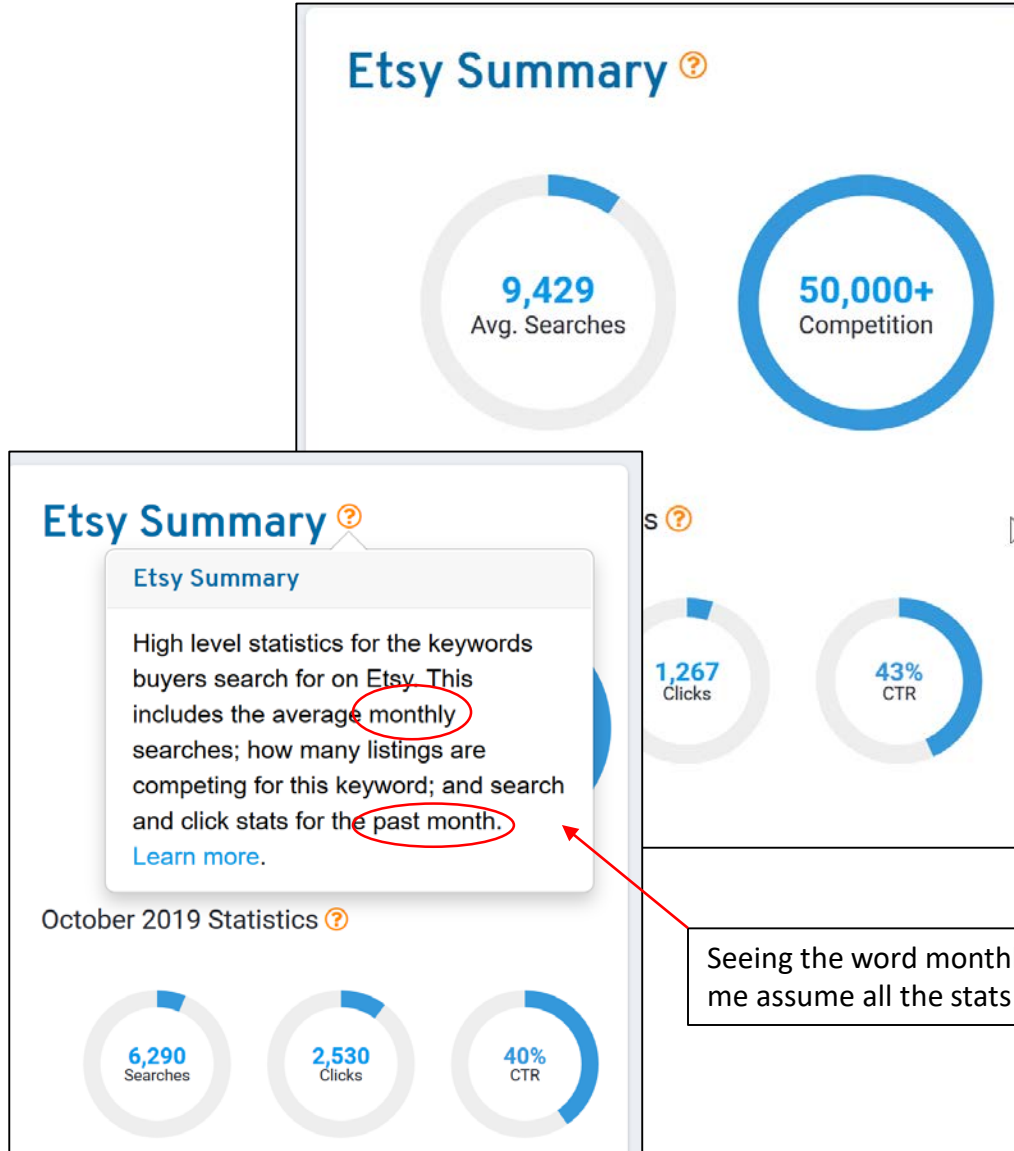
I referenced the help rollover and saw the words “month” and “monthly” so I assumed all of the data was from October.

After clarifying, I now understand that the top two circles are actually YTD while the bottom 3 are monthly.

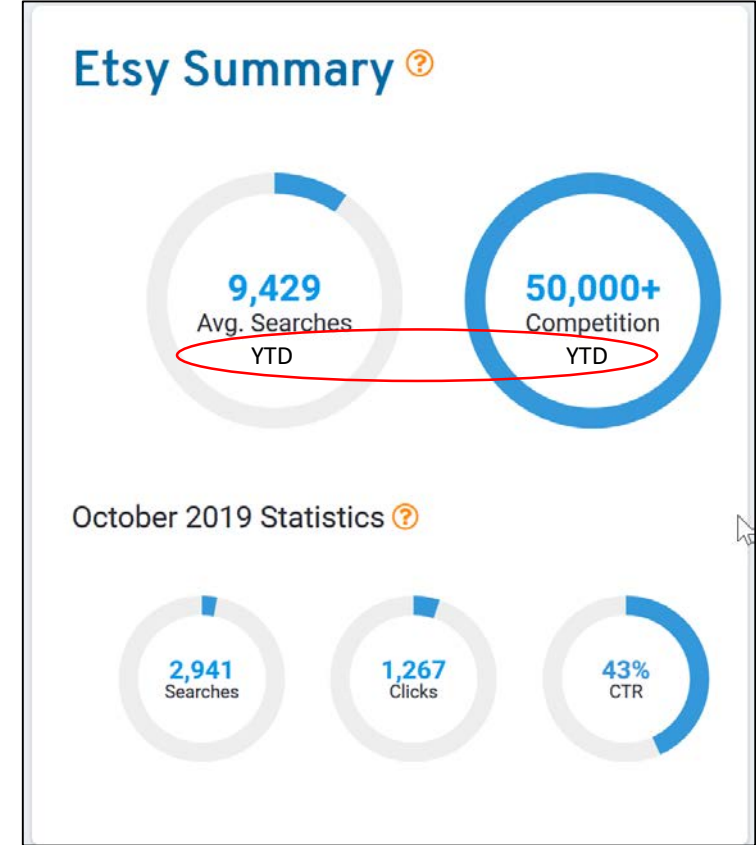
Recommendation

Adding a simple YTD modifier will help clarify which stats are monthly and which are YTD.

