



Episerver Search & Navigation

User Guide





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Epicor Search & Navigation User Guide

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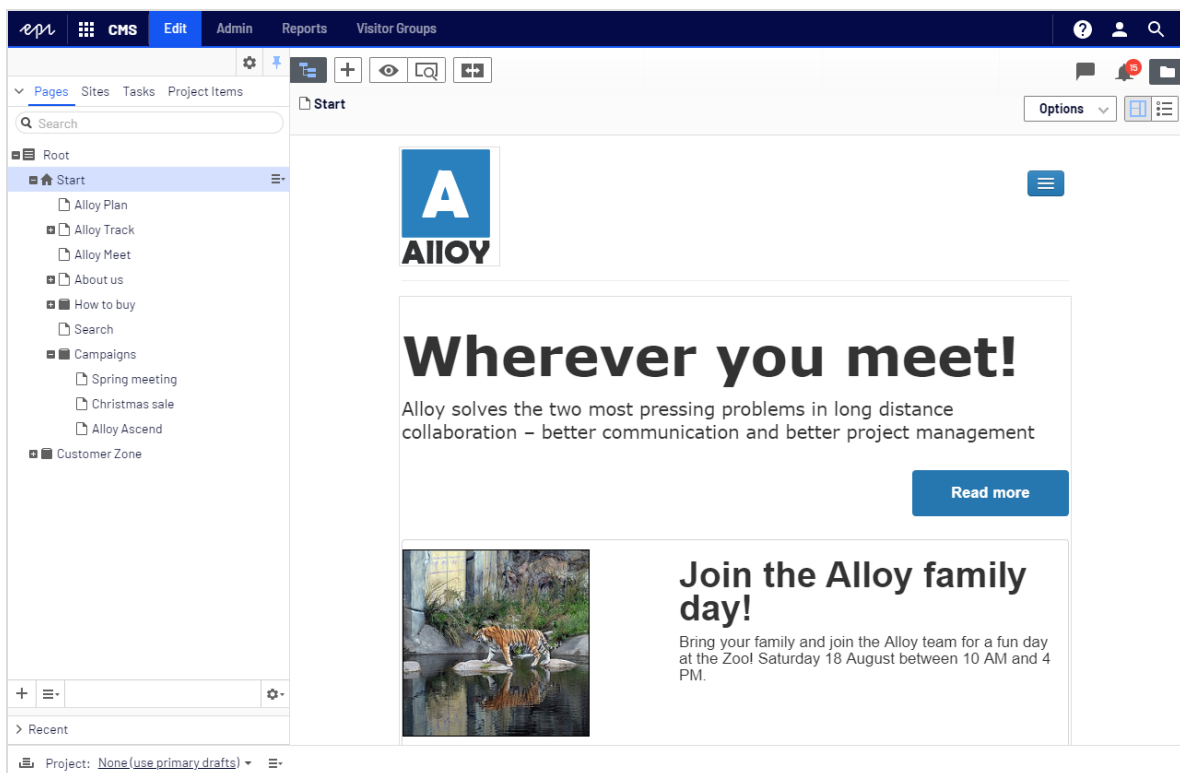
Introduction

Online help describes the features and functionality of the [Episerver Digital Experience platform](#) and covers CMS for content management, Episerver Commerce for e-commerce functionality, Episerver Campaign for omnichannel campaigns, Episerver Search & Navigation for extended search, Episerver Visitor Intelligence for visitor profiles and customer segments, Product and Email Product Recommendations, and Triggered Messages for personalized product recommendations, and Episerver add-ons.

You access the online help from within the Episerver platform or from [Episerver World](#). The online help is also available in PDF format for users who prefer PDF or want to print the documentation.

This PDF describes the features and functionality of Episerver Episerver Search & Navigation, which you can find on [Episerver World](#). Developer guides and technical documentation also are found on [Episerver World](#).

The user guide is intended for editors, administrators, marketers and merchandisers, working with tasks as described in Roles and tasks in the online help.



Features, licenses and releases

The user documentation is continuously updated and covers the latest releases for the Episerver platform.



Episerver CMS is the core part of the Episerver platform providing advanced content creation and publishing features for all types of website content. CMS features are available in all Episerver installations.



Episerver Commerce adds complete e-commerce capabilities to the core functionality in CMS. It requires a specific installation and license.



Episerver Campaign lets you orchestrate omnichannel campaigns from a single screen, and send triggered emails based on real-time behavior. Campaign requires additional license activation.



Episerver Search & Navigation adds advanced search functionality to websites. It requires a specific installation and license.



Episerver Visitor Intelligence is a user interface for viewing and filtering visitor profiles, and creating customer segments that can be used in omnichannel marketing campaigns. It requires a specific installation and license.



Product Recommendations lets you create and configure a merchandising campaign with personalized product recommendations from the personalization portal. It requires a specific installation and license.




Email Product Recommendations lets you include personalized product recommendations in any email, including cart abandonment and retargeting emails, from the personalization portal. You can also work with behavioral triggers to detect on-site behaviors and act upon them through automated, personalized emails. It requires a specific installation and license.



Add-ons extend the Episerver capabilities with features like advanced search, multi-variate testing, and social media integration. Some add-ons are free, others require license activation. Add-ons by Episerver are described in the online help.

Note: Due to frequent feature releases, this user guide may




describe functionality that is not yet available on your website. See [What's new](#) to find out in which area and release a specific feature became available.

Images and screenshots


The Episerver user guide uses images and screenshots to visually guide you through the features of the Episerver platform. Due to different versions, continuous updates, and specific system permissions, images and screenshots may differ from the actual appearance.

Notes


Three types of notes are color marked throughout the user guide: tips, notes and warnings.



Tip: Green indicates tips that might show you an easier way to perform a task.



Note: Yellow indicates important information that may affect your work and should not be missed.



Warning: Red indicates warnings. If these warnings are ignored, serious errors or problems may occur.

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What's new?

This user guide describes functionality available in the latest release of a standard implementation of the Episerver platform software and services. New features are continuously made available. See [Episerver updates](#).



Note: Due to frequent feature releases, this user guide may describe functionality that is not yet available to you. Contact your system administrator for information about products and versions in your Episerver implementation.

This release of the Episerver User Guide describes features available in Episerver as of **March 6, 2020**. See release notes (below) for update history. See Archived documentation in the online version of the user guide for previously released user guides and for older release notes.

Release notes 2020

Released	Area	Features and updates
March 6, 2020	Campaign	In the Advanced node of the Marketing Automation, you can filter recipients by Insight segments.
	Commerce	You can now process an order return. See Order returns. (update 305)
	Personalization	<p>Email Product Recommendations: You can add an email product description that has a transparent background. When you use a top-up or fallback, a preview appears.</p> <p>Product Recommendations: In generated HTML, you can define the default image size that is sent for empty images that have no products.</p>

Released	Area	Features and updates
		Triggered Messages: You can fire triggers based on locale so you can send emails to customers in the correct language. When you use the AddToGroup or RemoveFromGroup ESP actions, there is no limit to the number of triggers fired by Contact frequency . You can set a limit for campaigns using the SendMessage ESP action.
February 20, 2020	Episerver platform	A new section, User scenarios, has been added to the user guide describing common cross-platform user scenarios, such as working with products, optimizing search results, or using visitor groups for personalization.
	Campaign	When configuring a Mobile Push message in Smart Campaigns, you can now upload an image or specify an external image URL. (update 304)
February 7, 2020	Campaign	In the Advanced node of the Marketing Automation you can limit the number of recipients to whom the mailing is to be sent. (update 302)
	Commerce	On the Order Management screen, you can now view returns. (update 299)
	Personalization	You can now prioritize Triggered Messages campaigns.
January 31, 2020	Campaign	The new feature SMS processes lets you create and manage SMS processes such as unsubscribing from marketing SMS by sending the keyword <i>Stop</i> or requesting help by sending the keyword <i>Help</i> . (update 304)
	Search & Navigation	A new topic, Using Personalized Search & Navigation, provides information about the Personalized Search & Navigation product: its benefits, how it works, and how to enable it.
January 16,	Campaign	Several updates to the Microsoft Dynamics CRM

Released	Area	Features and updates
2020		<p>integration: You can assign Episerver Campaign test lists to check the mailing content before dispatch. The process of preparing the campaign activity for dispatch has been revised. (update 298)</p> <p>Several updates to the Magento 2 integration: Screenshots and names have been adjusted to the new version 1.3.5. (update 298)</p> <p>In the API overview, you can find information about the Episerver Campaign REST API. (update 298)</p>

Archived documentation

If your Episerver implementation is not on the latest version, you can access previous versions of the Episerver User Guide under Archived documentation in the online version of the user guide.



Episerver Search & Navigation

Note: The [Episerver Customer-Centric Digital Experience Platform](#) contains many features to support you in your daily work. Depending on how your solution is set up, some features described in this documentation may not be available to you. Contact your system administrator to find out more. See [Episerver World](#) for technical information.

Most site visitors abandon a website if they cannot quickly find what they are looking for. With increasing information volumes, menu navigation is no longer sufficient, so search becomes critical for locating information. Episerver Search & Navigation (formerly Episerver Find) adds powerful search functionality to websites. Search encompasses internet search engines (like Bing) and a website's search function.

Search optimization increases the chances of attracting visitors to your website, keeping them there, and getting them to complete an action, such as registering or shopping. This is closely related to search engine optimization (SEO), often referred to as "the process of improving the visibility of website content in the search results."

Episerver Search & Navigation bases search functionality on visitor search behavior and website statistics. Using this information, you can add [automatic landing pages](#), [adaptive navigation](#), and [guided search](#) to increase website traffic and boost conversion rates.

The Episerver Search & Navigation documentation shows search administrators, such as editors and site administrators, how to set up and use Episerver Search & Navigation. It also shows developers how to configure and set up search features.

