InstantSearch+ Documentation for WooCommerce

Contents

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, Individualized Results, Smart Navigation, Auto-Generated Filters, and Big Data Product Recommendations.

Top Menu

Current plan
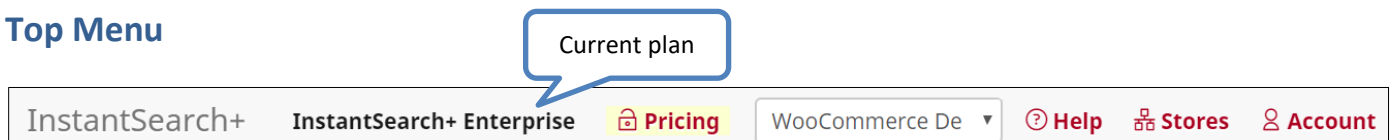
Home

Click on the Home button when you would like to go back to dashboard. This will open the Analytics tab in the Dashboard.

Pricing

Click to see our plans and select the service package that suits your site.

Help & Support

If you have problems with configuration:

- Dashboard quick tour
- FAQ
- Product Documentation

Stores

In this section you can make general procedures such as Enable/ Disable the extension for each store, update credit card details, cancel subscription or send details for an Invoice.
The configurations that can be made are as follows.

- Server SID- shows your server ID
- Cancel Subscription – press if you would like to cancel the subscription.
- Update Credit Card - You may update your credit card details if they have changed.
- Invoice Details - If you are interested in downloading InstantSearch+ monthly invoices please fill out your business name and contact info then press on set Invoice Details.
  After you will be able download your Invoice from the download button in the Stores tab.
- Suspend - Temporary stop frontend suggestions and stop product sync products for the specific store.
- Delete Site - Permanently delete site products and categories
- Download Invoices – Choose the month you would like to get the Invoice for and press on the Download button. (If you can't see this setting first set you Invoice Details and then you will see the download option).

My Stores

Server SID: 3332c061-5915-466d-8cc1-5783cc15cb06
Subscription: InstantSearch+ for Shopify Superstore
[Cancel Subscription]

Invoice Details

Invoice Business Name: [   ]

Invoice Business Address: [   ]

[Set Invoice Details]

WooCommerce Demo Site ⚙
Store URL: http://woocommerce.instantsearchplus.com/   stripe_account_id:
Store ID: 1   paypal_subscr_id:
Status: Synced   subscription_amount: 249.99
First sync: June 11, 2015, 11:57 a.m. UTC   subscription: 4
                                                             products in datastore: 341

[SUSPEND]   Temporary stop frontend suggestions and stop product sync products

[DELETE SITE]   Permanently delete site products and categories ☐ Erase AM_Site entity (InstantSearch+ Staff only)

Server SID explanation

InstantSearch+ account is configured per a unique SID number.
To verify you are addressing the right server in the InstantSearch+ Dashboard do the following:
1. Open your site in Google Chrome
2. Hit F12 and select the Console tab

3. Identify the InstantSearch+ SID of the server following
4. In the InstantSearch+ dashboard under the Stores tab at the top see the SID number matches the one you see in the Console tab.
5. Each store will have a different store ID.

Account

- Update your e-mail account
- Choose a list of IP addresses which you wish to hide from the Analytics dashboard count, add each IP address that you would like to ignore in a separate line.
  Adding your IP to the list will ignore your searches. Your searches will not affect the Analytics tab.

Edit Profile (Shop owner's administration account)

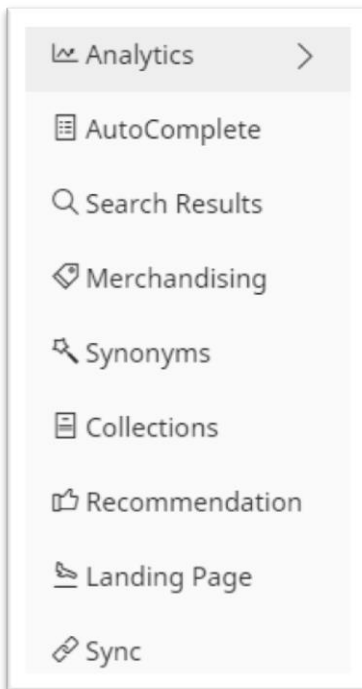| Current Password *	Enter your Current Password
	Forgot your password?
New Password *	Enter your New Password
Confirm Password *	Confirm Password

CHANGE PASSWORD

IP addresses to ignore

This is a list of IP addresses to ignore in the Analytics dashboard - Each line contains an IP address (ipv4 or ipv6)
Notice only externally visible network addresses with single addresses and neither ranges, patterns, nor netmasks are supported (Private or local IP address are not)
Tip: your current IP address is 217.132.105.228.

