

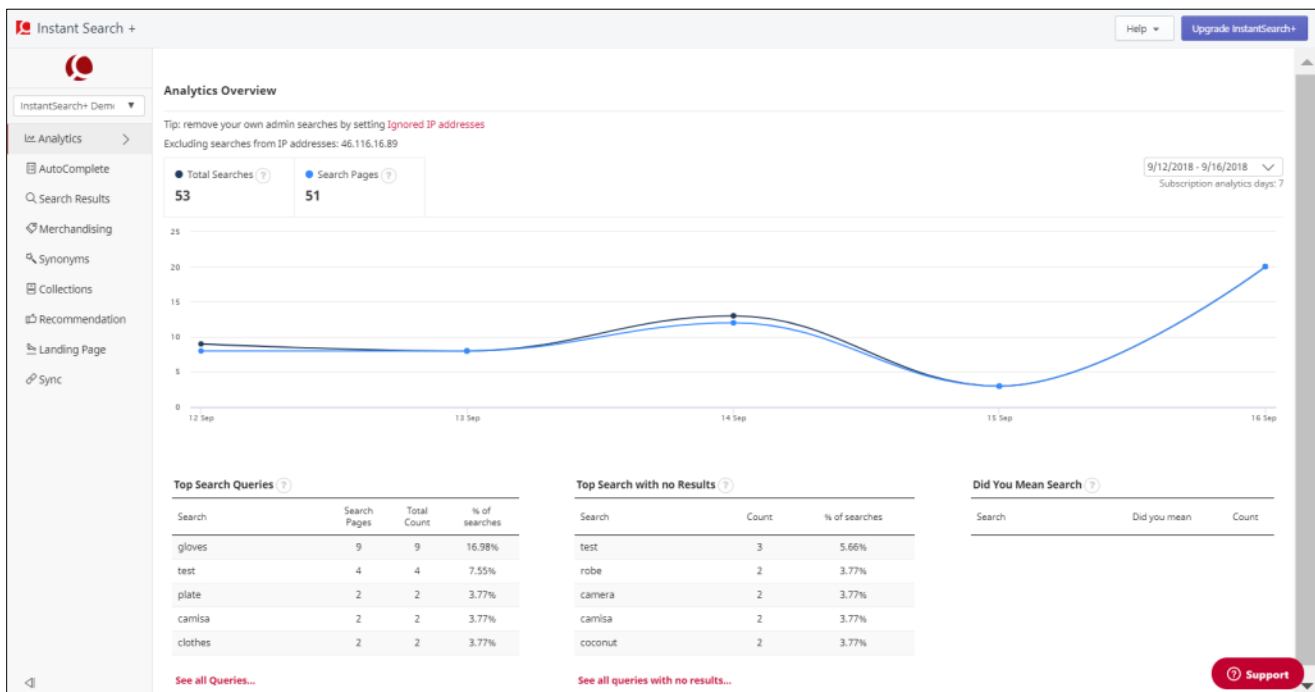
InstantSearch+ Documentation for Shopify

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Overview

InstantSearch+ is the fastest growing leader in eCommerce search for online merchants bringing Amazon-like conversion capabilities to many thousands of stores. InstantSearch+ automatically matches shoppers purchasing intent with merchandising priorities for optimal conversion. It understands natural language customer queries to produce relevant, fast, and rich results. InstantSearch+ delivers all this goodness through a fast, feature rich hosted service including: Rich AutoComplete, Semantic Search, Personalized Results, Smart Navigation, Auto-Generated Filters, and Big Data Product Recommendations.



Top Menu



Help

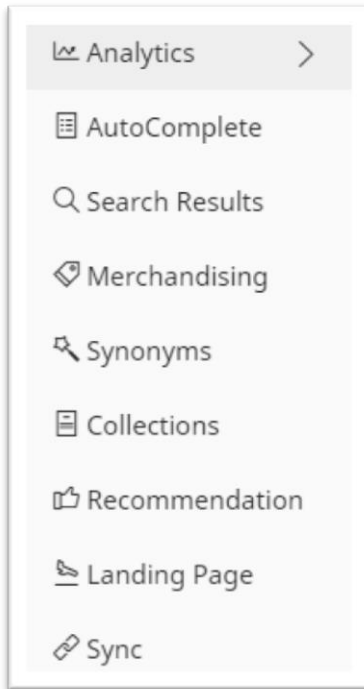
If you have problems with configuration:

- See our FAQ's
- Product Documentation
- Dashboard tour

Upgrade InstantSearch+

Click here to upgrade your store's plan

Dashboard Tabs



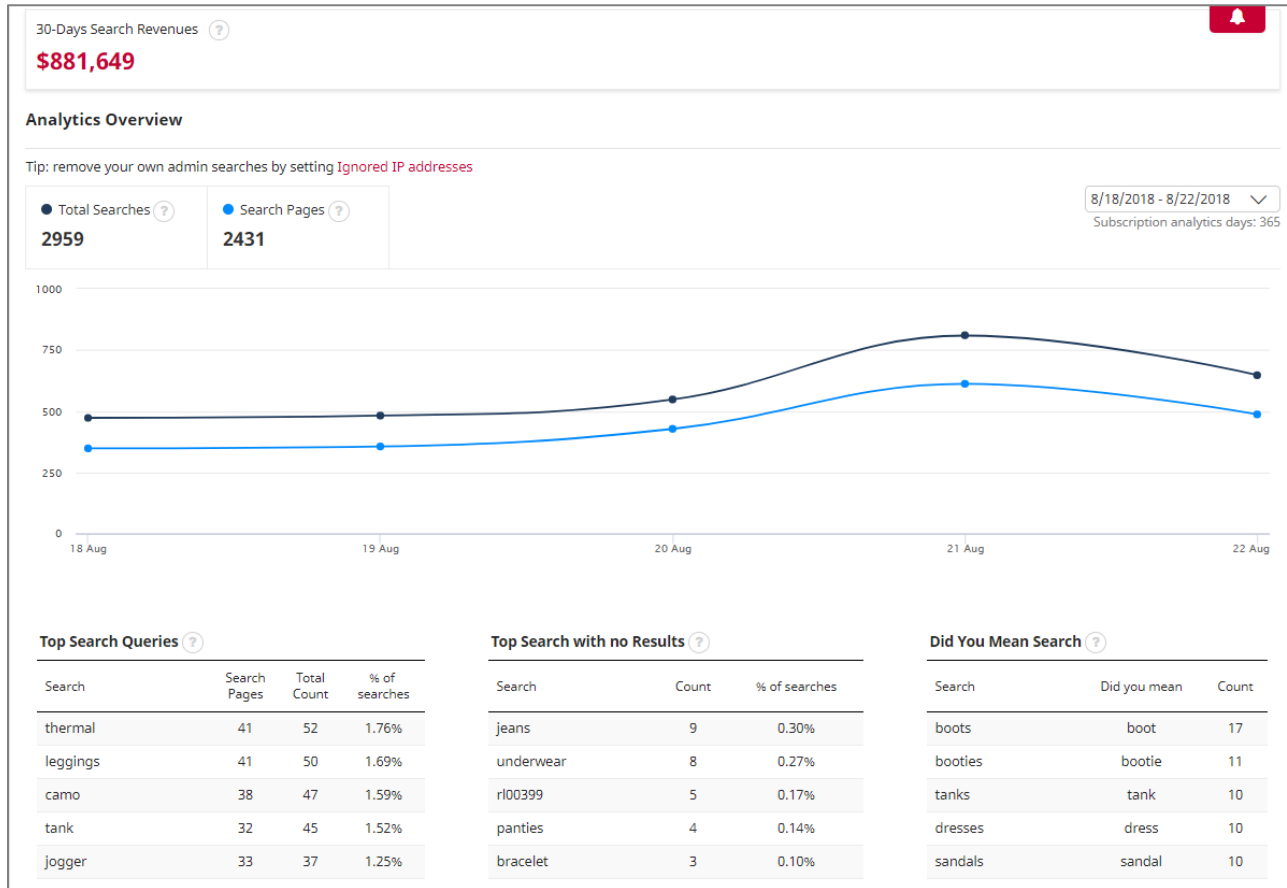
Analytics

This tab presents a collection of charts and exportable data to help analyze search data with actionable information:

- How many searches did customers run on the site?
- What are customers searching for?
- What do they find?
- What don't they find and why?
- What is the revenue generated from search?

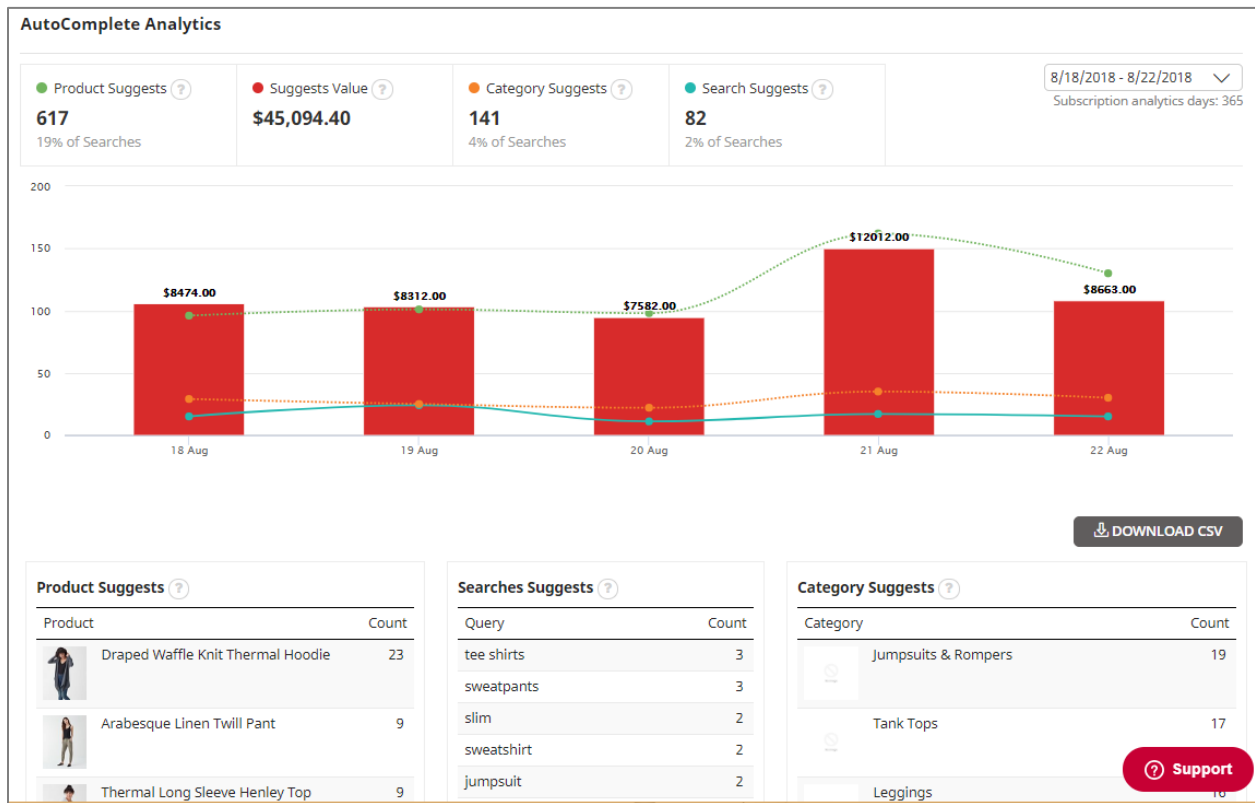
Analytics Overview

- 30-Days Search Revenues - revenues generated in user sessions with searches.
- Top Search Queries - the most popular search queries.
- Top Search with no Results - search queries that didn't have any products matching.
- Did You Mean Search - searches where customers had a typo correction and selected the 'did you mean' suggestion in the search page.



Autocomplete Analytics

- **Product Suggestions** - searches where customers selected one of the product suggestions in the drop down, leading them directly to the product page. A high percentage of Product Suggests is an indicator that customers find what they are looking for quickly.
- **Searches Suggestions** - searches where customers selected a popular search query from the drop down popular term suggestions. A high percentage of Search Suggestions indicates that customers find the query they meant to type, being reassured of their choice.
- **Category Suggestions** - searches where customers selected one of the category suggestions in the drop down, leading them directly to the category page.
- **Time Range** - at the upper right hand side, enables control of the time range for the chart up to 90 days back (depending on your subscription plan).