A
Alloy

Start Alloy Plan Alloy Track Alloy Meet About us Find

Start / Find

"alloy meet"

Search

Search result

Your search for "alloy meet" resulted in 2 hits

Download Alloy Meet

Alloy Meet Download free trial Download, install and evaluate for 30 days. Download, install and evaluate for 30 days.

Installing

You are installing Alloy Meet.

Sections

- All (57)
- Root (30)
- About us (15)
- How to buy (3)
- Alloy Track (3)
- Campaigns (2)
- Alloy Plan (2)
- Alloy Meet (2)**

Feature summary

With Episerver Search & Navigation, you can develop customized functionality, such as filtering and faceted navigation, based on content properties, such as price or color. Episerver Search & Navigation is based on an index service and interfaces, which can be cloud-based or installed on-premises. Episerver Search & Navigation supports multiple languages.

Episerver Search & Navigation indexes any type of website object, not only web pages. As soon as an author publishes content, Episerver Search & Navigation pushes data to the search engine, making new or updated content available in near real-time.

Features in "standard" Episerver Search & Navigation

- [View and analyze search statistics](#) for your websites, and use the statistics to optimize search.
- [Explore the site index](#) to see what was indexed and when, and use this information to customize search features.
- [Promote selected content \(best bets\)](#), and manage [search phrases without hits](#).
- Add [related queries](#) to guide visitors in their search for specific content.
- Define [synonyms for similar search phrases](#).
- [Weight content properties](#) to boost search results as desired.
- Support for basic boolean operators, like AND, OR, NOT. Special symbols like + and - are currently not supported. Complex nested combinations have limitations.

Features in Episerver Search & Navigation Connections Edition

Episerver Search & Navigation Connections Edition lets you add [connectors](#), which index external content that is related to but not part of your website. For purchasing information about the Connections Edition, see [Order Episerver Search & Navigation](#). To learn how to use it, see [Adding connectors](#).

Note: See Getting started in the CMS Editor User Guide for logging in, accessing features, and working with the Episerver user interface.

Help in Episerver Search & Navigation

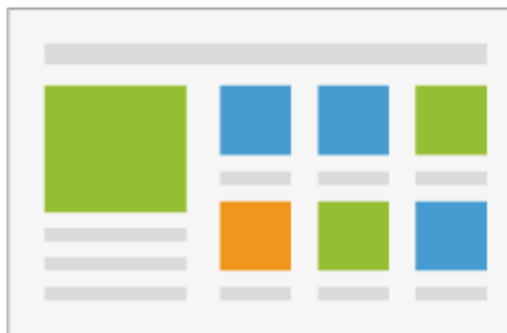
Episerver Search & Navigation's user interface provides onscreen documentation. To access it, click **Show Help** in the upper right corner.



What is search optimization?

Search optimization helps site visitors quickly find the right website content. This is closely related to search engine optimization (SEO), often referred to as the *process of improving the visibility of website content in the search results*.

As a Web page's search rank increases, your website receives more visitors.



Episerver Search & Navigation lets you develop customized functionality to create automatic landing pages and different types of adaptive navigation with minimal effort. While Episerver Search & Navigation bases its SEO strategies on site visitor statistics, you can manually implement search optimization on targeted content to enhance the search experience.

Learn by doing

Most of Episerver Search & Navigation's automatic SEO is based on queries made by site visitors. As the number of queries grows, Episerver Search & Navigation "learns" and bases search suggestions on previous successful queries.

The new website

When developers set up a website and configure search, they use the programming interface to develop custom filters (along with built-in filters) and faceted search features. Because the site is new, search optimization has few statistics, so you can help visitors by adding search phrase suggestions. See also: [Autocomplete](#).

The growing website

As your website matures and accumulates search data, use search statistics to analyze search activity. Optimization evolves into monitoring, fine tuning, and promoting content to deliver the right content to visitors.

Automatic search optimization

You can attract visitors to your website and guide them to relevant content by coding the following features and tagging content properties.

Automatic landing pages

When you create a campaign, you usually make significant efforts to set up landing pages and display desired content in various places of the website. Tagging and search criteria let you create landing pages that dynamically display relevant content.

Release notes for Episerver updates

This is an overview of the latest changes included in EpiServer as NuGet packages. As a developer working with EpiServer solution information to decide which updates to apply to your project. Refer to [installing EpiServer updates](#) for information on how to install EpiServer updates.

Changes in EpiServer.Find

Filter by

Bug Feature All

Id	Type	Package	Title	Closed
109403	Feature	EpiServer.Find 9.5.0.2999	Customized Search Block	Jul 24 2015
118616	Feature	EpiServer.Find 9.5.0.2999	Be able to scroll content with one scrollbar	Jul 21 2015
127694	Bug	EpiServer.Find 9.5.0.2999	Find does not allow filtering on decimal properties	Jul 17 2015
127058	Bug	EpiServer.Find 9.5.0.2999	Indexing Word documents	Jul 13 2015

Products

- CMS
- Commerce
- Facets**

Packages

- All
- EpiServer.Find**

Released in version

- All
- 9.5.0.2999
- 9.4.0.2900
- 9.3.1

An automatic landing page (as in the example above) is actually a search page with a small editorial area at the top. Episerver Search & Navigation drives search results through content tagging. Site visitors can narrow down search results using the facets.

Using Episerver Search & Navigation, you can develop customized functionality to provide an SEO-friendly URL for the dynamic landing page, based on visitor-selected facets. Example: if you search for *sweatshirt*, the returned URL includes associated search facets, such as the following `../search/sweatshirt/women/hoodies`.

Adaptive navigation

Website navigation often is static and based on a content structure that is well-known to editors but less intuitive to visitors. With search criteria, you can create navigation that displays personalized content based on what is known about the visitor, such as content relations or a registered profile.

Guided search

Episerver Search & Navigation can suggest search phrases automatically, based on the behavior of site visitors. Example: searching for *page* returns **people searching for "page" also searched for "web page"**. The [autocomplete](#) feature also provides guided search.

Optimizing search manually

Although Episerver Search & Navigation performs search optimization automatically, you should regularly monitor search activities on your website to fine-tune search performance and spot discrepancies. You may want override system suggestions to promote specific content.

Use the [optimization view](#) to perform manual search optimization. Optimization may also include modifying website content to achieve desired results. The following scenarios demonstrate how search optimization actions can guide visitors to appropriate content.

Search phrase does not match wording in content

Example: *basket* instead of *cart*. Help out by [adding a synonym](#).

Promote selected content

Use best bets to [promote selected pages' content](#). Example: if a visitor searches for *Christmas cards*, a *Christmas special offer* appears at the top of the search results.

Visitors are not clicking search result links

Low-click frequency may not be a problem—it can indicate that search results provide adequate information. But it also may indicate that the information is not attractive enough. [Work with the content](#) to ensure that an appropriate description appears in search results and SEO requirements are met. Or, [create a best bet](#) with a custom title and description.

No search results returned because the content is missing

Use search statistics to discover if needed content is missing from your website. This requires a strong understanding of the content. Create the missing content and ensure it appears in search results.

Content searched for is not on your website but visitors assume it is

If visitors frequently search for content on a related website, add a [connector](#) to index that site's content and merge it with your site's search results.

Returned results do not contain the search phrase

Add the search phrase to the content, or add [synonyms](#), which let site visitors retrieve content without knowing exact wording.

Relevant content is found but not displayed at the top

Work with the content to verify that SEO requirements are met. For example, make sure the page has a relevant title, correct and descriptive meta information, and an accurate modification date. Also, make sure the page has relevant keywords and search phrases. Use specific keywords instead of broad, widely-used terms. For example, **agile commerce** (instead of **commerce**) significantly narrows results.

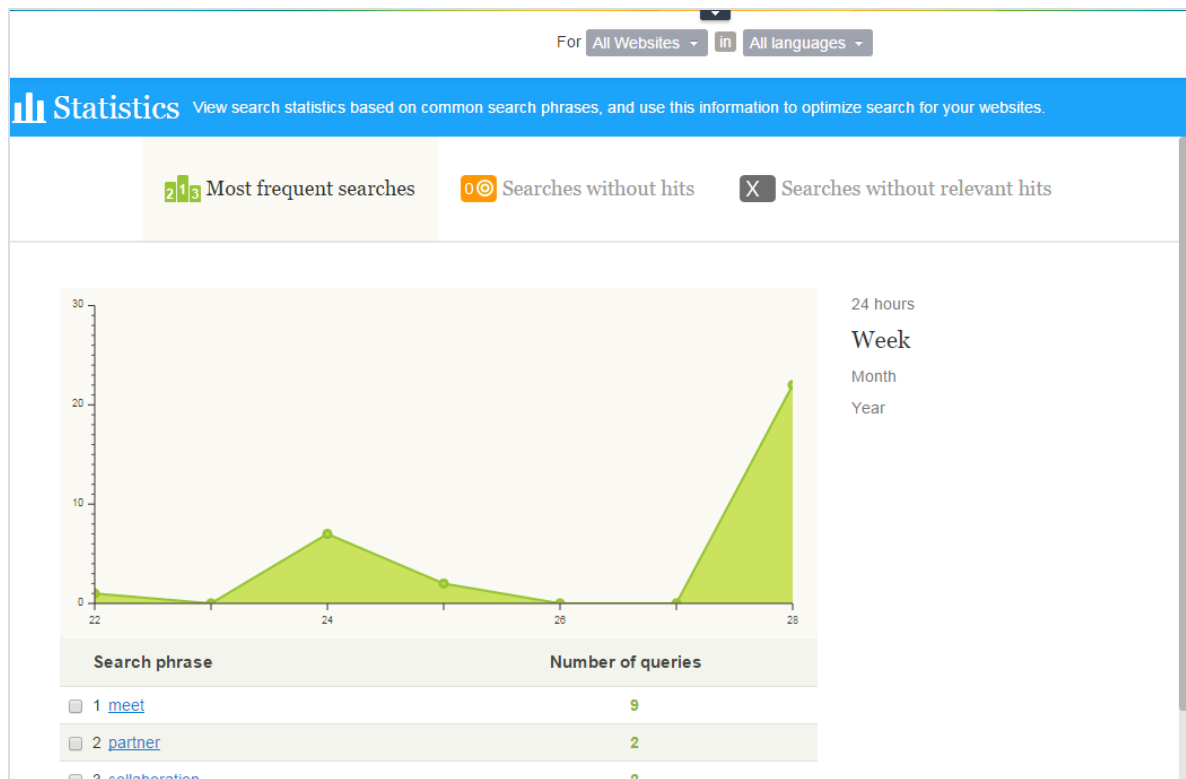
See also general guidelines about optimizing content for search engines, such as Google's [Search Engine Optimization Starter Guide](#).