Current Design



Proposed Design



Seeing the word monthly in here twice made me assume all the stats were monthly.

Don't Show Me This Again Option

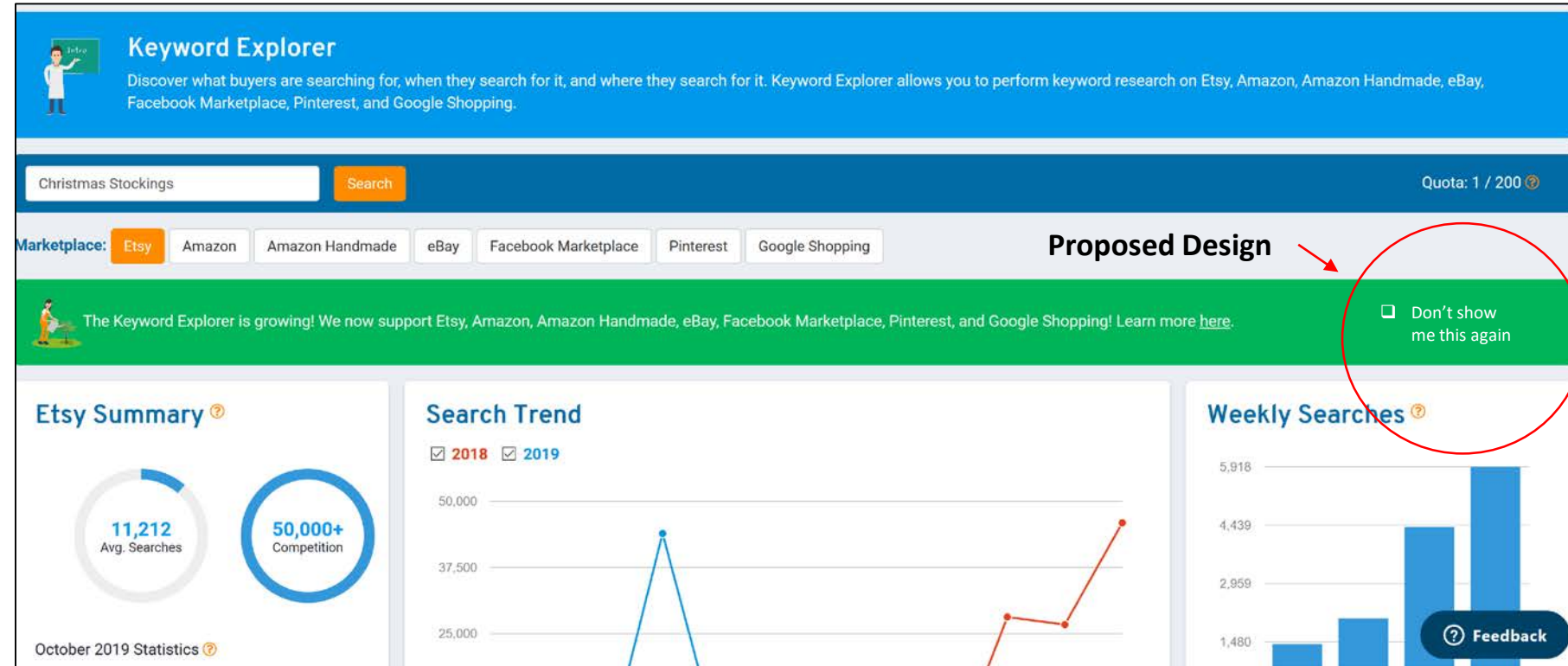
This announcement shares some terrific news but users may not need to see it on an ongoing basis.

Rather, they might appreciate the option to not see it again and reclaim an extra inch of screen real estate.

The resulting impact would be particularly appreciated by users with lengthy results in the related searches graph.

Recommendation

Maximize screen real estate by creating an option to hide this announcement once users have read it one time.



Horizontal Scroll

The horizontal scroll in the Related Searches chart is sure to be a challenge for users.

This will be particularly true when the result set is long and users have to scroll excessively to adjust their view.

The combination of scrolling vertically and then horizontally (and more than likely vertically again) may be disorienting.

Recommendation

Consider strategies to maximize screen real estate.

Possibly develop an advanced search to reduce results and a tabbed view for large data sets.

See the following section for ideas.

Keywords	Search Trend	Character Count	Average Searches (US)	Average Clicks (US)	Average CTR (US)	Etsy Competition	Average Searches (UK)	Average Searches (France)	Average Searches (Germany)	Average Searches (Australia)	Facebook Marketplace Searches	Google Shopping Searches	Google Searches
christmas stockings		19	11,137	1,500	13%	50,100	55	< 20	-	-	136	3,123	90,
personalized christmas stockings		32	9,315	2,280	24%	50,100	114	-	-	-	-	1,598	33,
christmas stockings personalized		32	836	269	32%	50,100	-	-	92	-	-	124	33,
knitted christmas stockings		27	664	238	36%	14,175	-	-	-	-	-	10	5,4
farmhouse christmas stockings		29	609	12	2%	3,052	-	-	-	-	-	-	5,4

Indication That I am Leaving Your Site

When I clicked on Google Trend, I didn't specifically notice that I was leaving the eRank Site. (we live in a world of user oblivion)

While I noticed the shift in look and feel, I just assumed I was in an older section of eRank.