All Queries and Search Queries with No Results

These two pages show a chart with **all** the search queries and search queries with no results, respectively. The list of queries without results gives site owners a good indication of the products people are interested in, but are not available in the store's stock.

All Queries				
				8/18/2018 - 8/22/2018 ▾
Subscription analytics days: 365				
Search Query	Search Pages ?	Total Searches ?	% of All Searches	Product Views
shirt	6	6	16.67%	0
tee	4	4	11.11%	1
shirts	1	2	5.56%	0
women	1	2	5.56%	0
dress	1	2	5.56%	0
camera	2	2	5.56%	0
shoes	2	2	5.56%	0
sho	0	1	2.78%	0
hammer	1	1	2.78%	0
t	1	1	2.78%	0
mera	1	1	2.78%	0
banania	1	1	2.78%	0
chelsea	1	1	2.78%	0

Search Queries with Did You Mean

A list of the search queries with “Did You Mean” and the number of times customers selected the “Did You Mean” option.

Queries with Did You Mean			
			8/18/2018 - 8/22/2018 ▾
Subscription analytics days: 365			
Search Query	Did You Mean	Total Searches	% of All Searches
channel	chanel	26	0.11%
testers	tester	7	0.03%
chance	chanel	5	0.02%
killian	killian	5	0.02%
every storm	story	5	0.02%
lavin	lanvin	5	0.02%
sale	salad	4	0.02%
labo	label	3	0.01%
andy tauer	and	3	0.01%
sets	set	3	0.01%
malle	male	3	0.01%

Products







The Top Products Viewed through Search page shows a list of products selected from the drop down or from the search page, leading them directly to the product page.

Top Products Viewed Through Search

8/17/2018 - 8/21/2018 ▾

Subscription analytics days: 365

↓ DOWNLOAD CSV

Product [?]	Count [?]	Autocomplete count [?]	Queries [?]
 Isla Crossbody Handbag	1	1	crazy (1)
 Designer Mens Sunglasses - was new - date test	1	1	w (1)
 Ann Ankle Boot	1	1	shoes (1)
 Chelsea Tee	1	1	tee (1)
 Madison LX2200	1	1	magento (1)
 Elizabeth Knit Top	1	0	tee (1)

Search Impact on Revenue

On this page you can see the impact of search on your revenue. It shows the amount of products purchased on your site using search and without search.

- Sessions – Number of sessions of different users visiting the shop.
- Revenues – The amount of money actually received from each session.
- Product Purchases – The total number of purchased items
- Average Purchase Price – This field is calculated by: Revenue/Product Purchases
- Conversions – The number of sessions that had a purchase in the
- Conversion Rate – This field is calculated by: Conversions / Sessions. Use this field to compare the revenue from users which used search and users without search to see the impact.

Impact by users						
	Unique Users ?	Revenues ?	Product Purchases ?	Average Purchase Price ?	Conversions ?	Conversion Rate ?
Search / Auto-Complete users ?	2682	A\$31,750.86	951	A\$33.39	237	8.84%
Non-IS+ users ?	13139	A\$22,425.53	499	A\$44.94	231	1.76%
Total	15821	A\$54,176.39	1450	A\$37.36	468	2.96%

Impact by sessions						
	Sessions ?	Revenues ?	Product Purchases ?	Average Purchase Price ?	Conversions ?	Conversion Rate ?
Search / Auto-Complete sessions ?	3166	A\$27,577.71	842	A\$32.75	210	6.63%
Non-IS+ sessions ?	15336	A\$26,598.68	608	A\$43.75	264	1.72%
Total	18502	A\$54,176.39	1450	A\$37.36	474	2.56%

With this Analytics tool you can see the effect of search on your revenues. For example the store above shows that users who use search are 2.5X more likely to convert than those who do not use search. You can see this from the last column in the table showing that the conversion rate from sessions with search is higher than the conversion percent without search. This means that the search for this site will raise the conversion rate. In addition this is why search-impacted revenues are approximately equal to non-search even though there are more than 3X non-search sessions than search sessions.

AutoComplete

While InstantSearch+ automatically blends into your site's style, this tab provides additional options to configure the AutoComplete drop down.

The drop down list includes three configurable components:

- Product and/or Category Suggestions relevant to what the customer is looking for.
- Popular Searches relevant to what the customer is typing.
- Banner that can be used for a specific promotion such as a gift card, etc.

The configurations that can be made are as follows.

General

- Product suggestion position - Top [default] drop down box or Bottom up box.
- Max number of product suggestions - 0-10 [4 is the default].
- Max popular search suggestions - 0-10 [4 is the default].
- Title Language - Auto [default] or force a specific language for product titles. This feature affects both AutoComplete and Search Results.
- Disable categories suggestions – when checked, do not show category suggestions [unchecked by default].
- Hide product descriptions – when checked does not show product descriptions [checked by default].

The default is not to show products that are not sellable based on your store inventory management policy.

- Enable on IE9 and below browsers - InstantSearch+ does not support IE9 and below versions due to their tiny market share, and the fact that due to these browser technology, auto-completion may not work 100% of the time. However, due to some customer's requests, we allow to enable service although we do not recommend it.

AutoComplete

Titles language
This features affects both AutoComplete and Search Results Auto ▼

Product suggestions position Top ▼

Max number of product suggestions 6 ▼

Max popular search suggestions 4 ▼

Max popular categories suggestions 2 ▼

Disable categories suggestions

Hide product descriptions

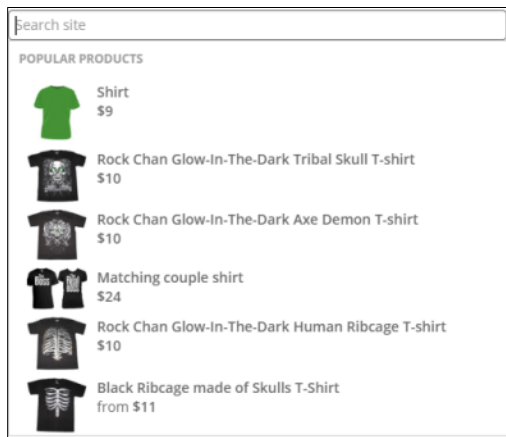
Enable on IE9 and below browsers (unsupported)