Add one IP address per line

SAVE IP ADDRESSES

Dashboard Tabs

- ⌁ Analytics >
- ▤ AutoComplete
- ⌕ Search Results
- ⬦ Merchandising
- ⚲ Synonyms
- ▤ Collections
- ☍ Recommendation
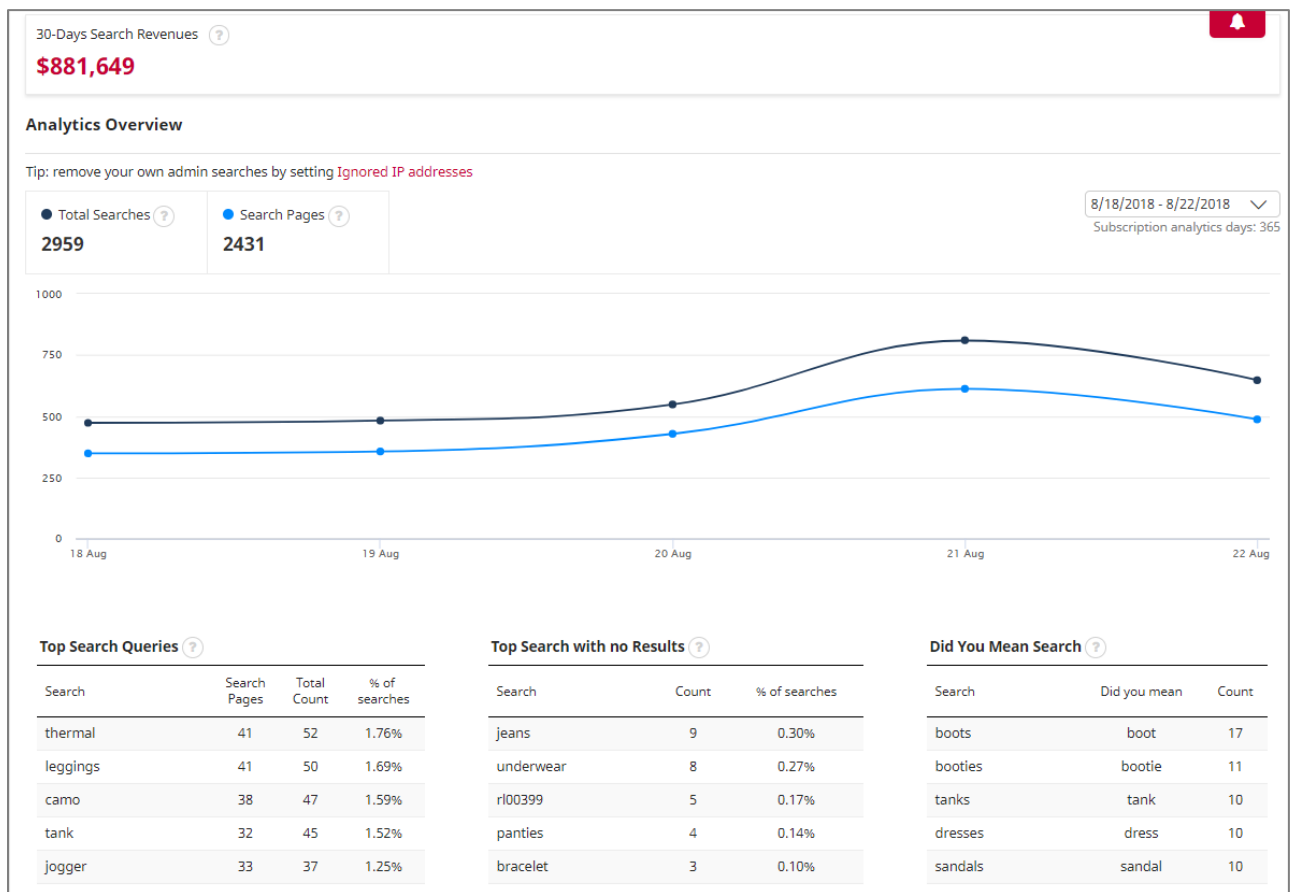- ⬗ Landing Page
- ⬦ Sync

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.

