



Klevu Onboarding

14 day playbook



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Introduction

Implementing a new site search integration can often seem like a daunting task.

It's normal to think that getting completely up and running with a powerful search service like Klevu will take weeks and even months. In fact, on average, the implementation time of our competitors can be upwards of 6 months.

There can also often be new terms to learn such as NLP, Machine Learning and automated enrichment. Don't worry though, we've got you! We've created a simple onboarding plan to guide you through your trial period - the '[14 Day Playbook](#)'

As you dive into our onboarding guide, you will find that it is the key to a successful deployment.

Through the 14 days you will be introduced to products and tools that will develop and refine your search strategy and most importantly, effectively grow your business.

So why did we create this '14 Day Playbook'?

- We are committed to a fast integration process so you can see the positive effects of Klevu on your site.
- We are here every step of the way! We will make sure you've got everything up and running - just the way you want.
- Our mission is to help you to increase engagement and conversion on your site

Most of our customers see a lift in conversions within just a few days of going live and we want that for you too.

The framework you're about to learn includes a two-week product and process training. However, merchants should continue to learn even after the onboarding process ends.

Feel free to tailor this framework to the needs of your company and your team so you have the most effective trial period.

Configuration required

In order to implement your Klevu integration within your Magento site there is some configuration to do on both sides in order to get the two systems communicating properly. This guide covers both aspects.

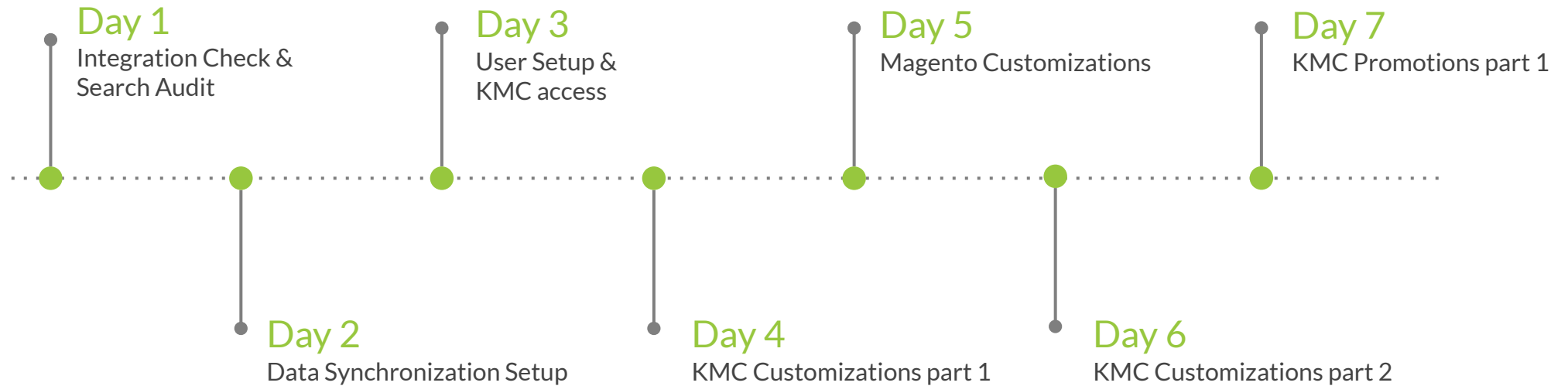


- End user search interaction
- Core catalog storage
- Responsible for core indexing of data
- Configuration within the admin panel

- Holds separate indexes of your catalog
- Adds automatic enrichment through Natural Language Processing, machine learning and more
- Fetches data from Magento
- Configuration within the Klevu Merchant Center (KMC)

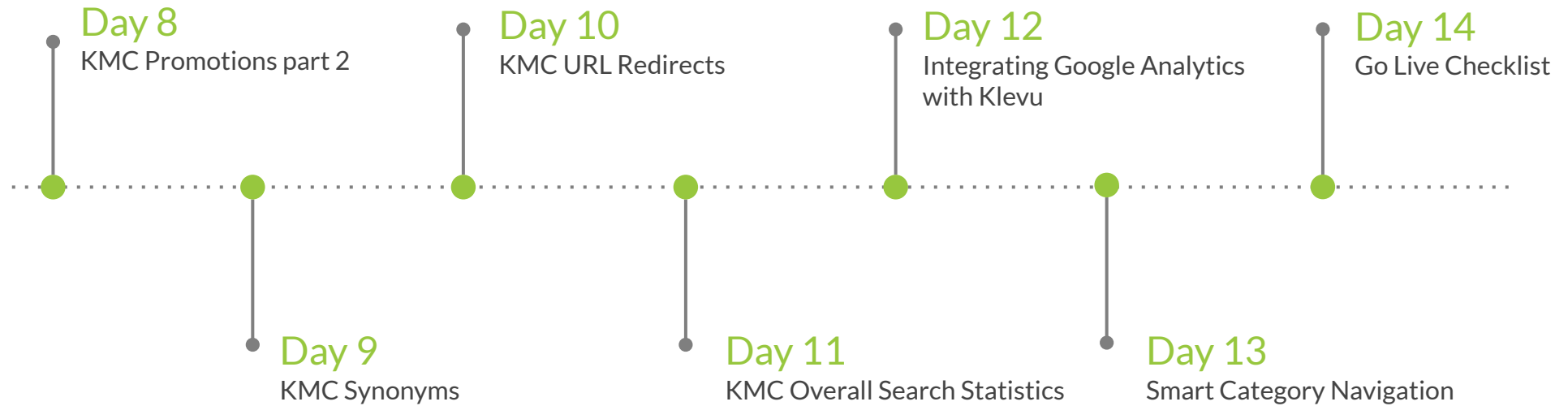


Go Live Timeline - Week 1





Go Live Timeline - Week 2





Day 1 - Integration Check and Search Audit

Difficulty: Easy

Time required: 2 Hours

Day 1 - Integration Check and Search Audit

The first step in the process of getting Klevu set up is to perform an audit on the current installation.

This is important as every eCommerce system is different with unique configuration and customization. It is therefore essential to take stock of how the current system is set up. This should have a particular focus on the current site search and the implications of switching it.

If done correctly this ensures that site search is not only significantly enhanced but also brings across any useful customisations that have been done on to improve the legacy search functionality.

As a merchant you have the best knowledge of your existing system, search and customer behaviour so there is huge value in taking the time to consider the following.





Day 1 - Integration Check and Search Audit

Audit the current search

Whether you are using the default Magento search or a 3rd party tool it is important to spend a little time understanding if any aspects of the search should be preserved and carried across to Klevu. This may include configurations such as synonyms and spelling corrections that are useful to end users.

It may also include data on what people search for on a regular basis and don't get results for. Klevu will gather this information anyway and machine learn in order to provide the most relevant results but understanding this can provide some useful configuration to start with when migrating to Klevu.

Action: Examine the current search configuration and identify any aspects that you would like to retain within Klevu.

Examine 3rd party extensions

Klevu search platform integrates seamlessly into a wide variety of eCommerce platforms. However, inevitably all modern eCommerce platforms are customised and extended through the use of custom code either produces via the merchant, agency or 3rd party.