After my back button failed to return me to my original view (this is where I noticed my departure) I eventually understood what had happened.

This departure was a bit disorienting and may confuse a less experienced web user.

Recommendation

Create a modest pop up that will help users understand what is happening in their session.

Refresh Data Settings

Copy CSV Excel PDF Print

Google Searches	Google	Google	Long Tail	Google Trends
90,500				See Trend
74,000			Maybe	See Trend
550,000	0.02	0.75	No	See Trend
60,500	0.98	1.28	Maybe	See Trend



OPPORTUNITIES FOR GROWTH



Because of the sheer volume of information, the biggest challenge for users is information management.

These four enhancements could substantively improve the user experience.

1. Pre-configured (although still editable) dashboards for various user types. These views would be pushed upon login and would put the right information in the right kind of users' hands.
2. Tabbed view of information that maximizes screen real estate
3. Advanced search to powerfully refine search term list
4. Favorites short-list of keyword options (we discussed this already)

Items 2-4 are particularly helpful because they would meaningfully distill the data set and make it feel more manageable.

Canned dashboards for different user types

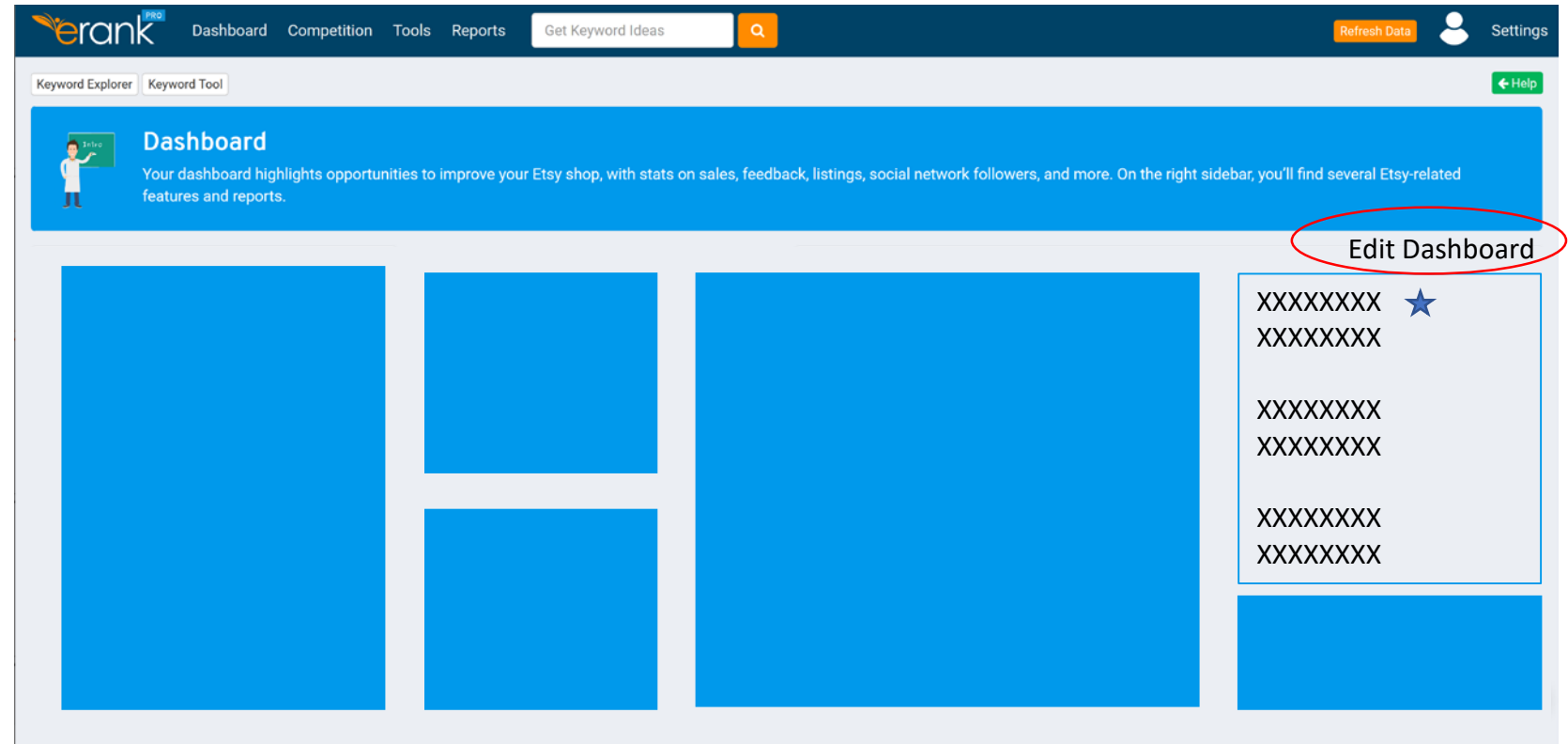
The sheer amount of information may feel overwhelming to a new user.

Considering their successful engagement can lead to conversion to Pro or Pro+, setting users up to succeed should be a priority.

By creating/pushing a dashboard to new users based on their self-selected profile you set them up to succeed and supply what they need when they need it.

Recommendation

Create canned dashboards for users and allow them to edit as needed. (see sample on next page)



Edit functionality blends structure with customization and adds flexibility.