30-Days Search Revenues ?
$881,649

Analytics Overview

Tip: remove your own admin searches by setting Ignored IP addresses

● Total Searches ?   ● Search Pages ?   8/18/2018 - 8/22/2018 ⌄
2959   **2431**   Subscription analytics days: 365

Top Search Queries ?

Search	Search Pages	Total Count	% of searches
thermal	41	52	1.76%
leggings	41	50	1.69%
camo	38	47	1.59%
tank	32	45	1.52%
jogger	33	37	1.25%

Top Search with no Results ?

Search	Count	% of searches
jeans	9	0.30%
underwear	8	0.27%
rl00399	5	0.17%
panties	4	0.14%
bracelet	3	0.10%

Did You Mean Search ?

Search	Did you mean	Count
boots	boot	17
booties	bootie	11
tanks	tank	10
dresses	dress	10
sandals	sandal	10

Autocomplete Analytics

- Product Suggests - 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.
- Suggests value – the value of the products suggests. InstantSearch+ calculates the value of product suggestions selected by customers.
- Category Suggests - searches where customers selected one of the category suggestions in the drop down, leading them directly to the category page.
- Searches Suggests - searches where customers selected a popular search query from the drop down popular term suggestions. A high percentage of search suggests indicates that customers find the query they meant to type, being reassured of their choice.
- Time Range - at the upper right hand side, enables control of the time range for the chart up to 365 days back (depending on your subscription).
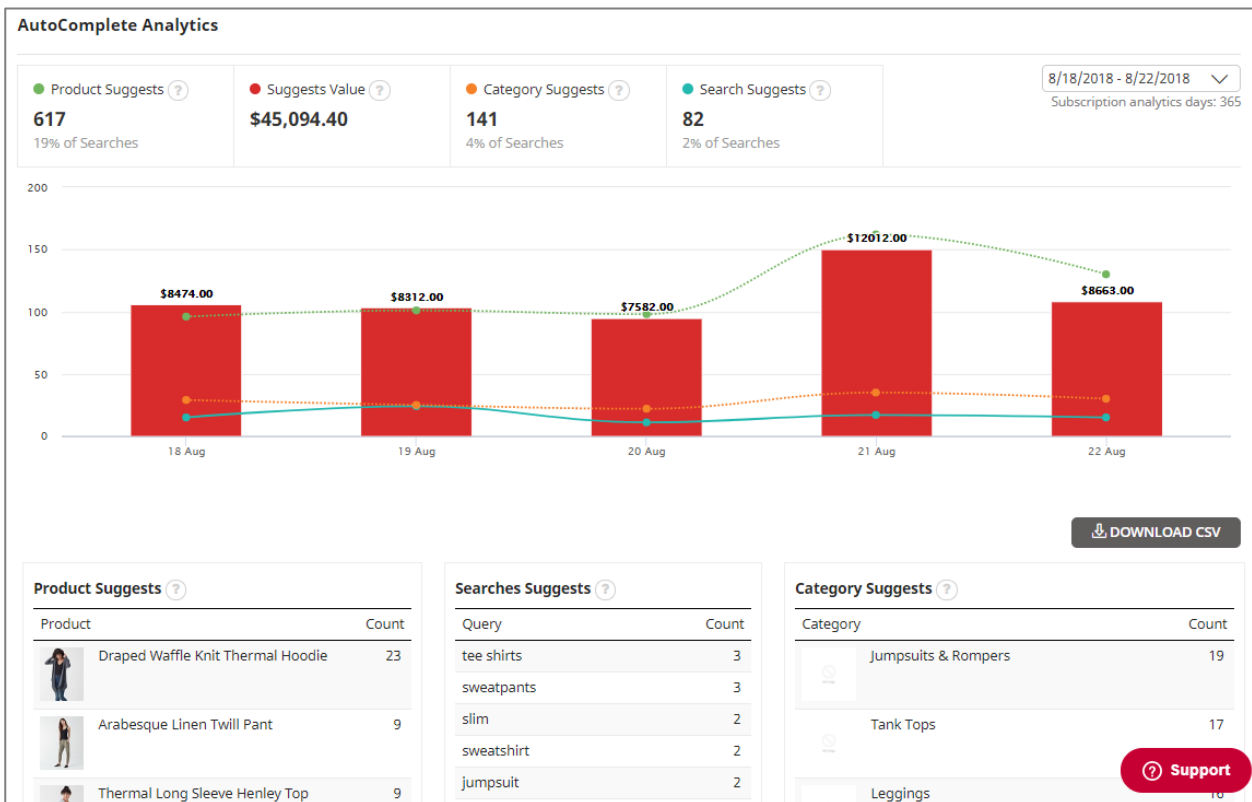
All Queries and Search Queries with No Results

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.

