

InstantSearch+ User Guide for Magento 2.x

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Overview

InstantSearch+ is the fastest growing leader in eCommerce search for online merchants bringing Amazon-like conversion capabilities to many thousands of stores. InstantSearch+ automatically matches shoppers purchasing intent with merchandising priorities for optimal conversion. It understands natural language customer queries to produce relevant, fast, and rich results. InstantSearch+ delivers all this goodness through a fast, feature rich hosted service including: Rich AutoComplete, AI Driven Personalized Merchandising, Semantic Search, Individualized Results, Smart Navigation, Auto-Generated Filters, and Big Data Product Recommendations.

Note: InstantSearch+ is a cloud-based service that must have internet connectivity to your website. Disable password protection or IP-based blocking at least during the install and the reinstall the extension. If you must run with IP-based blocking please allow our servers access by opening the below IP Addresses ranges. E.g.

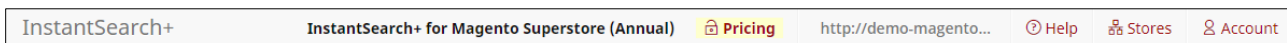
- CloudFlare in the Threat control Panel ==> IP Rules
- Sucuri Cloudproxy ==> Whitelisting
- cPHulk Brute Force Protection ==> Whitelisting

To view the current IP Addresses ranges of InstantSearch+ visit:

http://magento.instantsearchplus.com/get_gae_ip_ranges

If your hosting is filtering using HTTP user-agent, our service is using "AppEngine-Google; (+http://code.google.com/appengine; appid: s~acp-magento)"

Top Menu



Home

Click on the Home button when you would like to go back to dashboard. This will open the Analytics tab in the Dashboard.

Pricing

Click to see our plans and select the service package that suits your site.

Help & Support

If you have problems with configuration:

- See our FAQ's
- Product Documentation
- Dashboard tour

- Contact us

Stores

In this section you can make general procedures such as Enable/ Disable the extension for each store, update credit card details, cancel subscription or send details for an Invoice.

The configurations that can be made are as follows.

- Server SID- shows your server ID
- MultiStore Rescan - Magento multistore configuration refresh scan
- Cancel Subscription – press if you would like to cancel the subscription.
- Update Credit Card - You may update your credit card details if they have changed.
- Invoice Details - If you are interested in downloading InstantSearch+ monthly invoices please fill out your business name and contact info then press on set Invoice Details.
After you will be able download your Invoice from the download button in the Stores tab.
- Suspend - Temporary stop frontend suggestions and stop product sync products for the specific store.

My Stores

Server SID: bc1cfd78-6226-4f08-b700-3a45ad9ec38d


MULTISTORE RESCAN Magento multistore configuration refresh scan

Subscription: InstantSearch+ for Magento Superstore (Annual)

Invoice Details

Invoice Business Name:

Invoice Business Address:

English 

Store URL: <http://demo-magento.instantsearchplus.com/>
Store ID: 1
Status: Synced
First sync: March 9, 2016, 12:08 p.m. UTC

SUSPEND Temporary stop frontend suggestions and stop product sync products

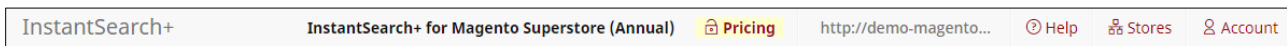
Server SID explanation

InstantSearch+ account is configured per a unique SID number.

