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ZNODE MULTIFRONT SEARCH USER GUIDE

April 2016

Site Admin Search User Guide

Please Note: These features are available with the Lucene Search engine packaged with Multifront. Changing your search provider will impact the usability of the features below.

The following changes have been made to Site Admin in regards to the Lucene Search features:

- Product Level Boost
- Category Level Boost
- Field Level Boost
- Manage Lucene Index:
 - Create index on demand
 - Enable/disable triggers
 - Enable/disable winservice
 - Monitor index
- Tagging

What is Boosting?

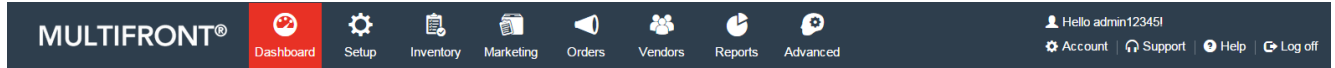
Boosting is a multiplier that enables the Multifront Administrator to manually control the ranking of products to appear higher or lower on the search results and/or category pages. By assigning numerical values to a product(s), you can adjust where the products appear on the page.

Say that you recently acquired several palettes of a product for a very good price. You may want to consider making that product more visible to the customer because your profit margin on that product is higher than most other products. A site admin could enter a boost value to help push the product up on the search result/category pages.

Please Note: Your boost value is not the only factor that controls the ranking of your product. Different factors play into where your products appear. You may have to experiment with different values to achieve the desired result.

How To Use Product Boost Settings

1. Log into Site Admin and select the **Marketing icon/link**.



Welcome admin12345

The dashboard features five main navigation cards: Setup (gear icon), Inventory (clipboard icon), Marketing (document icon), Orders (megaphone icon), and Reports (pie chart icon). Below these are three sections: Alerts (listing low inventory and failed logins), Quick Statistics (showing Total Sales YTD at \$133806.05, 163 Orders YTD, and 66 Accounts Created YTD), and Customer Support (with a 'WE ARE HERE TO HELP' message and a 'RUN REPORTS' button).

2. Select **Product Search Settings**.

Search & Personalization



Facets

Facets enable customers to quickly filter product search results based on familiar criteria.



Product Search Settings

Control the ranking of products displayed to your users on category pages and search results.

3. Select the Product Level, Category Level or Field Level boost tab. Additional details below:

- **Product Level Boost** – Ability to boost a product(s) at the global level. Lucene calculates results based off different product fields. Some examples of these fields are product name, product category, product description and etc... Product level boost increases all of these fields by the boost value entered in site admin.
- **Category Level Boost** – Ability to boost a product(s) at the category level. Lucene calculates results based off different product fields. In this instance, category level boost will only increase the product category field.
- **Field Level Boost** – Ability to boost individual product fields. For example, an admin can boost the product description higher than the product brand field. This boosting would be done at the individual product field.

Please Note: Valid values for boosting are 0.00 – 1000.00. 1.00 is the default value.

4. Select Product, Category and/or Field level tabs to boost

- Boosting at the product level** – Say there is a new product that marketing wants to appear at the top of the search results page due to customer demand. Boosting at the product level will help achieve those results. Here Apple is being boosted by 100. If no other products in the catalog are boosted higher, apple should appear at or near the top when returned by the Lucene index.

Product Search Settings
Control the ranking of products displayed to your users on category pages and search results.

Product Level Settings
Search for the product to set their boost value. Products with a higher boost value are ranked better in search results.

Search

Name: Product #: SKU: Catalog:

Brand: Product Type: Product Category:

SEARCH **CLEAR**

[Advanced Search](#) | [Clear](#)

Product Id	Name	Global Boost Value
404	Onion	<input type="text" value="250.00"/>
314	Mushroom	<input type="text" value="200.00"/>
398	Pineapple	<input type="text" value="100.00"/>
401	Broccoli	<input type="text" value="100.00"/>
317	Zucchini	<input type="text" value="20.00"/>
302	Apple	<input type="text" value="1.00"/>
303	Strawberry	<input type="text" value="1.00"/>
304	Pear	<input type="text" value="1.00"/>
305	Grapes	<input type="text" value="1.00"/>
306	Cherries	<input type="text" value="1.00"/>

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SUBMIT **CANCEL**

- Boosting at the product category level** - Say that you're selling Fly Fishing Rods on your store. You want to have the Fly Rods to appear higher in the Fly Fishing category and lower in the Fishing and Tackle category, where you might boost the ranking of more common, easier-to-use, bait-and-tackle rods. In the example below, the admin performs a search that returns all products in the fruit category:

Please Note: If product level boost is set for a different product in the categories above, it could impact the display of Fly Fishing Rods on the category page. For example, if a product boost for fly fishing bait was set to 100 it will most likely appear above Fly Fishing Rods that was boosted at the category level when viewing the category page.