This is particularly prudent when it comes to Magento. It is not possible for Klevu to guarantee that code implemented by 3rd parties has been done with best practices in mind.

Generally this is what causes issues, if related code has been implemented properly then you are much less likely to experience issues with compatibility. Therefore a quick stock take on what extensions have been implemented, especially relating to search is a valuable exercise.

Action: Identify 3rd party extensions that relate directly to search, quick search and layered navigation. Document the name of the extension and developer for future reference.



Day 1 - Integration Check and Search Audit

Check Klevu is supported with your Magento version

Klevu supports all major Magento versions so generally speaking support is not a problem however it is worth double checking support for the system version if you are running a particularly dated version of the software or have any unusual implementations.

Action: Check your Magento version and ensure it is compatible with the Klevu extension (it most likely is)

Consider peripheral systems

It is common to run other systems alongside Magento to achieve more bespoke CMS / Blog functionality (for example). While Klevu will automatically index Magento's CMS content it will require some extra steps in order to index data from other systems.

This is achieved through feeds containing information about the post. It is worth taking note of the requirements upfront to ensure this is covered in the onboarding process.

Action: Check what other CMS and systems you are running next to Magento and make a note if you wish to integrate them with Klevu





Day 2 - Data Synchronization Setup

Difficulty: Intermediate

Time required: 30 mins

Day 2 - Data Synchronization Setup



Setting up a sync between Magento and Klevu

Once the official Klevu extension has been installed by a developer you can begin setting up your site search integration. More information on extension installation can be found here:

<https://www.klevu.com/magento/>

Luckily getting a simple sync up and running is very straightforward.

The Magento extension takes care of all the heavy lifting, there are just a few configurations that need to be considered in order to get things going.



Day 2 - Data Synchronization Setup

Setting up the Magento cron

A cron is a server task that simply executes configured tasks on a timed basis. The Magento cron is fundamental part of the Magento system and is required in order to do anything that is based on a scheduled process including sending transactional emails, publishing scheduled content and pushing data to external sources.

Klevu leverages this part of the system functionality to keep your data in sync with it's own external index.

It is very unlikely that your Magento cron would not already be running on a live site however it is important to note that it is an essential prerequisite to syncing data with Klevu.

The first step is to ensure that the server cron is running, calling Magento's cron process. Once handed off to Magento a list of tasks is built internally within a table called `cron_schedule` within the Magento database. This is where the appropriate Klevu tasks (as well as many others) will be executed from.

Action: Ensure that your Magento cron is running

On demand syncs

While the scheduled cron tasks should take care of everything that is need in order to run the sync there are occasions when a manual bulk sync may be required. For example it might be needed to force a full reindex of site data within Klevu on an adhoc basis.

Klevu provides a handy button for this within the Klevu configuration within the Magento admin panel

Data Sync Settings

Enable Product Sync Yes [STORE VIEW]
Enable Product Sync.

Enable Other Content Sync Yes [STORE VIEW]
Enable CMS Synchronization.

Last Run [store view] Switch to store scope to set

Cron Status [store view] -

Sync Updates only (syncs data immediately) [GLOBAL]

Sync Data



Day 2 - Data Synchronization Setup

Troubleshooting

Below are a list of useful links specific to data synchronization that outline common setup issues and how to resolve them.

1. [Common Issues of Data Synchronization in M2](#)
 2. [Synchronizing Images from configurable products in M2](#)
 3. [Sync Data for Specific Store View using command line](#)
 4. [Performing on-demand data synchronization](#)
 5. [Prerequisites for data synchronization](#)
 6. [Setting up a CRON](#)
 7. [Despite of a working CRON, products are not synchronization](#)
 8. [Run Klevu CRON independent of Magento 2 CRON](#)
-



Day 3 - User Setup & Klevu Merchant Center Access

Difficulty: Easy

Time required: 15 mins



Day 3 - User Setup & Klevu Merchant Center Access

KMC - Managing users

The Klevu Merchant Center (KMC) is the control panel for managing data and configuration at Klevu's end.

It is a powerful interface that provides merchants with all the tools needed to customise and modify the user interface, feeds and more.

As with most control panels, Klevu provides granularity on user access based on each users requirements, it is recommended that a user is created for each individual using the tool along with the appropriate permissions.

Adding a new user

1. [Login](#) into Klevu Merchant Center account
2. Click on My Account at the top right corner of the screen
3. Select Settings from My Account menu
4. Click on the User Management tab
5. Click on Add New User
6. Fill up the required information
7. Click on Add User

Please note, the owner of the Klevu Merchant Center can only add users under the registered Klevu account.



Day 4 - KMC Customizations part 1

Difficulty: Intermediate

Time required: 1-4 Hours



Day 4 - KMC Customizations part 1

We understand the importance of continuity in look and feel of your site when adding new components. With that in mind we have ensured that the “search as you type” overlay is flexible and highly customisable.

We provide merchants and developers with the ability to work with two predefined layouts as well as allowing more advanced users to write custom CSS to make sure that the search suggestions are displayed in a way that matches the overall site branding:

Klevu provides two layout options in search as you type.

1. Instant autocomplete layout (Default)

Examples - [Morris4X4Center](#) & [Glitzy Secrets](#)

2. Instant faceted search layout

Examples - [Gilchrist & Soames](#) & [SMKW](#)

To change the layout, login into the Klevu Merchant Center with the registered email id and password.

Custom CSS

In order to add your own custom CSS to the overlay, please follow the following steps:

1. Login into Klevu Merchant Centre (<https://box.klevu.com>) with the registered email id and password
2. Choose the appropriate store from the drop down at the top
3. Go to Customizations → Customize CSS

Here, it shows the current CSS used on your site to render search results.

1. Save temporary for preview: Changes will be saved temporarily. You can see the preview by clicking on the Preview button
2. Save & publish: By clicking on the button, changes will be published to live site
3. Make this copy default: You can save the current copy of CSS as default.
4. Reset to default: If you are not happy with your changes then you can revert back to default copy.



Day 5 - Magento Customizations

Difficulty: Hard

Time required: 2-8 hours



Day 5 - Magento Customizations

Further to allowing customisation to the search overlay, Klevu also provides flexibility in the ability to style the search results page.

This is controlled within module files provided that sit within the Magento application code. As with any Magento module, the code is completely open and extensible. It is advised that changes are made to these files via proper version control and with the knowledge or assistance of your development team.

In order to make styling changes to the search results page, please follow the following steps:

1. Open `klevu-landing-page-style.css` under
[magento-root-directory]/skin/frontend/base/default/css/klevu/ for Magento 1 and
[magento-root-directory]/vendor/klevu/module-productsearch/view/frontend/web/css/ for Magento 2
 2. Make changes in CSS as per your requirement
 3. Save the file
-



Day 6 - KMC Customizations part 2

Difficulty: Intermediate

Time required: 2-6 Hours



Day 6 - KMC Customizations part 2

Part of Klevu's strength is the flexibility it offers to include various features via some simple configuration within the KMC. It provides ways to layer manual customisation and enrichment over the top of the powerful machine learning algorithms that happen behind the scenes. The following configurations are available:

Out of Stock products

This part of the configuration allows you the merchant to customize the messaging used on the site when a user searches for an out of stock product.