To verify you are addressing the right server in the InstantSearch+ Dashboard do the following:

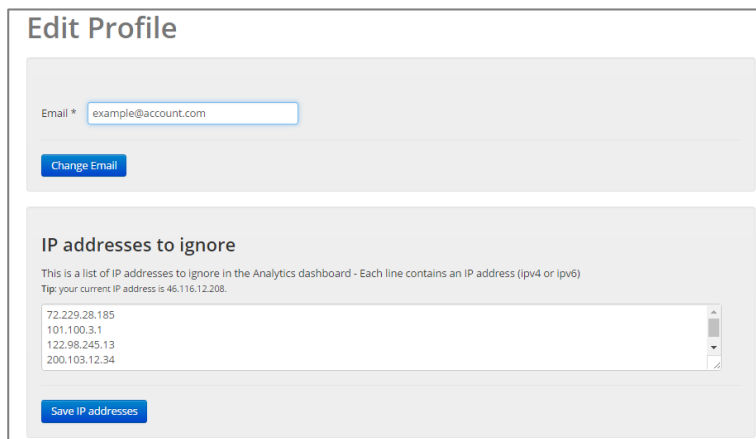
1. Open your site in Google Chrome
2. Hit F12 and select the Console tab
3. Identify the InstantSearch+ SID of the server following
4. In the InstantSearch+ dashboard under the Stores tab at the top see the SID number matches the one you see in the Console tab.
5. Each store will have a different store ID.

Account



- Update your e-mail account
- Choose a list of IP addresses which you wish to hide from the Analytics dashboard count, add each IP address that you would like to ignore in a separate line.

Adding your IP to the list will ignore your searches. Your searches will not affect the Analytics tab.



Edit Profile

Email *

[Change Email](#)

IP addresses to ignore

This is a list of IP addresses to ignore in the Analytics dashboard - Each line contains an IP address (IPv4 or IPv6)
Tip: your current IP address is 46.116.12.208.

101.100.3.1
122.98.245.13
200.103.12.34

[Save IP addresses](#)

Dashboard Tabs

- Analytics
- AutoComplete
- Search Results
- Merchandising
- Synonyms
- Categories
- Recommendation
- Landing Page
- Sync

Analytics

This tab presents a collection of charts and exportable data to help analyze search data with actionable information:

- How many searches did customers run on the site?
- What are customers searching for?
- What do they find? What don't they find and why?

For more info regarding each tab, download InstantSearch+ for Magento extension and go to the 'Help' tab on the top menu bar.

AutoComplete

While InstantSearch+ automatically copies the site CSS, this tab provides additional options to configure the AutoComplete and Product Suggest drop down List.

For more info regarding AutoComplete configuration, download InstantSearch+ for Magento extension and go to the 'Help' tab on the top menu bar.

Search Results Page (SERP)

Determine whether or not InstantSearch+ will provide the search results for the Search Results page as well as advanced configurations.

Selecting the Search Results Page

- Magento built-in search page- Default Magento search page and search results.
- Basic InstantSearch+ search results page- Identifier only API call for the search query. Changes the order of the results in the Magento Search page.

Use this mode if you want to continue using the Magento rendering for the search results.

- Premium InstantSearch+ search results page- InstantSearch+ search results page featuring responsive design (mobile and tablets), advanced filtering and advanced Search Results configuration including: Add to cart button, Quick view, Product Reviews, Sold Out Banner, SKU.

For more info regarding SERP configuration, download InstantSearch+ for Magento extension and go to the 'Help' tab on the top menu bar.

Merchandising

Merchandising allows you to promote or bury products in the Search Results Page. If a product is promoted, then it will show at the beginning of the Search Results Page, if it is buried then it will appear at the end of the search results and if hidden, it will not appear at all on the search results. With merchandising, you can control search results for specific search queries, categories, recommendation, geographies and dates. You can promote certain products only for a limited time, for example around a holiday or a season in the year. In addition you can show different results for people looking at your site from different countries, for example when a user searches for "coat" in Canada or in the US.

For more information regarding Merchandising settings contact our support at support@instantsearchplus.com.

Synonyms

Typically, customers are searching for products using product names, brands, SKUs, etc. But that's not always the case. Sometimes, customers search for product using words that the product owners have not imagined them using. These can be synonyms, antonyms, and even some atypical spelling mistakes. Synonyms apply to both AutoComplete and Search Results page.

