



# Episerver Find

Editor User Guide





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Epicor Find Editor User Guide 19-3

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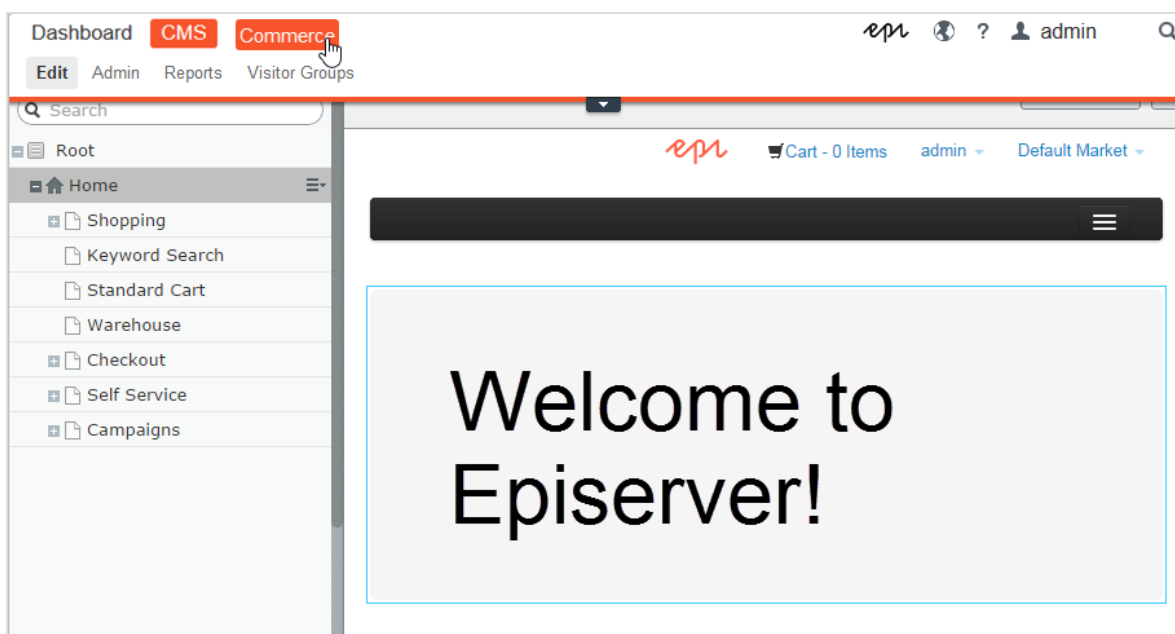
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# Introduction

Online help describes the features and functionality of the Episerver platform, and covers CMS for content management, Commerce for e-commerce functionality, Find for extended search, and Episerver add-ons. You access it from within the Episerver platform or from [Episerver World](#). The online help is also available in PDF format for users who prefer PDF or want to print the documentation.

This PDF describes the features and functionality of Episerver Find which you can find on [Episerver World](#). Developer guides and technical documentation also are 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, multi-variate testing, and social media integration. Some add-ons are free, others require license activation. Add-ons by Episerver are described in the online help.

**Note:** Due to frequent feature releases, this user guide may describe functionality that is not yet available on your website. See [What's new](#) to find out in which area and release a specific feature became available.

## Copyright notice

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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, and add-ons from Episerver. New features are continuously made available through [Episerver updates](#).

**Note:** Due to frequent feature releases, this user guide may describe functionality that is not yet available on your website.

This user guide (19-3) describes **features added up until and including update 260** for Episerver; see [Episerver World for previous user guide versions](#).

Area	Features and updates
 <p>Find</p>	<ul style="list-style-type: none"> <li>This version of the user guide contains no updates to the Episerver Find section.</li> </ul>

## Legacy documentation

This user guide describes a standard installation of the Episerver platform as it is at the time of writing. From time to time, we remove information on features that are no longer part of the platform or are made obsolete by other functionality. For information on such features, you need to go back to earlier versions of this user guide.

Features described in other versions of the Episerver Platform User Guide:

- CMS: The built-in forms functionality to build web forms, see [version 18-2](#) or earlier.
- CMS: Dynamic content, see [version 18-2](#) or earlier.
- CMS: Customizing the rich text-editor TinyMCE v1, see [version 18-2](#) or earlier.
- Commerce: Campaigns (Legacy), see [version 18-5](#) or earlier.
- Commerce: Promotions (Legacy), see [version 18-5](#) or earlier.



## Episerver Find

**Note:** Episerver Find is part of the [Episerver Digital Experience platform](#). It requires a specific installation and license, contact your system administrator to find out more. See [Episerver World](#) for technical information.

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. 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."

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.

The Find documentation shows search administrators, such as editors and site administrators, how to set up and use Find. It also shows developers how to configure and set up search features.



**A**  
**Alloy**

[Start](#) [Alloy Plan](#) [Alloy Track](#) [Alloy Meet](#) [About us](#) [Find](#)

[Start](#) / [Find](#)

"alloy meet"

Search

## Search result

Your search for "alloy meet" resulted in 2 hits

### Download Alloy Meet

Alloy Meet Download free trial Download, install and evaluate for 30 days. Download, install and evaluate for 30 days.

#### Installing

You are installing Alloy Meet.

## Sections

- All (57)
- Root (30)
- About us (15)
- How to buy (3)
- Alloy Track (3)
- Campaigns (2)
- Alloy Plan (2)
- Alloy Meet (2)**

## Find 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 an author publishes content, Find pushes data to the search engine, making new or updated content available in near real-time.

