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Introduction

The features and functionality of the entire Episerver platform are described in an online help that opens in a web browser. The online help covers CMS for content management, Commerce for e-commerce functionality, Find for extended search, and Episerver add-ons. It is either accessed from within the Episerver platform or from Episerver World. The online help is also divided into a number of PDFs for users who prefer those or want to print the documentation.

This PDF describes the features and functionality of Episerver Find. PDFs for Episerver CMS and Commerce can be found on Episerver World. The user documentation is intended for editors, administrators, marketers and merchandisers, working with tasks as described in Roles and tasks in the online help.

Features, licenses and releases

The user documentation is continuously updated and covers the latest releases for the Episerver platform.

Episerver CMS is the core part of the Episerver platform providing advanced content creation and publishing features for all types of website content. CMS features are available in all Episerver installations.

Episerver Commerce adds complete e-commerce capabilities to the core functionality in CMS. Commerce requires additional license activation.
Add-ons extend the Episerver capabilities with features like advanced search, multivariate testing, and social media integration. Some add-ons are free, others require license activation. Add-ons by Episerver are described in the online help.

Due to frequent feature releases, this user guide may describe functionality that is not yet available on your website. Refer to What’s new to find out in which area and release a specific feature became available.

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What's new

The Episerver user guide describes features in the Episerver platform, including CMS for content management and Commerce for e-commerce management, as well as add-ons from Episerver. New features are continuously made available through Episerver updates.

This user guide (16-2) describes features added up until and including update 105 for Episerver. Refer to Episerver World for previous user guide versions.

<table>
<thead>
<tr>
<th>Area</th>
<th>Features and updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMS</td>
<td>›› The user interface now displays comments and changes to projects immediately (update 100). <strong>Note:</strong> The feature requires WebSocket support on the web server. If this has not been enabled by an administrator, you may see a Real-time Updates dialog box. See Real-time Updates in the User interface topic in the CMS Editor user guide for more information.</td>
</tr>
<tr>
<td></td>
<td>›› The CMS user interface has been rebranded and a number of images in this user guide have been updated (update 100).</td>
</tr>
<tr>
<td>Commerce</td>
<td>›› Updates to the new Campaigns feature. <strong>Note:</strong> This is still in Beta and cannot be used in parallel with the legacy Campaigns user interface.</td>
</tr>
<tr>
<td></td>
<td>›› You can prevent a discount from being combined with other discounts, all discounts in one more campaigns, or all other discounts (update 100).</td>
</tr>
<tr>
<td></td>
<td>›› You can assign a promotion code (also known as a coupon) to a discount. Users must supply the promotion code to qualify for the discount (update 100).</td>
</tr>
<tr>
<td></td>
<td>›› Enhancements to searching and browsing for orders in Commerce Manager (update 102).</td>
</tr>
<tr>
<td>Addons</td>
<td>›› A demo video has been added to Example: Creating an email sign up form.</td>
</tr>
</tbody>
</table>
Episerver Find

Most site visitors abandon a website if they cannot quickly find what they are looking for. With increasing information volumes, menu navigation is no longer sufficient, so search becomes critical for locating information. **Episerver Find** adds powerful search functionality to websites. Search encompasses internet search engines (like Bing) and a website’s search function.

Search optimization increases the chances of attracting visitors to your website, keeping them there, and getting them to complete an action, such as registering or shopping. Episerver Find bases search functionality on visitor search behavior and website statistics. Using this information, you can add automatic landing pages, adaptive navigation, and guided search to increase website traffic and boost conversion rates.

This section shows search administrators, such as editors and Episerver site administrators, how to set up and use Find. The documentation also tells developers how to configure and set up search features.
Feature summary

With Episerver Find, you can develop customized functionality, such as filtering and faceted navigation, based on content properties, such as price or color. Find is based on an index service and interfaces, which can be cloud-based or installed on-premises. Find supports multiple languages.

Episerver Find indexes any type of website object, not only web pages. As soon as authors publish content, Find pushes data to the search engine, making new or updated content available in near real-time.

Features in Find "standard"

- View and analyze search statistics for your websites, and use the statistics to optimize search.
- Explore the site index to see what has been indexed and when, and use this information to customize search features.
- Promote selected content (best bets), and manage search phrases without hits.
- Add related queries to guide visitors in their search for specific content.
Define synonyms for similar search phrases.
Weight content properties to boost search results as desired.