By default Klevu does not show a caption with out of stock products.

Enter the text here if you want to show the caption with out of stock products:

Out of Stock Products ?

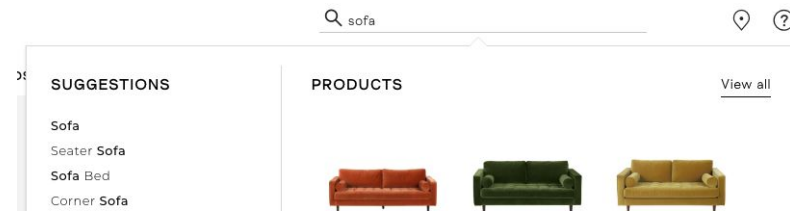
Show out of stock products in search results

Caption for Out-of-stock products

By default, Klevu does not show caption with Out-of-stock products, Enter the text here if you want to show the caption with Out-of-stock products.

Popular Searches and Recent Searches

Klevu automatically generates a top 5 popular search keywords by default. You can also manually add up to 5 keywords of your own to show the end user as “popular searches” on the frontend of the site.



Include Keywords: Use this if you want to show specific keywords in popular searches, add the keywords here. Please note, you can add maximum 5 keywords.

Exclude keywords: Use this if you want to exclude specific keywords from popular searches generated by Klevu, add the keywords in this section.



Day 6 - KMC Customizations part 2

Responsive (Mobile Friendly) Search Results

Responsive design is a best practices and recognised standard nowadays. This is simply due to the ever growing number of mobile and desktop devices all with varying screen resolutions.

Therefore any features on your site should ideally support responsivity. Klevu search recognises this and has architected it's search templates with responsivity in mind.

Some sites still don't support responsivity for a variety of reasons so we have made this an option within the KMC.

Simply click to enable responsive search layout.

Display Product Code (SKU)

Merchant requirements on how products display can vary a lot.

We have made displaying the product SKU within the search results an optional configuration.

Product Code (SKU) ?

Show product code (SKU) in search results

This configuration will toggle the displaying of SKU on and off.





Day 6 - KMC Customizations part 2

Default thumbnail for missing images

Sometimes Magento will be missing the appropriate product image. This can happen for a number of reasons such as failure to connect to the CDN, failure in the search syncing process or simply just a lack of assigning the image to a product.

Klevu will display the below image by default however it also provides the option to provide your own custom image to display in this event.



Default Product Thumbnail Image ⓘ

URL of product thumbnail image

Image on this URL will be displayed when product image is missing.

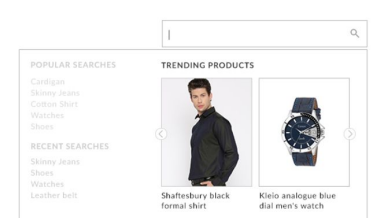
Personalized Search Recommendations

Personalized search recommendations brings intuitive shopping experience to shoppers. We bring instant results upon a click in the search box that finishes shoppers' thoughts. This part of the configuration has the potential to significantly boost your conversion rates by showing the end user the most regularly searched products as well as recent products being searched in the site.

It reduces friction for more common searches and gets the product in front of the user, quicker.

Klevu provides two simple configurations for this: Show trending products and show recently viewed products (based on the users search history)

- Show trending products
Show the most trending products based on shopper's personalized search history. It may take upto 12 hours to build store-wide trending products.
- Show recently viewed products
Show search-led clicked products based on shopper's personalized search history.



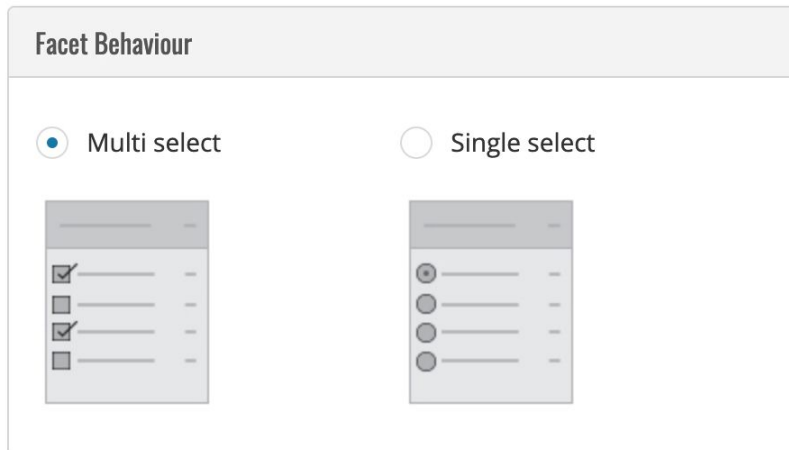
If you require further detail then please see [here](#) are instructions that explain how to set this up in more detail.

Day 6 - KMC Customizations part 2

Facet Control Center

Facets offer a further enhancement to the site search, providing the user with a function to filter their search results based on product attributes. This works in the same way as Layered Navigation within Magento, by showing all attributes associated with the search based on attributes set to “Visible in search results”

Klevu provides great flexibility by giving the merchant options to use either a multi or single select UI as well as providing an easy interface to reorder the position of the



More information on setting this up correctly at Magento's end can be found below:

Adding Attributes as facets in search results - <https://support.klevu.com/knowledgebase/adding-attributes-facets-search-results/>

Indexing Additional attributes with Klevu search - <https://support.klevu.com/knowledgebase/indexing-additional-attributes-with-klevu-search/>

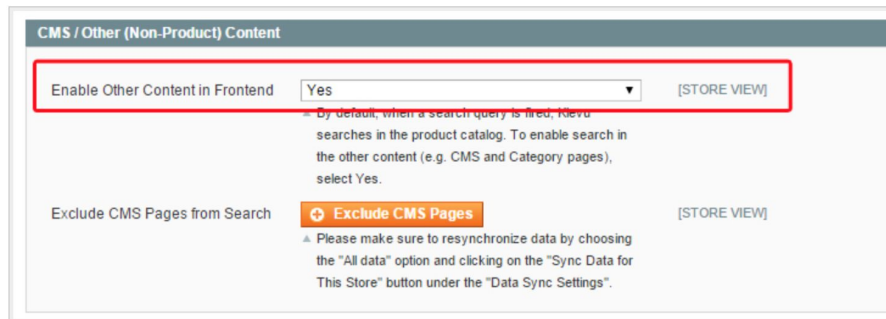
Show/Hide Specific Facets in search results - <https://support.klevu.com/knowledgebase/showhide-specific-facets-in-search-results-2/>

Day 6 - KMC Customizations part 2

CMS search

Further to the indexing of your site catalog Klevu provides the ability to index CMS page content from your Magento instance and display these within search results. By using this feature you can get the benefit of Klevu's natural language processing (NLP) to provide the end user with relevant and helpful search results.

Klevu provides a configuration within the Magento module to allow the user to switch this feature on and off:



More information on configuring this can be found here:

Displaying CMS/Other (Non-Product) content in search results - <https://support.klevu.com/knowledgebase/displaying-cms-other-non-product-content-in-search-results-magento-2/>

Integrating articles, blogs, or CMS pages from non-Magento platform -

<https://support.klevu.com/knowledgebase/integrating-articles-blogs-or-cms-pages-from-non-magento-platform-2/>



Day 6 - KMC Customizations part 2

Customizing Add-to-cart functionality

In a further effort to reduce friction for the end user and to make the transition to shopping cart easier, Klevu provides a simple option within the Magento extension to display the add to cart button directly within the search results overlay.