Analyzing search statistics

Episerver Search & Navigation collects statistics from site visitor activity and displays them in the Statistics View, where you can analyze the activity.

Statistics are scarce for a new website, but as your site matures and captures more search behavior, you can analyze the information to optimize the search experience.

Note: You need [specific access rights](#) to access features in Episerver Search & Navigation.



The Statistics view displays popular searches during a selected time period and reveals if matching content was found. You can filter search information by time interval, website, and language.

- **Most frequent searches.** Phrases searched for most often.

Tip: Use your most frequent search keywords to create [Best Bets](#).

- **Searches without hits.** Phrases most often searched for *and* for which no results were found.

Tip: To improve the user experience for searches without hits, add [synonyms](#), [autocompletes](#) and/or [related queries](#) to help users find relevant content.

- **Searches without relevant hits.** Searches that generated hits but had a low click-through rate. Phrases that are most frequently searched for *and* for which search results are clicked the least appear at the top.

Tip: To improve the user experience for searches without relevant hits, either create new content, or use [related queries](#) or [synonyms](#).

If you click a search phrase in a list, a new window appears, containing the following information.

- matching search results (when using **Most frequent searches** view)
- other searches performed by the visitor who submitted that search phrase

The screenshot shows a window titled "Search phrase 'plan'". It is divided into two main sections. The left section is titled "0 most clicked search results matching 'plan'" and contains a table with two columns: "Search result" and "Clicks". The table body contains the text "No matching hits." The right section is titled "People who searched for 'plan' also searched for..." and contains a table with two columns: "Search phrase" and "Number of searches". This table lists two search phrases: "1 work" with 1 search, and "2 lang" with 1 search. A "Close" button is located at the bottom right of the window.

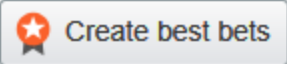
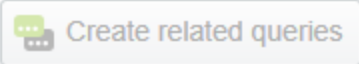
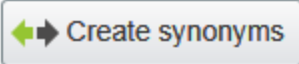
Search result	Clicks
No matching hits.	

Search phrase	Number of searches
1 work	1
2 lang	1

From Statistics view, you can select one or more search phrases and switch to the [optimization interface](#) to work with best bets, autocompletes, related queries, or synonyms.

<input type="checkbox"/>	30 cooperation	1
<input checked="" type="checkbox"/>	31 communication	1
<input type="checkbox"/>	32 ceo	1
<input checked="" type="checkbox"/>	33 bears	1
<input type="checkbox"/>	34 "katt" äter möss	1
<input type="checkbox"/>	35 "katt äter möss"	1

Select one or more phrases in the list and click the desired search optimization method to work on these phrases.



Manually optimizing search results

Although Episerver Search & Navigation automatically optimizes the search, you should monitor your site's search activities regularly to fine-tune performance and identify trends. At times, you may want to override system suggestions or promote specific content.

When you perform search optimization, work closely with stakeholders such as the website owner, marketers, content editors, and developers. Tasks depend on whether the site is new or mature because of the amount of statistics with which you have to work.

You can perform search optimization for multiple websites and different languages from the same user interface. To optimize search effectively, you must be familiar with your website content.

Note: You need [specific access rights](#) to access Episerver Search & Navigation features.

The optimization view

To access Optimization View, from the toolbar, click **Find > Manage > Optimization**.

The screenshot displays the Episerver Optimization interface. At the top, there are filters for 'All Websites' and 'All languages', and a 'Show Help' link. The main navigation bar has 'Statistics' and 'Optimization' tabs. The 'Optimization' tab is active, showing a 'Best Bets' section with a star icon. Below this, there are fields for 'Phrases', 'Target content' (with radio buttons for 'Local' and 'External link'), 'Title', and 'Description'. A 'Best Bets' list is shown at the bottom with a search bar and 'Edit'/'Delete' buttons.

Use Optimization View to manually optimize search. You can select search phrases in the **Statistics** view, and transfer them to Optimization View. Or, you can manually enter search phrases into Optimization View's **Phrases** field.

What to look for

- Frequently-searched phrases indicate "hot" topics, content that visitors assume is on your website.
- Search phrases without hits reveal content missing from your website or a need to [improve a content item's ranking](#) in search results.
- If visitors search for content that is related to but not stored on your website, consider [adding a connector](#) to index an external website.
- Search phrases with low click-through rates may indicate that the content description is insufficient, or that the title or description is not attractive enough. In the latter case, [create a best bet](#) with a custom title and description to promote the content.
- By clicking a search phrase in the list, you see other phrases that the same visitor searched for. For example, if someone searching for **project plans** also searched for

planning and **tracking projects**, respond by adding missing content, or creating synonyms or best bets for these phrases.

Using the Statistics View data, try the following content optimization tasks.

- [Promote content using best bets](#)
- [Suggest related search phrases](#)
- [Add synonyms for similar phrases](#)
- [Create editorial autocomplete suggestions](#)



Promoting content using best bets

Episerver Search & Navigation lets you promote content by adding *best bets*, search phrases that deliver selected Web content to the top of search results. Use best bets to provide answers to common questions, or to create sponsored links such as in an e-commerce site.

For example, if a search phrase has a low click-through rate, that might indicate that the content title or description is not compelling. Use a best bet to assign a custom title and description to promote that content. By customizing title and description, you optimize the site visitor's search experience.

A best bet's search phrase does not need to occur in the assigned content – you are simply mapping one or more phrases to an internal or external Web page, which appears above organic search results.

Customized title and description

Search result
Your search for *video conference* resulted in 16hits

Alloy Meet-conduct virtual meetings (0.74982923)
Alloy Meet teleconferencing software lets you conduct virtual meetings in “real time” where everyone is participating as the same time, often by teleconference or video conference.

Standard title and description

Search result
Your search for *alloy meet* resulted in 98hits

Alloy Meet (4.0621233)
Alloy Meet, online meeting and distance cooperation You've never had a meeting like this before! You've never had a meeting like this before! Participants from remote locations appear in your

You can style a best bet to distinguish it from organic results. For example, notify visitors that a link is sponsored.

Note: A developer needs to implement this feature in your website's styling.

You can define best bets for a [specific language](#) and a [specific website](#).

Examples of best bets

- You are running a Christmas campaign. When a visitor searches for **Christmas cards**, you want the **Christmas special offer** page to appear at the top of search results.
- Link search phrases to content that you believe visitors want. For example, for a contact information page, add a best bet with search phrases like **customer service**, **contact us**, and **opening hours**.
- You want a search phrase to return specific content. For example, if someone searches for **health insurance**, display the **health insurance card application form page** on top.
- You have a **Special offers** page, which appears in search results when searching for **offers**, but is rarely clicked. Create a best bet for the page and give it a title like **Unbelievable Deals**, while leaving the original content untouched.

Adding best bets

Note: Best bets are not enabled by default; developers need to enable them.

1. From edit view, select **Find > Manage**. The Statistics screen appears.
2. If one or more search terms that you want to promote via best bets appear in the **Search Phrase** list, select the ones you want, then **Create best bets**. You can modify the search terms on the Optimization screen.

Otherwise, select the **Optimization** screen > **Best Bets** and use the **Phrases** field to enter one or more search phrases.

A best bet phrase cannot contain these special characters: + - && | | ! () { } [] ^ " ~ *
? : \ /

For All Websites in All languages Show Help

Optimization Apply search optimization features to finetune search on your websites, helping visitors find what they are looking for.

Best Bets Related Queries Synonyms Autocomplete

Use best bets to create a custom list of matching content for common search phrases. Best bets are presented at the beginning of the search results.

Phrases Separate multiple phrases with comma

Target content Local

External link

Title

Description

Display best bet in its own style
 Display best bet like search result

Best Bets

Whitepaper
 Alloy Track Whitepaper Explore the opportunities that exist for keeping your projects on track. Making sure that

Note: The site visitor must enter all words in the search phrase *exactly* to retrieve the content. Stemming is not supported. If a best bet contains several search phrases, and any of them matches the site visitor's input, the best bet content appears at the top of search results.

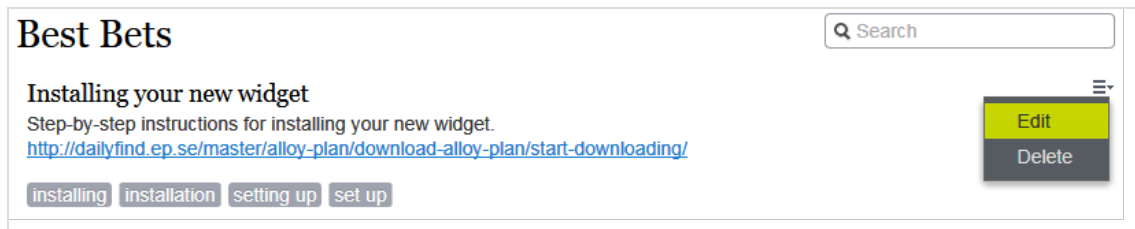
3. At the **Target Content** field, specify content to appear when a site visitor searches for any search phrase. To assign an Episerver page, image, video, or asset, select **Local** and navigate to it. To assign an external page, click **External link** and insert a URL with a protocol identifier, such as **https://**.
4. If you selected an Episerver page, its title and description appear. Modify them as desired. For example, enter more compelling text to encourage a site visitor to click the result.

