

# Search, Sorting & Facets

Connect users with what they want, quickly and easily.



## On-site Search

Understand your users' intent and connect them with what they are looking for as quickly as possible.

### Fuzzy Search

Everybody makes mistakes. tradeit's search tool caters for spelling errors or typos and still delivers the same results. For multiple search passes, fuzziness can be applied to some and not others thus promoting exact matches above fuzzy matches for example.

### Intelligent ranking

Every product is scored against up to six key metrics and ranked accordingly meaning your most popular products, and thus those most likely to sell, are higher up the search results automatically.

### Rankings boost

Boost products within the rankings by weighting the importance of each of the six metrics giving you scope to affect the order in which products appear based on what is most important to your business.

### Pin products

Pin items to the top of the search results based on certain definable criteria like NEW, IN STOCK, IN SEASON, BRAND, ON OFFER, PRODUCT GROUP or any other attribute you want. Even combine and order them.

### Aggregated, weighted search passes

Conduct multiple search passes in one and weight the importance of each to promote exact matches or those based on fields that you deem more important (i.e. product name), over those deemed less important.

### Catch all variations

People don't think or speak the same. Our algorithmic stemmer caters for variations of words and language inflections automatically. For example a search for "mothers day", would also return results for "mother's day" and "mothering sunday" as well.

### Synonyms

Cater for user differences, colloquialisms and brand names by building a list of synonyms based on your product set. A search for "laptop" should also return "MacBook" and "netbook" for example.

### Intelligent search results

Show suggestions based on indexed products, rather than previous users' searches, meaning results are delivered immediately and with more logic - our search tool doesn't rely on a history of previous searches to build its intelligence.

### Partial matches within keywords

Match anywhere within a keyword rather than just the start, meaning more matches are returned. For example a search for "phone" would return "iphone" and "smartphone" as well.

### Product & content search

Display both product and non-product content in the search results, including blog articles, videos, information pages and much more.

### More consistent results

Get more consistent results with the removal of stop words like "i", "to" and "the".

### Recommended Categories

Display matching categories, alongside product and content matches, directly in the search results.

# Sorting

Enable your customers to determine and fine-tune how items are displayed using standard, customised, or data-driven sort options.



## Simple, flexible & customisable

Show common options like A-Z, Price, Product Name etc... as well as completely customisable options based on merchant-specific attributes. All sort options can display in both ascending and descending order. Have sort options on category and/or search results pages and apply different options to both if you wish.



## Real-time, behavioural data

Populate sort options with categories based on real-time, behavioural data driven by metrics such as best sellers, in-stock, product rating, rank, on sale, new etc...



## Category-specific

Deliver sort options relevant to the category of products being displayed so users can sort products by attributes that are most important, (i.e. screen size for TV's).



## Easy comparison

Help your users decide exactly which product is right using the product comparison tool meaning you can directly contrast items with the same/similar criteria.



## Displaying results/categories

Choose from:

**Paging** (decide the number of products that appear on each page)

**Lazy Loading** (Show all items on a single page that is populated as the users scrolls down. Define what percentage of on-screen items to scroll through before loading more)

**Infinite Scrolling** (Content on a single page but it's populated when the scroll bar reaches bottom of the page).



## 2-Dimensional sorting

Configure two-dimensional sorting so NEW items may appear followed by items according to their rank (calculated automatically using tradeit's built-in metrics).



## Drag-and-drop merchandising

Make any manual merchandising simple using the built-in drag-and-drop tools to populate your category pages at the click of a mouse.

# Facets & Filters

Leverage metadata fields/values to provide users with visible options for clarifying, refining and expanding their search queries.



## Multi-tick Facets

Allow customers to sort, apply and remove filters on their search results, category or product listing pages using multi-tick facets for both product and content pages.



## Different display options

Highlight selected values using inline, breadbox or breadcrumb options.



## Multi and single selections

Cater for both multi-selection facets like price (between x and y) as well as single selection facets like brand or colour.



## Accuracy and relevance

Pre-select facets so results are already pre-filtered (i.e. pre-select and display only those items available using an 'in stock' facet for example).

## Learn more

Speak to us about configuring Elasticsearch as the search provider for **tradeit**.

Call us

01865 880 800

Email us

info@redtechnology.com

Visit us online

www.redtechnology.com