## Features in "standard" Find

- [View and analyze search statistics](#) for your websites, and use the statistics to optimize search.
- [Explore the site index](#) to see what was 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.
- Support for basic boolean operators, like AND, OR, NOT. Special symbols like + and - are currently not supported. Complex nested combinations have limitations.

## 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 [Order Episerver Find](#). To learn how to use it, see [Adding connectors](#).

**Note:** See Getting started in the CMS Editor User Guide for logging in, accessing features, and working with the Episerver user interface.

## Help in Find

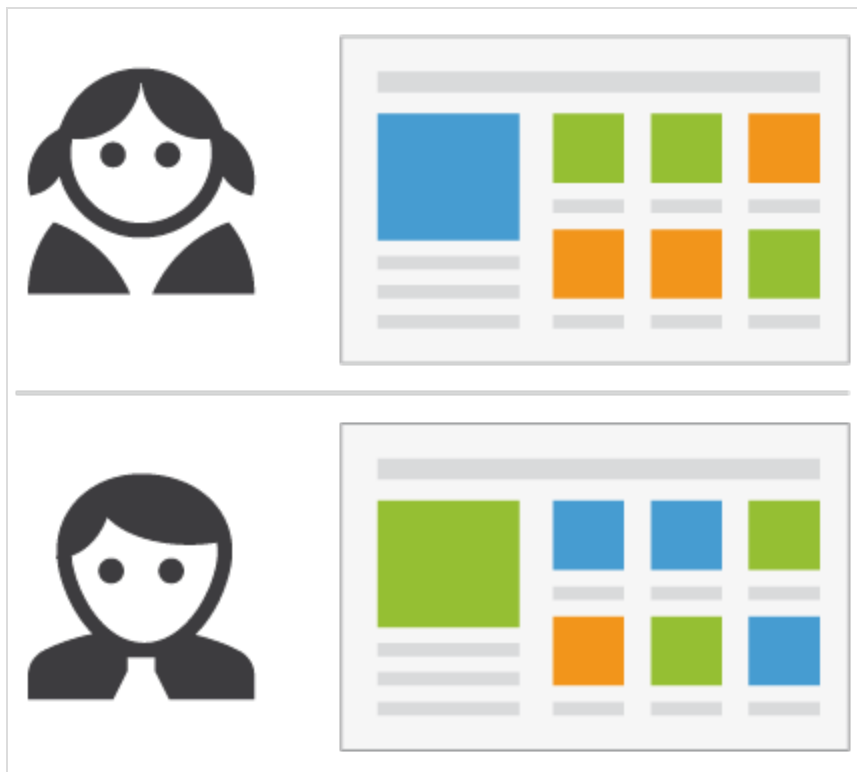
Episerver Find's user interface provides onscreen documentation. To access it, click **Show Help** in the upper right corner.



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

### Release notes for Episerver updates

This is an overview of the latest changes included in EPiServer NuGet packages. As a developer working with EPiServer software, you need this information to decide which updates to apply to your project. Refer to [installing EPiServer updates](#) for information on how to install EPiServer updates.

**Sample landing page**

#### Changes in EPiServer.Find

Filter by

Bug
  Feature
  All

Id	Type	Package	Title	Closed
109403	Feature	EPiServer.Find 9.5.0.2999	Customized Search Block	Jul 24 2015
118616	Feature	EPiServer.Find 9.5.0.2999	Be able to scroll content with one scrollbar	Jul 21 2015
127694	Bug	EPiServer.Find 9.5.0.2999	Find does not allow filtering on decimal properties	Jul 17 2015
127058	Bug	EPiServer.Find 9.5.0.2999	Indexing Word documents	Jul 13 2015

#### Products

- CMS
- Commerce
- Facets**

#### Packages

- All
- EPiServer.Find**

#### Released in version

- All
- 9.5.0.2999
- 9.4.0.2900
- 9.3.1

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.

Episerver Find provides an SEO-friendly URL for the dynamic landing page, based on facets selected by the visitor. 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 often is 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. Example: 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.

Use the [optimization view](#) to perform manual search optimization. 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

Example: *basket* instead of *cart*. Help out by [adding a synonym](#).

### Promote selected content

Use best bets to [promote selected pages' content](#). Example: 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 the 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.

See also general guidelines about optimizing content for search engines, such as Google's [Search Engine Optimization Starter Guide](#).