If you selected an external page, enter a relevant title and description.

Editing best bets

The bottom of the **Optimization** page displays current best bets.

1. Using the context menu, click **Edit**. The screen is populated with the current values.



2. Change as needed.
3. Click **Save best bet**.

Deleting best bets

Best bets typically have a limited life, so maintain them continuously to ensure that out-dated promotions are removed.

1. Using the context menu, click **Delete**.
2. Confirm.

Effect of publication and expiration dates on best bets

Best bets respect content publication and expiration dates, and that information is presented on the **Best Bets** screen.

Best Bets

Installing
 You are installing Alloy Track. You are installing tyAlloy Track.
<http://dailyfind.ep.se/master/alloy-track/download-alloy-track/start-downloading/>

⏰ Content has expired

beautiful

Fall campaign
 Read all about the latest, don't miss a beat.
<http://dailyfind.ep.se/master/fall-campaign/>

fall campaign

New products
 Latest updates to our most popular products!
<http://dailyfind.ep.se/master/new-products/>

⏰ Content is scheduled for publishing

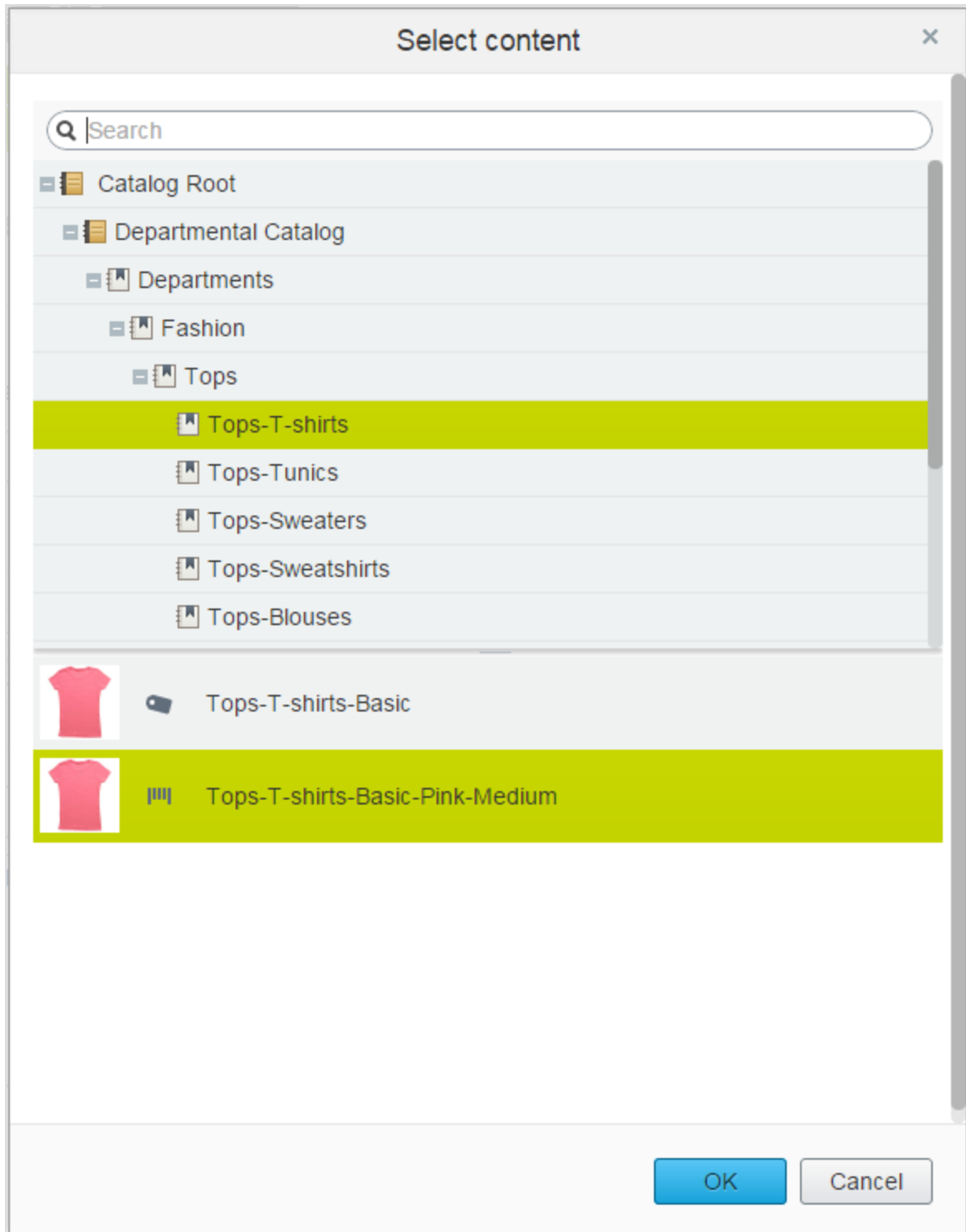
new

So, while you can apply a best bet to unpublished content, the best bet only affects search results if content is published. Also, if published content expires, a best bet no longer affects search results, although you can still see it on the Best Bets screen.



Best bets for catalog entries

If Episerver Commerce is installed on your website, you can promote content using the catalog content selector in best bets view. You can define best bets for products and variants and images in the catalog.





Adding related queries

Use related queries to create suggestions associated with a search phrase, guiding visitors to certain search patterns.

Start / Find

black bear

Search

Search result

Your search for *black bear* resulted in 8 hits

People also searched for: polar bear brown bear bear

Episerver Search & Navigation automatically generates suggestions from site visitors who also searched for the same phrase. You can manually add related queries that are not automatically generated because users are not entering those search terms. By manually adding related queries, you create desirable search patterns that are used as the website evolves. For example, on a travel website, to searches for *Spain*, add related queries for *Barcelona* and *Madrid*. Or, on an e-commerce site, to searches for *accessories*, add *handbags* and *shoes*.

Creating related queries

Note: You can apply a related query to a [specific website and a specific language](#).

1. From edit view, select **Find > Manage**. The Statistics screen appears.
2. If search terms that you want to use for related queries appear in the **Search Phrase** list, select them then **Create related queries**. You can modify the search terms on the Optimization screen.

Otherwise, select the **Optimization** screen > **Related Queries** and use the **Phrases** field to enter one or more related queries.

A phrase can have up to three words, and must consist of alphanumeric characters, dashes, ampersand, or apostrophe.

Use related queries to create search suggestions of the type "persons who searched for this also searched for...". Related queries work in one direction only.

Phrase

Suggestions

Separate multiple suggestions with comma.

Related Queries

Phrase	^ Suggestions	
bow woods	babboo	<input type="button" value="Edit"/> <input type="button" value="Move Up"/> <input type="button" value="Move Down"/> <input type="button" value="Delete Phrase"/> <input type="button" value="Delete Suggestion"/>
	hickory	
	osage	
	ash	
	cedar	
black locust		

- In the **Suggestions** field, enter related terms by which users might want to search. You can apply several phrases to the same query. For example, the search term *training* has *course* and *school* as related queries. A suggestion should not match a phrase.
- Click **Add related query**.
- To change the position of a suggestion, click the context menu then select **Move Up** or **Move Down**. The screen position affects the presentation order of the related queries.

black bear	brown bear	<input type="button" value="Edit"/> <input type="button" value="Move Up"/> <input type="button" value="Move Down"/> <input type="button" value="Delete Suggestion"/>
	polar bear	
	bear	
bow woods	babboo	
	hickory	
	osage	



Adding synonyms for similar phrases

Sometimes, site visitors enter a search term that does not occur in your content, even though your site has content of interest to them. To fix this problem, create a *synonym list*. If a site visitor searches for any term in the list, the search returns results for it and the synonym. For example:

- Phrases (terms not in your content but which site visitors submit while searching): *bill, payment, pay, fee*
- Synonym (occurs in your site content): *tuition*

If a site visitor enters *bill* into a search field that uses synonyms, the Synonyms feature adds *OR tuition* to the query. So, content containing *tuition* is returned even though it was not submitted as a search term.

The Synonym feature typically produces more hits. So, while site visitors do no more work, Episerver Search & Navigation greatly increases their chances of finding the right information.

Examples

- You have a *Special offers* page. It appears in search results when searching for *offer*, but site visitors often enter *deal* when searching. Create a synonym list with phrase: *deal*; synonym: *offer*.
- Phrases: *iPhone, Nexus, Galaxy* (three 1-word phrases)
Synonym: *smart phone* (2-word synonym)
- Phrases: *email, telephone, people, twitter* (four 1-word phrases)
Synonym: *contact* (1-word synonym)

Unidirectional versus bidirectional synonyms

When creating a synonym list, you decide if it is unidirectional or bidirectional.

- **Unidirectional.** If a site visitor submits a phrase on the list, Episerver Search & Navigation adds the synonym to the query. But, if a visitor submits the synonym, phrases on the list are not added to the query.
- **Bidirectional.** If a visitor submits the synonym or any term on the phrases list, the synonym and the term are added to the query.

On the Synonyms screen, an icon indicates a list's direction.

Synonyms	
Phrases	Synonym
adorable, lovely, nice	beautiful
amount, bill, charge, cost payment, price	tuition

Example

- If *recycling* is a *unidirectional* synonym to *dump*, you get hits for *recycling* when searching for *dump*, but you do not get hits for *dump* when searching for *recycling*.
- If *recycling* is a *bidirectional* synonym for *dump*, you get hits for *dump* when searching for *recycling*, and hits for *recycling* when searching for *dump*.

Keywords versus synonyms

The advantage of search keywords is that they are used by Episerver Search & Navigation and external search engines (for example, Bing) to retrieve content on your site. However, you must add SEO keywords to each content item.