Popular products on focus

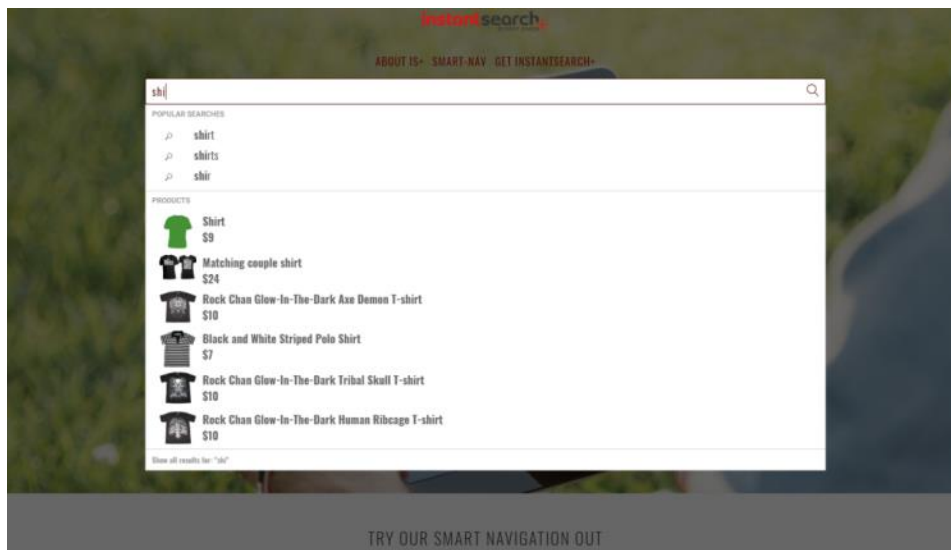
Dim background on search input focus

Show product thumbnails on mobile devices

- Popular products on focus – once turned on, while a customer click on the searchbox without entering any search terms, the site’s popular products will appear.



- Dim background on search input focus - (see example below)



- Show product thumbnails on mobile devices – due to the large range of mobile screen sizes [checked by default].

Style

- Text color – when drop down appears
- Hover text color – the color of text after placing the cursor over the product.
- Hover background gradient top
- Hover background gradient bottom
- Hover background color (old browsers)
- Headers background
- Headers text color

Style	
Text color	# 666666
Hover text color	# 333333
Hover background gradient top	# f2f2f2
Hover background gradient bottom	# f2f2f2
Hover background color (old browsers)	# f2f2f2
Headers background	# ffffff
Headers text color	# 666666

Dropdown Style

- Display Powered by InstantSearch+ Tagline - when checked, it will display "Powered-by InstantSearch+"
- Dropdown background color
- Width (px)
- Max description characters
- Border color
- Border width (px)
- Border radius (px)
- Shadow color
- Shadow horizontal (px)
- Shadow vertical (px)
- Shadow blur (px)

Dropdown Style		RESTORE DEFAULT STYLE
Horizontal layout	<input type="checkbox"/>	
Display Powered by InstantSearch+ Logo	<input checked="" type="checkbox"/>	
Dropdown background color	# ffffff	
Width (px)	auto	
Max description characters	auto	
Border color	# cccccc	
Border width (px)	1	
Border radius (px)	1	
Shadow color	# 666666	
Shadow horizontal (px)	0	
Shadow vertical (px)	0	
Shadow blur (px)	0	

Dropdown loading speed - For faster loading of the dropdown you can go to the Autocomplete tab – at the top of the screen you will find a snippet created for your site details. Include the following HTML snippet in your site's HTML after the opening <head> tag to get the widget load faster.

Additional Configurations

- Ranked Product Badge image - a promotional or "on-sale" badge image that will be shown next to ranked products.
- Default Category thumbnail image – to be used when a category does not have an associated image, this image will be displayed.
- Default Product thumbnail image – to be used when a product does not have an associated image, this image will be displayed.

If you are interested in changing the default image for one of the three above – insert a link to your image in the text box below it.

- Bottom HTML Banner – add an html banner to the bottom of the drop down list with every suggestion. This can be useful for an ongoing promotions, sales, gift cards, or any other banner that you want displayed for any search. For example: ``
- Custom CSS (Advanced Customers Only - InstantSearch+ allows adding custom CSS. This option is for advanced customers.

Advanced Style

Ranked Product Badge
Products marked as Always in the Ranking tab (resized to 42x42px)

Default Category thumbnail image
Shown for categories that are missing an image

Default Product thumbnail image
Shown for products that are missing an image

Bottom HTML Banner (always shown in dropdown)
E.g. `HTML for stuff like Gift Cards etc!`

1

SAVE HTML

Custom CSS (Advanced users only!)

```

1  .logo {
2    display: block;
3    float: left;
4    width: 65%;
5    min-width: 100px;
6    min-height: 44px;
7    text-align: center;
8    padding-bottom: 100px;
9    padding-top: 50px;
10   padding-left: 25px;
11

```

SAVE CSS

Pricing

This affects both AutoComplete and Search Results

- Display prices - display [default] prices next to products in the list.
- Currency symbol position - displays currency symbol before or after.
- Currency conversion rate - conversion rate applied to currency.
- Price range format - from min. price, min-max price, max price.
- Show price without decimal prices - when checked, prices will show as integers only.
- Avoid showing prices for non-login users - When checked, prices will show only for users that have logged in to your site.

Pricing

Tip for hiding prices for specific products (requires Tags Sync configuration):

- Hide price with the tag: `ISP_NO_PRICE`
- Hide price for non logged-in users with tag: `ISP_NO_PRICE_FOR_NON_LOGIN_TAG`

Display prices

Currency symbol position

Currency conversion rate

Price range format

Show price without decimals

Avoid showing prices for non-login users

Avoid showing compare at price

- Avoid showing compare at price - If the product is on sale, when checked the price that we will show is only the current product price.

Hiding prices for specific products – First you have to check in the Sync tab “tags Sync”.