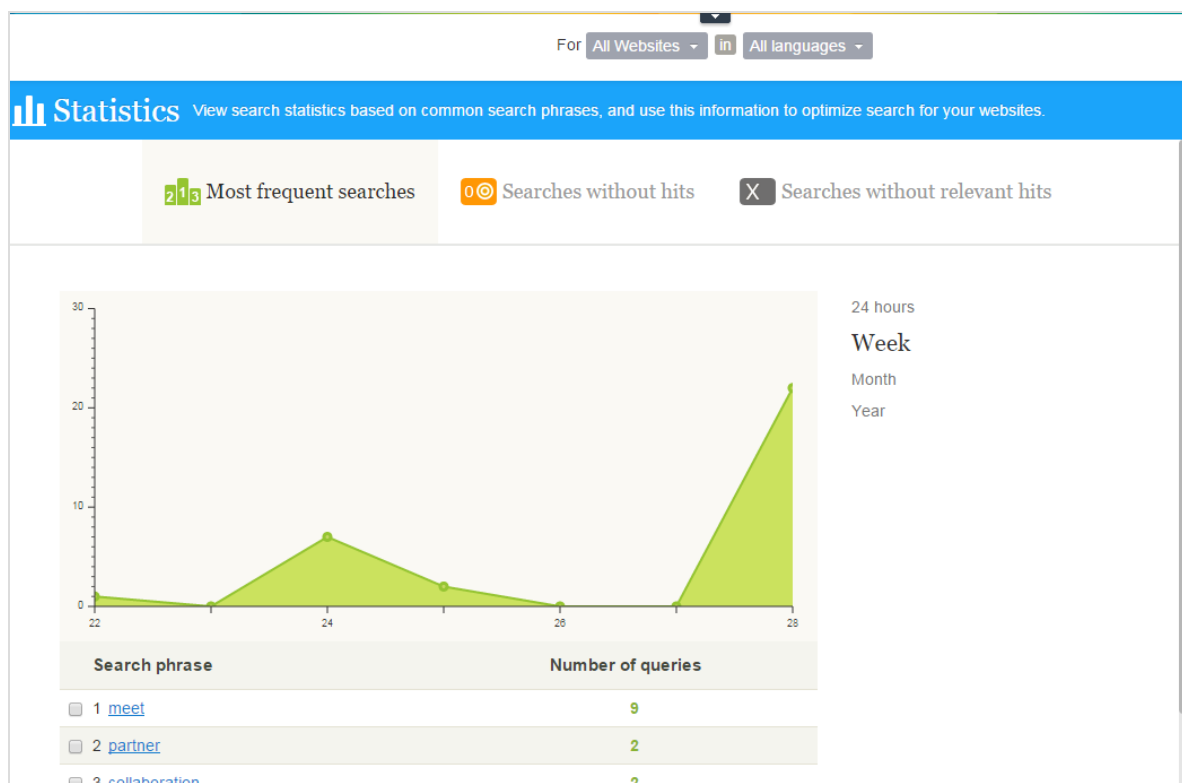


## Analyzing search statistics

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.

**Note:** 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 the following information.

- matching search results (when using **Most frequent searches** view)
- other searches performed by the visitor who submitted that search phrase

**Search phrase 'plan'** ×

**0** most clicked search results matching 'plan'

Search result	Clicks
<i>No matching hits.</i>	

People who searched for 'plan' also searched for...

Search phrase	Number of searches
1 work	1
2 lang	1

Close

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.

<input type="checkbox"/>	30 <a href="#">cooperation</a>	1
<input checked="" type="checkbox"/>	31 <a href="#">communication</a>	1
<input type="checkbox"/>	32 <a href="#">ceo</a>	1
<input checked="" type="checkbox"/>	33 <a href="#">bears</a>	1
<input type="checkbox"/>	34 <a href="#">"katt" äter möss</a>	1
<input type="checkbox"/>	35 <a href="#">"katt äter möss"</a>	1

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

★ Create best bets

💬 Create related queries

↔ Create synonyms





## Manually optimizing search results

Although Episerver Find automatically optimizes the search, you should monitor your site's search activities regularly 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.

**Note:** You need [specific access rights](#) to access Episerver Find features.

### The optimization view

To access Optimization View, from the toolbar, click **Find > Manage > Optimization**.

The screenshot shows the 'Optimization' view in the Episerver Find Editor. At the top, there are filters for 'All Websites' and 'All languages', and a 'Show Help' link. The main header for the 'Optimization' section reads: 'Apply search optimization features to finetune search on your websites, helping visitors find what they are looking for.' Below this, there are four tabs: 'Best Bets' (active), 'Related Queries', 'Synonyms', and 'Autocomplete'. The 'Best Bets' section contains a text box for 'Phrases' with a note: 'Use best bets to create a custom list of matching content for common search phrases. Best bets are presented at the beginning of the search results.' Below this is a 'Target content' section with radio buttons for 'Local' (selected) and 'External link'. There are also fields for 'Title' (containing 'Alloy Track') and 'Description' (containing 'Alloy Track, online risk management where the whole team gets involved in the project plan Involve the whole team! Projects have a natural lifecycle with well-defined stages. Progress monitoring is'). At the bottom of the form are two radio buttons: 'Display best bet in its own style' (selected) and 'Display best bet like search result'. There are 'Add best bet' and 'Cancel' buttons. Below the form is a 'Best Bets' list with a search box. The first entry is 'Alloy Track' with a description and a URL. An 'Edit' button is highlighted over the entry.

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 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 insufficient, 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.

Using the Statistics View data, try the following 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](#)



## 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.

The image shows two examples of search results. The top example is for the search term "video conference". It features a search bar with the text "video conference" and a "Search" button. Below the search bar, the text "Customized title and description" is displayed in red. The search result itself has a grey background with the heading "Search result" in bold black text, followed by the text "Your search for *video conference* resulted in 16hits". The result title is "Alloy Meet-conduct virtual meetings (0.74982923)" in blue, and the description is "Alloy Meet teleconferencing software lets you conduct virtual meetings in 'real time' where everyone is participating as the same time, often by teleconference or video conference." A red horizontal line separates this from the second example.

The bottom example is for the search term "alloy meet". It features a search bar with the text "alloy meet" and a "Search" button. Below the search bar, the text "Standard title and description" is displayed in red. The search result itself has a grey background with the heading "Search result" in bold black text, followed by the text "Your search for *alloy meet* resulted in 98hits". The result title is "Alloy Meet (4.0621233)" in blue, and the description is "Alloy Meet, online meeting and distance cooperation You've never had a meeting like this before! You've never had a meeting like this before! Participants from remote locations appear in your".

You can style a best bet to distinguish it from organic results. For example, notify visitors that a link is sponsored.

