

SMARTSITE SITE SEARCH

SmartSite's Blazing Fast, Intuitive Elasticsearch Functionality

Having an intuitive search bar on your website allows customers easy access to the products they're searching for. Ability SmartSite comes with an expansive offering of filter and navigational features that comprise a superior search functionality called Site Search. This is an integrated feature in SmartSite that, with competing Ecommerce solutions, would have to be purchased through a third party vendor. In Site Search, accuracy coupled with blazing speed ensures that customers and potential buyers find their intended products as quickly as possible.



KEY BENEFITS

Intuitive search functionality (SmartComplete) populates a list in the search suggestions menu based off of two or more letters the customer types in the search bar.

- Misspelling/plural algorithm recognizes a customer's plural form of a word or incorrect spelling and is able to display the most likely alternatives and suggestions.
- Mundane words/characters are automatically excluded in search (i.e. and, a, &, in).

The search suggestion menu is highly customizable and is able to be displayed by one or all of the following categories:

- Keywords
- Brands
- Categories
- Informational Pages
- Top Products (displayed as thumbnail with review rating)

Customers are able to search for static pages (i.e. shipping information page, return policy page).

Real Time Search actively displays the most current search terms used by customers in Content Management.

Search Term Report provides insight into how customers search on your website, whether they used an exact search term or if a selection was chosen from AutoComplete.

- Results are able to be displayed by date range.
- IP address is displayed to determine the location of the search source.
- Report is able to be exported into Excel format.