

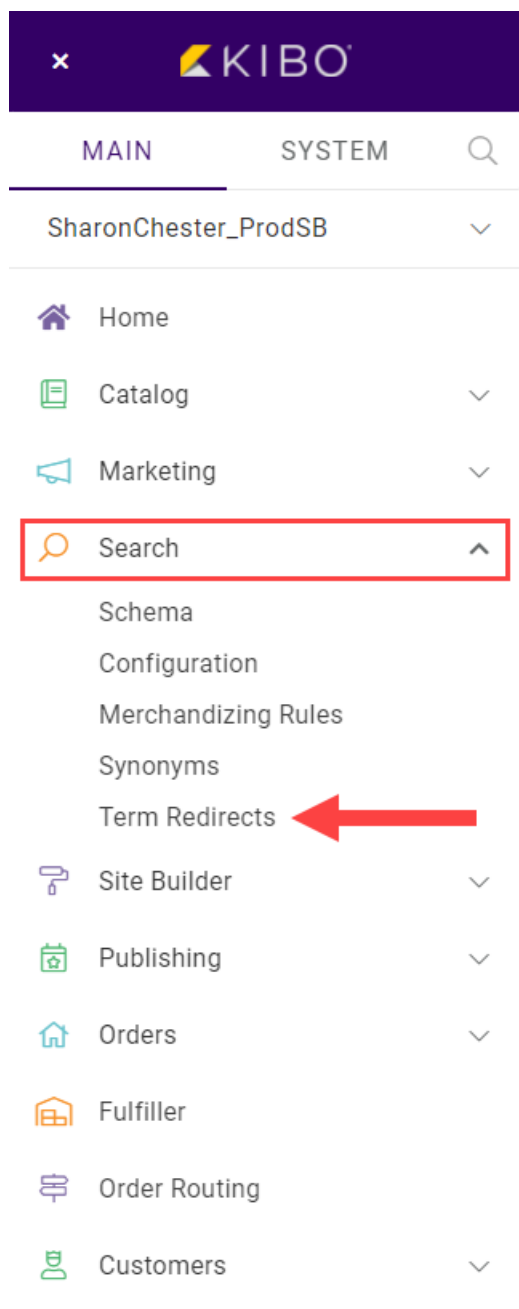
Search Term Redirects

Overview

This function allows merchandisers to redirect a user to a specific URL based on specific search terms. Search Term Redirects applies to Site Search only. The user will be redirected to the new URL when they press Enter or click the search button after typing in a search term.

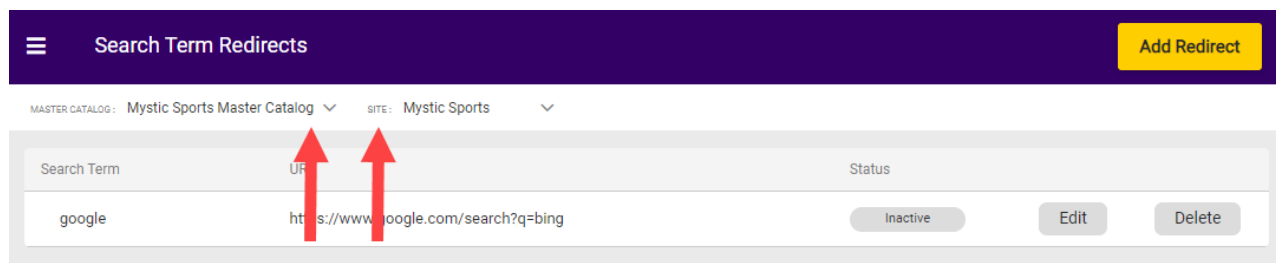
Navigation

To access from the home page, click **MAIN** in the left-hand navigation, click the **Search** drop-down menu, and then click **Term Redirects**.



List Entries

Like other configurations, Search Redirects are controlled inside of a catalog/site combination.



Existing redirects are listed for each unique URL.

Redirects can be configured for a single term or multiple terms. When a single search term is used, that text is displayed in the list. When multiple search terms are used, they may be viewed by clicking the arrow to the left and expanding the list.

Search Term	URL	Status		
▶ (multiple terms)	www.clothingstore.com	Inactive	Edit	Delete
rocket	www.google.com	Active	Edit	Delete

All redirects are created with an automatic status of Active. Click the button under Status to toggle a redirect entry between Active and Inactive.

Search Term	URL	Status		
google	https://www.google.com/search?q=bing	Inactive	Edit	Delete

Additional options are found at the end of each row. Click **Edit** to adjust the terms or URL of a redirect. Click **Delete** to remove the redirect entirely.

Search Term	URL	Status		
google	https://www.google.com/search?q=bing	Inactive	Edit	Delete

Creating Redirects

1. Click **Add Redirect**.

☰ Search Term Redirects

MASTER CATALOG: Mystic Sports Master Catalog SITE: Mystic Sports

Search Term	URL	Status		
google	https://www.google.com/search?q=bing	Inactive	Edit	Delete

2. Enter one or more search terms or phrases. Press **Enter** after each one. Enter the URL to which those terms should redirect. Click **Done**.