Synonyms apply to all site content, or content in the selected language, but are only used if someone uses the Episerver Search & Navigation search functionality on your site.

Adding synonyms

Note: Synonyms are usually language-specific but you can apply them [to all languages](#).

1. From edit view, select **Find > Manage**. The Statistics screen appears.
2. If search terms you want to use for synonyms appear in the **Search Phrase** list, click them, then select **Create synonyms**. You can modify the search terms on the Optimization screen.

Otherwise, select the **Optimization** screen > **Synonyms**.

For All Websites in All languages ? S

Optimization

Apply search optimization features to finetune search on your websites, helping visitors find what they are looking for.

★ Best Bets 💬 Related Queries ↔ Synonyms AI Autocomplete

Search terms can be expanded with terms from this synonym list. If you search for "vegetables" and the synonym is "fruit", results for "fruit" will also be displayed. Note that changes to synonyms may take a few minutes before they are in effect.

Phrase

Synonym

Bidirectional

Add synonym Cancel

Synonyms

Phrase	Synonym
biking,trekking,hiking,climbing,walking	outdoor
cat,dog,mouse,rat	pet
london	england
london	britain
madrid	spain

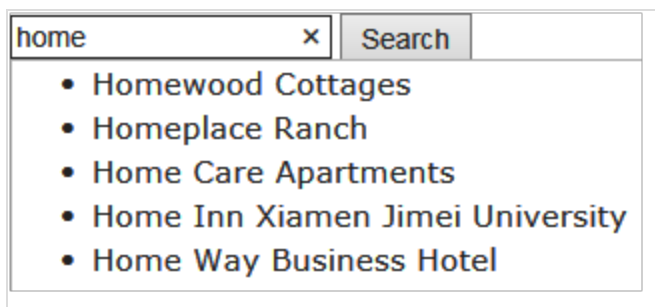
- In the **Phrases** field, enter one or more synonym phrases that do not occur in your site content but which site visitors might submit while searching. Each phrase can have up to three words. You can enter an unlimited number of phrases. To learn more about phrases and synonyms, see [Adding synonyms for similar phrases](#).

Warning: The search term must exactly match a phrase (stemming is not supported). For example, *vegetable* does not exactly match *vegetables*. As a workaround, enter two phrases: *vegetable* and *vegetables*.

4. In the **Synonym** field, enter a term (up to three words) that exists in your website content. Episerver Search & Navigation adds the synonym to the query when a site visitor enters any phrase in the list.
5. If you want the synonym list to be bidirectional, check the **Bidirectional** box. See also: [Unidirectional versus bidirectional synonyms](#).

Autocomplete

Autocomplete suggests search phrases as a site visitor types characters into a search field.



The screenshot shows a search input field containing the text "home". To the right of the input is a small "x" icon and a "Search" button. Below the input field, a dropdown menu is open, displaying a list of five suggestions, each preceded by a bullet point:

- Homewood Cottages
- Homeplace Ranch
- Home Care Apartments
- Home Inn Xiamen Jimei University
- Home Way Business Hotel

The suggestion list becomes more precise as a user types more characters.

If a site visitor selects a suggestion, Episerver Search & Navigation executes a query using that term. Autocomplete speeds up the search experience when it correctly predicts words being typed.

Sources of autocomplete suggestions

Episerver Search & Navigation provides two sources of autocomplete suggestions.

- Manually entered, on the Episerver Search & Navigation Optimization screen's **Autocomplete** tab.

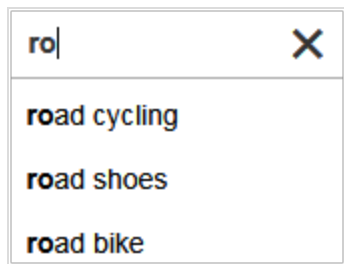
The screenshot shows the 'Optimization' section of the Episerver Search & Navigation interface. At the top, there are filters for 'All Websites' and 'All languages'. Below this is a green header with the text 'Optimization Apply search optimization features to finetune search on your websites, helping visitors find what they are looking for.' There are four tabs: 'Best Bets', 'Related Queries', 'Synonyms', and 'Autocomplete', with 'Autocomplete' being the active tab. Below the tabs, there is a text box for 'Phrase' containing 'polish' and a search button. Below this is a list of autocomplete suggestions: 'appearance', 'appear', 'poltava', and 'police'.

- Automatically generated, based on previous searches that resulted in at least one hit.

Manually-added suggestions take precedence over system-generated ones. For example, if a search for *polic* results in one user clicking a search result that uses *police*, Episerver Search & Navigation makes *police* an autocomplete suggestion for *polic*. But, if you manually add *policy* as a suggestion, that term appears above *police* in the suggestion list.

Usage recommendations

- Base autocomplete suggestions on search keywords for targeted content. For example, if your website sells bicycles, add the following suggestions to appear when a site visitor types *ro*.



- For a new website, manually add autocomplete suggestions for important words. Even if no previous searches for them were made, the suggestions direct site visitors to appropriate pages.

Adding, editing and deleting autocomplete phrases

You can define autocomplete suggestions for a [specific language and a specific website](#). To create a suggestion, follow these steps.

1. From edit view, select **Find > Manage > Optimization > Autocomplete**.
2. In the **Phrase** field, enter autocomplete suggestions (one at a time).

Note: The Autocomplete screen displays only suggestions that were manually added on this screen—it does not display suggestions based on previous, successful searches.

Use context menu options to edit or delete an autocomplete suggestion.

After you enter autocomplete suggestions, your developer must update website pages that host search controls to implement Autocomplete.

Changing the order of autocomplete phrases

The order of suggestions in the Autocomplete list determines their sequence in a search field's suggestion list.

The screenshot shows the 'Optimization' section of a search engine interface. At the top, there's a green header with the word 'Optimization' and a sub-header 'Apply search optimization'. Below this is a 'Best Bets' section with a star icon and a chat bubble icon. A text box explains: 'Autocompletes are words displayed as suggestions will always take precedence over auto completes 1'. There is a search input field labeled 'Phrase'. Below the input field, the word 'Autocomplete' is displayed in a large font. A list of suggestions is shown: 'road shoes', 'road bike', and 'road cycling'. To the right of the main interface, a magnified view of the search input field shows the text 'ro|' with a dropdown menu containing 'road shoes', 'road bike', and 'road cycling'. A blue callout box points to the suggestions with the text 'Autocomplete suggestions below a search field'.

To change the order of suggestions, follow these steps:

1. Select the suggestion you want to move.
2. Drag it to the new position.
3. When you see a blue line below the new position, release the mouse button.

This screenshot shows the 'Autocomplete' section of the search engine interface. The word 'Autocomplete' is at the top. Below it is a 'Phrase' input field. The suggestions list is: 'road bike', 'road cycling', and 'road shoes'. The 'road shoes' suggestion is highlighted with a green background, indicating it is being moved. A blue horizontal line is visible below the 'road cycling' suggestion, indicating the target position for the move.

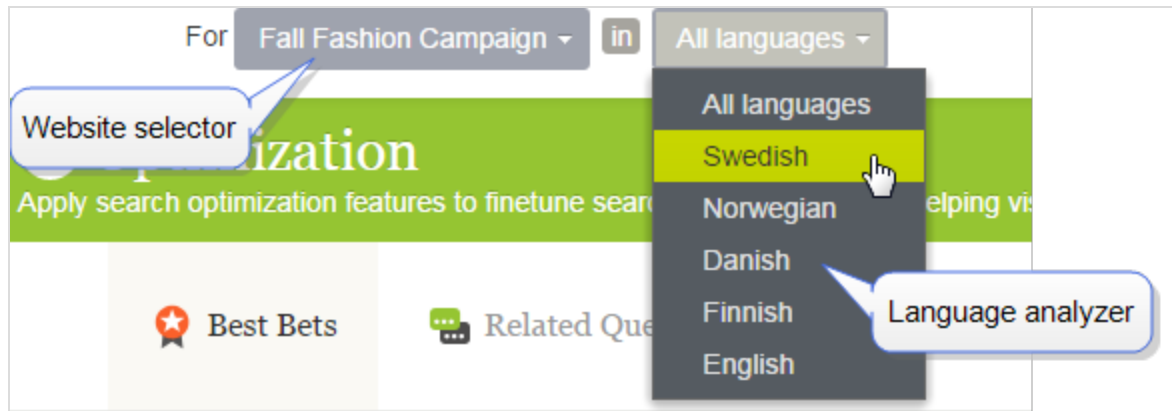


Optimizing multiple sites and languages

Because search optimization is often language-specific, Episerver Search & Navigation supports multiple languages and websites.

Filtering on websites and languages

At the top of the most Episerver Search & Navigation screens, use drop-down lists to choose a website and a language analyzer to filter the screen information before performing actions, such as viewing statistics and fine tuning search optimization.



Episerver Search & Navigation indexes

Episerver Search & Navigation needs only one main index. Multiple websites often share a single index. If you add a website, Episerver Search & Navigation adds new content to the existing index.

In addition to the main index, your Episerver Search & Navigation administrator can set up any number of *language-specific* indexes to increase search precision by employing strategies like word stemming. When content in a language with its own index is saved, Episerver Search & Navigation uses an *analyzer* to interpret and index the content. For example, the English analyzer uses word stemming to identify *fish* as the root word for *fishing* and *fisher*. So, if a user submits a search query that includes *fish*, *fishing*, or *fisher*, the search returns content with any word variation.

In contrast, if a search term matches content in the main index only, it must exactly match an indexed term to return search results; word variations are ignored.

Note: The number of supported language analyzers in Episerver Search & Navigation is determined when your organization orders an index and multi-language index support from Episerver. Your site administrator enables the analyzers during site setup.

How content from different languages appears in search results

If site visitors search a multi-language website, each language version of content appears separately in search results.