Add To Cart Button

Show Add To Cart Button Yes [STORE VIEW]

If enabled, the Add To Cart button is displayed for every product in the Klevu Search results. [Customization Guide](#)

More information can be found here:

<https://support.klevu.com/knowledgebase/customizing-add-to-cart-functionality-magento-2/>

Customizing Pricing Format

Price formatting is a requirement that varies a lot between merchants therefore Klevu provides an easy way to customise how prices are displayed on the front of your site within the KMC.

It provides options to toggle the display of prices on and off, how to display the price in the facet (price slider vs checkboxes) and also a variety of other configurations including currency symbol, decimal place configurations and more:

Price Format

Digits after decimal	Currency symbol
2 (e.g. \$199.50)	USD
Decimal separator	Currency symbol position
Period (e.g. \$199.50)	Before price (e.g. \$199)
Thousand separator	
No separator (e.g. \$1000)	

More information this can be found here:

<https://support.klevu.com/knowledgebase/customizing-price-format/>



Day 6 - KMC Customizations part 2

Show search report in email

Klevu provides an optional report on search data via email. This can be enabled / disabled from within the KMC as well as providing the option to adjust the frequency as either daily or weekly:

Search Report in Email

Klevu sends daily and/or weekly search analytics report to the email id(s) provided here.

Receive search analytics report in email

Email id

Daily Weekly

More information on this can be found here:

<https://support.klevu.com/knowledgebase/search-report-in-email/>

Customizing No Results Found Page(s)

Occasionally an end user will end up searching for something that returns no search results. Most systems simply display “No results found”. Klevu recognise this as a missed opportunity to direct the user to useful and relevant content. Therefore we provide configurations to customise the messaging as well as provide dynamic messaging based on the keywords used in the search.

It also provides the ability to upload banners to enrich the no results page:

Message

Common Message

You can use {searchTerm} tag anywhere in the message and it will be automatically replaced with the searched term for which Klevu couldn't find result. **Example:** We're sorry, no results found for {searchTerm}.

Keyword Specific Message

Keywords Message

Enter keyword Enter Message

More information this can be found here:

<https://support.klevu.com/knowledgebase/customizing-no-results-found/>



Day 7 - KMC Promotions Part 1

Difficulty: Easy

Time required: 1 hour



Day 7 - KMC Promotions Part 1

Product Level Boosting

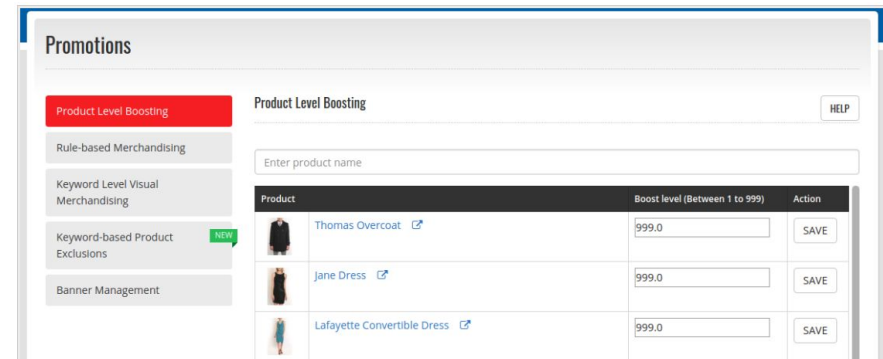
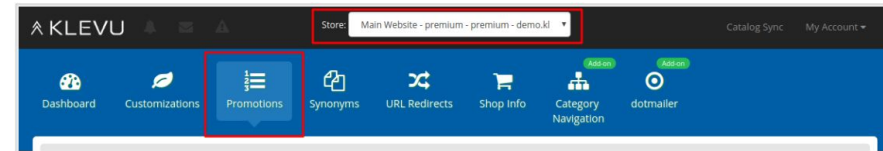
Klevu provides the ability to manually boost individual product visibility from within the KMC. This is particularly useful when you want to promote products and assign importance to them on a granular basis.

When a set of products are returned in a response to a customer query, the ones with higher manual boosting are ranked higher vs. those with no manual boosting or lower manual boosting.

Follow the steps below to boost individual products:

For Magento and other platforms:

1. Login into Klevu Merchant Center (<https://box.klevu.com>) with the registered email id and password
2. Choose the appropriate store from the drop down and Click on the Promotions tab:

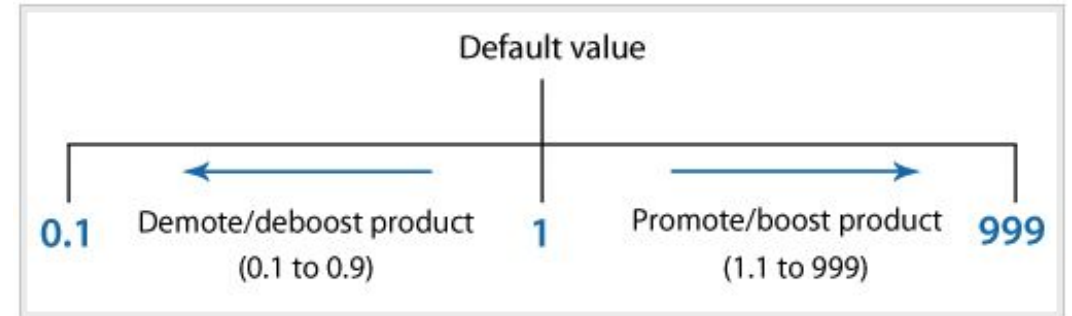


Day 7 - KMC Promotions Part 1

By default, it shows the list of boosted products. Search for the product that you want to boost.

Assign a boosting score: You can assign a boosting score (a decimal value) between 1 and 999 where 1 is the lowest boosting score and 999 is the highest one. By default, every product has a boosting score of 1.0. To demote a product, use the boosting score between 0.1 and 0.9.

> Click on the Save button





Day 7 - KMC Promotions Part 1

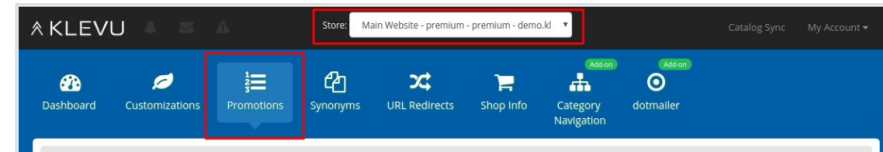
Rule-based merchandising (Collections & Attributes boosting)

With the Rule-based Merchandising UI, you can manage product promotions based on your business logic. Here, you can create promotion rules to prioritize products under specific categories and/or with specific attribute values.