MULTIFRONT® Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin12345! Account Support Help Log off

Product Search Settings
Control the ranking of products displayed to your users on category pages and search results.

Product Level **Category Level** Field Level

Category Level Settings
Search for the products to set their boost value at a category level. Products with a higher boost value within that category are ranked better in search results.

Search

Product Name: Product #: SKU: Catalog: All

Brand: All Product Type: All Product Category: All

SEARCH CLEAR

Advanced Search | Clear

Product Id	Product Name	Category Name	Category Level Boost Value
306	Cherries	Fruit	20.00
302	Apple	Fruit	11.00
302	Apple	Organic Fruits	1.00
337	Starfruit	Organic Fruits	1.00
338	Grapes	Organic Fruits	1.00
594	Yellow Strawberry	Organic Fruits	1.00
610	Banana	Organic Fruits	1.00
637	Mango	Organic Fruits	1.00
805	Samsung Guru1	Organic Fruits	1.00
759	Guava	Organic Fruits	1.00

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SUBMIT CANCEL

- **Boosting at the product field level**-Use the field level boost when wanting to rank a specific search field higher than another search field.

Say your web analytics report shows a keyword continually being entered in the search field for your storefront. In order to boost the products that have this keyword in the product description field, the admin can boost the product description field higher than other product fields. Below the product description field is boosted by 20.

Please Note: Both product and field level boosts will be calculated at time of index. The admin can boost product, category and field level at the same time.

MULTIFRONT® Dashboard Setup Inventory Marketing Orders Vendors Reports Advanced Hello admin12345! Account Support Help Log off

Product Search Settings
Control the ranking of products displayed to your users on category pages and search results.

Product Level Category Level **Field Level**

Field Level Settings
Change boost settings based on individual product fields.

Advanced Search | Clear

Field Name	Boost Value
Name	60.00
Features	50.00
Specifications	22.00
Brand	11.00
ShortDescription	1.00
Category	1.00
Description	1.00

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SUBMIT CANCEL

How To Use the Manage Search Index

The manage search index page is located under the Advanced tab. This allows the site admin the ability to perform the following functions when dealing with the Lucene Search Engine:

- **Create Index** – Ability to create a new index on demand.
- **Enable/Disable Triggers** – Ability to control the triggers that require a re-index. Specific triggers have been setup for a product. When a change/add/delete is made to one of these triggers, the service will send these updates to the index. If the admin needs to change a product description, the change will set off the trigger and the service will pick up that change and send to the index.
- **Enable/Disable Winservice** – This is a Windows service that must be installed and running in order for the Lucene search index to be updated and maintained. This becomes very useful when an admin needs to make large sets of changes. Say you need to create a new category. By disabling the service, these changes will not occur and the admin can enable the service later that evening when the volume to the site is lower.
- **Service Monitor Table** – Allows the admin to view recent indexes and troubleshoot if changes are not being displayed on their storefront.

Below is a screen shot of the Manage Search Index page:

MULTIFRONT®

[Dashboard](#)
[Setup](#)
[Inventory](#)
[Marketing](#)
[Orders](#)
[Vendors](#)
[Reports](#)
Advanced

 Hello admin12345!
 [Account](#)
[Support](#)
[Help](#)
[Log off](#)

Manage Search Index

Please note these functions are for advanced administrators only.

Create Search Index

Delete the current index file and rebuild a new index file. CREATE INDEX

Enable/Disable Triggers

Enable or disable search index triggers which will update the index file via the service. Examples are changes to a category, product or facet field. DISABLE TRIGGERS

Enable/Disable Winservice

Enable or disable the service that picks up trigger updates and then sends the updates to the index file. DISABLE WINSERVICE

[Advanced Search](#) | [Clear](#)

Id	Source Id	Source Type	Source Transaction Type	Transaction Date Time	Is Duplicate	Column Change	Modified By	View
3737	0	CreateIndex	INSERT	13-May-2015 0:00:00 AM	False	CreateIndex		
3736	0	CreateIndex	INSERT	13-May-2015 0:00:00 AM	False	CreateIndex	SiteAdmin	
3735	0	CreateIndex	INSERT	13-May-2015 0:00:00 AM	False	CreateIndex		
3734	0	CreateIndex	INSERT	13-May-2015 0:00:00 AM	False	CreateIndex		
3733	595	Product	DELETE	13-May-2015 0:00:00 AM	False	Product		
3732	595	Product	DELETE	13-May-2015 0:00:00 AM	False	SKU		
3731	595	Product	DELETE	13-May-2015 0:00:00 AM	False	ProductCategory		
3730	787	Product	DELETE	13-May-2015 0:00:00 AM	False	Product		
3729	787	Product	DELETE	13-May-2015 0:00:00 AM	False	SKU		
3728	787	Product	DELETE	13-May-2015 0:00:00 AM	False	ProductCategory		