**Note:** 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

**Note:** 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 screenshot shows the 'Optimization' section of the Episerver Find Editor. At the top, there are filters for 'All Websites' and 'All languages', and a 'Show Help' link. Below this is a navigation bar with 'Best Bets' (selected), 'Related Queries', 'Synonyms', and 'Autocomplete'. The main content area is titled 'Use best bets to create a custom list of matching content for common search phrases. Best bets are presented at the beginning of the search results.' It features a 'Phrases' input field with 'project, plan' and a note to 'Separate multiple phrases with comma'. The 'Target content' section has two radio buttons: 'Local' (selected) and 'External link'. A dropdown menu for 'Local' shows 'Download Alloy Plan' with a delete icon and an ellipsis. Below this is a 'Title' field with 'Download Alloy Plan' and a 'Description' text area with 'Alloy Plan Download free trial Download, install and evaluate for 30 days.' At the bottom of the form are two radio buttons: 'Display best bet in its own style' (selected) and 'Display best bet like search result'. There are 'Add best bet' and 'Cancel' buttons. Below the form is a 'Best Bets' section with a search bar and a list item: 'Whitepaper Alloy Track Whitepaper Explore the opportunities that exist for keeping your projects on track. Making sure that'.

**Note:** 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 **https://**.
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.

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

- Change as needed.
- 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.

- Using the context menu, click **Delete**.
- 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.

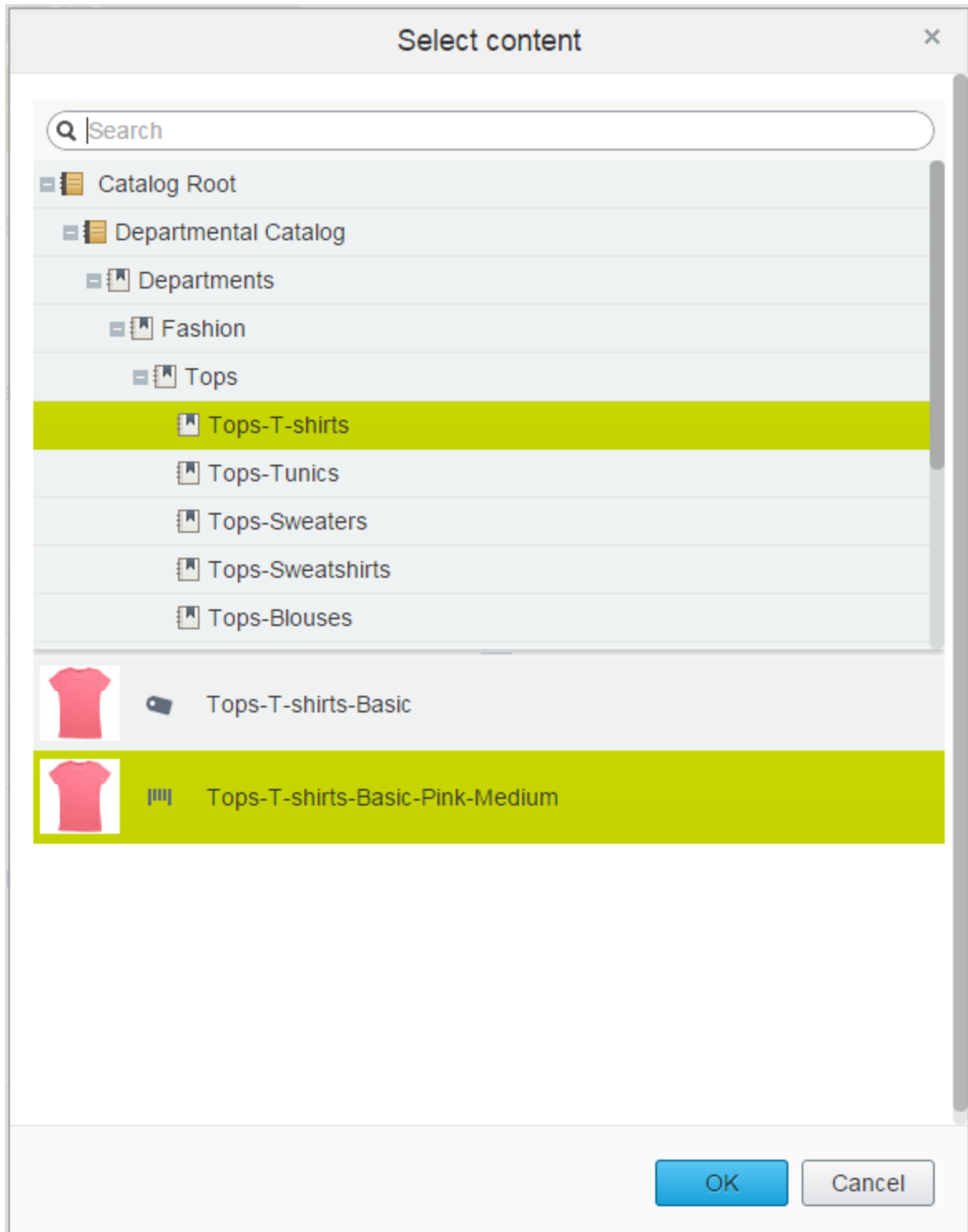
So, while you can apply a best bet to unpublished content, the best bet only affects search results if content is published. Also, if published content expires, a best bet no longer affects search results, although you can still see it on the Best Bets screen.



## 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 and images in the catalog.







## 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

**Note:** 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.

A phrase can have up to three words, and must consist of alphanumeric characters, dashes, ampersand, or apostrophe.