For example, the English Rose is a synonym for long stemmed Roses. Most flower product descriptions may only have Long Stemmed Roses. So when a customer is looking for English Roses, the search would typically come back with "No Results Found". However, using synonyms enables customer to type in either term and get results with either of the synonyms.

The synonym relationship is multi-direction if you add the two terms above – "English Rose" and "Roses" in the same line meaning English Rose and Roses are synonyms results for "Roses" will also be searched for "English Roses" and the opposite direction will work as well. Results for "English Roses" will be also searched for "Roses. Another example – adding "dark" and "black" as synonyms results for "black" will also be searched for "dark" and results for "dark" will be also searched for "black".

Synonyms allow users to find relevant content the way users actually search for it. In each line, you can add either Multidirectional synonyms or One-directional synonyms. They can be synonyms or even spelling mistakes. The feature helps store owners to close the gap between demand (the way users type) and supply (product listing).

Multidirectional synonyms are comma separated words that have the same meaning. For example, 'tshirt,tee,tee shirt' is a line listing multidirectional synonyms, where each word is a synonym of the other two words.

One-directional synonyms are listed in a line with a '>' sign which stands for the direction of the synonyms. For example, 'smartphone>android,iphone' means that whenever users search for 'smartphone' they should get results for 'android' and 'iphone', but not the other way around. You can also have more than one word on the left side of the synonym "equation":

'cellphone,smartphone>android,iphone' means that whenever users search for 'cellphone' or 'smartphone' they should get results for 'android' and 'iphone' (note that 'cellphone' and 'smartphone' are not synonyms in this equation).

BigData Synonyms Suggestions – InstantSearch+ uses machine learning techniques to give you tailor-made synonyms suggestions. You may choose synonyms from the right hand list, in yellow, and add them to your synonyms list.

Antonyms

Antonyms allow you to filter out products from the search results based on their text. In each line, you can add either Multidirectional antonyms or One-directional antonyms.

Multidirectional antonyms are comma separated words that will mutually exclude one another in search. For example, adding 'mini,midi' means that each of these terms will not bring results that match the other term.

One-directional antonyms are listed in a line with a '>' sign which stands for the direction of the antonyms. For example, 'quilt blanket>blanket' means that other types of blankets will be excluded from the search results of 'quilt blanket', but not the other way around.

Categories

InstantSearch+ automatically makes category suggestions based on the product categories. Not all categories need to be used. In general, it is best to lead customers directly to products rather than a category.

Smart Navigation

Allow InstantSearch+ to take over site's categories navigation. Checking this will dynamically change the destination your shoppers get to the InstantSearch+ Search Results page. This allows consistent user experience for navigation and search.

Show/Hide Categories

If you would like to hide a certain category - Uncheck the category that you would like to hide. This will apply to both AutoComplete and Search Results page.

Recommendation

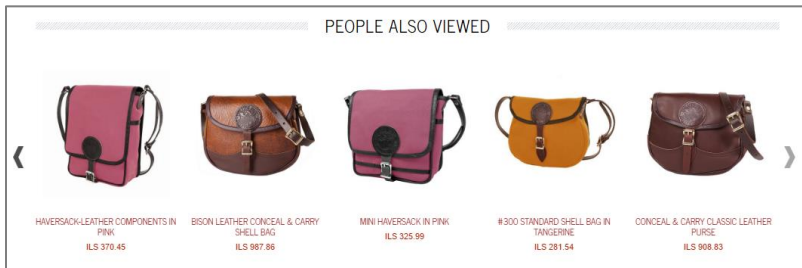
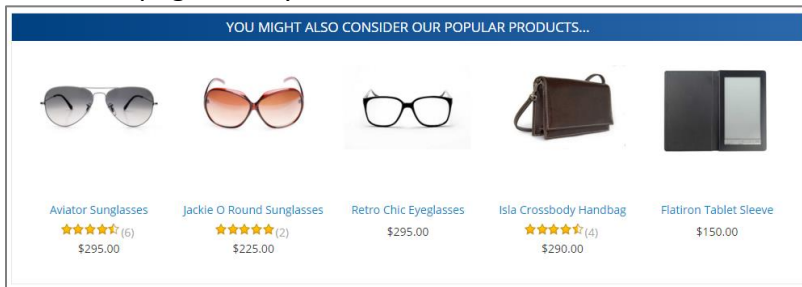
This feature makes sure customers are exposed to more products they might want to purchase, based on InstantSearch+ smart data analysis. Product Recommendation can be shown on all pages of the site, based on big data analysis of user views, searches, purchases, add-to-cart and similar products.