Features in Find Connections Edition

Episerver Find Connections Edition lets you add connectors, which index external content that is related to but not part of your website. For purchasing information about the Connections Edition, see http://www.episerver.com/Hosting/order-episerver-find/. To learn how to use it, see Adding connectors.

See the Getting started section in the CMS Editor User Guide for information about logging in, accessing features and working with the Episerver user interface.

Help in Find

Episerver Find's user interface provides onscreen documentation. To access it, click Show Help in the upper right corner.
What is search optimization?

Search optimization helps site visitors quickly find the right website content. This is closely related to search engine optimization (SEO), often referred to as "the process of improving the visibility of website content in the search results." As a Web page's search rank increases, your website receives more visitors.

Episerver Find lets you develop customized functionality to create automatic landing pages and different types of adaptive navigation with minimal effort. While Episerver Find bases its SEO strategies on site visitor statistics, you can manually implement search optimization on targeted content to enhance the search experience.

Learn by doing

Most of Find's automatic SEO is based on queries made by site visitors. As the number of queries grows, Episerver Find "learns" and bases search suggestions on previous successful queries.

The new website

When developers set up a website and configure search, they use the programming interface to develop custom filters (along with built-in filters) and faceted search features. Because the site is new, search
What is search optimization?

Optimization has few statistics, so you can help visitors by adding search phrase suggestions. See also: Autocomplete.

The growing website

As your website matures and accumulates more search data, use search statistics to analyze search activity. Optimization evolves into monitoring, fine tuning, and promoting content to deliver the right content to visitors.

Automatic search optimization

You can attract visitors to your website and guide them to relevant content by coding the following features and tagging content properties.

Automatic landing pages

When creating a campaign, you usually make significant editorial efforts to set up landing pages and make desired content appear in various places of the website. Tagging and search criteria let you create landing pages that dynamically display relevant content.

An automatic landing page (as in the example above) is actually a search page with a small editorial area at the top. Episerver Find drives search results through content tagging. Site visitors can narrow down search results using the facets to the right.

Episerver Find provides an SEO-friendly URL for the dynamic landing page, based on facets selected by the visitor. For example, if you search for sweatshirt, the returned URL includes associated search facets, such as the following: ../search/sweatshirt/women/hoodies.
Adaptive navigation

Website navigation is often static and based on a content structure that is well-known to editors but less intuitive to visitors. With search criteria, you can create navigation that displays personalized content based on what is known about the visitor, such as content relations or a registered profile.

Guided search

Episerver Find can suggest search phrases automatically, based on the behavior of site visitors. For instance, searching for page returns people searching for "page" also searched for "web page". The autocomplete feature also provides guided search.

Optimizing search manually

Although Episerver Find performs search optimization automatically, you should regularly monitor search activities on your website, to fine-tune search performance and spot discrepancies. You may want override system suggestions to promote specific content.

You perform manual search optimization from the optimization view. Search optimization may also include modifying website content to achieve desired results. The following scenarios demonstrate how search optimization actions can guide visitors to appropriate content.

Search phrase does not match wording in content

For instance, "basket" instead of "cart". Help out by adding a synonym.

Promote selected content

Use best bets to promote selected pages' content. For instance, if a visitor searches for Christmas cards, a Christmas special offer appears at the top of the search results.

Visitors are not clicking search result links

Low-click frequency may not be a problem—it can indicate that search results provide adequate information. But it also may indicate that the information is not attractive enough. Work with the content to ensure that an appropriate description appears in search results and SEO requirements are met. Or, create a best bet with a custom title and description.

No search results returned because the content is missing

Use search statistics to discover if needed content is missing from your website. This requires a strong understanding of the content. Create the missing content and ensure it appears in search results.
Content searched for is not on your website but visitors assume it is

If visitors frequently search for content on a related website, add a connector to index that site’s content and merge it with your site’s search results.

Returned results do not contain the search phrase

Add the search phrase to the content, or add synonyms, which let site visitors retrieve content without knowing exact wording.