Use related queries to create search suggestions of the type "persons who searched for this also searched for...". Related queries work in one direction only.

Phrase

Suggestions

Separate multiple suggestions with comma.

[Add related query](#) [Cancel](#)

### Related Queries

Phrase	^ Suggestions
bow woods	babboo
	hickory
	osage
	ash
	cedar
	black locust

Edit  
 Move Up  
 Move Down  
 Delete Phrase  
 Delete Suggestion

- 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. A suggestion should not match a phrase.
- Click **Add related query**.
- 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 the related queries.

black bear	brown bear
	polar bear
	bear
bow woods	babboo
	hickory
	osage

Edit  
 Move Up  
 Move Down  
 Delete Suggestion



## Adding synonyms for similar phrases

Sometimes, site visitors enter a search term that 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	
Phrases	Synonym
adorable, lovely, nice	beautiful
amount, bill, charge, cost payment, price	tuition

### 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

The advantage of search keywords is that they are used by Episerver Find and external search engines (for example, Bing) to retrieve content on your site. However, you must add SEO keywords to each content item.

Synonyms apply to all site content, or content in the selected language, but are only used if someone uses the Find search on your site.

## Adding Synonyms

**Note:** Synonyms are usually language-specific but you can apply them [to all languages](#).

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**.

The screenshot shows the 'Optimization' section of the Episerver Find Editor. At the top, there are filters for 'All Websites' and 'All languages'. Below this is a green header with the 'Optimization' title and a subtitle: 'Apply search optimization features to finetune search on your websites, helping visitors find what they are looking for.' There are four tabs: 'Best Bets', 'Related Queries', 'Synonyms' (which is active), and 'Autocomplete'. The 'Synonyms' section contains a text box for 'Phrase' with the value 'track,projects,manage,monitor', another text box for 'Synonym' with the value 'follow-up', and a checked 'Bidirectional' checkbox. There are 'Add synonym' and 'Cancel' buttons. Below this is a 'Synonyms' table with a search bar. The table has two columns: 'Phrase' and 'Synonym'. It lists several entries: 'biking,trekking,hiking,climbing,walking' linked to 'outdoor', 'cat,dog,mouse,rat' linked to 'pet', 'london' linked to 'england', 'london' linked to 'britain', and 'madrid' linked to 'spain'.

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](#).

**Warning:** 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](#).



## Autocomplete

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

home	x	Search
<ul style="list-style-type: none"><li>• Homewood Cottages</li><li>• Homeplace Ranch</li><li>• Home Care Apartments</li><li>• Home Inn Xiamen Jimei University</li><li>• Home Way Business Hotel</li></ul>		

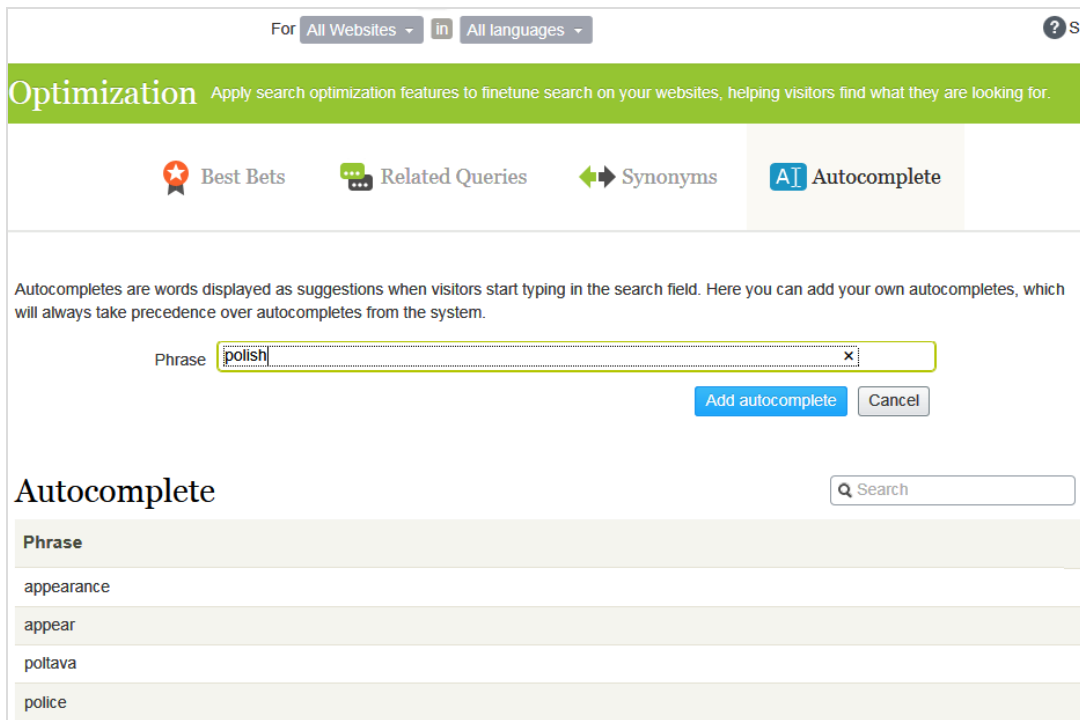
The suggestion list becomes more precise as a user types more characters.

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.

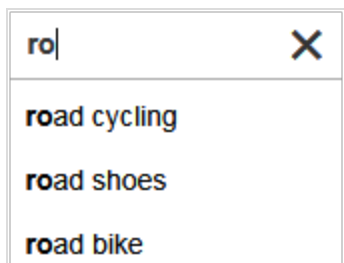


- Automatically generated, based on previous searches that resulted in at least one hit.