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REFRESH

Tagging in Site Admin:

Tagging allows the merchant to enter words, phrases, product numbers and etc... into a free form text field. After the tags are entered and saved, they will be searchable. This can be very beneficial when a site visitor refers to a product differently than what is on the merchant’s website.

Say the site visitor knows the product as SKU12345 on a competitor website. However, the merchant does not refer to the product as SKU12345. When the site visitor performs a search, the product would not be returned. By tagging SKU12345, the search engine will pick up the change in seconds and when the site visitor does a search, the product will be returned on the results page.

Please Note: Multiple tags can be entered for a single product

How to Tag in Site Admin

1. Log into Site Admin and select the Inventory icon/link.
2. Select the Products link.

Inventory

Products

Manage products and inventory in your store.

Import/Export Data

Download and upload bulk data including inventory, products, tags, and more.

3. Select the manage link for the product you want to add searchable tags to.

MULTIFRONT®

Dashboard
Setup
Inventory
Marketing
Orders
Vendors
Reports
Advanced

Hello admin12345!
Account Support Help Log off

Products + ADD

Manage products and inventory in your store.

Search

Catalog ▼

Brand ▼

Product Type ▼

Product Category ▼

SEARCH
CLEAR

Advanced Search | Clear

ID	Image	Product Name	Retail Price	Sales Price	WholeSale Price	In Stock	Display Order	Is Active	Manage	Copy	Delete
568		Roasted Pistachios	\$7.49			993	504	✓			
315		Red Pepper	\$198.00		\$150.00	10	505	✓			
335		Lemon	\$7,655.00			999	505	✓			
338		Grapes	\$45.00			0	505	✓			

- 4. A new Tags tab will appear with a new searchable free from text field. As seen below, multiple words, phrases and/or product numbers can be saved.

The screenshot shows the MULTIFRONT® user interface. At the top is a dark navigation bar with the logo and menu items: Dashboard, Setup, Inventory (highlighted), Marketing, Orders, Vendors, Reports, and Advanced. On the right of this bar, it says 'Hello admin12345!' and includes links for Account, Support, Help, and Log off. Below the navigation bar, the page title is 'Product Details - Roasted Pistachios' with a 'BACK' button. A secondary navigation bar contains tabs for Product Info, Settings, Categories, SKUs, Bundles, Facets, Tags (highlighted), Customer Based Pricing, Images, Add-Ons, Tiered Pricing, Highlights, and Digital Assets. The main content area is titled 'Associated Tags' and includes the instruction 'Enter a list of tags to associate with your product.' Below this is a text input field containing the text 'Colourful, Mothers day gift'. At the bottom of the input area are 'SUBMIT' and 'CANCEL' buttons.

- Confirm the change is sent to the index file. The first entry below shows a successful change to the tags was made and sent to the search index.

Now that change has been indexed, the product(s) will be displayed on the storefront when the tag is entered in the search field.

The screenshot shows the MULTIFRONT® Admin Console interface. The top navigation bar includes 'Dashboard', 'Setup', 'Inventory', 'Marketing', 'Orders', 'Vendors', 'Reports', and 'Advanced'. The user is logged in as 'Hello admin12345!'. The main content area is titled 'Manage Search Index' and contains several sections: 'Create Search Index', 'Enable/Disable Triggers', and 'Enable/Disable Winservice'. A modal window titled 'Search Index Status' is open, displaying a table with the following data:

Server Name	Status	Start Time	End Time
Znode8001Server	Complete	5/13/2015 3:54:35 PM	5/13/2015 3:54:40 PM

Below the modal, there is a table with columns 'Id', 'Source Id', and 'Source Type'. The table contains the following rows:

Id	Source Id	Source Type
3737	0	CreateIndex
3736	0	CreateIndex
3735	0	CreateIndex
3734	0	CreateIndex
3733	595	Product
3732	595	Product

On the right side of the 'Manage Search Index' page, there are three buttons: 'CREATE INDEX', 'DISABLE TRIGGERS', and 'DISABLE WINSERVICE'. Below these buttons, there is an 'Advanced Search | Clear' section with a table showing search results, including columns for 'Modified By' and 'View'.