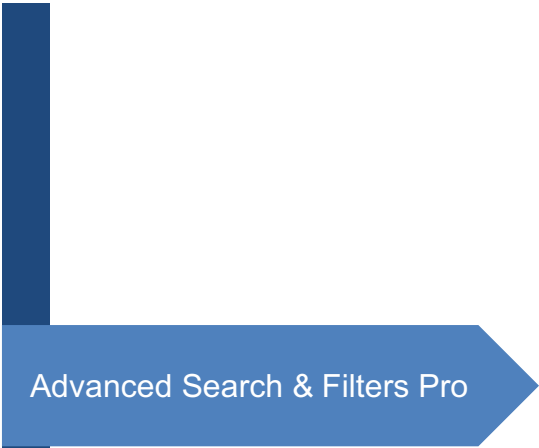


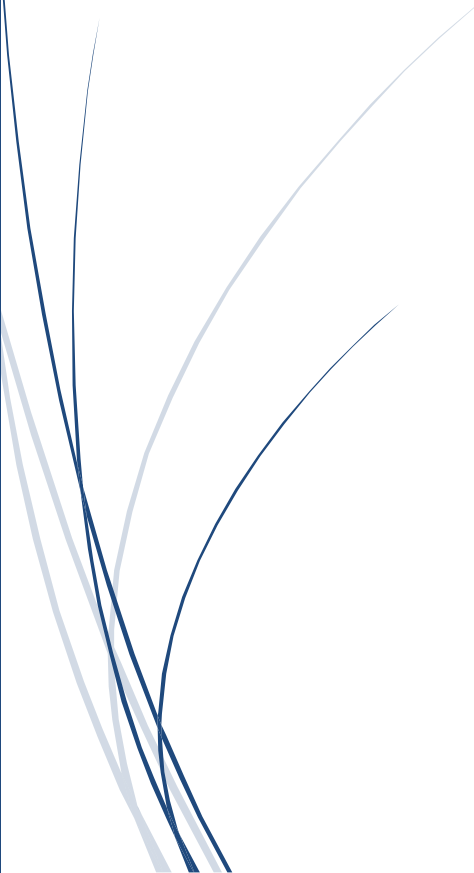
A thick blue vertical bar runs down the left side of the page. A blue arrow points to the right from the bar, containing the text 'Advanced Search & Filters Pro'.

Advanced Search & Filters Pro

Users Guide

By: **Web Ecommerce Pros**

This guide explains how to use Advanced Search & Filters after installation. The app adds a modern search popup to your storefront and gives you an admin panel inside BigCommerce to control search behavior, filters, merchandising, appearance, and analytics.

Several thin, light blue curved lines originate from the bottom left and sweep upwards and to the right, creating a decorative graphic element.

The Admin Panel

Open the app from Apps in your BigCommerce control panel. The left sidebar contains all sections:

- **Dashboard:** Overview of search activity and attribution metrics.
- **Merchandising:** Synonyms, boosting, banners, category slider, and more.
- **Settings:** Search behavior, popup options, and default products.
- **Filters:** Enable or disable the filters shown to shoppers.
- **Sync:** Import catalog data and manage the storefront script.
- **Logs:** Sync history and error logs for troubleshooting.
- **Analytics:** Search volume, popular terms, and no-result searches.
- **Users:** App user access for the store.

Dashboard

The dashboard shows how search is performing on your store, including:

- Searches today and this month.
- Number of products indexed.
- No-result searches (queries that returned nothing).
- Revenue attribution metrics that estimate how search drives clicks and sales.
- Popular searches and basic store information.

Open "Metric definitions" on the dashboard to see exactly how each attribution figure is calculated. These are estimates based on logged search and click activity, not confirmed order data.

Sync

Keep your search index up to date from this section.

- **Full Sync (All):** Imports categories, brands, and products, then rebuilds the search index. Use this first and after large catalog changes.
- **Sync Products:** Imports products only, in batches.
- **Sync Categories:** Imports categories, including category images where available.
- **Sync Brands:** Imports brands.
- **Rebuild Index:** Refreshes the search index and detects custom fields for filtering.
- **Reinstall Script:** Reinstalls the storefront search widget via Script Manager.

Tip: Run a sync whenever you add or update products so search results stay accurate.

Settings

Search Configuration

- Minimum Characters: How many characters a shopper must type before search runs.
- Results Per Page: Number of products shown per page of results.
- Search in Description: Include product descriptions in search matching.
- Search in SKU: Include SKUs in search matching.

Popup Configuration

- Trigger Selector: CSS selector(s) for the element that opens the popup (for example, #search_query).
- Placeholder Text: The text shown inside the search box.
- Show Filter Panel: Turn the sidebar filters on or off.
- Show Default Products When Opened: Show products before the shopper searches.
- Show Popular Searches: Display popular search terms in the popup.
- Popular Searches Limit: How many popular terms to show.
- Default Products Count: How many default products to show automatically.

Default Products (Curated)

You can hand-pick which products appear when the popup first opens. Search by product name, SKU, or product ID, add products, and drag them to set the order. Selected products override the automatic Default Products Count.

Filters

This section lists the filters shoppers can use (brand, category, price, and detected custom fields). Toggle each filter on or off. If a filter is missing, run a product sync and Rebuild Index so custom fields are detected.

Merchandising

The Merchandising section has multiple tabs for shaping search results and promotions.

Synonyms

Map alternate terms so different words return the same results (for example, tv and television). Supports one-way and two-way synonyms.

Boosting

Rank certain products higher for a search term. Match by brand, category, product, or custom field.

Custom Results

Force specific products to always appear or never appear for a given search term.

Suggestions Blacklist

Block specific terms from ever appearing in search suggestions.

Redirections

Send a search term straight to a chosen store page (for example, "returns" to your returns policy).

Banners

Show promotional banners in the search popup, with a background image, title, description, and button. Target banners by search term, category, or brand, and schedule start/end dates.

Category Slider

Promote selected categories in the popup. Enable it, search and add categories, drag to reorder, and optionally show image cards that link to category pages.

Product Card

Choose which details appear on each product result: image, price, compare-at price, SKU, brand, and sale/stock badges.

Display Colors

Set primary, contrast, and text colors so the popup matches your brand.

Attribution Config

Configure the assumptions used to calculate dashboard revenue and conversion estimates.

About Search Suggestions

As shoppers type, the popup can suggest search terms. These suggestions come from your store's own popular and recent search history, filtered by your Suggestions Blacklist. They are past search queries, not product names, so suggestions build up as shoppers use search over time.

Analytics

Use analytics to understand shopper behavior and improve your catalog.

- Search Volume: Daily search counts over the last 30 days.
- Popular Search Terms: The most searched terms and how often.
- No-Result Searches: Queries that returned nothing, so you can fix gaps or add synonyms.

Logs

The Logs section shows recent sync activity and any errors. Check here first if a sync fails or the storefront widget is not behaving as expected.

Recommended Workflow

1. Run a Full Sync after installation and after major catalog changes.
2. Enable the filters you want shoppers to use in the Filters section.
3. Set your brand colors and product card fields for a consistent look.
4. Add synonyms and redirects for common shopper terms.
5. Review No-Result Searches weekly and add synonyms or products to fill gaps.
6. Use banners and the category slider to promote key collections.