New Redirect

Search Term

URL

Cancel Done



The redirect URL is exact match and case insensitive

3. To delete a search term, click the **X** next to it.

New Redirect

Search Term

rods X reels X

URL

https://www.site.com/fish

Cancel Done

4. The modal will close and the new redirect entry will appear in the list.



Each redirect entry may have up to 100 terms added.

Unique Redirects

Within the catalog and site configuration, search redirects must be unique. Search terms may not be duplicated in the same redirect. URLs cannot be used in more than one redirect. The following errors will be displayed for each case. The duplicated term(s) or URL will be shown at the end of the error message.

Repeating a search term:

Missing or invalid parameter: Search terms list contains a duplicate entry: tent

Repeating a URL:

Missing or invalid parameter: URL is a duplicate: https://www.site.com/camping

Import/Export Redirects

You can use the Import/Export tool to update search term redirects by uploading a CSV file, or download a file with your current data. The CSV file should contain the following four columns:

- Site Name
- Redirect ID
 - Populate this value to update an existing redirect, or leave it blank to insert a new entry.
- Search Term
 - A list of search terms, with each term in quotes and separated by a comma.
- URL

Site Name	RedirectId	Search Term	URL
Mystic Outlet	17333_21378_1680818888	"pants", "shorts"	www.clothingstore.com
Mystic Outlet	17333_21378_1680818889	"rocket"	www.google.com
Mystic Outlet		"football", "baseball", "hockey", "basketball"	www.sports.com
Mystic Outlet		"red", "blue", "green"	www.colors.com
Mystic Kids		"toys"	www.toys.com

Export Redirects

To perform an export:

1. Go to **Main > Marketing > Import/Export** if you have the application installed.
2. Select the **Export** tab in the modal that appears.
3. Select **Search Term Direct** from the Export type. Note that you will not be able to edit the columns as all four must be included in the file.

Marketing Import/Export 3

Import

Export

Jobs

CUSTOM EXPORT

Export Format

CSV

Export

Couponsets

Coupons

✓ SearchTermRedirect

SearchSynonyms

Columns

✓ RedirectId

✓ Search Term

✓ Site Name

✓ URL

Filters

Select Catalog

select a catalog

Summary

✓ SearchTermRedirect

RedirectId

Search Term

Site Name

URL

(optional) Email when complete to:

Enter emails

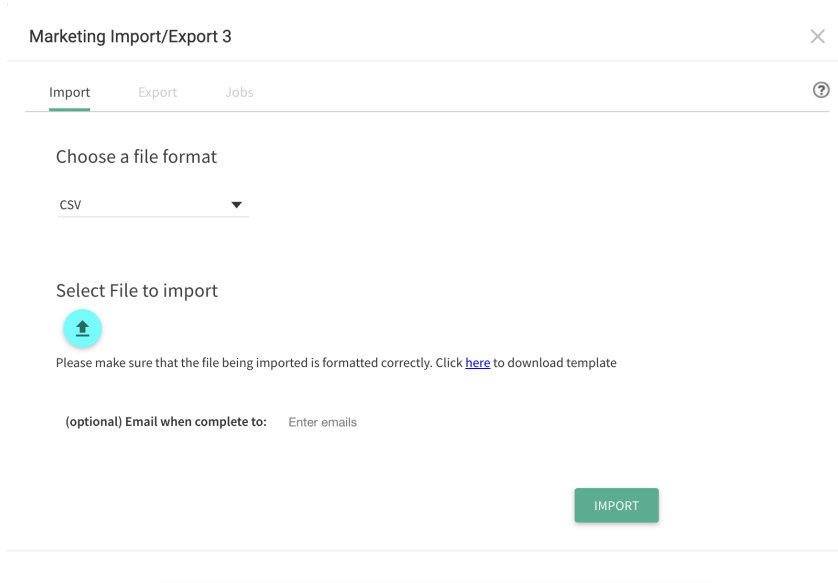
EXPORT

- Optional: Select a catalog to filter your data by.
- Optional: Enter one or more email addresses in the **Email when complete to:** section. If no email addresses are selected, then the file will be directly downloaded to your computer.
- Click **Export** in the bottom right.

Import Redirects

To perform an import:

- Go to **Main > Marketing > Import/Export** if you have the application installed.
- Select the **Import** tab in the modal that appears.

The screenshot shows a modal window titled "Marketing Import/Export 3" with a close button (X) in the top right corner. Inside the modal, there are three tabs: "Import" (which is selected and underlined), "Export", and "Jobs". A help icon (?) is located to the right of the tabs. Below the tabs, the text "Choose a file format" is followed by a dropdown menu currently set to "CSV". Underneath, the text "Select File to import" is followed by a blue circular icon with a white upward-pointing arrow. Below this icon, a message reads: "Please make sure that the file being imported is formatted correctly. Click [here](#) to download template". At the bottom of the modal, there is a section labeled "(optional) Email when complete to:" with a text input field containing the placeholder "Enter emails". A green button labeled "IMPORT" is positioned at the bottom right of the modal.

- Select **CSV** as the file format.
- Click the import icon to select a file from your file manager.
- Optional: Enter one or more email addresses in the **Email when complete to:** section.
- Click **Import** in the bottom right.



Your current redirects will not be deleted or replaced when importing a new file. Any new entries in the file will be added to your current redirects, and any existing redirects will be updated.