Then you can add tags to each product for one of the two options:

- Hide price with the tag: ISP_NO_PRICE will hide the price display for this products for all users.
- Hide Price for non-logged-in users with tag: ISP_NO_PRICE_FOR_NON_LOGIN_TAG.
Only users that are logged in to the site will see the prices for products with this tag.

Search Results Page (SERP)

Determine whether or not InstantSearch+ will provide the search results for the Search Results page as well as advanced configurations.

Selecting the Search Results Page

- Shopify built-in search page – Default Shopify search page and search results, Disables all configurations for the search Results page. None of the results are from InstantSearch+ search engine.
- Premium InstantSearch+ search results page- InstantSearch+ search results page featuring responsive design (mobile and tablets), advanced filtering and advanced Search Results configuration including: Add to cart button, Quick view, Product Reviews, Sold Out Banner, SKU.

Configuration

- Theme – Select from our templates the theme for your search results page.
- Number of products per page [default is 12]
- "Did You Mean" Suggestions - When checked [default] it offers “Did You Mean” options.
- Related Searches – When checked will present customers with semantically associated searches [checked by default].
- Product Prices – Show product prices in the search results page.
- Customer Reviews – Enable displaying product review ratings in the search results page, as well as filter and sort by. *Available for Premium subscription only.*
- Content (blogs, articles, pages) search – Show non eCommerce products and categories in the search results page. Results will be seen in a different tab. *Available for Premium subscription only.*

Shopper Experience

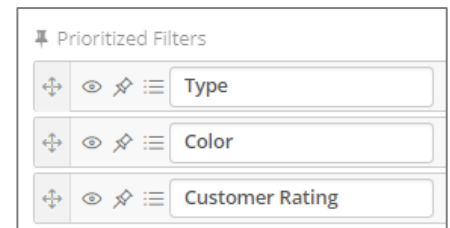
- Infinite Product Scroll – Allow users to see more products as they scroll down the search result page. *For Premium subscription only.*
- Horizontal Search Results filters - Present users a horizontal style dropdown with bigger product thumbnail images.
- Search results sorting – when checked enables customers to sort the results by: best match, price (low to high/high to low), newest arrivals, and popularity.
- Quick View – Enables customers to open a popup view of the desired item, instead of entering the product page. [Checked by default].
- Sold Out Banner - Display sold out banner for items which are out of stock on the search result page.
- Add to Cart button – Unchecked it enables customers to quickly add products to the cart [checked by default].

- AJAX Add to Cart animation – Add to Cart using AJAX without redirecting to the cart page. *For Premium subscription only.*
- Favorite product marking by end-users – Allow end users to choose their favorite products to easily be able to see them again [Checked by default].
- Product SKU - Show the product SKU in the Search Results page [Unchecked by default].
- Product description – Show product description in the search results page.
- InstantSearch+ Search Box – Checking this box hides InstantSearch+ styled search box on the search result page. [Unchecked by default].

Filters

Configure your site's filters. Search filters or facets are most useful to customers who would like to first see the entire range of results and only then narrow down their search by filters such as price, brand, size, etc. A list of filters that were detected by InstantSearch+ search engine is shown and will be displayed to end-users.

- Drag and Drop prioritized Filters to change their order.
- Click on the “eye” icon to hide a filter.
- Click on the “pin” icon to set a filter as a prioritized one shown for all search queries.
- Click on the “list” icon to change filter’s value order.
 - **Automatic** – filter options will be chosen automatically.
 - **Numeric / Alphabetical** – sort by ascending numbers values that start with a number (such as 23", 4.5 Amp...) according to the number.
 - **Manual** – comma-separated filter options for manual control.



Filter value's order for "Type"

- Automatic** - filter options will be chosen automatically per the search query (options with more items come first)
- Numeric / Alphabetical** - sort by ascending numbers (for numeric options or options that start with a number), followed by the other options sorted by ascending A-Z order
- Manual** - comma-separated filter options in case you would like to manually control the order

filter_value1, filter_value2, filter_value3, ...

Tip: use **backslash comma** if you have a filter value with comma

CANCEL
SAVE

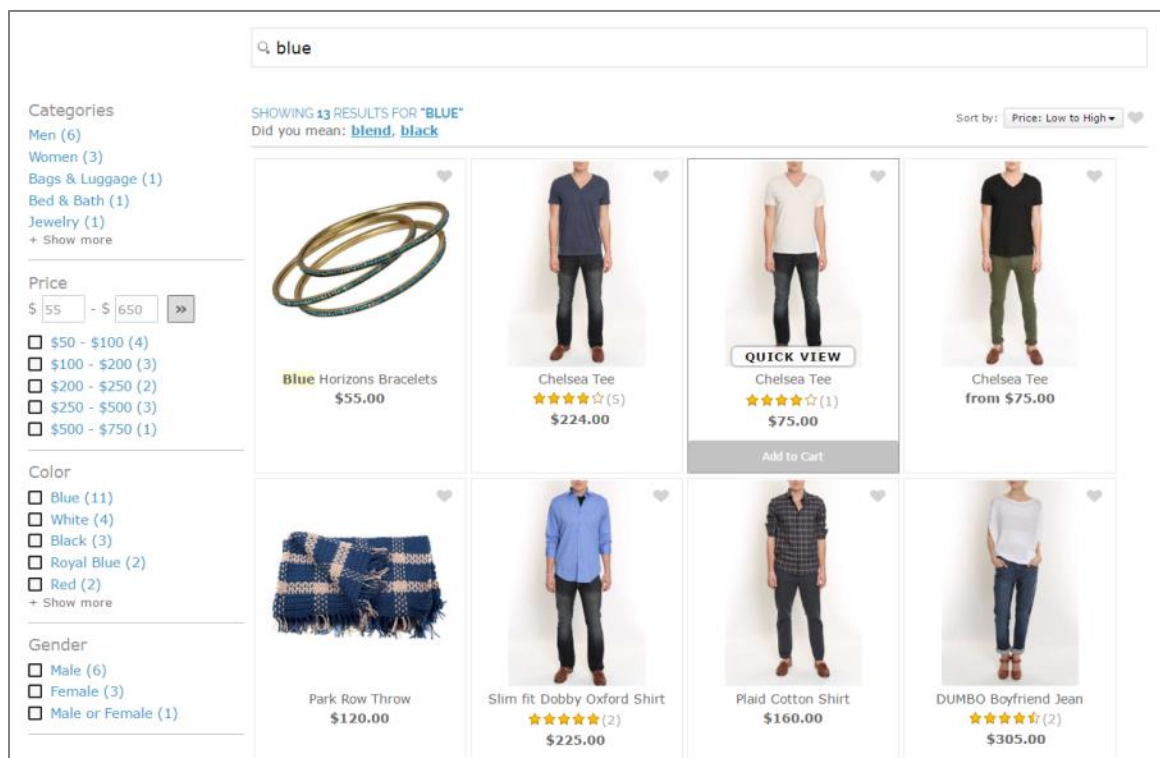
- Max number of filters to be shown to end-users - InstantSearch+ will present only the relevant filters to the search query - up to the max number set.
- Max number of filter options per filter – 10 by default, InstantSearch+ will present only the relevant options in each filter to the search query - up to the max number set.