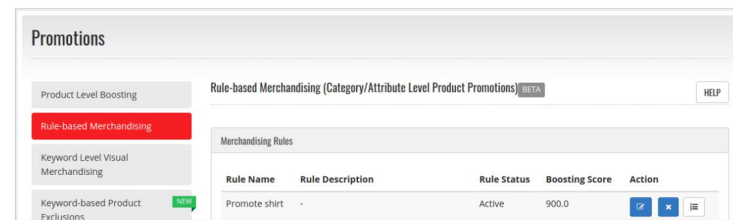
How to promote products in bulk?

> For Magento and other platforms:
Login into Klevu Merchant Center (<https://box.klevu.com>)
with your registered email id and password.

> Choose the appropriate store from the drop down and
click on the Promotions tab.



> Click on the Rule-based Merchandising tab.



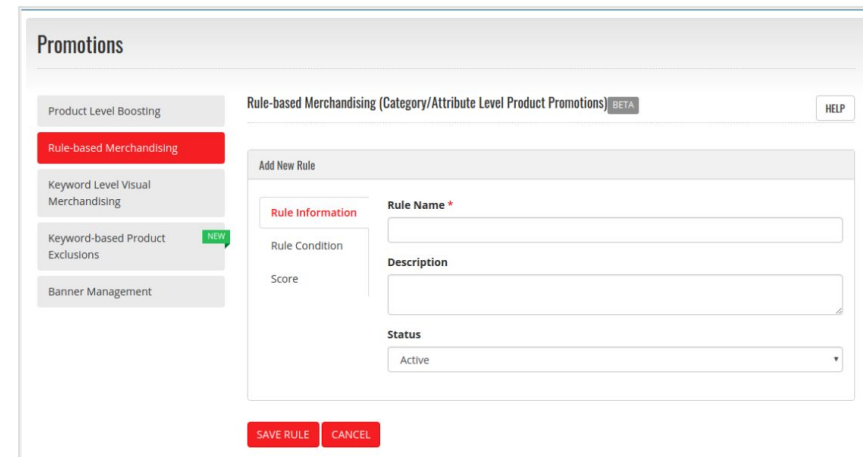
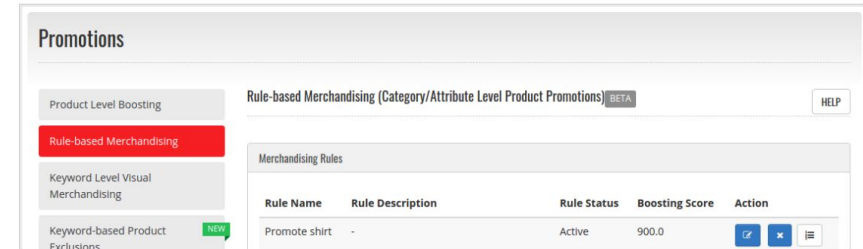
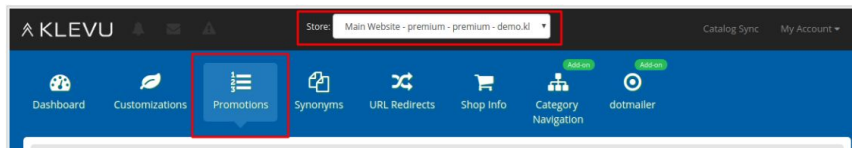


Day 7 - KMC Promotions Part 1

> Click on the Add New Rule button to start adding a product promotion rule.

> Rule Information:
Give a friendly name to your rule and add some description.
Select the status as Active.

> Rule Condition: Here, you can create various “conditions” to promote products in search. Click on the plus button to select the appropriate category or attribute name. Choose the appropriate operator and a value for the selected category and/or attribute.





Day 7 - KMC Promotions Part 1

> Boosting Score: When a product satisfies all the “conditions”, the boosting score specified here will be assigned to this product. Please, make a note of the following points:

> By default, every product has a boosting score of 1.0.

> You can assign a boosting score (a decimal value) between 1 and 999 where 1 is the lowest boosting score and 999 is the highest one.

> To deboost a product, use the boosting score between 0.1 and 0.9.

> Click on the Save Rule button to save the rule. Once the rule is saved, please allow up to 20 minutes for the changes (i.e. product promotions) to be visible in the search results.

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> By default, every product has a boosting score of 1.0.

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> To deboost a product, use the boosting score between 0.1 and 0.9.

> Click on the Save Rule button to save the rule. Once the rule is saved, please allow up to 20 minutes for the changes (i.e. product promotions) to be visible in the search results.

More information this can be found here:

<https://support.klevu.com/faq/how-does-klevu-rank-products-2/>



Day 8 - Promotions Part 2

Difficulty: Intermediate

Time required: 2 Hours



Day 8 - Promotions Part 2

Keyword-level Visual Merchandising

Keyword-level merchandising allows you to promote certain products based on the keyword used. This is a powerful feature as it allows an extra layer of enrichment on top of the Klevu machine learning and NLP algorithms.

How to promote products always on top in search results?

> For Magento and other platforms:
Login into Klevu Merchant Center (<https://box.klevu.com>) with your registered email id and password.

> Choose the appropriate store from the drop down and click on the Promotions tab.

> Click on the Add New button.

> Keywords: Here, enter the comma separated keywords (search terms) for which you want to show products always on top in the search results.

> Set top products: Here, search for the product → Drag and drop the product to the 'Top Products' box.

> Click on the Save and Boost button. Please allow up to 20 minutes for the changes to be visible in the search results.

> Excluding products from search results on specific search keyword(s) -

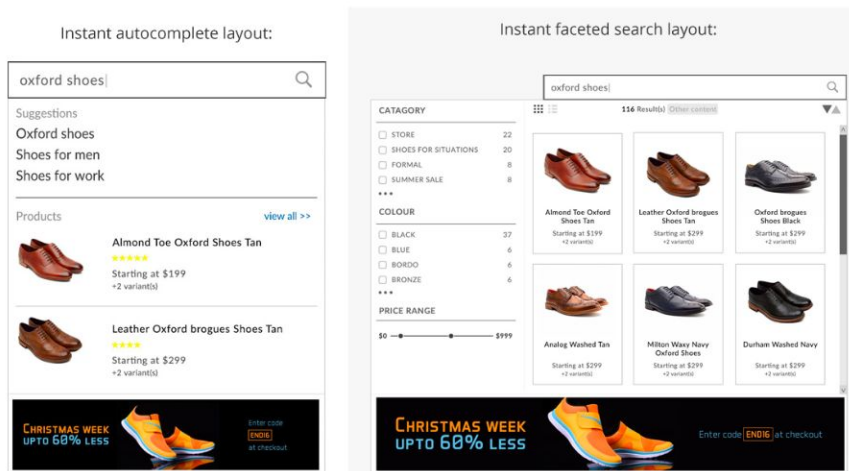
<https://support.klevu.com/knowledgebase/excluding-products-from-the-search-results-on-specific-search-keywords/>



Day 8 - Promotions Part 2

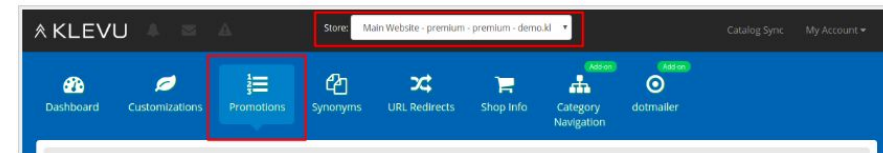
Banner Management

Banner Ad is used for promotions in quick search (search-as-you-type) and on search results page. With this feature, you can associate banners with specific keywords and show them when these keywords are searched.