Sample user profiles (* speculation)

- Just getting started (learning to interpret the most basic data)
- Refining choices (fine-tuning selections and most helpful views)
- Constant vigilance (monitoring meaningful KPIs)

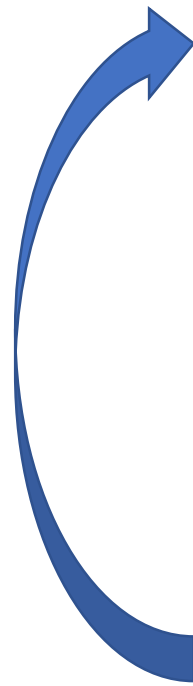
Edit View of canned dashboards for different user types

The Nielsen Norman Group has a nice interaction model by which conference attendees select their profile and session suggestions are dynamically updated showing which sessions are the best fit for them.

I like this approach because it shows everything that is available but also gently guides my investigation into the conference offerings.

The “guided freedom” works well for decision makers who are dealing with having to choose from a large pool of options that they may not fully understand.

To make this work, you’d need a very clear understanding of what kind of user wants/needs which kind of information.



Dynamic updating based on self-selected profile

Profiles of conference attendees

Get Help Choosing Courses:
Select the category which describes you, and scroll up for highlighted course suggestions.

Tuesday, April 21 / Choose one:

- Interaction Design: 3-Day Course**
UX pioneer Bruce "Tog" Tognazzini teaches principles, processes, and techniques of Human-Computer Interaction (HCI).
Interaction ▲
- Emerging Patterns in Interface Design**
Innovative trends that impact the user experience.
Interaction ▲
- Design Systems and Pattern Libraries**
Increase UX design quality, consistency, and designers' efficiency.
Management ■
- Designing Influence**
Getting your best ideas adopted while building trusted relationships.
Management ■

Wednesday, April 22 / Choose one:

- The Human Mind and Usability**
Apply psychology principles to predict and explain how your customers think and act.
Interaction ▲
- Lean UX and Agile**
Applying Lean UX approaches for Agile environments.
Management ■
- New UX Managers**
Best-practice management techniques for people who are new to managing user-experience teams.
Management ■
- Journey Mapping to Understand Customer Needs**
Learn the process for capturing and communicating UX insights across complex interactions.
Research ●

Thursday, April 23 / Choose one:

- Persuasive and Emotional Design**
Create delightful experiences that touch, convince, or excite your audience.
Interaction ▲
- Becoming a UX Strategist**
Learning how to envision, plan, and successfully manage user-centered cultures, teams, and organizations.
Management ■
- Facilitating UX Workshops**
How to design and lead goal-based group exercises for collaborative gain.
Management ■
- Personas: Turn User Data Into User-Centered Design**
Successfully turn user data into user interfaces. Learn how to create, maintain and utilize personas throughout the UX design process.
Research ●

Friday, April 24 / Choose one:

- Storytelling to Present UX Work**
Build buy-in and increase impact by using persuasive, engaging stories to present research findings, abstract concepts, and design ideas.
Interaction ▲
- Service Blueprinting**
Use service design to create processes that are core to your digital experience and everything that supports it.
Management ■
- Leading Highly Effective UX Teams**
Build and manage a successful UX group; gain influence within the organization.
Management ■
- The One-Person UX Team**
Techniques and strategies to maximize your impact when you are the sole UX professional on your project or in your organization.
Research ●

New to User Experience **Transitioning From Another Discipline** **Refresher for UX Pros** **For Managers**

Explore a Tabbed View to Maximize Viewing Space (1/2)

As functionality expands, the Related Search terms data set will continue to grow.

Enabling users to efficiently manage their interaction with this data will be key to ensuring success.

By possibly developing a tabbed view users can maximize their screen real estate and minimize scrolling.

Recommendation

Consider a tabbed view to maximize screen real estate and reduce vertical scrolling as much as possible.

Sample view #1

Keywords	Search Trend	Character Count	Average Searches (US)	Average Clicks (US)	Average CTR (US)	Etsy Competition	Average Searches (UK)	Average Searches (France)	Average Searches (Germany)	Average Searches (Australia)	Facebook Marketplace Searches	Google Shopping Searches
christmas stockings		19	11,374	2,705	24%	50,100	55	< 20	-	-	136	2,702
personalized christmas stockings		32	9,700	4,185	43%	50,100	114	-	-	-	-	1,238
christmas stockings personalized		32	1,405	514	37%	50,100	-	-	92	-	-	124
farmhouse christmas stockings		29	626	12	2%	3,052	-	-	-	-	-	127
personalized christmas stockings knit		37	505	264	52%	2,598	-	-	-	-	-	-

Note: This idea only makes sense if you can confirm that users are not regularly ping-ponging back and forth between the summary info and the related search details below to guide their decision making.

Explore a Tabbed View to Maximize Viewing Space (2/2)

The screenshot shows the erank.com Keyword Explorer interface. At the top, there's a navigation bar with 'erank PRO', 'Dashboard', 'Competition', 'Tools', 'Reports', a search bar with 'Get Keyword Ideas', 'Refresh Data', and 'Settings'. Below this, the search term 'Christmas Stockings' is entered in a search bar with a 'Search' button and a 'Quota: 4 / 200' indicator. A box labeled 'Sample view #2' highlights the search bar area. Below the search bar, there are two tabs: 'Summary Data' and 'Related Searches'. A red arrow points to the 'Summary Data' tab. Underneath the tabs, there's a 'Marketplace' section with buttons for 'Etsy', 'Amazon', 'Amazon Handmade', 'eBay', 'Facebook Marketplace', 'Pinterest', and 'Google Shopping'. A green banner below the marketplace section reads: 'The Keyword Explorer is growing! We now support Etsy, Amazon, Amazon Handmade, eBay, Facebook Marketplace, Pinterest, and Google Shopping! Learn more here.' The main content area is divided into three columns: 'Etsy Summary' with circular gauges for '11,212 Avg. Searches' and '50,000+ Competition', and 'October 2019 Statistics' for '6,290 Searches', '2,530 Clicks', and '40% CTR'; 'Search Trend' with a line chart comparing 2018 and 2019 data across months; and 'Weekly Searches' with a bar chart showing search volume for specific dates in November (02 Nov, 09 Nov, 16 Nov, 23 Nov). At the bottom, there are three more sections: 'Market Share', 'Market Trends', and 'Regional Searches', each with a 'PRO+' label.