- Max number of visible filter options per filter – number of filters that will be shown to the end-user before “show more”.

Tag Based Filters

Add new filters based on your Shopify product tags by creating a new filter name and then associate relevant tags.

You can collect as many tags as you like and arrange them under a new, unique filter name. For example, if you run a food shop you can create a filter for ingredients.



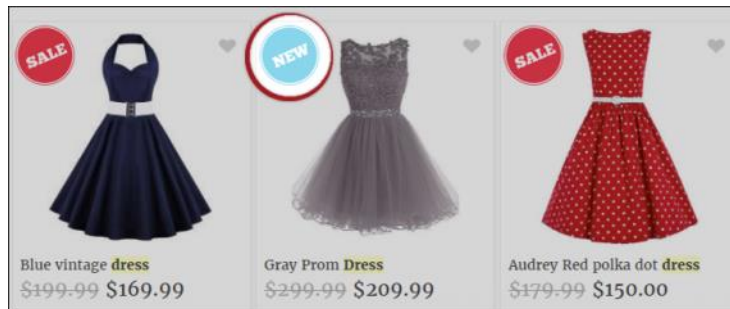
Retail Pack

- Image Rollover on Hover – show end user another product image while hovering.
- Color swatch filter – show color swatches for colors in the search results.
- Product variants color swatches – show color swatches for each product according to its variants.
- Color families filters – enable filtering by color families. To change the setting click on – Configure color families.
- Look-a-like visual products – present end-users visually similar products on product hover.

- Semantic Search – Check this option if you would like users to find for results based on semantic meaning of terms. For example, if a user searched for "red shoes under \$200", we'll automatically find only shoes which color is red and adjust the pricing filter.

Badges

Product badges are like “virtual stickers” that call attention to special info about a product. Use badges to show information at-a-glance in the Search Results Page. Badges are displayed according to the product’s tags. You must enable “Allow users to search by your products tags” in the sync tab, to enable badges. If multiple badges apply to a product, the one defined last in the table will be shown. By default, badges are displayed at the top left corner. We recommend using images of 60x60 pixels, with a transparent background. The size and position may be change with custom CSS. To define a badge without an image- specify the styling using Custom CSS.



Advanced Configuration

- Show products matching ANY search terms instead of ALL – enables search based on each individual word instead of all words to return more results [checked by default].
- Present results based on prefix match rather than full word match – enables search based on prefix. Notice that this might present shoppers non ideal results due to the fact that only prefix is matched - e.g. "cat" will present users cat results but also caterpillar etc. [unchecked by default].
- Customer search source importance – Check this option if you would like to set a custom order of importance for the indexed sync data. Per each synced source you can configure it to be High, Medium or Low. Setting a specific source above another is necessary if the same keywords are found in both sources and you would like to control the ranking of results.

Merchandising

InstantSearch+ Online Visual Merchandising feature allows you to target global customers with different offerings, offer valuable recommendations and drive visitors to the products you want them to purchase. Not only does merchandising help to increase revenue and AOV, it also help to provide a personalised experience to your customer, and increase customers loyalty by encourage them to revisit your store.

Merchandising allows you to promote or bury products in the Search Results Page. If a product is promoted, then it will show at the beginning of the Search Results Page, if it is buried then it will appear at the end of the search results and if hidden, it will not appear at all on the search results. With merchandising, you can control search results for specific search queries, categories, recommendation, geographies and dates. You can promote certain products only for a limited time, for example around a holiday or a season in the year. In addition you can show different results for people looking at your site from different countries, for example when a user searches for “coat” in Canada or in the US.

Contact our support for more information on merchandising integration on your shop.

Synonyms

Typically, customers are searching for products using product names, brands, SKUs, etc. But that's not always the case. Sometimes, customers search for product using words that the product owners have not imagined them using. These can be synonyms, antonyms, and even some atypical spelling mistakes. Synonyms apply to both AutoComplete and Search Results page.

For example, the English Rose is a synonym for long stemmed Roses. Most flower product descriptions may only have Long Stemmed Roses. So when a customer is looking for English Roses, the search would typically come back with "No Results Found". However, using synonyms enables customer to type in either term and get results with either of the synonyms.

The synonym relationship is multi-direction if you add the two terms above – “English Rose” and “Roses” in the same line meaning English Rose and Roses are synonyms results for “Roses” will also be searched for “English Roses” and the opposite direction will work as well. Results for “English Roses” will be also searched for “Roses. Another example – adding “dark” and “black” as synonyms results for "black" will also be searched for "dark" and results for "dark" will be also searched for "black".

Synonyms allow users to find relevant content the way users actually search for it. In each line, you can add either Multidirectional synonyms or One-directional synonyms. They can be synonyms or even

spelling mistakes. The feature helps store owners to close the gap between demand (the way users type) and supply (product listing).

Multidirectional synonyms are comma separated words that have the same meaning. For example, 'tshirt,tee,tee shirt' is a line listing multidirectional synonyms, where each word is a synonym of the other two words.

One-directional synonyms are listed in a line with a '>' sign which stands for the direction of the synonyms. For example, 'smartphone>android,iphone' means that whenever users search for 'smartphone' they should get results for 'android' and 'iphone', but not the other way around. You can also have more than one word on the left side of the synonym "equation":

'cellphone,smartphone>android,iphone' means that whenever users search for 'cellphone' or 'smartphone' they should get results for 'android' and 'iphone' (note that 'cellphone' and 'smartphone' are not synonyms in this equation).