Follow the steps below to setup a banner ad:

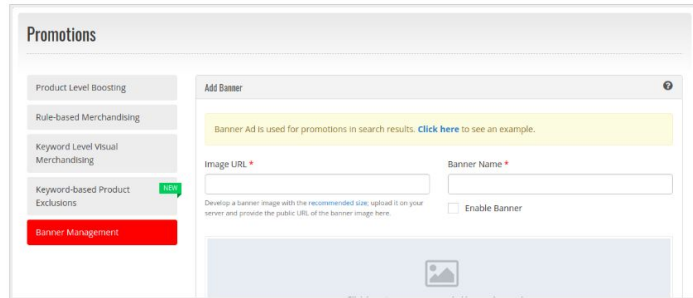
- > Login into Klevu Merchant Center (<https://box.klevu.com>) with your registered email id and password
- > Choose the appropriate store from the drop down and click on the Promotions tab.



- > Click on the Banner Management tab.

Day 8 - Promotions Part 2

Banner Management continued..



> Image URL: Develop a banner image with the recommended size; upload it to your server and provide the public URL of the banner image.

- Recommended size:
- Width: [Container of the search results page]
- Height: 265px

> Banner Name: Provide a friendly name to the banner (i.e Christmas sale). Check “Enable Banner” box.

> Target URL: Provide URL of the page where customers should be taken when they click on the banner.



> Ad Duration: Select “From” and “To” dates for the duration when the banner should be displayed. The “To” date parameter is optional. If the “To” date parameter is not selected, the banner will be displayed all the time.

> Show this banner on: select at least one of the options,

- a. Quick search: Banner will be displayed on the quick search UI. Select the position of the banner in the quick search.
 - i. Top: Banner will be displayed at the top of quick search UI.
 - ii. Bottom: Banner will be displayed at the bottom of quick search UI.



Day 8 - Promotions Part 2

Banner Management continued..

- Search results page: Banner will be displayed on the search results page
 - Show this banner for: select one of the options,
 - Any search term: Banner will be displayed as default for any search term.
 - Specific search terms: Here, you can associate search terms with the banner. It will be displayed only for the given search terms. For more than one search term, use comma (,) as a separator.
 - Click on the Save and Publish button.
 - Banner Management for Preserved Magento Theme Layout -
<https://support.klevu.com/knowledgebase/showing-promotional-banners-in-search/>
-



Day 9 - KMC Synonyms

Difficulty: Intermediate

Time required: 4 Hours



Day 9 - KMC Synonyms

Synonyms in Magento are treated differently than how they are used in Klevu.

In Magento, when someone says “beautiful” is a synonym for the word “gorgeous”, it literally means, if someone types in “gorgeous”, use the term “beautiful” to search; do not use the term “gorgeous” at all. It is also important to note that synonyms in Magento only work when the entire query matches the words used for synonyms. Here, if someone says “gorgeous purse”, Magento will NOT replace the term “gorgeous” with the term “beautiful”.

Klevu on the other hand treats synonyms differently. If a customer types in “gorgeous”, Klevu will search for both the terms (i.e. “gorgeous” and “beautiful”). At the same time, it doesn’t have to be the exact query for the synonyms to work. In other words, if a customer searches for “gorgeous purse”, it will fire the following query (gorgeous OR beautiful) AND purse

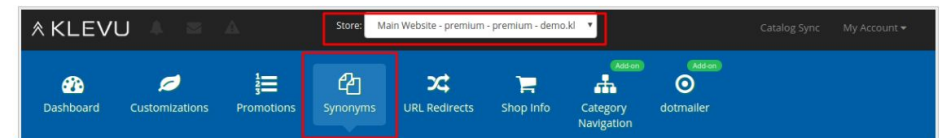
In case of the quick search UI, the query is directly submitted to the Klevu servers. The same is true for the landing page based on the Klevu template.

In both the cases, synonyms provided in the Klevu Merchant center will be utilized to find the products.

If you are using the native layout option for the landing page, Magento will first look at the query and if there is any applicable synonym, it will replace the original query with the synonym specified in the Magento admin panel. This query is then submitted to the Klevu servers. If there are any synonyms applicable on this modified query, they will be utilized.

These synonyms, where applicable, are automatically added to the query at runtime and searched along with the original terms searched by the shoppers.

Login into Klevu Merchant Center (<https://box.klevu.com>) with the registered email id and password

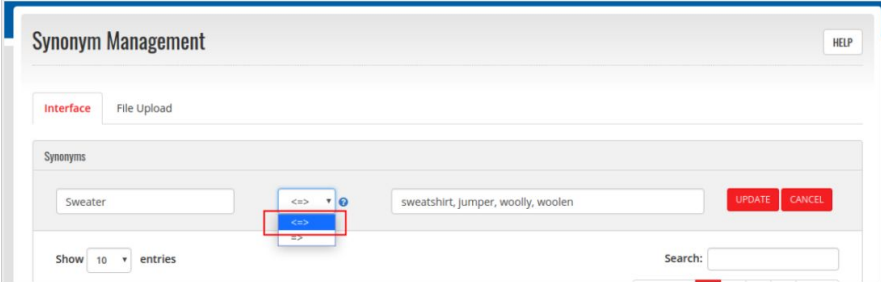




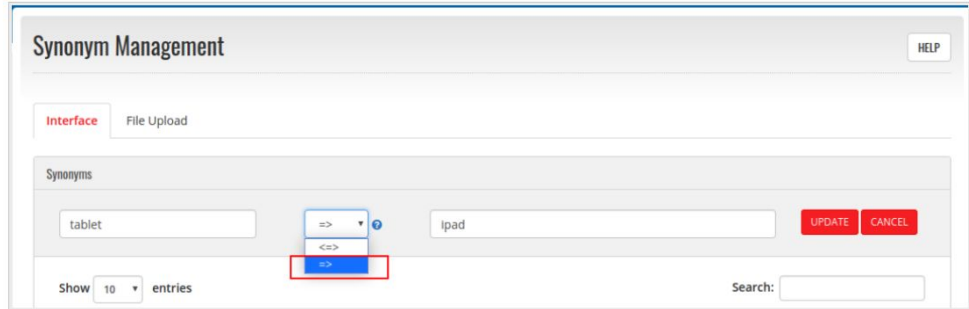
Day 9 - KMC Synonyms

From Interface | **File Upload**

Adding bi-directional synonyms: For example,
Search term: Sweater
Direction: <=> (bi-directional)
Synonym: sweatshirt, jumper, woolly, woolen



Here, all the words (Sweater, sweatshirt, jumper, woolly, woolen) are treated as synonyms of one other. In other words, when a shopper searches for one of these words, all the other synonyms of the same are searched as well. **Adding uni-directional synonyms:** For example,
Search term: tablet
Direction: => (uni-directional)
Synonym: ipad



Here, when a shopper searches for the term "tablet", the words "ipad" too are searched. However, the vice-versa is not true.