Note: This idea only makes sense if you can confirm that users and not regularly ping-ponging back and forth between the summary info and the related search details below to guide their decision making.

Advanced Search

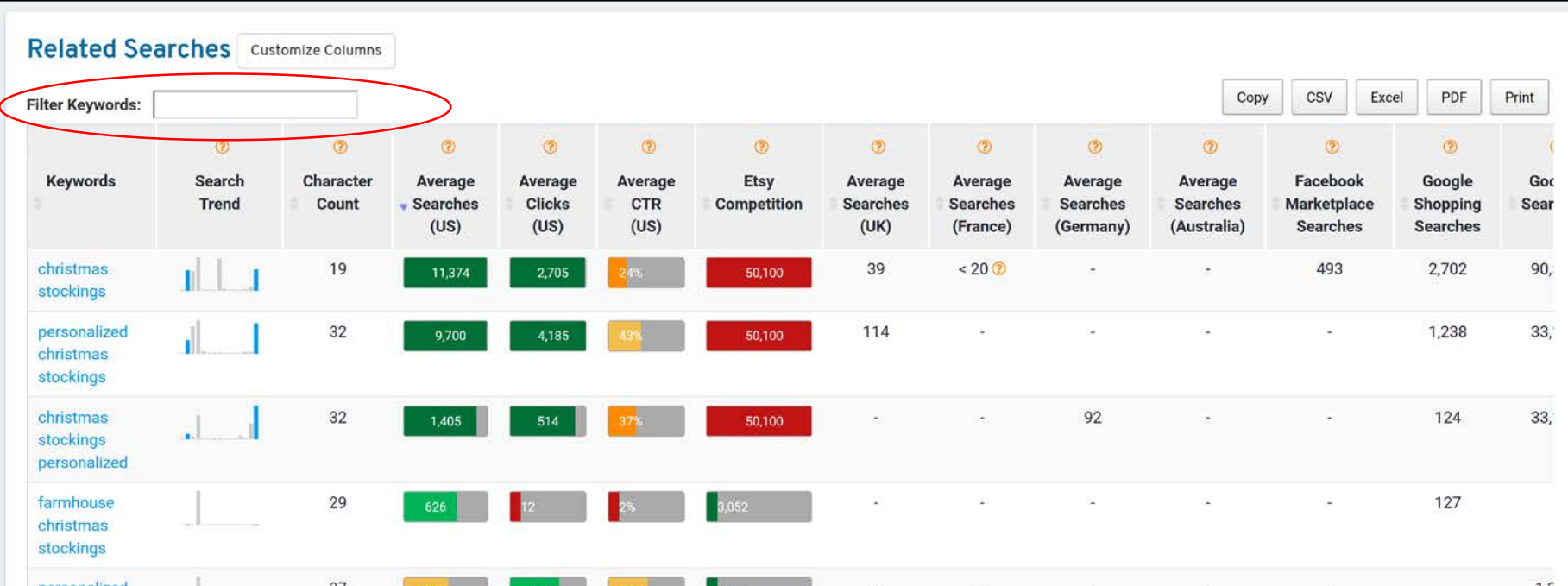
Creating a more robust set of filter options would help reduce the amount of data users are managing in a single view.

A more manageable data set would reduce information overload and create a better user experience.





This outcome will be particularly appreciated by new users who are simultaneously learning the website and the SEO world.

Recommendation

Consider creating more robust filter options to help users arrive at a manageable set of results.



The screenshot shows a dashboard titled "Related Searches" with a "Customize Columns" button. A search input field labeled "Filter Keywords:" is circled in red. Below the input field is a table with 14 columns: Keywords, Search Trend, Character Count, Average Searches (US), Average Clicks (US), Average CTR (US), Etsy Competition, Average Searches (UK), Average Searches (France), Average Searches (Germany), Average Searches (Australia), Facebook Marketplace Searches, Google Shopping Searches, and Google Search. The table contains four rows of data for different keywords.

Keywords	Search Trend	Character Count	Average Searches (US)	Average Clicks (US)	Average CTR (US)	Etsy Competition	Average Searches (UK)	Average Searches (France)	Average Searches (Germany)	Average Searches (Australia)	Facebook Marketplace Searches	Google Shopping Searches	Google Search
christmas stockings		19	11,374	2,705	24%	50,100	39	< 20	-	-	493	2,702	90,
personalized christmas stockings		32	9,700	4,185	43%	50,100	114	-	-	-	-	1,238	33,
christmas stockings personalized		32	1,405	514	37%	50,100	-	-	92	-	-	124	33,
farmhouse christmas stockings		29	626	12	2%	3,052	-	-	-	-	-	127	



Questions

The questions that would have the greatest impact on your design focus on how users make decisions based on the tools and information you provide.

From a design perspective, I'm most curious about:

1. What is the relationship between the types of information you offer ?
2. How do users use this information to make decisions?
3. Are users content with pulling information from eRank or is there a subset of power users who want critical information pushed to them? If so, what are the KPIs they want to configure?