Enable Product Recommendation on product pages by checking the box enables product recommendation by one of the two options:

One-Click integration - Choosing this option automatically adds InstantSearch+ product recommendations in:

- Homepage
- Product pages
- Cart pages
- Checkout success pages

Check the pages that you would like to have recommendations on them.



Landing Page

Quickly create custom landing pages to form part of any marketing campaign, without complex development or integration. With tailored landing pages, you'll be able to streamline and strengthen your conversion funnel in any campaign, whether it's PPC, Social Media or e-mail.

For more information regarding Landing Page settings contact our support at support@instantsearchplus.com.

Sync (Indexing)

To deliver instant result at lightning speed, InstantSearch+ syncs with your store catalog. It does this the first time you install InstantSearch+, and then it updates whenever you make changes to your catalog: adding, deleting, or updating products. Sync frequency depends on your service plan, and can vary from 7 days to daily and on demand. The sync process can take a few minutes to see changes taking effect, as it requires overriding caching. Sync affects both rich autocomplete and search results page.

Extension Details

- Site name – the site's domain name.
- Store id – used for multistore site.
- Site URL – the site's URL.
- Authentication – Use if your site is password protected.
- Platform – Magento platform.
- First Sync - this is the first time your store catalog synced with InstantSearch+.
- Extension version – InstantSearch+ extension version installed.
- Magento version - Magento extension version installed.
- Status – whether the site is synced or not.
 - Synced - all you products are updated in our database.
 - Product sync in progress- when pressing the sync button or an update depending on your plan.
 - Full sync started at [Time] is in progress - displayed when sync is in progress.
- Product sync - On-demand product sync, updates all the changes in products and categories made since the last sync was made.
The Frequency of Sync is according to your plan.
- Last Sync - shows when the store catalog was last synced with InstantSearch+.
- Extension conflicts –InstantSearch+ rarely conflicts with other plugins. In those cases the conflicting extension name is shown.
- Suspend Site – Use if you have a problem with the AutoComplete Dropdown.
This will pause the performance of the AutoComplete until it is enabled again.

- How InstantSearch+ Sees Your Product – a useful troubleshooting tool to check what keywords match a specific product.

Basic Sync Configurations

- Description Sync
 - Product Description – enables customers to search by long product description [unchecked by default]
 - Product Short Description - enables customers to search by short product description [checked by default]
- SKU sync - enables customers to search by SKU and/or SKU typo correction. [checked by default]
- Custom Attributes – If you would like to enable search by attributes - enter the attribute codes below. Allow users to search by product attributes.
- Custom Price Attribute – If you are using a custom attribute for prices enter here the attribute code that is used in your store for price. Leave empty for the default Magento price.
- Out of Stock Products- Allows you to show Unsellable products both in the autocomplete and search page results [unchecked by default].
- SEO Landing Pages Sitemap - Boost site SEO using our powerful Sitemap allowing Google, Bing and Yahoo to direct more users to your site with the most popular search terms and your site products matching these.

See the Sitemap Status: On/Off

If you would like to disable/Enable the Sitemap you can press the disable button.

Check “All multisite sites if you would like to have the same configuration for all of your multisite.