

SmartSearch

Last Modified on 20/04/2026 5:06 pm IST

Welcome to SmartSearch!

Revolutionise your store's search functionality. SmartSearch makes it easier for customers to find exactly what they're looking for, while making it easier for you to customize the perfect search experience.

Why SmartSearch?

Smarter Search Results

- Understands typos and spelling mistakes automatically
- Finds products faster with better accuracy
- Delivers results in a fraction of the time

Control your search

- Fine-tune how results are ranked and sorted
- Advanced Relevance engine to get the most accurate ranking
- Prioritize key products to show first to your customers

Same filters, better experience

- Your existing filters and setup remain the same
- All filter types fully supported
- Add or remove filters from your search without the page reloading

Expanded Search

- Customers can now search for blog posts and content pages, not just products
- Carousel pages can now support filters too

Getting Started

Good news: There's nothing you need to do to get started. Our team will set up SmartSearch for your store. Everything will look and work the same, just better. Simply reach out to a member of our team to begin.

Making SmartSearch Work for You

SmartSearch is already a big improvement right out of the box. But if you want to fine-tune it and get the best search experience to match your business, as well as use the advanced **Relevance Sorting**, you can customize the settings.

Where to find it: Webstore Manager → Products → SmartSearch Settings

1. Search Fields

What this does: These are the product fields SmartSearch looks at when someone types in the search bar.

How to use it:

- Your previous search settings are already loaded, so you're starting with what you had before
- You can choose to include or exclude fields from the search queries.
- With **Relevance sorting** turned on, matches on High priority fields will appear first before matches on lower priority fields.

Example: If "Product Name" is set to High priority, and "Extended Description" is set to Low, a product called "Blue Running Shoes" will rank higher than one with "blue" only in the description. Both will still be in the search results, but "Blue Running Shoes" will appear first.

Search Fields
Select which fields to be used in search queries. The priority will influence its rank on search rankings when **Relevance Sorting** is enabled.

High priority Medium priority Low priority Exclude and not used in queries

Field	High	Medium	Low	Exclude
Product Name	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Short Description	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extended Description	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Product Lookup Code (SKU)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keywords (includes Department and Category)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subcategory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Brand	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type (Product Theme)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Search Fields priority list. Click High, Medium, Low, or Exclude to change your Search results.

☒ **Tip:** We highly recommend enabling Relevance Sorting to get the best results for your Search. You can find the option for it under Sort Settings below.

2. Sort Settings

What this does: Determines the order results appear in, which is just as important as which products are returned in the results. A difference of a product on Page 1 or Page 10 of results could make or break a sale!

Relevance Sorting (Highly Recommended):

When enabled, SmartSearch uses an advanced ranking engine to group results by how well they match the search, such as:

- **Perfect Match** — Exact matches to the search term
- **Close Match** — Very similar results
- **Somewhat Matching** — Related but less precise

Within each group, you can apply secondary and tertiary sorting (like Priority, or Product Name). This means you can still influence the results while still allowing SmartSearch to rank and get the best results first.

Customer Control:

If your store has a sorting dropdown (e.g., "Sort by: Price Low to High"), customers can still use it to override the relevance ranking. The dropdown will default to "Sort by: Relevance" if enabled.

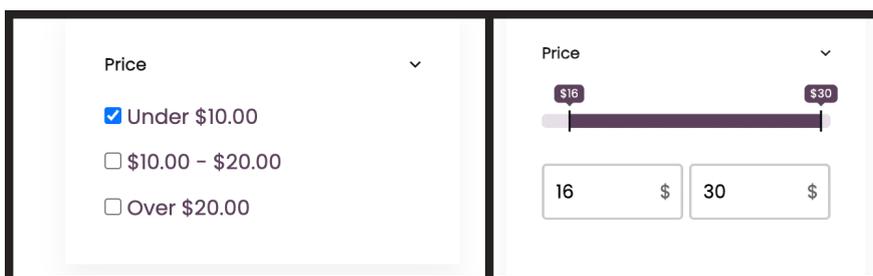
Important: If your dropdown uses custom text fields setup in PAM (like "Sort by Popularity"), you'll need to mark those fields as sortable. Choose which fields are used as sort options in the provided dropdowns.

3. Filter Settings

What this does: Controls how filters appear to your customers on listing pages.

Your options:

- **Sort filter values alphabetically** — Sort filter options like "Blue, Green, Red" instead of by their number of items (default sorting).
- **Use new style of price filters** — Replace the standard price filter with a slider bar that customers can drag for minimum and maximum, plus text boxes for the exact amounts.



Before and after. Price Slider gives customers a faster way to set their budget

Predictive Search Settings

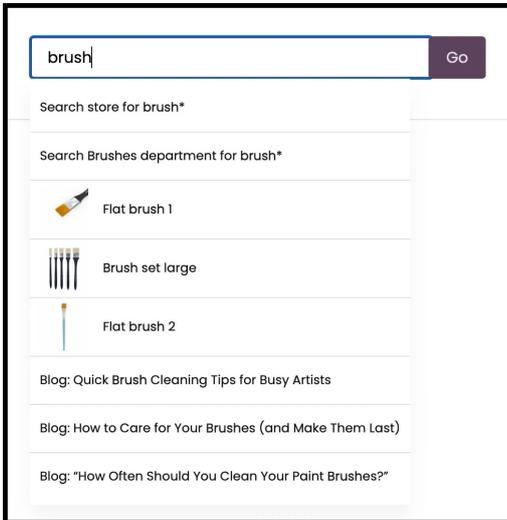
What this does: Customise the dropdown that appears when customers start typing in the search bar. Your sorting options will affect predictive search as well as listing pages.

Your options:

- **Include content pages** — Show blog posts, help articles, and info pages in search suggestions

(not just products)

- **Set ranking** – Control where content pages appear in the dropdown
- **Limit how many shown** – Decide how many suggestion spots can be filled by content pages



Search suggestions can now include helpful blog posts and info pages

☒ **Tip:** If you have helpful blogs or guides, turning this on helps customers find answers faster.

Need Help?

Relevance sorting combined with your Search Field priorities gives customers the most accurate results. Start with this and adjust if needed.

If you have questions about any of these settings or want help optimizing your search, our team is here to help. Just reach out to our support team and we'll help create the perfect search for you.