In an ideal world, you would have the ability to interview a variety of eRank users to learn more about their decision making approach.



Dependent or Discrete Relationship?

I'd be curious to know about the relationship between the summary information and the related search terms.

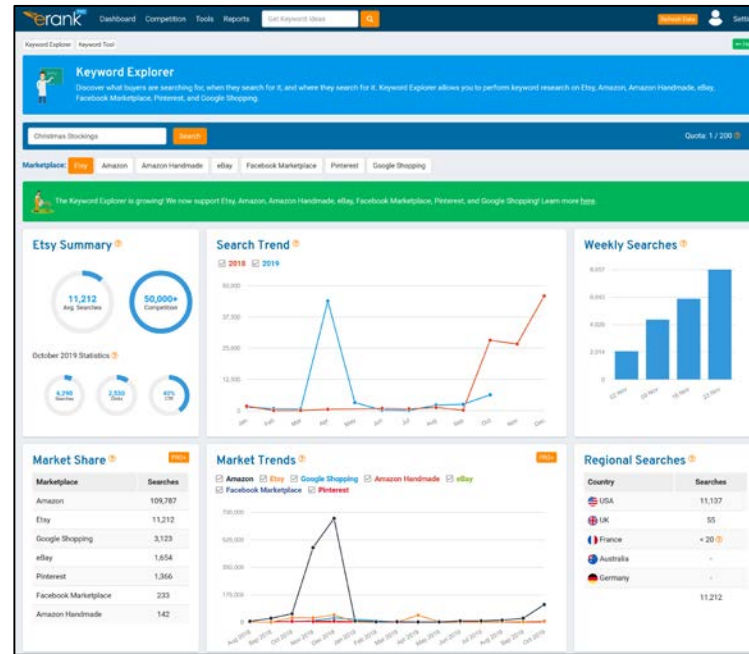
Are users getting a high-level view up top and then doing the fine-tuning down below? (discrete interactions)

Or, is there an ongoing back-and-forth between these two categories of information? (dependent interactions)

How do users use these two elements?

Recommendation

Determine how users make decisions and when they make them. Understanding these details will help you optimize their interactions.



The screenshot shows a table of related search terms for 'Christmas Stockings'. The table includes columns for keywords, search trends, character counts, average searches, clicks, CTR, and competition across various marketplaces and regions.

Keywords	Search Trend	Character Count	Average Searches (US)	Average Clicks (US)	Average CTR (US)	Etsy Competition	Average Searches (UK)	Average Searches (France)	Average Searches (Germany)	Average Searches (Australia)	Facebook Marketplace Searches	Google Shopping Searches	Go See
christmas stockings		19	11,212	1,888	16%	96,200	55	< 20	-	-	136	3,123	90
personalized christmas stockings		32	9,318	1,236	13%	96,200	114	-	-	-	-	1,598	33
christmas stockings personalized		32	66	89	13%	96,100	-	-	92	-	-	124	33
knitted christmas stockings		27	164	205	12%	14,100	-	-	-	-	-	10	5,4
famhouse christmas stockings		29	66	89	13%	96,100	-	-	-	-	-	-	-
personalized christmas stockings list		37	168	216	12%	14,100	-	-	-	-	-	-	-

KPI Configuration – Is this how users make decisions?

I'm wondering if more advanced users could benefit from a configurable KPI tool that pushes updates to them based on a designated threshold.

By fine-tuning their search terms based on what is trending, users could be in a more favorable position to be discovered.

Moreover, by having these updates pushed they have a better user experience and aren't as beholden to logging in repeatedly throughout the day.

Recommendation

Create the ability to configure KPIs for users who favor constant vigilance.

Sample Pushed KPIs

Notify me when the CTR for goes up %

Notify me when searches exceed searches for

Send me a Market Share report for the search term every at

Other measurements

% growth

% decline

Activity by region

Activity by sales platform

Biggest mover



QA OBSERVATIONS



The following items are QA observations I made while working with the site.

None of these issues were show stoppers, but rather are elements that could be fine-tuned to improve the users' experience.

Logo Consistency – “eRank” vs “erank”

The name eRank appears with a lower case e and a capital R across the site.

However, the homepage logo is all lower case.

About eRank

eRank began originally as EtsyRank. On a long Canadian Winter day after watching my wife struggle I decided to use my SEO and programming skills to try and understand how things worked at Etsy. As sales started to improve. After a while, I decided to work on some tools that would make the research these tools too. In January 2016 I launched EtsyRank site quietly in beta in less than 3 months EtsyF