Language analyzers versus CMS content language

Your site administrator can enable one group of languages in Episerver CMS, and a different group of language analyzers in Episerver Search & Navigation. This may confuse users because, while the language selector on Episerver Search & Navigation screens might look like you are choosing content language, in reality, you are selecting an Episerver Search & Navigation analyzer.

The language analyzer is used when working with search optimization. Your site content can exist in several languages - they do not all need a language analyzer. However, a search that uses an analyzer is smarter.

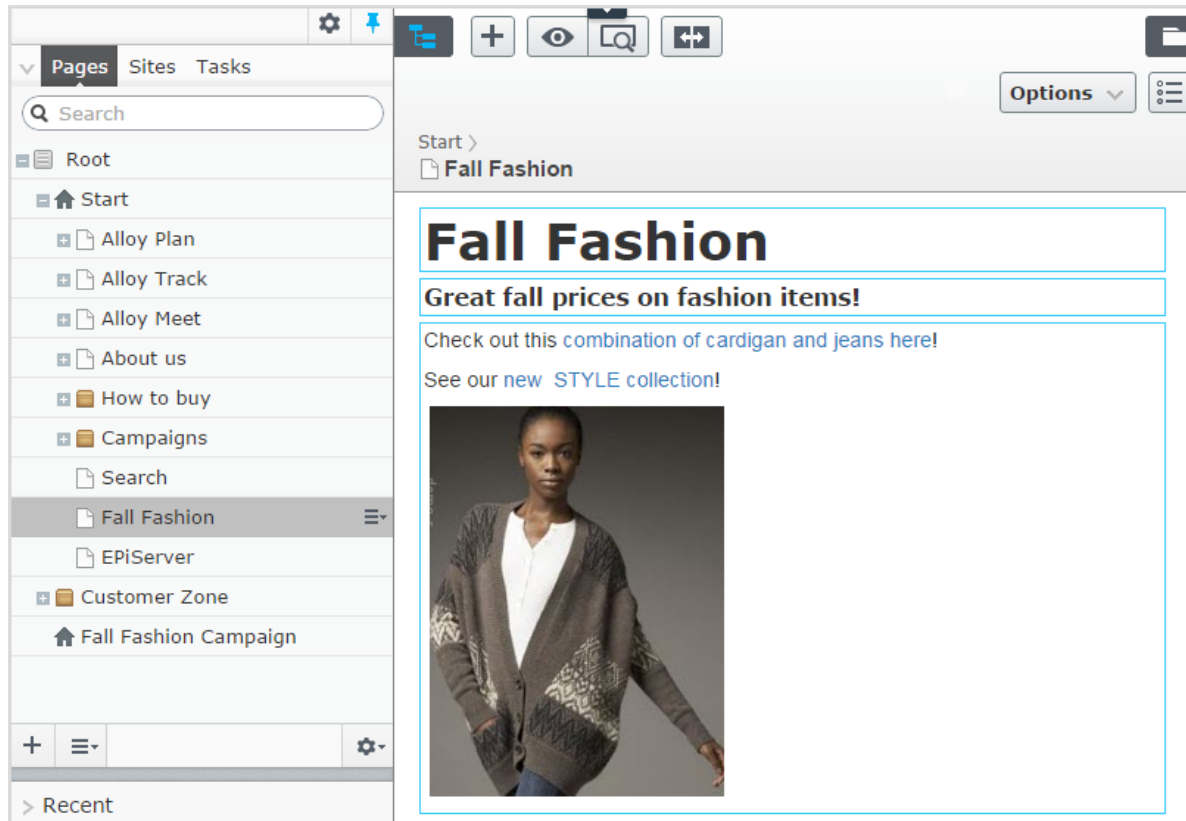
Episerver Search & Navigation language analyzers are installed by a developer during implementation at a cost. Additional content languages can be added by a CMS administrator at any time and have no cost.

Examples of multiple websites and languages

The following examples illustrate search optimization with multiple websites and languages.

Enabling languages and optimizing search

You create a *Fall Fashion* page in the master language, in English (see image). Now, you want to enable Danish and Swedish on the website, and translate the page into those languages. You also want to apply search optimization techniques to promote the translated content. It is assumed that you enabled Swedish and Danish in the website's index.



- Translate the page into Swedish and Danish.
- Because you enabled Swedish and Danish in the index, the *Fall Fashion* page appears in results when searching for *tröjor* and *trøjer*, the Swedish and Danish words for *cardigans*, even though the page contains the singular form *cardigan* (*tröja* and *trøje*).
- Create a [best bet](#) for the *Fall Fashion* page to promote it when someone searches for *cardigans* or *jeans*. You do not have to create best bets for the Swedish and Danish versions — Episerver Search & Navigation automatically displays the translated versions. If a best bet's content is not translated, Episerver Search & Navigation displays the master language version as a fallback language.
- Add *jeans* as a one-way [synonym](#) for *trousers* in English. If a site visitor searches for *trousers*, the *Fall Fashion* page appears at the top of search results.

Note: Because it is a one-way synonym, a search for *jeans* does not return pages containing *trousers*.

- Create the corresponding language-specific synonym pair for *jeans* in Swedish (*byxor*) and Danish (*bukser*).

- Assume that the new *style* brand is replacing the old *XX* brand in the new collection. Add *style* as a synonym for *XX*, applying to *all languages*. Visitors searching for the *XX* brand also see results for the *style* brand, regardless of language.

Adding websites and optimizing search

This example continues the previous one by creating two new campaign websites with targeted content: one for fashion and one for traveling, in addition to the default website. All three websites share an index and have the same languages enabled.

The screenshot shows the Optimizely search optimization interface. At the top, there are filters for 'All Websites' and 'All languages'. A dropdown menu is open under 'All Websites', showing options: 'All Websites', 'Fall Fashion Campaign' (highlighted), 'Fall Travel Campaign', and 'Default Web Site'. Below the filters, there are navigation buttons for 'Best Bets', 'Related Queries', 'Synonyms', and 'Autocomplete'. The 'Related Queries' section is active, displaying a form with a 'Phrase' field containing 'warm' and a 'Suggestions' field containing 'cardigan,sweater'. Below the form are 'Add related query' and 'Cancel' buttons. At the bottom, there is a 'Related Queries' section with a search bar and a table showing 'juniper' as a phrase and 'bow woods' as a suggestion.

- Enable the desired languages in each new website, so editors can create and translate content in the sites.
- Because the campaign websites are new and have their own URL, the [statistics views](#) are empty until visitors generate traffic and queries.
- All websites share an index, so best bets, related queries, or autocomplete suggestions are already defined the campaign websites.
- Similarly, any language-specific search optimization for all websites also applies to the campaign websites.
- By definition, synonyms apply to all websites. Synonyms can be language-specific, as explained the *style* brand example above.
- Because the campaign websites have different content (fashion and traveling), you can add website-specific [related queries](#). For example, on the travel website, searching for *warm* (English) might suggest tropical destinations, like Jamaica. Searching for *warm* on the fashion website might suggest *cardigans* or *sweaters*.

The screenshot shows the Optimizely interface. At the top, there's a navigation bar with 'Fall Travel Campaign' selected in a dropdown menu. Below this, the 'Related Queries' tool is active. It features a 'Phrase' input field containing 'Warm' and a 'Suggestions' input field containing 'Florida'. Below these fields, there are buttons for 'Add related query' and 'Cancel'. At the bottom, a 'Related Queries' section displays a table with the following data:

Phrase	Suggestions
Warm	thailand
	carribbean

- Add website-specific [autocomplete of search phrases](#). For example, if a visitor enters *car* on the fashion website, an autocomplete suggestion might be *cardigans*. On the travel website, the suggestion might be *car rental*.



Configuring Episerver Search & Navigation

Note: This topic is intended for administrators and developers with administration access rights in Episerver.

In admin view, a system administrator or developer can configure these search-specific tasks:

- [Boosting results through properties](#)
- [Clearing the index and reindexing](#)
- [Adding connectors](#)
- [Exploring the index](#)
- [Access rights](#)



Boosting results through properties

Note: This topic is intended for administrators and developers with administration access rights in Episerver.

Episerver Search & Navigation has default properties, such as **Title**, **Summary**, and **Content**, that are automatically mapped to corresponding content properties. Each property has a weight setting that affects search result rankings. You can adjust the weight settings, which is called *boosting*.

Boost weight settings if your site has specific and well-defined content types. For example, if your site hosts scientific articles whose summaries are generally well-written and of great importance, increase the **Summary** weight so it has a greater impact on search rank.

The screenshot shows the 'Boosting' configuration page in Episerver. At the top, there are tabs for 'All Websites' and 'All languages'. Below that is a navigation bar with 'Tools', 'Boosting', 'Index', and 'Connectors'. The main content area has a heading: 'Use this view to change default weight value settings for content properties, in order to influence search results.'

Property	Weight
<input checked="" type="checkbox"/> Title	<input checked="" type="checkbox"/> Very high
<input checked="" type="checkbox"/> Content	<input checked="" type="checkbox"/> Very low
<input checked="" type="checkbox"/> Summary	<input checked="" type="checkbox"/> Medium
<input checked="" type="checkbox"/> Document content	<input checked="" type="checkbox"/> Medium

Buttons: [Reset to default values](#)

Preview the boosting effect
 Enter a search phrase, include best bets and/or synonyms, and compare the impact of different weight settings on the search result.

Alloy Track Video
<http://dailyfind.ep.se/feature-hs-122-be-able-to-scroll-content-with-one/globalassets/alloy-track/alloy-track-video/alloytouch.mp4>

Video Preview
<http://dailyfind.ep.se/feature-hs-122-be-able-to-scroll-content-with-one/globalassets/alloy-track/alloy-track-video/preview.png>

Changing weight settings

- From edit view, select **Find > Configure > Boosting**. Default properties appear on the left of the screen.
 - Title**. Content title. For CMS content, it is typically the **Name** if not specified by the developer. For crawled content, it is the `<title>`-tag. For custom types, title is by default the **SearchTitle** property, if not specified by the developer.
 - Content**. Web page content.
 - Summary**. The introduction, summary, abstract, or similar property type.
 - Document content**. The content of an asset, such as a PDF or Word document.
- In the **Weight** column, click a box to change a property's weight.
- Click **Save**.