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.

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

	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)

8/17/2018 - 8/21/2018
Subscription analytics days: 365

⤓ DOWNLOAD CSV

Impact

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 that 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 that 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 copies the site CSS, this tab provides additional options to configure the AutoComplete and Product Suggest drop down List.

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		Auto ▼
This features affects both AutoComplete and Search Results		
Product suggestions position		Top ▼
Max number of product suggestions		6 ▼
Max popular search suggestions		4 ▼
Max popular categories suggestions		2 ▼

☐ Disable categories suggestions
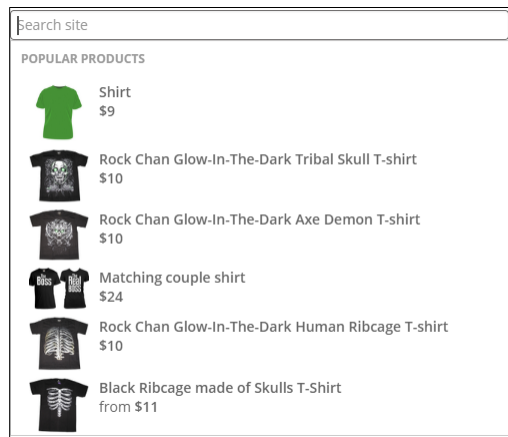
☑ Hide product descriptions

☐ Enable on IE9 and below browsers (unsupported)
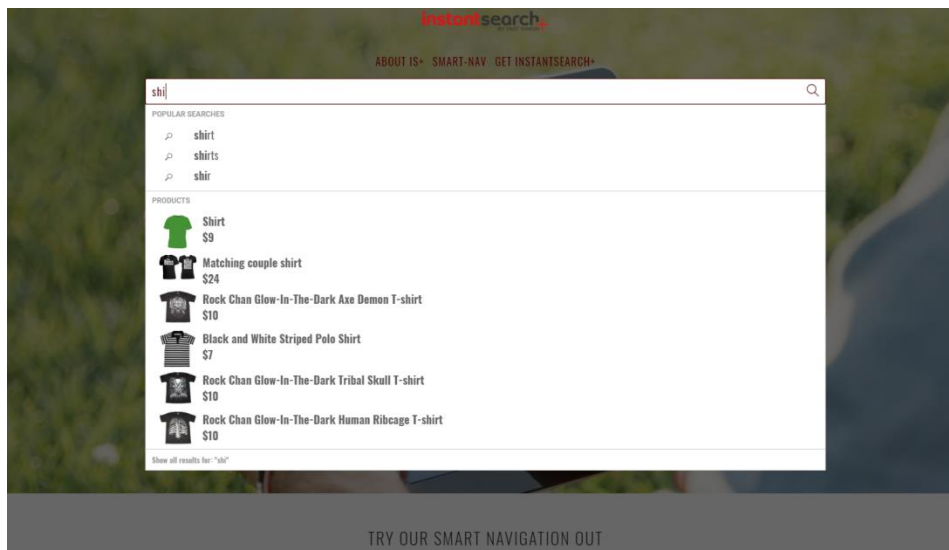
☐ Popular products on focus

☐ 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		
Display Powered by InstantSearch+ Logo		
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 <body> 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: <a href="/your-list-goes-here">
- 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)

`http://Magento.instantsearchplus.com/images/for`

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

`http://Magento.instantsearchplus.com/images/tag`

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

`http://Magento.instantsearchplus.com/images/car`

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

SAVE HTML

Custom CSS (Advanced users only!)

```
.logo {
    display: block;
    float: left;
    width: 65%;
    min-width: 100px;
    min-height: 44px;
    text-align: center;
    padding-bottom: 100px;
    padding-top: 50px;
    padding-left: 25px;
```

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.
- 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.