Relevant content is found but not displayed at the top

Work with the content to verify that SEO requirements are met. For example, make sure the page has a relevant title, correct and descriptive meta information, and an accurate modification date. Also, make sure page has relevant keywords and search phrases. Use specific keywords instead of broad, widely-used terms. For example, agile commerce (instead of commerce) significantly narrows results.

For more information, refer to general guidelines about optimizing content for search engines, such as Google’s Search Engine Optimization Starter Guide.
Analyzing search statistics

Episerver Find collects statistics from site visitor activity and displays them in the Statistics View, where you can analyze the activity.

Statistics are scarce for a new website, but as your site matures and captures more search behavior, you can analyze the information to optimize the search experience.

You need specific access rights to access features in Episerver Find.

The statistics view displays popular searches during a selected time period and reveals if matching content was found. You can filter search information by time interval, website, and language.

- **Most frequent searches.** Phrases searched for most often.
- **Searches without hits.** Phrases most often searched for and for which no results were found.
- **Searches without relevant hits.** Searches that generated hits but had a low click-through rate. Phrases that are most frequently searched for and for which search results are clicked the least appear at the top.

If you click a search phrase in a list, a new window appears, containing this information.
matching search results (when using Most frequent searches view)
other searches performed by the visitor who submitted that search phrase

From Statistics View, you can select one or more search phrases and switch to the optimization interface to work with best bets, related queries, or synonyms.

Select one or more phrases in the list and click the desired search optimization method to work with these phrases.
Addons

Manually optimizing search results

Although Episerver Find automatically optimizes the search, you should regularly monitor your site’s search activities to fine-tune performance and identify trends. At times, you may want to override system suggestions or promote specific content.

When you perform search optimization, work closely with stakeholders such as the website owner, marketers, content editors, and developers. Tasks depend on whether the site is new or mature because of the amount of statistics with which you have to work.

You can perform search optimization for multiple websites and different languages from the same user interface. To optimize search effectively, you must be familiar with your website content.

You need specific access rights to access Episerver Find features.

The optimization view

To access Optimization View, from the toolbar, click Find > Manage > Optimization.
Use Optimization View to manually optimize search. You can select search phrases in the Statistics view, and transfer them to Optimization View. Or, you can manually enter search phrases into Optimization View's Phrases field.

**What to look for**

- Frequently-searched phrases indicate "hot" topics, content that visitors assume is on your website.
- Search phrases without hits reveal either content missing from your website or a need to improve a content item's ranking in search results.
- If visitors search for content that is related to but not stored on your website, consider adding a connector to index an external website.
- Search phrases with low click-through rates may indicate that the content description is sufficient, or that the title or description is not attractive enough. In the latter case, create a best bet with a custom title and description to promote the content.
- By clicking a search phrase in the list, you see other phrases that the same visitor searched for. For example, if someone searching for *project plans* also searched for *planning* and *tracking projects*, respond by adding missing content, or creating synonyms or best bets for these phrases.

**Next steps**

Using the Statistics View data, try these content optimization tasks.

- Improve the content on your website
- Promote content using best bets
- Suggest related search phrases
- Add synonyms for similar phrases
- Create editorial autocomplete suggestions

**Addons**

**Promoting content using best bets**

Episerver Find lets you promote content by adding *best bets*, search phrases that deliver selected Web content to the top of search results. Use best bets to provide answers to common questions, or to create sponsored links such as in an e-commerce site.

For example, if a search phrase has a low click-through rate, that might indicate that the content title or description is not compelling. Use a best bet to assign a custom title and description to promote that content. By customizing title and description, you optimize the site visitor's search experience.

A best bet's search phrase does not need to occur in the assigned content—you are simply mapping one or more phrases to an internal or external Web page, which appears above organic search results.
You can style a best bet to distinguish it from organic results. For example, notify visitors that a link is sponsored.

A developer needs to implement this feature in your website's styling.

You can define best bets for a specific language and a specific website.

Examples of best bets

- You are running a Christmas campaign. When a visitor searches for Christmas cards, you want
the Christmas special offer page to appear at the top of search results.

- Link search phrases to content that you believe visitors want. For example, for a contact information page, add a best bet with search phrases like customer service, contact us, and opening hours.
- You want a search phrase to return specific content. For example, if someone searches for health insurance, display the health insurance card application form page on top.
- You have a Special offers page, which appears in search results when searching for offers, but is rarely clicked. Create a best bet for the page and give it a title like Unbelievable Deals, while leaving the original content untouched.