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*.





- For a new website, manually add autocomplete suggestions for important words. Even if no previous searches for them were 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 > Autocomplete**.
2. In the **Phrase** field, enter autocomplete suggestions (one at a time).

**Note:** 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.

After you enter autocomplete suggestions, your developer must update website pages that host search controls to implement Autocomplete.

## Changing the order of autocomplete phrases

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

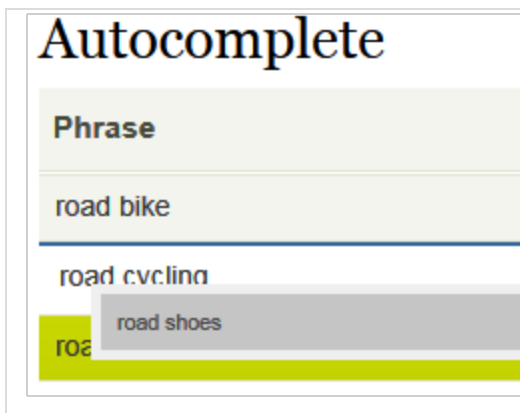
The image shows two parts of the user interface. On the left is the 'Optimization' configuration screen for 'Best Bets'. It has a green header with the text 'Optimization Apply search optimization'. Below the header is a 'Best Bets' logo and a menu icon. A text box explains: 'Autocompletes are words displayed as suggestions will always take precedence over autocompletes 1'. There is a 'Phrase' input field. Below that is a section titled 'Autocomplete' with a table of suggestions:

Phrase
road shoes
road bike
road cycling

On the right is a search field with the text 'ro|' and a close button 'x'. Below the search field, a list of suggestions is shown: 'road shoes', 'road bike', and 'road cycling'. A callout box points to this list with the text: 'Autocomplete suggestions below a search field'.

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.

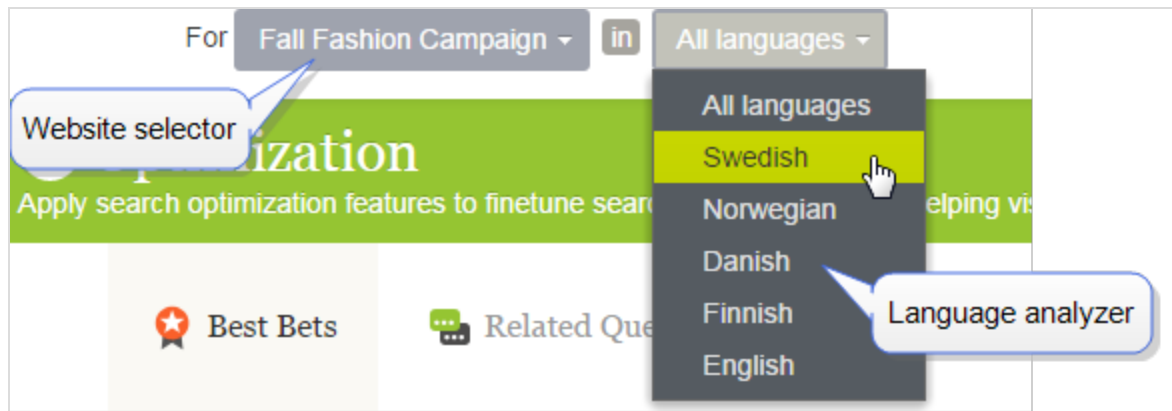


## Optimizing multiple sites and languages

Because search optimization is often language-specific, Episerver Find supports multiple languages and websites.

### Filtering on websites and languages

At the top of the most Find screens, use drop-downs to choose a website and a language analyzer to filter the screen information before performing actions, such as viewing statistics and fine tuning search optimization.



## Find indexes

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

In addition to the main index, your Episerver Find administrator can set up any number of *language-specific* indexes to increase search precision by employing strategies like word stemming. When content in a language with its own index is saved, Episerver Find uses an *analyzer* to interpret and index the content. For example, the English analyzer uses word stemming to identify *fish* as the root word for *fishing* and *fisher*. So, if a user submits a search query that includes *fish*, *fishing*, or *fisher*, the search returns content with any word variation.

In contrast, if a search term matches content in the main index only, it must exactly match an indexed term to return search results; word variations are ignored.

**Note:** The number of supported language analyzers in Find is determined when your organization orders an index and multi-language index support from Episerver. Your site administrator enables the analyzers during site setup.

### *How content from different languages appears in search results*

If site visitors search a multi-language website, each language version of content appears separately in search results.

## Language analyzers versus CMS content language

Your site administrator can enable one group of languages in Episerver CMS, and a different group of language analyzers in Find. This may confuse users because, while the language selector on Find screens might look like you are choosing content language, in reality, you are selecting a Find analyzer.

The Find language analyzer is used when working with search optimization. Your site content can exist in several languages - they do not all need a language analyzer. However, a search that uses an analyzer is "smarter".

Find language analyzers are installed by a developer during implementation at a cost. Additional content languages can be added by a CMS administrator at any time and have no cost.