Day 10 - URL Redirects

Difficulty: Intermediate

Time required: 4 Hours



Day 10 - URL Redirects

The URL Redirect feature is useful if you want to redirect your shoppers to specific pages on specific keywords.

Klevu offers two types of layouts for the landing page.

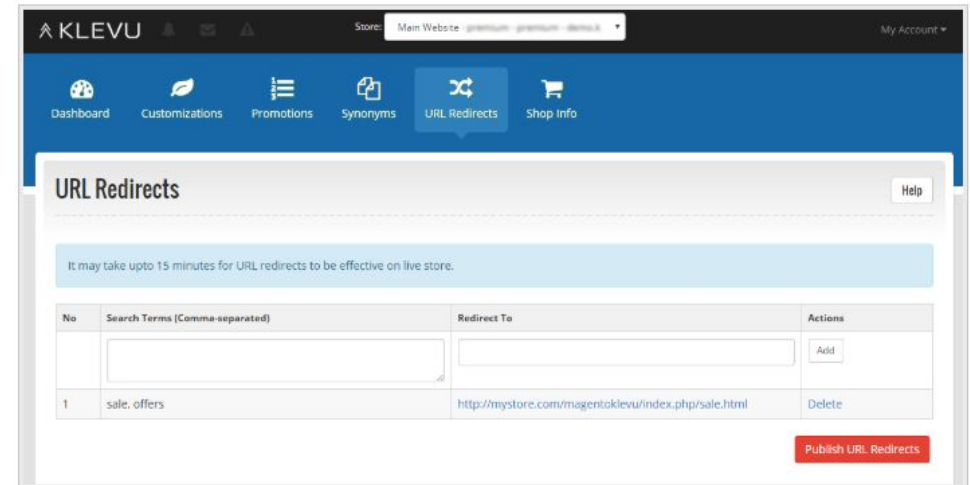
1. Based on the Klevu Template
2. The one that preserves your native theme layout

Depending on which layout you have chosen our javascript decides where to take your shoppers to when they press the enter key in the search box. But before the shopper is redirected to the search results landing page, our JS will check if there is any URL redirect set in the Klevu Merchant Center (KMC). If there is any URL redirect found for the entered keyword (exact match), the shopper will be taken to that page.

Only when you have chosen the preserving your native layout option and if there is no applicable URL redirect found in KMC, URL redirects in Magento backend are looked upon. If there is any URL redirect found in the Magento backend, it will be respected.

Follow the steps below to manage URL Redirect

1. Login into Klevu Merchant Center (<https://box.klevu.com>) with the registered email id and password
2. Choose the appropriate store from the dropdown
3. Click on the URL Redirects Tab





Day 10 - URL Redirects

4. In the Search Terms field, enter comma-separated keywords
 5. Enter a page URL in the Redirect To field
 6. Click on the Add button
 7. Once you have set up all the redirects, click on the Publish URL Redirects button
-



Day 11 - Overall Search Statistics

Difficulty: Easy

Time required: 1 Hour





Day 11 - Overall Search Statistics

Klevu dashboard produces the detail search insights of your site. It helps to create razor sharp SEO and promotional campaigns. Concrete data helps increase conversion rates. Depending on your plan, one can see the search insights up to last 120 days.

Overall Search Statistics

05/12/2016 - 03/01/2017

TOTAL SEARCHED QUERIES: 263

TOTAL PRODUCT CLICKS: 35

Keywords Clicks Locations Most Sold Products

Most frequently searched keywords

Keyword	Count
shirt	33

Within search insights, you can view summarized and detailed report of searched queries, keywords, product clicks, locations and Klevu led sales conversion.

Overall Search Statistics

30/03/2017 - 05/04/2017

TOTAL SEARCHED QUERIES: 25325

TOTAL PRODUCT CLICKS: 15686

TOP LOCATION: odense(denmark)

TOTAL SALES: USD 82,553.30

Keywords Clicks Locations Most Sold Products

EXPORT DATA

How to export search statistics data?



Day 12 - Integrating Google Analytics with Klevu

Difficulty: Intermediate

Time required: 2 Hours

Day 12 - Integrating Google Analytics with Klevu

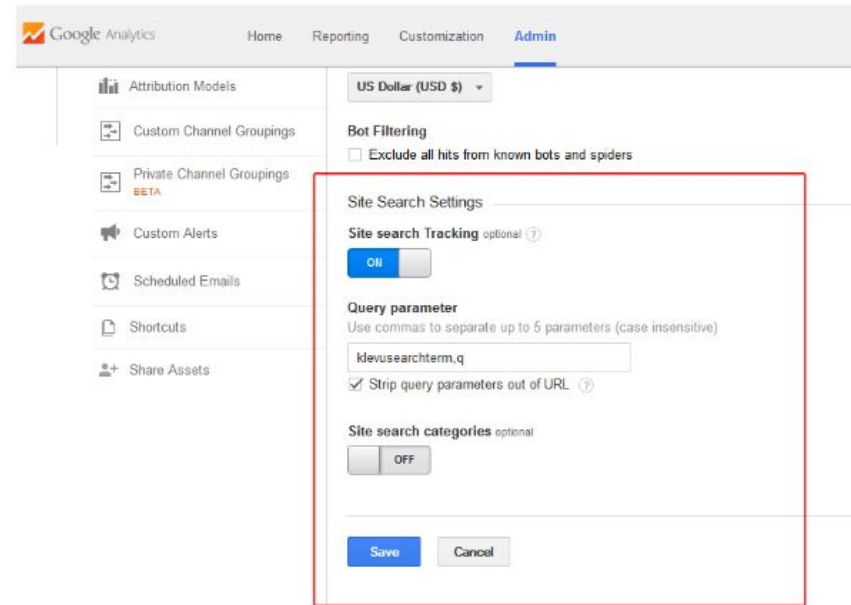
If you are using Google Tag Manager, please also follow the steps in the guide below to integrate Klevu with your GTM account.

GTM Integration Guide

By default, Google analytics tracks the search queries which are redirected to search landing page (search results page).

If you want to track the “Search-as-you-type” queries (AJAX search) in google analytics, here are the steps:

1. Login to your Google Analytics account at <http://www.google.com/analytics>
2. Click on Admin
3. Click on View Settings
4. Under the Site Search Settings, turn on Site search Tracking (if it is not already on).
5. Input klevusearchterm as the additional Query Parameter
6. Check the box Strip query parameters out of URL
7. Click on the Save button





Day 13 - Smart Category Navigation Add-On (Optional)

Difficulty: Intermediate

Time required: 1 Hour



Day 13 - Smart Category Navigation Add-On (Optional)

On top of the standard search overlay and search results page, Klevu also now provide a feature to harness the power of its machine learning and NLP capabilities on Magento's category pages.

This allows merchants to display personalised product listing and category pages based on the end users preferences and past behaviour.

It also allows merchants to manually merchandise positioning of products on the listing page for optimal results.

Enabling this feature is a two step process. You need to configure it within the KMC and Magento configuration.

