SHOPIFY PLUS SEARCH

The Search Bill Forecast Worksheet

Forecast a full year of search billing from your own traffic, peak month included. Fill in your store beside the worked example, run the output lines once per quote, then send every vendor the same twelve questions.

#	LINE	FORMULA	WORKED EXAMPLE	YOUR STORE
INPUTS				
1	Monthly sessions	S	1,000,000	
2	Share of sessions that search	u	15%	
3	Searches per searching session	q	1.8	
4	Typeahead requests per search	k	5	
5	Filter, sort and page requests per search	f	1.5	
6	Bot share of requests	b	20%	
7	Peak-month multiplier	m	3	
8	Quoted rate per 1,000 requests	p	$1.00 (hypothetical)	
OUTPUTS, RUN ONCE PER QUOTE				
9	Submitted searches a month	S × u × q	270,000	
10	Billed requests a month, all counted	line 9 × (1 + k + f) ÷ (1 − b)	2,531,250	
11	Billed requests a month, submitted only	line 9 ÷ (1 − b)	337,500	
12	Counting-unit ratio	line 10 ÷ line 11	7.5x	
13	Normal month bill	line 10 ÷ 1,000 × p	$2,531.25	
14	Peak month bill	line 13 × m	$7,593.75	
15	Full year, peak included	11 × line 13 + line 14	$35,437.50	
16	Budget on 12 normal months	12 × line 13	$30,375	
17	Gap the flat budget misses	line 15 − line 16 (as % of 16)	$5,062.50 (16.7%)	
18	Full year, submitted only	(11 + m) × line 11 ÷ 1,000 × p	$4,725	

Example values are made up for the arithmetic and are not benchmarks. The rate is hypothetical, not any vendor's price.

Twelve questions to send every vendor

- ☐ 1. What exactly counts as a billable request, session or record?
- ☐ 2. Does each autocomplete keystroke count?
- ☐ 3. Do filter clicks, sort changes and next pages count?
- ☐ 4. Are bot and crawler requests excluded, and how are bots identified?
- ☐ 5. Is there an allowance, and what is the rate above it?
- ☐ 6. Is there a cap, and do you alert me before I reach it?
- ☐ 7. Do variants, markets or languages multiply my record count?
- ☐ 8. Are merchandising, recommendations or visual search separate modules?
- ☐ 9. Is any part of the price tied to revenue or GMV?
- ☐ 10. What is the next renewal based on, and is the increase capped?
- ☐ 11. Can I see last November's volume priced under this contract?
- ☐ 12. Can I lock the price for the term?

What your result means

Ratio well above 1x: the counting unit moves your bill more than the rate does. Settle the definition before you negotiate price.

Any gap on line 17: a budget built on average months misses your peak. Ask for a cap, or a price fixed for the term.

Line 18 far below line 15: ask which line the contract bills, in writing.

Use it in four steps

1. Fill in lines 1 to 7 from your analytics and last November.
2. Get each vendor's counting unit and rate (questions 1 to 5).
3. Run lines 9 to 18 once per quote.
4. Compare full years, not monthly rates.

Want us to price your real volume?

Send us your last 12 months of searches and collection page views, and we will price them in writing.

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