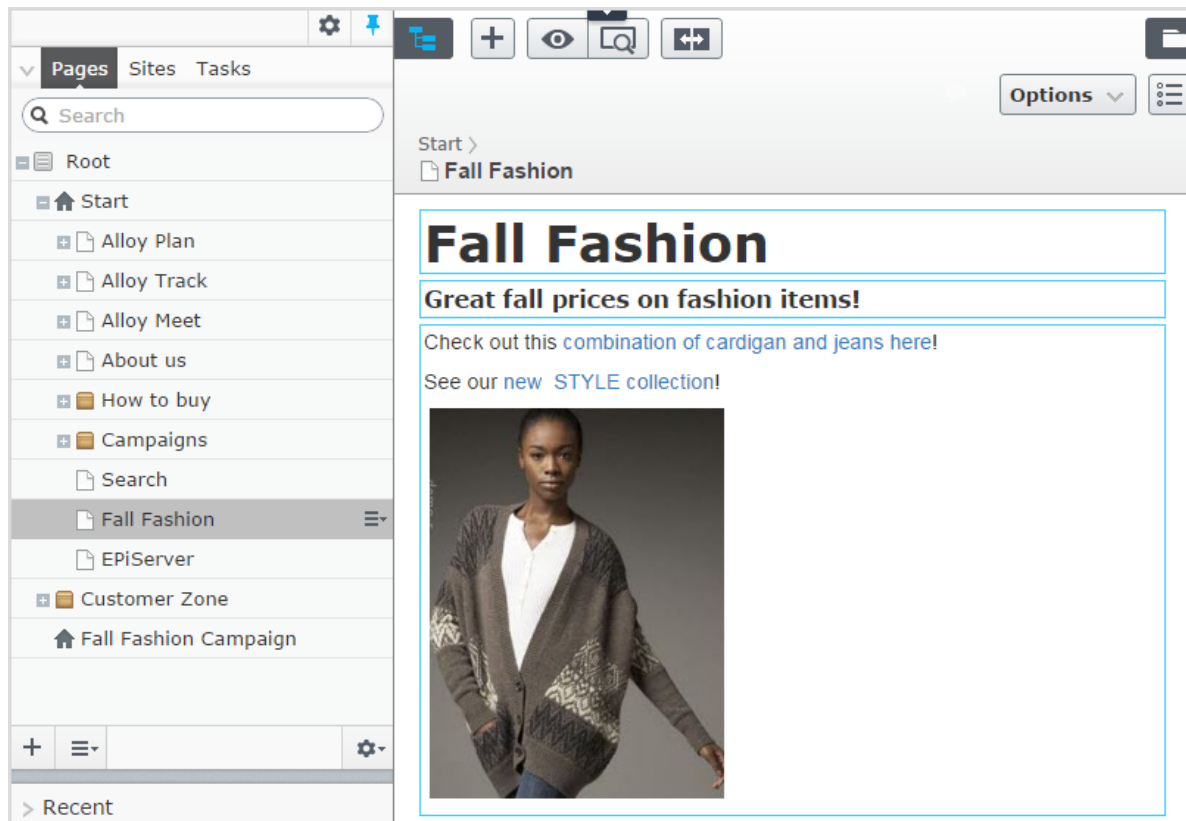
## Examples of multiple websites and languages

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.

**Note:** 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.

The screenshot shows the Optima search interface. At the top, there are filters for 'All Websites' and 'All languages'. A dropdown menu is open under 'All Websites', showing options: 'All Websites', 'Fall Fashion Campaign' (highlighted), 'Fall Travel Campaign', and 'Default Web Site'. Below the filters, there are icons for 'Best Bets', 'Related Queries', 'Synonyms', and 'Autocomplete'. The 'Related Queries' section is active, showing a 'Phrase' input field with 'warm' and a 'Suggestions' output field with 'cardigan,sweater'. Below this, there are 'Add related query' and 'Cancel' buttons. At the bottom, there is a 'Related Queries' section with a search bar and a table of results.

Phrase	Suggestions
juniper	bow woods

- 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 URL, the [statistics views](#) are empty until visitors generate traffic and queries.
- All websites share an index, so best bets, related queries, or autocomplete suggestions are already 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*.

For Fall Travel Campaign in English Show Help

**Optimizely** Apply search optimization on your websites, helping visitors find what they are looking for.

Best Bets
Related Queries
Synonyms
Autocomplete

Use related queries to create search suggestions of the type "persons who searched for this also searched for...". Related queries work in one direction only.

Phrase:

Suggestions:

Separate multiple suggestions with comma.

Add related query Cancel

### Related Queries

Phrase	Suggestions
Warm	thailand
	carribbean

- Add website-specific [autocompletion of search phrases](#). For example, 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

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

In admin view, a system administrator or developer can configure these search-specific tasks:

- [Boosting results through properties](#)
- [Clearing the index and reindexing](#)
- [Adding connectors](#)
- [Exploring the index](#)
- [Access rights](#)





## Boosting results through properties

**Note:** 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*.

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.

The screenshot shows the 'Boosting' configuration page in Episerver. At the top, it says 'For All Websites in All languages'. Below that is a navigation bar with 'Tools', 'Boosting', 'Index', and 'Connectors'. The main content area is titled 'Use this view to change default weight value settings for content properties, in order to influence search results.' It contains a table with the following data:

Property	Weight
<input checked="" type="checkbox"/> Title	<input checked="" type="checkbox"/> Very high
<input checked="" type="checkbox"/> Content	<input type="checkbox"/> Very low
<input checked="" type="checkbox"/> Summary	<input checked="" type="checkbox"/> Medium
<input checked="" type="checkbox"/> Document content	<input checked="" type="checkbox"/> Medium

Below the table are buttons for 'Save', 'Cancel', and 'Reset to default values'. To the right, there is a 'Preview the boosting effect' section with a search input field, a language dropdown set to 'All languages', and checkboxes for 'Include best bets' and 'Apply synonyms'. Below that is a 'Video Preview' section showing a URL: <http://dailyfind.ep.se/feature-hs-122-be-able-to-scroll-content-with-one/globalassets/alloy-track/alloy-track-video/preview.png>.