BigData Synonyms Suggestions – InstantSearch+ uses machine learning techniques to give you tailor-made synonyms suggestions. You may choose synonyms from the right hand list, in yellow, and add them to your synonyms list.

Synonyms

Synonyms allow users to find relevant content the way **users actually** search for it. In each line, you can add either **Multidirectional** synonyms or **One-directional** synonyms. They can be synonyms, antonyms or even spelling mistakes. The feature helps store owners to close the gap between demand (the way users type) and supply (product listing).

- Multidirectional** synonyms are comma separated words that have the same meaning. For example, 'tshirt,tee,tee shirt' is a line listing multidirectional synonyms, where each word is a synonym of the other two words.
- One-directional** synonyms are listed in a line with a '>' sign which stands for the direction of the synonyms. For example, 'smartphone>android,iphone' means that whenever users search for 'smartphone' they should get results for 'android' and 'iphone', but not the other way around. You can also have more than one word on the left side of the synonym "equation": 'cellphone,smartphone>android,iphone' means that whenever users search for 'cellphone' or 'smartphone' they should get results for 'android' and 'iphone' (note that 'cellphone' and 'smartphone' are not synonyms in this equation).

Notice that synonyms apply to words in products **title**, **description** and **attributes** (make sure Sync is switched on these in the Sync tab)

tshirt,tee,top,tank
shirt>cuff
glass,clear
skinny jean,jean
boot,shoe,boots
luggage,suitcase

BigData Synonyms Suggestions ?

Select All + ADD SYNONYMS

- dress,lace
- tshirt,tee,shirt
- ceramic vase,glass vase,vase
- linen,cotton
- khaki bowery,chino pants
- day,time
- shirt,pant,sweater,tee,pullover,pants
- skirt,dress,maxi dress
- aviator,aviator sunglasses
- body,neck
- test,testing
- blouse,skirt,cardigan,dress
- front,top,back
- aviator sunglasses,sunglass

Antonyms

Antonyms allow you to filter out products from the search results based on their text. In each line, you can add either Multidirectional antonyms or One-directional antonyms.

Multidirectional antonyms are comma separated words that will mutually exclude one another in search. For example, adding 'mini,midi' means that each of these terms will not bring results that match the other term.

One-directional antonyms are listed in a line with a '>' sign which stands for the direction of the antonyms. For example, 'quilt blanket>blanket' means that other types of blankets will be excluded from the search results of 'quilt blanket', but not the other way around.

TurboLinks (Redirect)

TurboLinks is a powerful tool used to redirect customers to another URL, within product suggests.

Turbolinks can be used to direct certain search terms to specific pages.

Use Case 1 – Directing Customers To A Non Product Page

Define terms such as “contact us” or “address” to redirect customers to the site’s "Contact Us" page. Add search terms to be associated with a specific URL as well as a thumbnail (optional).

When customers will search for the specified terms, they will be taken to the predefined URL.



Use Case 2 – Directing Customers To A Special Page

Use to direct customers to dedicated sale page, by associating the term "sale" with the URL of the sale page.

Turbolinks

Turbolinks allows you to direct specific user search terms to content on your site. To get started with Turbolinks, add below requested search terms and their destination URL.

Add

Search Term(s)	Target URL	Thumbnail	
red chair	http://demo.instantsearchplus.com/furniture... room/chair.html		🗑️ ✎️
best seller	http://demo.instantsearchplus.com/acer- ferrari-3200-notebook-computer-pc.html		🗑️ ✎️

A term can only redirect to one page although one page can have several terms pointing to it.

Collections

InstantSearch+ automatically makes category suggestions based on the product categories. Not all categories need to be used. In general, it is best to lead customers directly to products rather than a category.

Smart Navigation

Allow InstantSearch+ to take over site's categories navigation. Checking this will dynamically change the destination your shoppers get to the InstantSearch+ Search Results page and will allow consistent user experience for navigation and search.

Notice that while shoppers will be using InstantSearch+ dynamic smart collection pages, all of your Shopify collection pages and metadata is still there for SEO.

Watch this [video](#) to learn how to integrate Smart Navigation with your Shopify store.

Show/Hide Categories

If you would like to hide a certain category - Uncheck the category that you would like to hide. This will apply to both AutoComplete and Search Results page.

Show/Hide Categories

Select the categories titles to show as suggestions - notice this would not affect showing or hiding the products within the categories.
Note: configuration changes may take up to several hours to take effect

<input checked="" type="checkbox"/>	<input type="checkbox"/>	Frontpage
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Best Seller
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Bikini top
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Accessories
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Gloves
<input checked="" type="checkbox"/>	<input type="checkbox"/>	New Arrivals
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Var. Images Demo
<input checked="" type="checkbox"/>	<input type="checkbox"/>	fashion

Recommendation

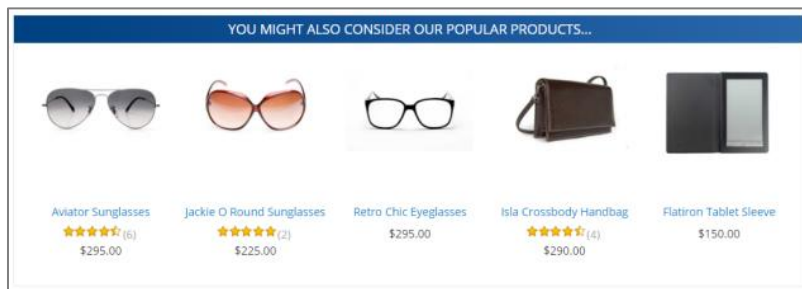
This feature makes sure customers are exposed to more products they might want to purchase, based on InstantSearch+ smart analysis. Product Recommendation can be shown on all pages of the site, based on big data analysis of user views, searches, purchases, add-to-cart and similar products.

Enable Product Recommendation on product pages by checking the box enables product recommendation by one of the two options:

One-Click integration - Choosing this option automatically adds InstantSearch+ product recommendations in:

- Homepage
- Product pages
- Cart pages

Check the pages that you would like to have recommendations on.



Advanced integration - This option includes InstantSearch+ HTML snippet integration into the site. You can plug up to 4 widgets on the same page. Place it anywhere on your page along with the `<script>` element where you want the recommendations to appear.