Notes about changing weight settings

- To test the impact of property weight changes, click **Preview the boosting effect** from the right side of the Boosting screen.
- To revert the changes, click **Reset to default values** from the Boosting screen, under the list of properties.
- These settings affect search results for *all* content types and all languages on all web-sites in your implementation.



Clearing the index and reindexing

Note: This topic is intended for administrators and developers with administration access rights in Episerver.

You can clear (that is, remove) the Episerver Search & Navigation index and statistics. You typically do so during website development, after making extensive changes to content properties, or when reorganizing or removing content. You might also clear statistics after testing new functionality.

Tip: After you clear the index, re-index the website.

A screenshot of the Episerver Search & Navigation administration interface. At the top, there are filters for 'All Websites' and 'All languages', and a 'Show Help' button. Below this is an orange header with a wrench icon and the text 'Tools Use the features here to configure search options and settings for your websites.' Underneath the header are three tabs: 'Boosting', 'Index', and 'Connectors'. The 'Index' tab is selected. The main content area contains a paragraph: 'Use this view to clear the content index and/or statistics for the website. This may be needed when extensive changes have been done to content structures and properties.' Below this are two panels. The left panel is titled 'Clear content index' and contains the text: 'Clearing the content index will empty the index completely, after which the website needs to be [reindexed](#).' Below the text are four icons representing different content types: a folder, a document, a book, and a list. At the bottom of this panel is a red button labeled 'Clear index'. The right panel is titled 'Clear statistics' and contains the text: 'Clearing the statistics will remove all data, causing the statistics view to be empty.' Below the text is a line graph with several green peaks of varying heights. At the bottom of this panel is a red button labeled 'Clear statistics' with a mouse cursor hovering over it.

Clearing the index

When clearing the index, you remove all content from it, and have an option to clear statistics also.

Warning: Index clearing operations are permanent. You cannot reverse them.

1. From edit view, select **Find > Configure > Index**.
2. Click **Clear index**.
3. Re-index the website. See [Re-indexing the website](#).

Re-indexing the website

1. Log into CMS admin view.
2. Go to **Scheduled Jobs**.
3. Select the **Episerver Search & Navigation Content Indexing** job.

You can start the job manually or on a schedule. See also: Scheduled jobs in the CMS Administrator User Guide.

Re-index your site under any of the following conditions:

- After you clear the index, because it is empty.
- If automatic indexing failed, or content must be reindexed for another reason.
- You changed content access rights, because automatic indexing does not detect those changes.

Removing statistics

1. From edit view, select **Find > Configure > Index**.
2. Click **Clear statistics**.

If you clear statistics, [statistics view](#) is empty until new statistics are collected.



Adding connectors



Note: This topic is intended for administrators and developers with administration access rights in Episerver.

A search connector lets Episerver Search & Navigation search content outside your website, such as an external blog related to your website. The connector lets your site visitors find the blog posts among your site's search results.

While Episerver Search & Navigation pushes internal content to the search engine instantly, a connector crawls external websites on a specified schedule.

For All Websites in All languages

Tools Use the features here to configure search options and settings for your websites.

Boosting
 Index
 Connectors

Add connectors to your website, helping visitors to find content that is related to but not actually on your website.

Name

Type Crawler

Start URL

Exclude media types

Advanced fine tuning of indexing (click to display)

Schedule No

Every day at Every Monday at

Local time is displayed. Note that you need to manually adjust the scheduling for daylight saving time.

Add connector
Cancel

Name	Type	Schedule	Status	Last indexed	Documents	
Article base	Crawler	No	Indexed	Jun 29, 5:13 PM	0	Start
EPiServer Knowledge Base	Crawler	Every Monday at 1:00 PM	Indexed	Yesterday 1:08 PM	859	Start
EPiServer Blogs	RSS/Atom	No				Start

Configuring connectors

To access the Connectors screen, from the top menu, select **Find > Configure > Connectors**. To view on-screen help, click **Show Help** in the top right corner. The following points supplement the on-screen help.

- By default, two connector types are available: **Crawler** and **RSS/Atom**. The connector type determines which configuration options appear below the **Type** drop-down list.
- If you choose **Crawler** type, you can fine-tune indexing by excluding media types such as style sheets, JavaScript, and XML files. See also: [Media Types](#). Episerver Search & Navigation excludes the following media types from indexing by default.
 - text/css
 - text/ecmascript
 - text/javascript
 - application/ecmascript
 - application/javascript
 - application/x-javascript
 - application/x-pointplus

Click **Advanced fine tuning of indexing** to further limit indexing.

- Exclude query strings that are part of a link. For example, exclude crawling campaign tracking parameters (such as `utm_source`, used by Google Campaigns) to avoid unintentionally updating a campaign counter.
 - Specify parts of a website to crawl but not index, or to not crawl at all. You may want to crawl but not index search *links* to other pages, but not the content on those pages.
- Specifying an indexing interval.
 - Although you set a schedule in local time, it is converted to coordinated universal time (UTC) so it occurs at the same time regardless of server location. However, you must manually adjust local time when needed, such as for day-light savings time.

Viewing connectors and indexing jobs

The connectors list (at the bottom of the screen) shows status and scheduling information for all indexing jobs.

- You can manually refresh a connector's indexing status. If completed, last completion time appears.
- You can edit or delete any connector from its context menu. For example, you can update its schedule.
- You can manually start and stop indexing jobs.

Name	Type	Schedule	Status	Last indexed	Documents	Start/stop job	Context menu
Article base	Crawler	No	Indexed	Jun 29, 5:13 PM	0	Start	
EPiServer Knowledge Base	Crawler	Every Monday at 1:00 PM	Indexing		9	Stop	Edit Delete
EPiServer Blogs	RSS/Atom	No				Start	

Updating a crawler's start URL

If you edit a connector's **start URL**, the crawl removes from the index all items that were previously indexed under the old URL.



Exploring the index

Note: This topic is intended for administrators and developers with administration access rights in Episerver.

Most Episerver Search & Navigation features are built on the search index, which stores and provides quick access to data collected by the search engine. Without an index, the search would be much slower because each query would have to search through all site data.

EPiServer Search & Navigation pushes content to the search index as it is published, so updates occur in near real time. Depending on how the index is set up, it can contain information about all types of content, including various file types and community comments.

To view your search index, from edit view, select **Find > Overview**.

Reviewing the index overview screen

The index overview summarizes your search index at the current time. If your environment hosts multiple websites, the index is shared among them, and you can explore each site's index.

- The **Index** section displays the index name and .NET API version number.
- The **Document Types** section displays the total number of indexed objects, and the number of objects of each type. While most objects are page types, Episerver Search & Navigation also indexes other website objects.
- The **CMS Content** section summarizes each site's indexed content. The screen displays the total number of indexed objects for the entire structure and for each site. You can also see the distribution per page type and languages for each site.

Note: A language version of a page is treated as a separate object in the index.

Reviewing the Explore screen

The Explore screen displays index details, such as when a page was last indexed. Episerver Search & Navigation lists the total indexed content, and you can filter by content type. You can also search for indexed content using query syntax.

Click an item to see its details. For example, you can view when an object was indexed, its IDs, and the indexed content, which is useful when you set up and fine tune the index.

For All Websites All languages Show

Explore View your index to see what has been indexed and when, and analyze the index details for a specific object.

Filter

248 results

Name	Type
> Top Collaboration Technology	ArticlePage
> Trek Selects Alloy Plan	ArticlePage
> Todd Slayton	ContactPage
▼ Management	StandardPage

```

{
  "SearchSubsection$string": "Start",
  "GetTimestamp$date": "2015-06-29T15:57:57.1320167Z",
  "IsPendingPublish$bool": false,
  "ContentLink": {
    "IsExternalProvider$bool": false,
    "WorkID$number": 0,
    "ID$number": 35,
    "$type": "EpiServer.Find.Cms.IndexableContentReference, EpiServer.F
ind.Cms",
    "__types": [

```

Filter by Type

StandardPage	42
ImageFile	41
ContentAssetFolder	36
ContentFolder	22
PageListBlock	16
FormBlock	15
ContactPage	10
ArticlePage	10
TeaserBlock	10
ContainerPage	8
ProductPage	7
LandingPage	6
NewsPage	4
JumbotronBlock	4
EditorialBlock	4

Access rights

Note: This topic is intended for administrators and developers with administration access rights in Episerver.


Episerver Search & Navigation's access rights feature lets site administrators control which users can access components of the Episerver platform.

To access Episerver Search & Navigation features, a user must be a member of one of these groups:

- **Administrators**, **WebAdmins**, and **SearchAdmins** can access the Episerver edit view, Episerver Search & Navigation search features, and access to the [Clear Indexes screen](#).

- **SearchEditors** can access the Episerver edit view and the Episerver Search & Navigation search features. They cannot access the Clear Indexes screen.

Because most users are not members of Administrators or WebAdmins, they must have membership in *both* SearchAdmins and SearchEditors to access Episerver Search & Navigation features in admin view.



Note: The membership and role providers available for your website need to be configured to use the built-in groups and roles in Episerver. This is typically done during site setup.

See [Managing permissions](#) for information about managing access rights for other parts of the Episerver platform.



Using Personalized Search & Navigation

Every site visitor is different, and looking for different things on your website. Moreover, user behavior changes from one day to the next.

Personalized Search & Navigation customizes a site visitor's search results and landing pages by considering the visitor's activity and your business rules. When you use Personalized Search & Navigation with Episerver Commerce, relevancy is unique to each visitor so should increase conversions on your website. For example, a teenage soccer fan looking for team apparel gets different results from a new mother looking for baby items, even though both search for "shoes".