## Changing weight settings

- From edit view, select **Find > Configure > Boosting**. Default properties appear on the left of the screen.
  - Title.** Content title. For CMS content, it is typically the **Name** if not specified by the developer. For crawled content, it is the `<title>`-tag. For custom types, title is by default the **SearchTitle** property, if not specified by the developer.

- **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

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

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.

**Warning:** After you clear the index, re-index the website.

The screenshot shows the Episerver Find Tools interface. At the top, there are filters for "All Websites" and "All languages", and a "Show Help" button. Below this is an orange header with the "Tools" logo and the text "Use the features here to configure search options and settings for your websites." The main content area has three tabs: "Boosting", "Index" (which is selected), and "Connectors". Below the tabs, there is a descriptive text: "Use this view to clear the content index and/or statistics for the website. This may be needed when extensive changes have been done to content structures and properties." There are two main panels: "Clear content index" and "Clear statistics". The "Clear content index" panel contains icons for a folder, a document, a book, and a list, and a "Clear index" button. The "Clear statistics" panel contains a line graph with several peaks and a "Clear statistics" button with a mouse cursor hovering over it.

### Clearing the index

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

**Warning:** 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.

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

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

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.

For All Websites in All languages

**Tools** Use the features here to configure search options and settings for your websites.

Boosting
 Index
 Connectors

Add connectors to your website, helping visitors to find content that is related to but not actually on your website.

Name

Type

Start URL

Exclude media types

Advanced fine tuning of indexing (click to display)

Schedule  No  
 Every day at   Every  Monday at

Local time is displayed. Note that you need to manually adjust the scheduling for daylight saving time.

Name	Type	Schedule	<a href="#">Status</a>	Last indexed	Documents	
Article base	Crawler	No	<span>Indexed</span>	Jun 29, 5:13 PM	0	<a href="#">▶ Start</a>
EPiServer Knowledge Base	Crawler	Every Monday at 1:00 PM	<span>Indexed</span>	Yesterday 1:08 PM	859	<a href="#">▶ Start</a>
EPiServer Blogs	RSS/Atom	No				<a href="#">▶ Start</a>

## 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/ecmascript
  - text/javascript
  - application/ecmascript
  - application/javascript
  - application/x-javascript
  - application/x-pointplus

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.

Name	Type	Schedule	<a href="#">Refresh status</a> Status	Last indexed	Documents	Start/stop job	Context menu
Article base	Crawler	No	Indexed	Jun 29, 5:13 PM	0	<a href="#">Start</a>	<a href="#">Edit</a> <a href="#">Delete</a>
EPiServer Knowledge Base	Crawler	Every Monday at 1:00 PM	Indexing		9	<a href="#">Stop</a>	
EPiServer Blogs	RSS/Atom	No				<a href="#">Start</a>	

## Updating a crawler's start URL

If you edit a connector's **start URL**, the crawl removes from the index all items that were previously indexed under the old URL.



## Exploring the index

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

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 can also see the distribution per page type and languages for each site.

**Note:** 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 can also 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.

For All Websites in All languages
? Sho

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

🔍 Filter

Name	Type
<span>&gt;</span> Top Collaboration Technology	ArticlePage
<span>&gt;</span> Trek Selects Alloy Plan	ArticlePage
<span>&gt;</span> Todd Slayton	ContactPage
<span>&gt;</span> Management	StandardPage

```

{
  "SearchSubsection$$string": "Start",
  "GetTimestamp$$date": "2015-06-29T15:57:57.1320167Z",
  "IsPendingPublish$$bool": false,
  "ContentLink": {
    "IsExternalProvider$$bool": false,
    "WorkID$$number": 0,
    "ID$$number": 35,
    "$type": "EPiServer.Find.Cms.IndexableContentReference, EPiServer.F
ind.Cms",
    "__types": [

```

### Filter by Type

StandardPage	42
ImageFile	41
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FormBlock	15
ContactPage	10
ArticlePage	10
TeaserBlock	10
ContainerPage	8
ProductPage	7
LandingPage	6
NewsPage	4
JumbotronBlock	4
EditorialBlock	4

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## Access rights

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

Episerver Find's access rights feature lets site administrators control which users can access components of the Episerver platform.

To access Episerver Find features, a user must be a member of one of these groups:

- **Administrators**, **WebAdmins**, and **SearchAdmins** can access the Episerver edit view, Episerver Find search features, and access to the [Clear Indexes screen](#).
- **SearchEditors** can access the Episerver edit view and the Episerver Find search features. They cannot access the Clear Indexes screen.

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

**Note:** 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 site setup.

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

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# Episerver Digital Experience Cloud

The Episerver Digital Experience Cloud™ unifies digital content, commerce and marketing in one platform, including omnichannel solutions for intelligent campaigns. The platform uses artificial intelligence and behavioral analytics to deliver personalized experiences everywhere. With our secure, reliable platform you can quickly increase engagement, revenue and productivity, while getting the fastest time to value.

## About Episerver

At Episerver, we believe digital transformation is a journey. We have been guiding customers for more than 20 years in providing standout digital experiences. Today our network of 880 partners, in 30 countries, supports 8,000 customers and over 30,000 websites. Founded in 1994, Episerver has offices in the US, UK, Sweden, Australia, Germany, Denmark, Finland, Norway, Poland, the Netherlands, Spain, South Africa, Singapore, Vietnam and the UAE.

For more information, visit [episerver.com](https://www.episerver.com).