Adding best bets

Best bets are not enabled by default—developers need to enable them.

1. From edit view, select Find > Manage. The Statistics screen appears.
2. If one or more search terms that you want to promote via best bets appear in the Search Phrase list, select the ones you want, then Create best bets. You can modify the search terms on the Optimization screen.

   Otherwise, select the Optimization screen > Best Bets and use the Phrases field to enter one or more search phrases.
The site visitor must enter all words in the search phrase exactly to retrieve the content. Stemming is not supported. If a best bet contains several search phrases, and any of them matches the site visitor's input, the best bet content appears at the top of search results.

3. At the **Target Content** field, specify content to appear when a site visitor searches for any search phrase. To assign an Episerver page, image, video, or asset, select **Local** and navigate to it. To assign an external page, click **External link** and insert a URL with a protocol identifier, such as `http://`.  
4. If you selected an Episerver page, its title and description appear. Modify them as desired. For example, enter more compelling text to encourage a site visitor to click the result.
   If you selected an external page, enter a relevant title and description.

**Editing best bets**

The bottom of the Optimization page displays current best bets.
Manually optimizing search results | 21

1. Using the context menu, click **Edit**. The screen is populated with the current values.

   **Best Bets**

   Installing your new widget
   Step-by-step instructions for installing your new widget

   ![Edit and Delete buttons]

   2. Change as needed.
   3. Click **Save best bet**.

**Deleting best bets**

Best bets typically have a limited life, so maintain them continuously to ensure that outdated promotions are removed.

1. Using the context menu, click **Delete**.
2. Confirm.

**Effect of publication and expiration dates on best bets**

Best bets respect content publication and expiration dates, and that information is presented on the Best Bets screen.

   **Best Bets**

   Installing
   You are installing Alloy Track. You are installing tyuAlloy Track.

   ![Content has expired]

   Fall campaign
   Read all about the latest, don’t miss a beat.
   [http://daily/find.ep.se/master/fall-campaign/](http://daily/find.ep.se/master/fall-campaign/)

   ![Fall campaign as expired]

   New products
   Latest updates to our most popular products!

   ![New products as scheduled for publishing]

So, while you can apply a best bet to unpublished content, the best bet only affects search results when the content is published. Also, if published content expires, a best bet no longer affects search results, although you can still see it on the Best Bets screen.

**Commerce Best bets for catalog entries**
If Episerver Commerce is installed on your website, you can promote content using the catalog content selector in best bets view. You can define best bets for products and variants as well as images in the catalog.
**Addons** Adding related queries

Use related queries to create suggestions associated with a search phrase, guiding visitors to certain search patterns.

Start / Find

black bear

Search

**Search result**

Your search for *black bear* resulted in 8 hits

People also searched for: polar bear brown bear bear

Episerver Find automatically generates suggestions from site visitors who also searched for the same phrase. You can manually add related queries that are not automatically generated because users are not entering those search terms. By manually adding related queries, you create desirable search patterns that are used as the website evolves. For example, on a travel website, to searches for *Spain*, add related queries for *Barcelona* and *Madrid*. Or, on an e-commerce site, to searches for *accessories*, add *handbags* and *shoes*.

Creating related queries

You can apply a related query to a specific website and a specific language.

1. From edit view, select **Find > Manage**. The Statistics screen appears.
2. If search terms that you want to use for related queries appear in the **Search Phrase** list, select them then **Create related queries**. You can modify the search terms on the Optimization screen.

   Otherwise, select the **Optimization screen > Related Queries** and use the **Phrases** field to enter one or more related queries.
3. In the **Suggestions** field, enter related terms by which users might want to search. You can apply several phrases to the same query. For example, the search term *training* has *course* and *school* as related queries.

4. Click **Add related query**.

5. To change the position of a suggestion, click the context menu then select **Move Up** or **Move Down**. The screen position affects the presentation order of related queries.