Benefits of Personalized Search & Navigation

- **Increased sales.** Optimizing the search experience has been shown to increase revenue.
- **Better engagement.** Improved experience encourages customers to keep shopping.
- **Better conversion rates.** Easier for customers to find products they are looking for.
- **Better retention.** Positive experiences encourage customers to return to your site.

Personalized Search & Navigation: Part of a personalization strategy

Many Episerver products enable you to personalize the site visitor experience. For example, you can personalize related merchandise, and offer discounts based on a site visitor's history. This topic only covers Personalized Search & Navigation. To learn about other personalization features, see [Personalization](#).

How Personalized Search & Navigation works

Personalized Search & Navigation tracks the following visitor information for the current session.

- traffic source
- search query
- categories visited
- selected facets: color, size, brand
- use of ratings and reviews

Personalized Search & Navigation analyzes that information along with knowledge from previous interactions (preferences, purchases) in order to boost search results and landing pages so that the most relevant items *for that individual* appear at the top.

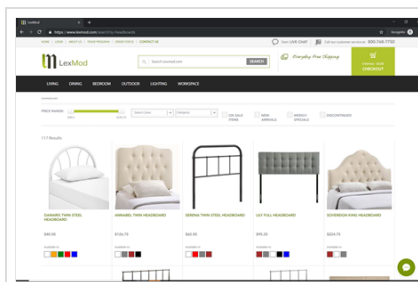
Note: Personalized Search & Navigation cannot affect external search results.

Other factors affecting search results

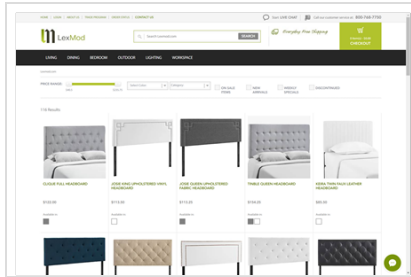
Ranking and weighting of search results can also consider a merchandiser's business rules or strategies. So, best-selling items, high conversion rates, most revenue, or most units sold can also be used to affect search results. The result is an optimal ordering of search results for every user.

Example of search results before and after personalization is applied

Default content displayed to "unknown" visitor



Content displayed after visitor clicked "bed headboards"






Another Personalized Search & Navigation Example

Notice how the boosting attributes moved the Faded Glory shoes to the top of the search results.

Home Mens Womens Find page **Find Personalization**

shoe

Your search for **shoe** resulted in the following hits:

With personalization	Without personalization																																																
<table border="1"> <thead> <tr> <th>Product</th> <th>Score</th> <th>Brand</th> <th>Available colors</th> </tr> </thead> <tbody> <tr> <td>Faded Glory Mens Canvas Twin Gore Slip-On Shoe </td> <td>0.946934</td> <td>Faded Glory</td> <td>Grey</td> </tr> <tr> <td>Lei Womens Casual Oxford Shoe</td> <td>0.91813004</td> <td>lei</td> <td>Black</td> </tr> <tr> <td>Classic Mid-Heeled Pump Dress Shoe</td> <td>0.8881521</td> <td>Generic</td> <td>Black</td> </tr> <tr> <td>Pierina Ballet Flats Blue Floral</td> <td>0.38711762</td> <td>Alpine Swiss</td> <td>Blue</td> </tr> <tr> <td>Puma Green Suede Athletic Sneakers Shoes</td> <td>0.3842968</td> <td>Puma</td> <td>Green</td> </tr> </tbody> </table>	Product	Score	Brand	Available colors	Faded Glory Mens Canvas Twin Gore Slip-On Shoe 	0.946934	Faded Glory	Grey	Lei Womens Casual Oxford Shoe	0.91813004	lei	Black	Classic Mid-Heeled Pump Dress Shoe	0.8881521	Generic	Black	Pierina Ballet Flats Blue Floral	0.38711762	Alpine Swiss	Blue	Puma Green Suede Athletic Sneakers Shoes	0.3842968	Puma	Green	<table border="1"> <thead> <tr> <th>Product</th> <th>Score</th> <th>Brand</th> <th>Available colors</th> </tr> </thead> <tbody> <tr> <td>Lei Womens Casual Oxford Shoe</td> <td>0.91813004</td> <td>lei</td> <td>Black</td> </tr> <tr> <td>Classic Mid-Heeled Pump Dress Shoe</td> <td>0.8881521</td> <td>Generic</td> <td>Black</td> </tr> <tr> <td>Faded Glory Mens Canvas Twin Gore Slip-On Shoe</td> <td>0.8869979</td> <td>Faded Glory</td> <td>Grey</td> </tr> <tr> <td>Pierina Ballet Flats Blue Floral</td> <td>0.38711762</td> <td>Alpine Swiss</td> <td>Blue</td> </tr> <tr> <td>Puma Green Suede Athletic Sneakers Shoes</td> <td>0.33872792</td> <td>Puma</td> <td>Green</td> </tr> </tbody> </table>	Product	Score	Brand	Available colors	Lei Womens Casual Oxford Shoe	0.91813004	lei	Black	Classic Mid-Heeled Pump Dress Shoe	0.8881521	Generic	Black	Faded Glory Mens Canvas Twin Gore Slip-On Shoe	0.8869979	Faded Glory	Grey	Pierina Ballet Flats Blue Floral	0.38711762	Alpine Swiss	Blue	Puma Green Suede Athletic Sneakers Shoes	0.33872792	Puma	Green
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Attributes increasing boosting includes product pages previously visited by brand

Attribute name	Attribute value	Boost factor
brand	puma	1.13452949173479
brand	beston	1.06757187388131
brand	faded glory	1.06757187388131

Enabling Personalized Search & Navigation

To add Personalized Search & Navigation, a developer needs to install and configure the personalization service on your website. The developer must also customize search queries so that the factors described above can boost results. For more information, see [Personalized Search & Navigation](#).



Customized search block

Note: You have access to the customized search block functionality if an administrator enabled the feature.

A customized search block displays content from your website based on your search criteria. For example, you want to display content found using the search term *alloy plan*.

You can modify a block's appearance by including a heading, descriptions, and setting the number of results. When you place a customized search block on a page, the results of your criteria appear, as shown in the following image.

The screenshot shows a search block with the following content:

- Learn about Alloy Plan** (with a hamburger menu icon)
- Alloy Plan**
Alloy Plan, online project management Project management has never been easier! Project management has never been easier! Use Alloy Meet with Alloy Plan to get the whole team involved in the
- Download Alloy Plan**
Alloy Plan Download free trial Download, install and evaluate for 30 days.
- Trek Selects Alloy Plan**
Alloy Plan Project Management Reduces Lead Time by 20% Unique project management service online reduces lead time by 20%. Unique project management service online reduces lead time by 20%.

To create a customized search block, use the following steps after the block is created. You can edit it from the On-page editing view (basic settings only) or the All Properties editing view (all settings).

1. Create a block, as explained in *Blocks*, using the Customized Search block type.
2. Under **Required Properties**, enter the **Search phrase**. You must enter at least one character. This phrase reappears on the block's properties screen, from where it can be edited.
3. Click **Create**. The display options screen appears.
4. Access the All Properties editing view.
5. Under the **Content** tab, enter search criteria. Only **Search phrase** is required. Use the remaining fields to filter the search and control the display of results. The block displays content that satisfies *all* criteria.

- **Search heading.** If you want a heading to appear above search results, enter its text.
- **Basic Search settings**
 - **Search phrase.** Enter text for which you want to search content. You must enter at least one character.
 - **Match all words.** Select to require the search to include *all* text; clear to search for any word in the search phrase.
 - **Number of hits.** Enter the number (1-1000) of search results that appear in the block.
 - **Include description.** Select to display the description of each search result.
- **Advanced search settings**
 - **Search root.** By default, all content is searched. To filter the search, select a content root; only content within and under the root is searched. For example, you want to search only content in the `/campaigns` folder, or its child folders.
 - **Content types.** By default, all content types are searched. To filter the search, select content types to include. For example, you want to only search pages whose type is *Landing Page*.
 - **Include Best Bets. Use synonyms.** If desired, use the Best Bets and Synonyms features to enhance the search results. See [Promoting content using best bets](#) and [Adding synonyms for similar phrases](#).

Example: Real Madrid press releases

Your website provides news about the *Union of European Football Associations* (UEFA). You want to display the five most recent press releases about *Real Madrid*. So, you

1. Create a customized search block.
2. Use **Real Madrid** as the **Search phrase**.
3. Assume your site has a page tree node **News**, whose content uses two page types: **News** for ordinary news, and **Press releases**.
 - a. Use the **Search root** field to select the **News** page tree node.
 - b. Use the **Content types** field to select the **Press release** page type.
4. Set **Number of hits** to **5**.
5. Place the block in appropriate location(s) on your site.

Additional resources

- [Customized search block styling guide](#) *(for developers)*
- [Customized Search Block in Episerver Find](#) *(for developers)*

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Episerver Customer-Centric Digital Experience Platform (DXP)[™]

The Episerver Customer-Centric Digital Experience Platform (DXP)[™] unifies digital content, commerce and marketing in one platform, including omnichannel solutions for intelligent campaigns. The platform uses artificial intelligence and behavioral analytics to deliver personalized experiences everywhere. With our secure, reliable platform you can quickly increase engagement, revenue and productivity, while getting the fastest time to value.

About Episerver

At Episerver, we believe digital transformation is a journey. We have been guiding customers for more than 20 years in providing standout digital experiences. Today our network of 880 partners, in 30 countries, supports 8,000 customers and over 30,000 websites. Founded in 1994, Episerver has offices in the US, UK, Sweden, Australia, Germany, Denmark, Finland, Norway, Poland, the Netherlands, Spain, South Africa, Singapore, Vietnam and the UAE.

For more information, visit [episerver.com](https://www.episerver.com).



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