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   Auto ▼

Currency conversion rate   1.00

Price range format   From [min pric ▼

☑ Show price without decimals

☐ Avoid showing prices for non-login users

☐ Avoid showing compare at price

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

- <u>WooCommerce buit-in search page</u> - if you check this option the results will be from WooCommerce and not from InstantSearch+ search engine.
- <u>Basic</u> - WordPress search results page with Identifier only API call for the search query. Changes the order of the results in the WooCommerce Search page. Use this mode if you want to continue using the WooCommerce rendering for the search results.
- <u>Premium InstantSearch+ search results page</u>- 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.

Search Results Configuration

Configuration

- 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.
- 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.

- o Drag and Drop prioritized Filters to change their order.
- o Click on the "eye" icon to hide a filter.
- o Click on the "pin" icon to set a filter as a prioritized one shown for all search queries.
- o 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.

- 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".
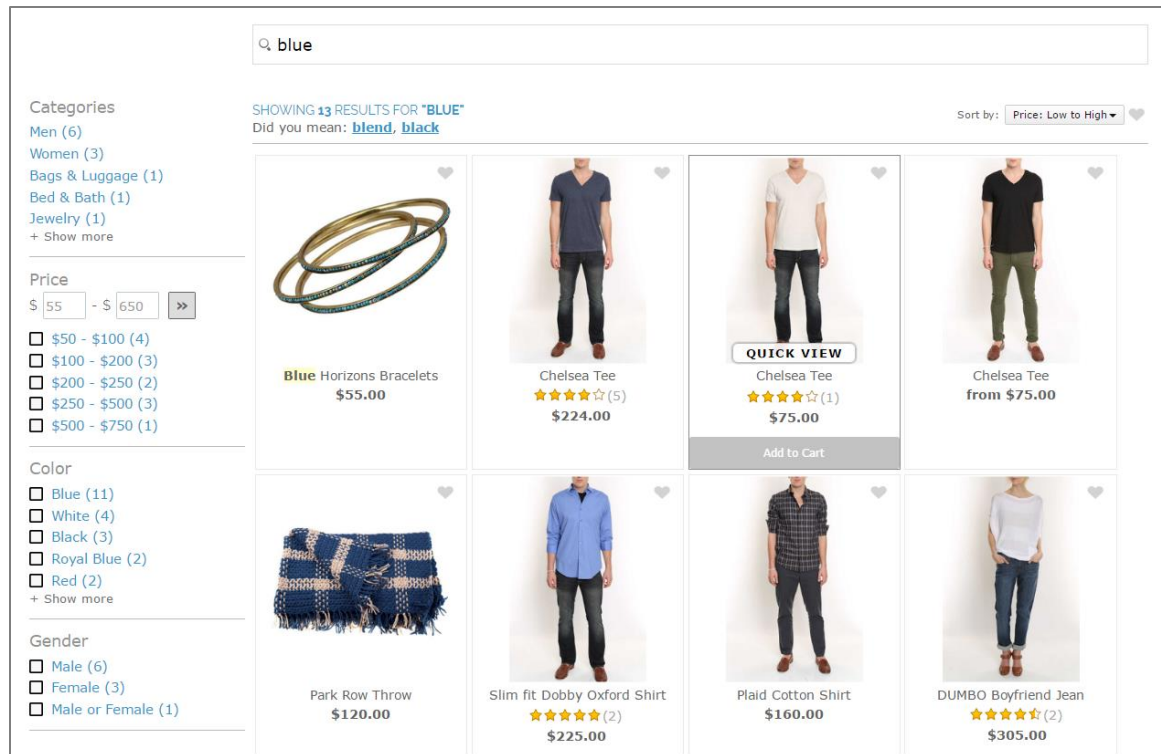
Retail Pack

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

Advanced Configuration

- <u>Show products matching ANY search terms instead of ALL</u> – enables search based on each individual word instead of all words to return more results [checked by default].
- <u>Present results based on prefix match rather than full word match</u> – 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].
- <u>Customer search source importance</u> – 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

Direct customers to a dedicated sale items page by associating the term "sale" with the URL of the Sale page.

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

Categories

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. This allows consistent user experience for navigation and search.

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.