### Addons

**Adding synonyms for similar phrases**

Sometimes, site visitors enter a search term does not occur in your content, even though your site has content of interest to them. To fix this problem, create a *synonym list*. If a site visitor searches for any term in the list, the search returns results for it and the synonym. For example:

- Phrases (terms not in your content but which site visitors submit while searching): *bill, payment, pay, fee*
- Synonym (occurs in your site content): *tuition*
If a site visitor enters bill into a search field that uses synonyms, the Synonyms feature adds OR tuition to the query. So, content containing tuition is returned even though it was not submitted as a search term.

The Synonym feature typically produces more hits. So, while site visitors do no more work, Episerver Find greatly increases their chances of finding the right information.

Examples

- You have a Special offers page. It appears in search results when searching for offer, but site visitors often enter deal when searching. Create a synonym list with phrase: deal; synonym: offer.
- Phrases: iPhone, Nexus, Galaxy (three 1-word phrases)
  Synonym: smart phone (2-word synonym)
- Phrases: email, telephone, people, twitter (four 1-word phrases)
  Synonym: contact (1-word synonym)

Unidirectional versus bidirectional synonyms

When creating a synonym list, you decide if it is unidirectional or bidirectional.

- **Unidirectional**. If a site visitor submits a phrase on the list, Episerver Find adds the synonym to the query. But, if a visitor submits the synonym, phrases on the list are not added to the query.
- **Bidirectional**. If a visitor submits the synonym or any term on the phrases list, the synonym and the term are added to the query.

On the Synonyms screen, an icon indicates a list's direction.

**Synonyms**

<table>
<thead>
<tr>
<th>Phrases</th>
<th>Synonym</th>
</tr>
</thead>
<tbody>
<tr>
<td>adorable, lovely, nice</td>
<td>beautiful</td>
</tr>
<tr>
<td>amount, bill, charge, cost, payment, price</td>
<td>tuition</td>
</tr>
</tbody>
</table>

Example

- If recycling is a unidirectional synonym to dump, you get hits for recycling when searching for dump, but you do not get hits for dump when searching for recycling.
- If recycling is a bidirectional synonym for dump, you get hits for dump when searching for recycling, and hits for recycling when searching for dump.

Keywords versus synonyms

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Synonyms apply to site content (or content in the selected language). However, you must add SEO keywords to each content item.

Also, global search engines ignore synonyms, but make extensive use of keywords.

**Adding Synonyms**

1. From edit view, select **Find > Manage**. The Statistics screen appears.
2. If search terms you want to use for synonyms appear in the **Search Phrase** list, click them, then select **Create synonyms**. You can modify the search terms on the Optimization screen.

Otherwise, select the **Optimization** screen > **Synonyms**.
3. In the **Phrases** field, enter one or more synonym phrases that do not occur in your site content but which site visitors might submit while searching. Each phrase can have up to three words. You can enter an unlimited number of phrases. To learn more about phrases and synonyms, see [Adding synonyms for similar phrases](#).

   ! The search term must exactly match a phrase (stemming is not supported). For example, *vegetable* does not exactly match *vegetables*. As a workaround, enter two phrases: *vegetable* and *vegetables*.

4. In the **Synonym** field, enter a term (up to three words) that exists in your website content. Episerver Find adds the synonym to the query when a site visitor enters any phrase in the list.

5. If you want the synonym list to be bidirectional, check the **Bidirectional** box. See also: [Unidirectional versus bidirectional synonyms](#).

### Addons

**Autocomplete**

Autocomplete suggests search phrases as a site visitor types characters into a search field.

```plaintext
home  X  Search
  • Homewood Cottages
  • Homeplace Ranch
  • Home Care Apartments
  • Home Inn Xiamen Jimei University
  • Home Way Business Hotel
```

The suggestion list becomes more precise as a user types more characters.

If a site visitor selects a suggestion, Episerver Find executes a query using that term. Autocomplete speeds up the search experience when it correctly predicts words being typed.

**Sources of autocomplete suggestions**

Episerver Find provides two sources of autocomplete suggestions.
Manually entered, on the Find Optimization screen’s **Autocomplete** tab.

![Autocomplete tab](image)

Autocompletes are words displayed as suggestions when visitors start typing in the search field. Here you can add your own autocompletes, which will always take precedence over autocompletes from the system.

- **Phrase**: Polo
- **Add autocomplete**
- **Cancel**

Automatically generated, based on previous searches that resulted in at least one hit.

