

Search Synonyms

You can use the Search Synonyms module in Admin to add search synonyms for specific sites.

Search synonyms are synonyms to user search queries that expand the search results. For example, a user may search for *boots*, but you want the search results to also include results for *shoes*, *slippers*, and *pumps*. You can use search synonyms to accomplish this.



Multi-word search terms are only expanded if they are contained within quotes in the search query. If a multi-word search term is not contained within quotes in the search query, each word in the search will be used to find synonyms. For example, if a shopper searches for "blue shoes" without quotes, both "blue" and "shoes" will be expanded to any applicable synonyms.

Expansion Types

There are two search synonym expansion types: [One Way](#) and [Two Way](#).

One Way

The One Way expansion type includes a term and a set of synonyms that replace the search results. This is a one way expansion; the search results are not expanded to the term or any other listed synonyms.

For example, you create the following One Way search synonym:

Expansion	Term	Synonyms
One Way	blouse	<input type="text" value="T-shirt"/> <input type="text" value="top"/> <input type="text" value="shirt"/>

In the above example, searches for "blouse" will expand to include the results for "shirt," "top," and "T-shirt." However, if a user searches for "top," the search results will not include results for "blouse" or any of the other listed synonyms.

Two Way

The Two Way expansion type does not include a term, but instead only contains a list of synonyms to which the search expands. This is a two way expansion; for any listed synonym, the search results are expanded to all other listed synonyms.

For example, you create the following Two Way search synonym:

Expansion	Term	Synonyms
Two Way		<input type="text" value="top"/> <input type="text" value="blouse"/> <input type="text" value="T-shirt"/> <input type="text" value="shirt"/> <input type="text" value="sweater"/> <input type="text" value="pullover"/>

In the above example, searches will be expanded for any of the listed synonyms, such as "top," to also include the results for all other listed synonyms.

Create Search Synonyms

To create a search synonym:

1. Go to **Main > Search > Synonyms**.
2. Click **Create New Synonym**.

3. In the new search synonym, complete the following:
 - **(One Way)** Select the **One Way** Expansion, specify a **Term** and a set of **Synonyms**. Press **Enter** to add each synonym to the list.
The term is the search query on which you want to expand. Refer to [One Way](#) for more information.
 - **(Two Way)** Select the **Two Way** Expansion, leave the **Term** field blank, and only specify a set of **Synonyms**. Press **Enter** to add each synonym to the list.
Searches will be expanded for any listed synonym to all other listed synonyms. Refer to [Two Way](#) for more information.
4. Click **Save**.