1. By default, Smart Category Navigation add-on is disabled. To enable this add-on, go to Klevu Merchant Center → Category Navigation, and request for a quote
2. It requires Klevu Magento extension version 2.2.5 or above
3. It requires Klevu Growth, Premium, Premium+ or Enterprise plan
4. Update the developer settings in Magento Admin panel
5. Go to Stores → Configuration → Klevu → Search Configuration
6. Go to Developer Settings (the option is visible at “default config” level)
7. Set Enable partial updates for stock and price to Yes

The screenshot shows the 'Configuration' page for 'Klevu Search' in the Magento Admin panel. The 'Developer Settings' section is expanded, showing several configuration options. A red box highlights the 'Enable partial updates for stock and price' setting, which is currently set to 'Yes'. Other visible settings include 'Use Collection Method' (Yes), 'Force Logging' (Yes), 'Log level' (Information), and 'Using an ERP OR 3rd party tool for product updates' (Yes). A 'Save Config' button is visible in the top right corner.



Day 13 - Smart Category Navigation Add-On (Optional)

8. If you are using an ERP OR 3rd party tool for product updates, set Using an ERP OR 3rd party tool for product updates to Yes

9. Click on Save button.

Enable Smart Category Navigation:

Login to your Magento Admin Panel

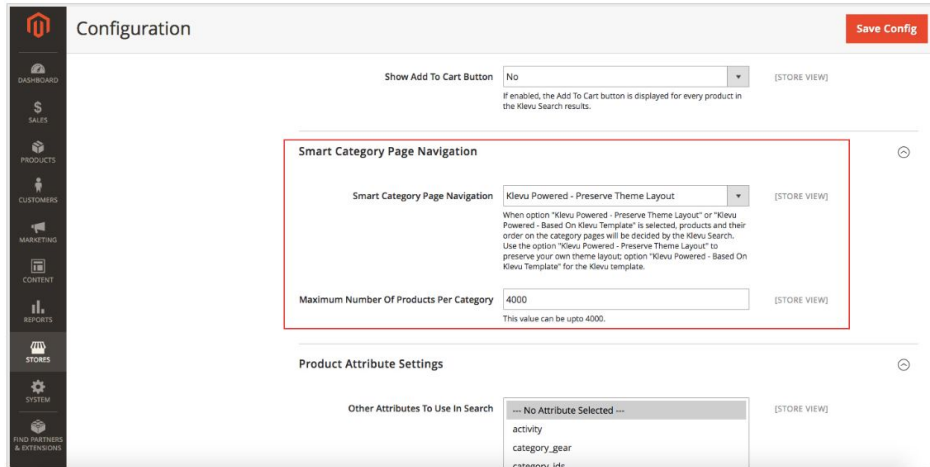
Go to Stores → Configuration → Select Store View → Klevu → Search Configuration

Scroll down to Smart Category Page Navigation section

The screenshot shows the Magento Admin Panel Configuration page for the 'Developer Settings' section. The 'Using an ERP OR 3rd party tool for product updates' setting is highlighted with a red box and set to 'Yes'. The setting description reads: 'If store is integrated with an ERP OR 3rd party tool for product updates (i.e. stock or price data) set this value to 'Yes''. Other visible settings include 'Use Collection Method' (Yes), 'Force Logging' (Yes), 'Log level' (Information), and 'Enable partial updates for stock and price' (Yes). A 'Save' button is located at the bottom of the configuration area.



Day 13 - Smart Category Navigation Add-On (Optional)



4. Here you have two layout options to enable Klevu powered Smart Category Page Navigation

Klevu Powered – Preserved Theme Layout (Recommended): All the UI elements on the category pages will be as it is, only the product listing will be powered by Klevu’s machine learning algorithm. No UI customization needed.

Klevu Powered – Based On Klevu Template: Here, Klevu’s default template will be enabled on category pages with auto-generated facets, sorting options and Klevu powered product listing. UI is fully customizable.

5. Click on Save Config



Day 14 - Checklist

Difficulty: Intermediate

Time required: 2 Hours



Day 14 - Checklist

Enable cron

Make sure you have setup cron.php to be executed every 15 mins or so. Try to update a record the way you usually do and check if the cron execution sends the data across to our servers successfully. If not, please let us know with information on how did you update the record.

Prepare product synchronization script (if applicable)

If your catalog has more than 10K records or you are configuring Klevu on multiple store views, use an external script to manage product synchronization (see <http://support.klevu.com/section/manuals/magento-manuals/data-synchronization-magento/>)

Ensure index mode is correct

Make sure your indices are set to update on save.

System > Index Management > Change Index Mode > Update On Save

Ensure database structure has not been modified

Make sure you are not making any direct DB changes. If you are, then please also make sure that the update_at column in the catalog_product_entity table is updated for the respective products. If you are using any third party extension or using an ERP system to manage/update prices/stock, please see <https://support.klevu.com/faq/faqs/how-to-update-stock-and-prices-while-using-third-party-tool-or-erp/>.



Day 14 - Checklist

Enable the collection method to sync product data (if applicable)

If your catalog has more than 10K records or you are installing Klevu on multiple store views, use the collection method to synchronize data:

see <https://support.klevu.com/knowledgebase/enabling-collection-method-to-sync-data-magento-2/> for M2

see <https://support.klevu.com/knowledgebase/enabling-collection-method-in-place-of-product-object-to-sync-data/> for M1

Ensure appropriate attributes are visible to Klevu

Search queries are usually comprised of words from the product names and their associated attributes. Therefore, it is very important that you index all the attributes that you want to be included in the search.

Attributes that you like to be visible as facets must be set to be visible in the search layered navigation. The attributes that you want to be searchable but not visible in the facets must be provided as other attributes to index on the search configurations page in the magento admin panel (see <http://support.klevu.com/knowledgebase/make-more-attributes-as-searchable-in-search-result/>)

Set order of facets within the KMC

You can decide the order of facets from the Klevu Merchant Center (KMC) > Configurations > Facets. This can be done by moving the facets up and down.



Day 14 - Checklist

Set other preferences within the KMC

In KMC, there are several small settings that you should go through at least once. For example,

Setting up image placeholder, VAT caption, Whether you want to show products that are out of stock or not. If yes, if you want to set any out of stock caption. etc..

Ensure Klevu can promote products over accessories

If you are selling both the products and accessories, please let us know names of the products categories. It is recommended that the core product categories should have slightly higher weight than their respective accessories by default.

If you would like to use Model numbers let Klevu know

If your customers are searching by model numbers, please let us know so that we can enable the special processing of the model numbers.

Configure search synonyms

We encourage you to add your domain specific synonyms in the Klevu Merchant Center > Synonyms tab.



Day 14 - Checklist

Ensure order synchronization is enabled

Make sure the order synchronization is enabled. We use the checkout data to automatically re rank our search results.

Provide Klevu with your historical search data

If you have any past search data (e.g. searches, clicks and checkouts), please share them with us so that we can inject them to bootstrap learning from the day one (see <https://support.klevu.com/faq/is-it-possible-to-train-pre-train-bootstrap-klevu-search-engine/>).

Ensure Klevu API keys are unique for each store

Please make it absolutely sure that you are not using the same API keys between any two store views search configurations (and/or between staging and live sites). Please use of our guide on managing staging to live migration

<http://support.klevu.com/section/manuals/magento-manuals/migrate-klevu-search-from-staging-to-live/>

You are all set!

Please, write to us if you have any doubts/questions/feature requests. We love to hear your feedback and improve our product with your help :)