Manually-added suggestions take precedence over system-generated ones. For example, if a search for *polic* results in one user clicking a search result that uses *police*, Episerver Find makes *police* an autocomplete suggestion for *polic*. But, if you manually add *policy* as a suggestion, that term appears above *police* in the suggestion list.

**Usage recommendations**

- **Base autocomplete suggestions on search keywords for targeted content.** For example, if your website sells bicycles, add the following suggestions to appear when a site visitor types *ro*.

  - ro
  - road cycling
  - road shoes
  - road bike
For a new website, manually add autocomplete suggestions for important words. Even if no previous searches for them have been made, the suggestions direct site visitors to appropriate pages.

Adding, editing and deleting autocomplete phrases

You can define autocomplete suggestions for a specific language and a specific website. To create a suggestion, follow these steps.

1. From edit view, select **Find > Manage > Optimization**.
2. In the **Phrase** field, enter autocomplete suggestions (one at a time).

The Autocomplete screen displays only suggestions that were manually added on this screen—it does not display suggestions based on previous, successful searches.

Use context menu options to edit or delete an autocomplete suggestion.

Changing the order of autocomplete phrases

The order of suggestions in the Autocomplete list determines their sequence in a search field's suggestion list.

To change the order of suggestions, follow these steps:
1. Select the suggestion you want to move.
2. Drag it to the new position.
3. When you see a blue line below the drop position, release the mouse button.

### Autocomplete

<table>
<thead>
<tr>
<th>Phrase</th>
</tr>
</thead>
<tbody>
<tr>
<td>road bike</td>
</tr>
<tr>
<td>road cycling</td>
</tr>
<tr>
<td>road shoes</td>
</tr>
</tbody>
</table>

### Addons Optimizing multiple sites and languages

Because search optimization is often language-specific, Episerver Find supports multiple languages and websites. Specifically, you can apply best bets or related queries to one or all websites and languages.

### Websites, languages and indexes

At the top of the Optimization screen, use the drop-downs to choose a website or language, or both, to view statistics and perform search optimization.

Find needs only one main index. Multiple websites often share an index. When you add a website, Find adds the new content to the existing index.

You can use language-specific indexes to increase search precision with strategies like language tagging. For example, use word stemming to identify fish as the English root word for fishing and fisher.
When site visitors search a multi-language website, each language version of content appears separately in search results.

You must order index creation and multi-language index support from Episerver. You should enable desired languages during site setup.

The following examples illustrate search optimization with multiple websites and languages.

**EXAMPLE: Enabling languages and optimizing search**

You create a "Fall Fashion" page in the master language, in English (see image). Now, you want to enable Danish and Swedish on the website, and translate the page into those languages. You also want to apply search optimization techniques to promote the translated content. It is assumed that you enabled Swedish and Danish in the website's index.

Translate the page into Swedish and Danish.

Because you enabled Swedish and Danish in the index, the "Fall Fashion" page appears in results when searching for tröjor and trøjer, the Swedish and Danish words for cardigans, even though the page contains the singular form cardigan (tröja and trøje).
Create a **best bet** for the "Fall Fashion" page to promote it when someone searches for *cardigans* or *jeans*. You do not have to create best bets for the Swedish and Danish versions—Episerver Find automatically displays the translated versions. If a best bet's content is not translated, Episerver Find displays the master language version as a fallback language.

**Add jeans as a one-way synonym for trousers in English.** If a site visitor searches for *trousers*, the "Fall Fashion" page appears at the top of search results.

Because it is a one-way synonym, a search for *jeans* does not return pages containing *trousers*.

Create the corresponding language-specific synonym pair for *jeans* in Swedish (*byxor*) and Danish (*bukser*).

Assume that the new *style* brand is replacing the old *XX* brand in the new collection. Add *style* as a synonym for *XX*, applying to *all languages*. Visitors searching for the *XX* brand also see results for the *style* brand, regardless of language.

**EXAMPLE: Adding websites and optimizing search**

This example continues the previous one by creating two new campaign websites with targeted content: one for fashion and one for traveling in addition to the default website. All three websites share an index and have the same languages enabled.
Enable the desired languages in each new website, so editors can create and translate content in the sites.

Because the campaign websites are new and have their own URLs, the statistics views are empty until visitors generate traffic and queries.