Recommendation

This feature makes sure customers are exposed to more products they might want to purchase, based on InstantSearch+ smart data 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 them.
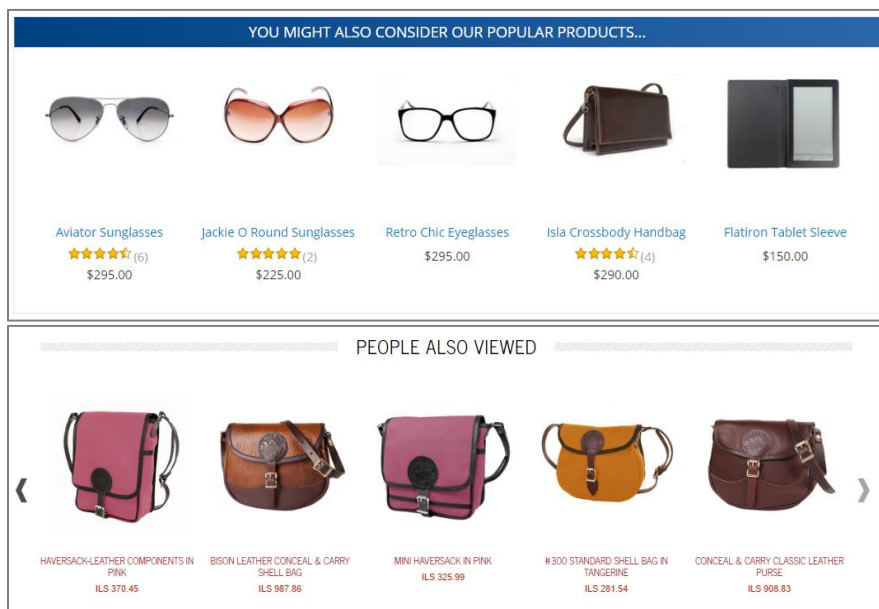
Advanced integration - This option includes InstantSearch+ HTML snippet integration into the site. You can plug up to 4 widgets on the same page. Place it anywhere on your page along with the `script` element where you want the recommendations to appear.

Recommendation 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.

Advanced Configuration

- Look-a-like Visually Similar Recommendations – Present product recommendation that are visually similar to the currently viewed product.

- <u>Similar Products by Attributes</u> – 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.
- <u>Hide products</u> – 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?lp=check		3 Products	
🗑 ✏	https://demo-magento.instantsearchplus.com/instantsearchplus/result?lp=check_test		3 Products	
🗑 ✏	https://demo-magento.instantsearchplus.com/instantsearchplus/result?lp=filter_test		5 Products	✓
🗑 ✏	https://demo-magento.instantsearchplus.com/instantsearchplus/result?lp=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?lp=tshirt sale   ✕

🔍 tee   ‹ Back to Landing Page   ⬤ Filters

You may add a [BANNER IMAGE (RECOMMENDED SIZE 1200X120)] or [CUSTOM HTML]

2016 Mens Visor gg Sunglasses Square
$249.99

Select

Selected
Chelsea **Tee**
$75.00

Restore

Selected
Chelsea **Tee**
$75.00

Restore

Selected
Chelsea **Tee**
from $75.00

Restore

Ludlow Oxford Top
$185.00

Select

SAVE   CANCEL

Sync (Indexing) Tab

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

- Site name – the site's domain name.
- Store ID – for multiple stores.
- Site URL – the site's URL.
- Authentication – Use if your site is password protected.
- Platform – WooCommerce.
- First Sync - this is the first time your store catalog synced with InstantSearch+.
- Extension version – the plugin version installed on the site.
- WordPress version – the WordPress version on which the plugin is installed.
- WooCommerce version – the WooCommerce version on which the plugin is installed.
- Status – whether the site is synced or not.
    o Synced - all you products are updated in our database.
    o Product sync in progress- when pressing the sync button or an update depending on your plan.
    o Full sync started at [Time] is in progress - displayed when sync is in progress.
- 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:
    o Basic – 5 days Product Sync
    o Essential – Daily sync
    o Growth – Daily & On–Demand Sync
    o 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 Options

- Tags Sync – enables users to search by product tags [unchecked by default].
- Description Sync
    o Product Description – enables customers to search by long product description [unchecked by default]
    o Product Short Description - enables customers to search by short product description [checked by default]
- SKU sync - enables customers to search by SKU [checked by default]

WooCommerce Product Attributes, Taxonomies Sync & Advanced Custom Fields plugin – Enables users to search by product attribute, taxonomies or advanced custom fields.

Out of Stock Products- Allows you to show Unsellable products both in the autocomplete and search page results [unchecked by default].

Email communication - Turn ON/Off to receive Email communications

How InstantSearch+ Sees Your Product – A useful troubleshooting tool to check what keywords match a specific product.