Register

Login

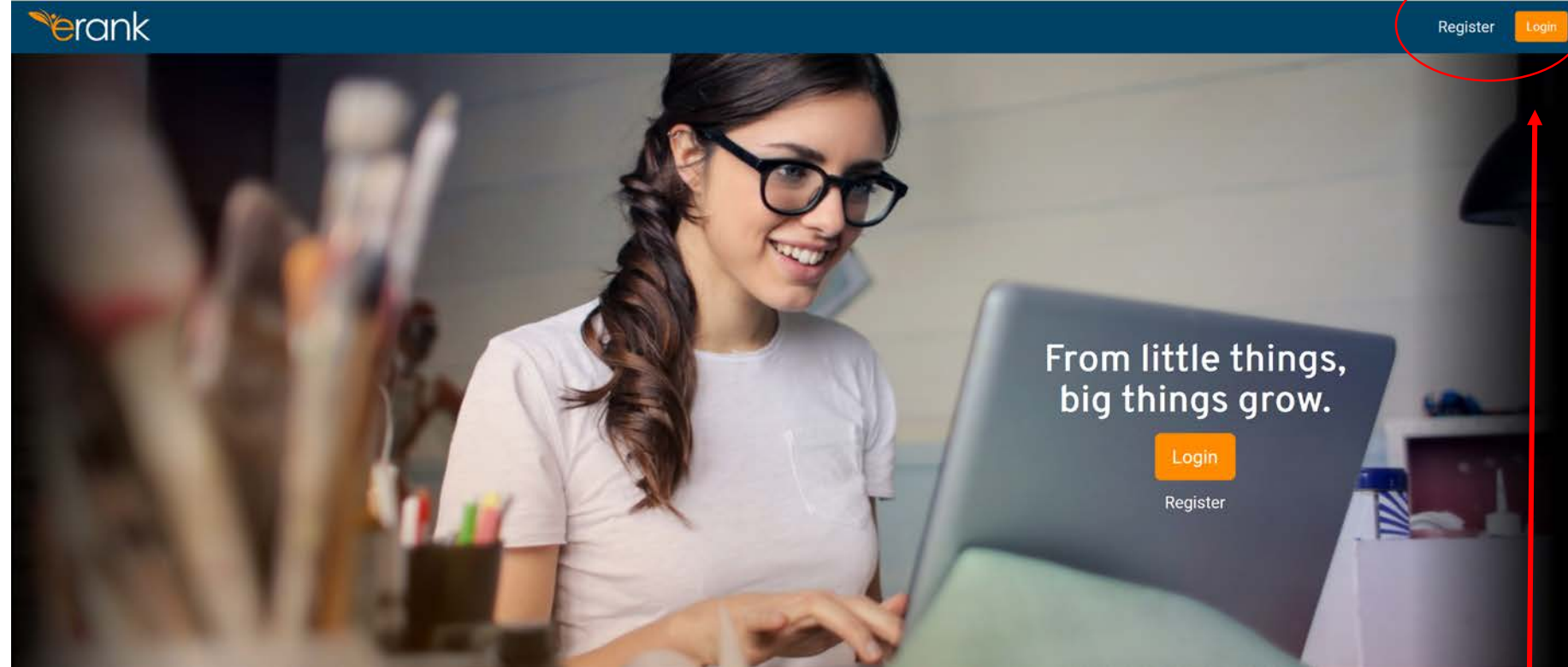


Ordering of Interactions

Because registration is a one-time interaction and logging in happens on a recurring basis, I'd privilege the login button in terms of positioning.

Think about making the login button as easy as possible to access for all your registered users.

The very slight inconvenience of having to move the mouse just a little further will only be experienced once for registration while the spatial ease of logging in will be enjoyed over and over again.