All websites share an index, so you have best bets, related queries, or autocomplete suggestions defined the campaign websites.

Similarly, any language-specific search optimization for all websites also applies to the campaign websites.

By definition, synonyms apply to all websites. Synonyms can be language-specific, as explained the style brand example above.

Because the campaign websites have different content (fashion and traveling), you can add website-specific related queries. For example, on the travel website, searching for warm
(English) might suggest tropical destinations, like Jamaica. Searching for warm on the fashion website might suggest cardigans or sweaters.

Add website-specific autocompletion of search phrases. For instance, if a visitor enters car on the fashion website, an autocomplete suggestion might be cardigans. On the travel website, the suggestion might be car rental.
Configuring Find

A system administrator or developer can configure Episerver Find search options in admin view, which include the following search-specific tasks:

- exploring the search index
- configuring search connectors
- clearing the index and statistics

See Administering the website in the CMS Administrator User Guide for general site administration features.
Boosting results through properties

This topic is intended for administrators and developers with administration access rights in Episerver.

Episerver Find has default properties, such as Title, Summary, and Content, that are automatically mapped to corresponding content properties. Each property has a weight setting that affects search result rankings. You can adjust the weight settings, which is called boosting.

You should boost weight settings if your site has specific and well-defined content types. For example, if your site hosts scientific articles whose summaries are generally well-written and of great importance, increase the Summary weight so it has a greater impact on search rank.

Changing weight settings

1. From edit view, select Find > Configure > Boosting. Default properties appear on the left of the screen.
   - Title. Content title.
   - Content. Web page content.
   - Summary. The introduction, summary, abstract, or similar property type.
   - Document content. The content of an asset, such as a PDF or Word document.
2. In the Weight column, click a box to change a property’s weight.
3. Click Save.
Notes about changing weight settings

➢ To test the impact of property weight changes, click Preview the boosting effect from the right side of the Boosting screen.
➢ To revert the changes, click Reset to default values from the Boosting screen, under the list of properties.
➢ These settings affect search results for all content types and all languages on all websites in your implementation.
Clearing the index and reindexing

You can clear (that is, remove) the Episerver Find index and statistics. You typically do so during website development, after making extensive changes to content properties, or when reorganizing or removing content. You might also clear statistics after testing new functionality.

After you clear the index, re-index the website.

Clearing the index

When clearing the index, you remove all content from it, and have an option to also clear statistics.

Index clearing operations are permanent—you cannot reverse them.

1. From edit view, select Find > Configure > Index.
2. Click Clear index.
3. Re-index the website. See Clearing the index and reindexing.

Re-indexing the website
1. Log into CMS admin view.
2. Go to Scheduled Jobs.
3. Select the Episerver Find Content Indexing job.
   
   You can start the job manually or on a schedule. See also: Scheduled jobs in the CMS Administrator User Guide.

You should re-index your site under any of the following conditions:

- After you clear the index, because it is empty.
- If automatic indexing failed, or content must be reindexed for another reason.
- You changed content access rights, because automatic indexing does not detect those changes.

### Removing statistics

1. From edit view, select **Find > Configure > Index**.
2. Click **Clear statistics**.

If you clear statistics, statistics view is empty until new statistics are collected.
Adding connectors

A search connector lets Episerver Find search content outside your website, such as an external blog related to your website. The connector lets your site visitors find the blog posts among your site’s search results.

While Episerver Find pushes content to the search engine instantly, a connector crawls external websites on a specified schedule.

Configuring connectors

To access the Connectors screen, from the global menu, select Find > Configure > Connectors. To view on-screen help, click Show Help in the top right corner. The following points supplement the on-screen help.

By default, two connector types are available: Crawler and RSS/Atom. The connector type determines which configuration options appear below the Type drop-down.
If you choose **Crawler** type, you can fine-tune indexing by excluding media types such as style sheets, JavaScript, and XML files. See also: Media Types. Find excludes the following media types from indexing by default.

- `text/css`
- `text/javascript`
- `text/ecmascript`
- `application/x-pointplus`
- `application/x-javascript`
- `application/javascript`
- `application/ecmascript`

Click **Advanced fine tuning of indexing** to further limit indexing.

