

# Etail Systems Tip Sheet

*Objective: To give you details of what search options are available in COMS.*

The following tells you how to achieve this;-

There are many options with searches on your site, that will do different things & look different.

Any searches in the search box on your site will look for words within the 'Search keywords' box against a product. Please ask for a walkthrough on 'Adding your products (in COMS)' if you would like to know how to add these. It also looks at the Product Title (in COMS) / ShortDescription (CSV).

Only Etail staff have access to your search options, so please reference this walkthrough if you want any changes.

See below for an explanation of each type of search & what they do:

**Match All / Match Any** Match all search words: ☐ Match ALL keywords entered (default is to match ANY)

The first thing to decide is if you want to match all keywords in a search, or any of them.

**Match All** – if you typed in 'green house', it'd look for products with both 'green' and 'house' in the title.

**Match Any** – if you type in 'green house', it'd show all products with 'green house', 'green' or 'house'.

A negative of the **Match Any** is that the results do tend to be quite long & some are irrelevant e.g. a product called 'Green Wellington Boots' would appear if you searched for 'green house'.

**Full Text Index Search** Full Text Index Search: ☐

This is a more thorough search & includes plurals e.g. if someone searches for 'mirrors', anything with 'mirror' in the title will be found & vice versa.

The downside of this is that it does take quite a lot longer for the results to load, due to the extra information it's looking for.

**Search Box – Keyword** Search by Keyword: ☒ If no search options are selected the default is always a keyword search

If this is selected, your search box will literally just be a box where people can search by keyword (& Product Title / ShortDescription):

Keyword

Search by brand: ☐  
Search by Manufacturer: ☐  
Search by Model no: ☐

## **Search Box – Brand, Manufacturer & Model No**

You can also search by Brand, Manufacturer & Model No, & if any of these are selected as well as keyword, a dropdown

will appear so people can choose what they search by (you can name Brand, Manufacturer & Model No whatever you like, just let us know so we can change it).

Here is an example of what it could look like on your site:

Search by Title, Author or ISBN	Keyword	SEARCH >
---------------------------------	---------	----------

### Including other options in the keyword search

Include Short description in keyword search:	<input checked="" type="checkbox"/>
Include Brand in keyword search:	<input type="checkbox"/>
Include Manufacturer in keyword search:	<input type="checkbox"/>
Include Model no in keyword search:	<input type="checkbox"/>

You can include other options in the keyword search, rather than having the dropdown on the search bar (although this may take a fraction longer to search than using the dropdown option). The other options you can include in the keyword search are: Short Description/Product Title, Brand, Manufacturer & Model No.

### Including Departments & Promotions

Keyword searches include Departments:	<input type="checkbox"/>
Keyword searches include Promotions:	<input type="checkbox"/>

You can also include Departments and Promotions in keyword searches, although this is rarely used.

### Automatic Search Links

You can have some links under your search bar that when clicked on, automatically show the results of specific searches (Best Sellers, Special Offers, New Arrivals & Due Out)

Best sellers link:	Best sellers	<input type="checkbox"/> Include link in search box
Special offers link:	Special offers	<input type="checkbox"/> Include link in search box
New arrivals link:	New arrivals	<input type="checkbox"/> Include link in search box
Due out link:	Due out	<input type="checkbox"/> Include link in search box

These can look like this on your site:

Search by product or code	Search
Best sellers   New arrivals   Pound Lines	

You can add an article at the top of each of these pages for SEO – just let us know the name of it & we can add it for you.

### Failed Search Promotion

Failed search Promotion:	Failed search	
Failed search article:	Select Article	OBSOLETE - USE PROMOTION ABOVE

When there's a failed search on your site, you should have a failed search article with some text in explaining that the search has failed. It's good practice to put some reasons as to why it's failed, or some contact information to prompt people to contacting you rather than losing a sale.

We set a Failed Search Promotion rather than just an article so you can add products on the failed search page, prompting the customer to look at products even if they can't find what they're searching for. These products are set in the Failed Search Promotion, & you can add these yourself (Please request the Adding a Promotion walkthrough if needed).

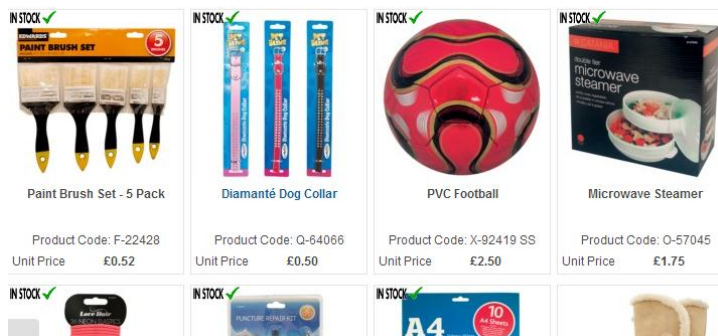
A failed search page looks like this:

## Failed Search

Whoops! We were unable to match a product to your search term. Please try again.

Alternatively please browse the products we have suggested for you.

Thank you.



## Advanced Search

The screenshot shows a mobile app search interface with a dark orange background. It includes a 'SEARCH' header, a 'Category' dropdown menu set to 'All departments', and input fields for 'Artist', 'Title', 'Label', 'Type' (set to 'All formats'), 'Condition' (set to 'All conditions'), and 'Cat No'. A 'Search' button is at the bottom, along with 'NEW RELEASES' and 'PRE-ORDER' buttons.

This requires quite a bit of change to the design, & need a left or right panel on your site to work. This advanced search includes: Top Level Department (via dropdown), Product Title/Short Description, Brand, Manufacturer, Model No, Type & Condition (not all options are applicable to all sites).

The screenshot shows a desktop advanced search interface with a light grey background. It includes a 'Advanced search' header and a list of search criteria with checkboxes: 'Advanced search' (checked), 'Enable advanced search (Action records)', 'Departments' (checked), 'Search by TOP level department', 'Title', 'Brand', 'Manufacturer', 'Model No', 'Type', and 'Condition'.

**NB:** The logic of the search means that if someone searches for the word 'freeze', 'freezer' won't appear. This is because 'freeze' is a verb, & 'freezer' is a noun. If you have a situation like this, then it's best to put the searched-for word in the 'search keywords' at product level.

If you need any more information or help using this feature, please contact [support@etailsystems.com](mailto:support@etailsystems.com) or call 0844 482 0908.