Advanced integration

Copy the following HTML snippet and paste it into your website's HTML source code.

☆ This code must be inserted into every page you want to show the widget on.

☆ You can plug up to 4 widgets on the same page.

Recommendation widget 1

Title ?

Type ▼

Show from Collections ?

Layout ▼

Max products suggest ?

Images size px ?

+ Add one more widget to this snippet (up to 4 widgets)

Recommendation Widget:

- **Widget title** - The text to appear above the product recommendation. Drives from the “Type” (line below). Once the type is picked you can custom the title text as you wish.
- **Type** - This is the source of the product recommendation. Pick here what kind of recommendation you wish to show on your shop.
- **Show from Collections** – Select the collections you wish to show the recommendation from.
- **Layout** – Horizontal or Vertical.
- **Max products suggest** – The maximum products to show on the widget.
- **Image size** – Size of the product thumbnails.

Once you configure the widget, the snippet of HTML code needed for that widget will appear on the right. Copy the snippet and paste it into your website's HTML source code, in every page you want to show the widget on - product, categories or check out pages.

TIP: to add the snippet in your Shopify site, follow these steps:

1. Open the Shopify Admin
2. Click Online Store on the right navigation bar
3. Click Themes

4. Click on the [...] at the top right
5. Click Edit HTML/CSS option
6. Edit the **product.liquid** or **cart.liquid**

Advanced Configuration

- Look-a-like Visually Similar Recommendations – Present product recommendation that are visually similar to the currently viewed product.
- Similar Products by Attributes – Used with the “similar products” recommendation configuration. If you prefer to recommend products that share a specific attribute with the current product, select these attributes here. Place the attributes by order of importance. The recommendation algorithm will first choose products that have the same value for the first attribute as in the currently displayed product; out of these, it will first choose products that have the same value for the second attribute as in the currently displayed product, and so forth.
- Hide products – you can avoid showing specific product on the recommendation widget. Select their category and product ID to enable this.

Landing Page

Quickly create custom landing pages to form part of any marketing campaign, without complex development or integration. With tailored landing pages, you’ll be able to streamline and strengthen your conversion funnel in any campaign, whether it’s PPC, Social Media or e-mail.

Landing Page Builder

Design a landing page showing a list of specific products with a designated landing page URL.

	URL	Products	Filters
	https://demo-magento.instantsearchplus.com/instantsearchplus/result?p=check	3 Products	
	https://demo-magento.instantsearchplus.com/instantsearchplus/result?p=check_test	3 Products	
	https://demo-magento.instantsearchplus.com/instantsearchplus/result?p=filter_test	5 Products	✓
	https://demo-magento.instantsearchplus.com/instantsearchplus/result?p=testingnow	1 Products	✓

ADD LANDING PAGE

To create a landing page – Click on “Add Landing Page” button and you will be directed to the landing page builder.








- Enter a slug – that will be your final page URL
- Search products in the search box and select which to include.
- You may add a banner or a custom HTML to the page header
- On the top right – choose if you want filters on your landing page.
- Click “save” – and you’re done.

You may now see your landing page on the landing page builder.

Landing Page: <https://demo-magento.instantsearchplus.com/instantsearchplus/result?lq=tshirt+sale>

Q tee Back to Landing Page Filters

You may add a **BANNER IMAGE (RECOMMENDED SIZE: 1200x120)** or **CUSTOM HTML**

 <p>2016 Mens Visor gg Sunglasses Square \$249.99</p> <p>Select</p>	 <p>Selected</p> <p>Chelsea Tee \$75.00</p> <p>Restore</p>	 <p>Selected</p> <p>Chelsea Tee \$75.00</p> <p>Restore</p>	 <p>Selected</p> <p>Chelsea Tee from \$75.00</p> <p>Restore</p>	 <p>Ludlow Oxford Top \$185.00</p> <p>Select</p>
				

SAVE **CANCEL**

Sync

To deliver instant result at lightning speed, InstantSearch+ syncs with your store catalog. It does this the first time you install InstantSearch+, and then it updates whenever you make changes to your catalog: adding, deleting, or updating products. Sync frequency depends on your service plan, and can vary from 7 days to daily and on demand. The sync process can take a few minutes to see changes taking effect, as it requires overriding caching. Sync affects both rich autocomplete and search results page.

Extension Details

- Domain – the site’s domain name.
- Shopify plan name – the InstantSearch+ plan in use.
- Platform – the eCommerce platform.
- First Sync – this is the first time your store catalog synced with InstantSearch+.
- Status – whether the site is synced or not.
- Product sync - On-demand product sync, updates all the changes in products and categories made since the last sync was made.

The Frequency of Sync is according to your plan:

- Free – 5 days Product Sync
 - Essential – Daily sync
 - Growth – Daily & On–Demand Sync
 - Enterprise – Hourly & On–Demand Sync
- Last Sync – shows when the store catalog was last synced with InstantSearch+.
 - Suspend Site – Use if you would like to temporarily suspend the IS+ AutoComplete Dropdown.

Basic Sync Configurations

- Shopify Tags – checking enables customers to search by product tags. Check this to use the options in the Search page filters.
- Shopify Vendor – enables customers to search by vendor [unchecked by default].
- Product Type – enables customers to search by your product type [unchecked by default].
- Description Sync – checking enables customers to search by the product’s description [checked by default].
- SKU sync – enables customers to search by SKU and/or SKU typo correction. [checked by default]
- Hide Products with Shopify Tags – Enables to hide products with defined Shopify tags. Commonly used with specific products that should not be found by search. Default is ISP_IGNORE_PRODUCT_TAG.
- Shopify Metafields Sync – enables customers to search by defined shop metafields.
- Out of Stock Products – Allows you to show, hide or bury out of stock products both in the autocomplete and search page results [unchecked by default].
- Integrations – list of apps that InstantSearch+ integrates with. Check to enable a specific integration.
- Notifications – Turn ON/Off to receive Email communications.
- How InstantSearch+ Sees Your Product – Type a product name (Full name), product ID, SKU or URL and see the data that is stored on our side for this product. This could be a great way to check the product details in InstantSearch+ after you have made changes in your store and see how users will find this product.