- Exclude query strings that are part of a link. For example, exclude crawling campaign tracking parameters (such as `utm_source`, used by Google Campaigns) to avoid unintentionally updating a campaign counter.
- Specify parts of a website to crawl but not index, or to not crawl at all. You may want to crawl but not index to index search links to other pages, but not the content on those pages.

**Specifying an indexing interval.**

- Although you set a schedule in local time, it is converted to coordinated universal time (UTC) so it occurs at the same time regardless of server location. However, you must manually adjust local time when needed, such as for daylight savings time.

### Viewing connectors and indexing jobs

The connectors list (at the bottom of the screen) shows status and scheduling information for all indexing jobs.

- You can manually refresh a connector's indexing status. If completed, last completion time appears.
- You can edit or delete any connector from its context menu. For example, you can update its schedule.
- You can manually start and stop indexing jobs.
Exploring the index

Most Episerver Find features are built on the search index, which stores and provides quick access to data collected by the search engine. Without an index, the search would be much slower because each query would have to search through all site data.

Episerver Find pushes content to the search index as it is published, so updates occur in near real time. Depending on how the index is set up, it can contain information about all types of content, including various file types and community comments.

To view your search index, from edit view, select Find > Overview.

Reviewing the index overview screen

The index overview summarizes your search index at the current time. If your environment hosts multiple websites, the index is shared among them, and you can explore each site's index.

- The **Index** section displays the index name and .NET API version number.
- The **Document Types** section displays the total number of indexed objects, and the number of objects of each type. While most objects are page types, Find also indexes other website objects.
- The **CMS Content** section summarizes each site's indexed content. The screen displays the total number of indexed objects for the entire structure and for each site. You also can see the distribution per page type and languages for each site.

A language version of a page is treated as a separate object in the index.

Reviewing the Explore screen

The Explore screen displays index details, such as when a page was last indexed. Find lists the total indexed content, and you can filter by content type. You also can search for indexed content using query syntax.

Click an item to see its details. For example, you can view when an object was indexed, its IDs, and the indexed content, which is useful when you set up and fine tune the index.
### Explore

View your index to see what has been indexed and when, and analyze the index details for a specific object.

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Collaboration Technology</td>
<td>ArticlePage</td>
</tr>
<tr>
<td>Trek Selects Alloy Plan</td>
<td>ArticlePage</td>
</tr>
<tr>
<td>Todd Staylor</td>
<td>ContactPage</td>
</tr>
<tr>
<td>Management</td>
<td>StandardPage</td>
</tr>
</tbody>
</table>

### Filter by Type

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>StandardPage</td>
<td>42</td>
</tr>
<tr>
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<td>41</td>
</tr>
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<td>36</td>
</tr>
<tr>
<td>ContentFolder</td>
<td>22</td>
</tr>
<tr>
<td>PageListBlock</td>
<td>10</td>
</tr>
<tr>
<td>FormBlock</td>
<td>15</td>
</tr>
<tr>
<td>ContactPage</td>
<td>10</td>
</tr>
<tr>
<td>ArticlePage</td>
<td>10</td>
</tr>
<tr>
<td>TeasedBlock</td>
<td>10</td>
</tr>
<tr>
<td>ContainerPage</td>
<td>8</td>
</tr>
<tr>
<td>ProductPage</td>
<td>7</td>
</tr>
<tr>
<td>LandingPage</td>
<td>6</td>
</tr>
<tr>
<td>NewsPage</td>
<td>4</td>
</tr>
<tr>
<td>JumbotronBlock</td>
<td>4</td>
</tr>
<tr>
<td>EditorialBlock</td>
<td>4</td>
</tr>
</tbody>
</table>
Access rights

Episerver access rights lets site administrators control which users can access components of the Episerver platform.

To get access Episerver Find features, a user must be a member of one of the following groups:

- **Administrators**
- **WebAdmins**
- **WebEditors** and **SearchAdmins** (to access the Episerver edit view and Episerver Find search features only)

Because most users are not members of Administrators or WebAdmins, they must have membership in both SearchAdmins and WebEditors to access Episerver Find features in admin view.

The membership and role providers available for your website need to be configured to use the built-in groups and roles in Episerver. This is typically done during development when the website is set up.

See also: Access rights in the CMS Administrator User Guide.
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