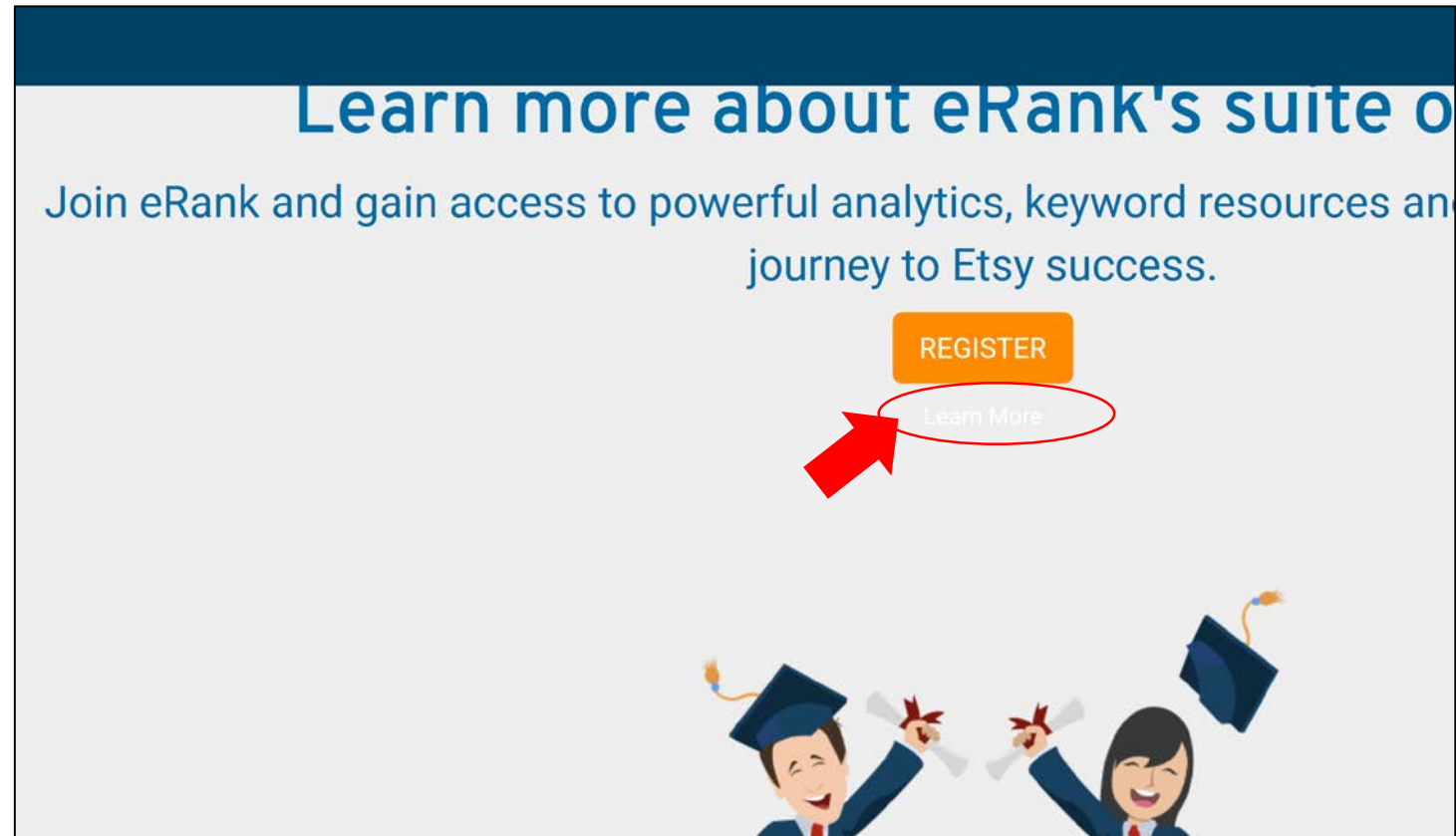


In terms of accessing functionality, logging in should be the easiest task because it will be done on a recurring basis unlike registering which is a one-and-done interaction.

Text Turns White in Rollover State

The Learn More link goes from being navy blue on gray (hi-contrast) to white on gray (very low contrast) upon rollover.

This visual shift can be disorienting for users and may cause them to wonder where the link went.

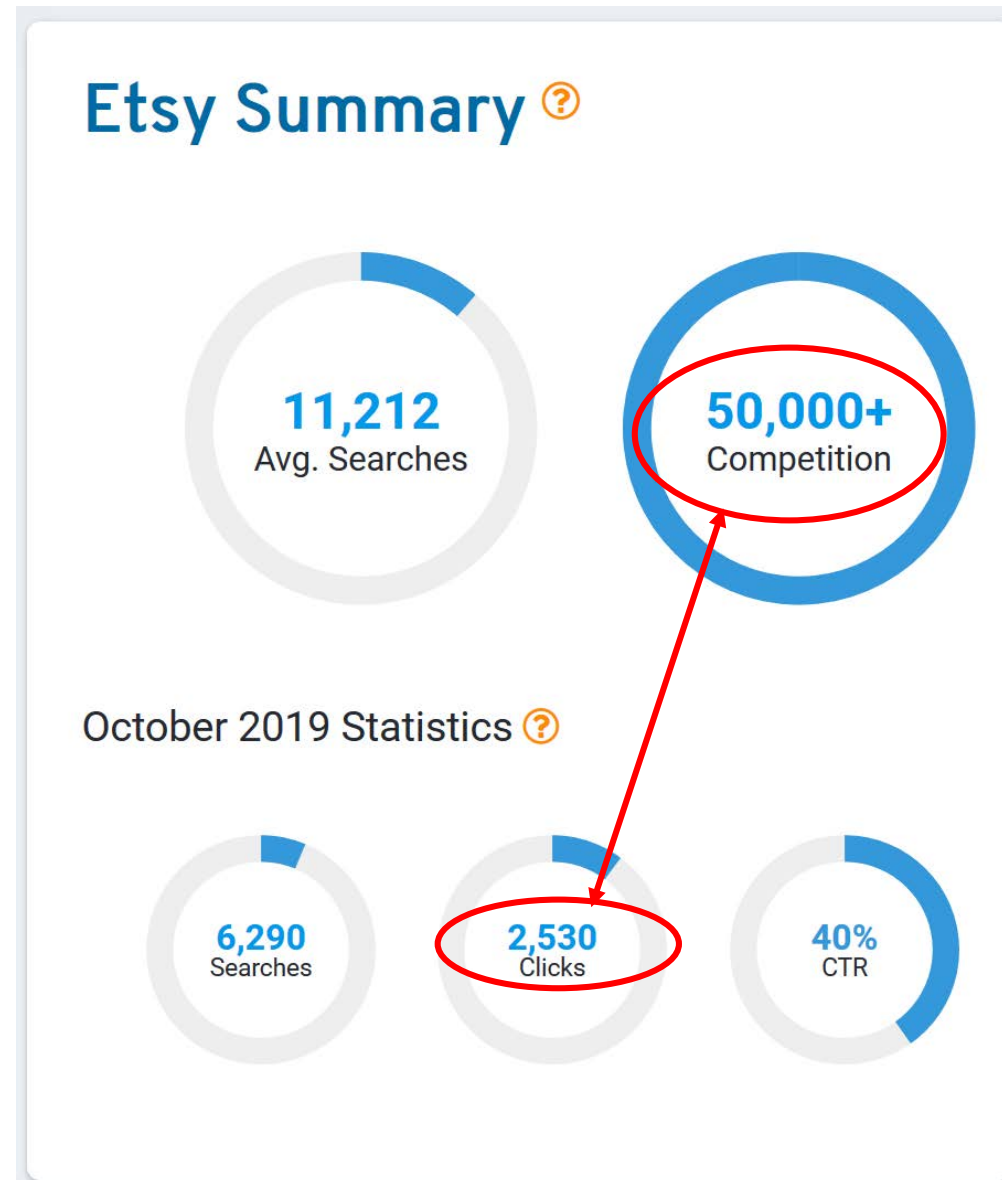


Inconsistent Spacing

The spacing between the numeric values and their labels are inconsistent between the top and bottom rows.

The top circles allow more space which make the label more readable.

Searches and clicks in the bottom row have less space and are harder to read.



This issue is particularly visible with the Clicks label because the letter height in the "l" interferes with the comma above it which sits below the plane of the text.

Quotation Marks Are Impacting Sort Order

The use of quotation marks automatically float this entry to the top of the search results.

While this behavior is standard sort protocol, it may feel disorienting for users who wonder when an “M” word appears at the top of the list.

