Suppliers' guide to optimising Searchability basware

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1. Optimising searchability of items for Buyers

This guide lays out various ways that can make your content easier to search for in Marketplace.

2. How search results are prioritised in Marketplace

Search results in Marketplace are ranked based on scores. Each score is the sum of different weightings assigned to each item field. Fields with the highest to lowest weighting:

Level 1: Item ID/SKU

Level 2: Manufacturer Name, Product Name

Level 3: Keywords, Agreement Keywords, Contract Reference, Supplier Name, Attributes

Level 4: Description, UNSPSC Category Labels

This gives an overall score, and the item with the highest score will be placed highest up in the results. When searching using the term "bag" (see example below), Search will look for this term in Item ID, manufacturer/product name, keywords, contract ref, …, description and UNSPSC label.

Example: As "bag" was found in the item ID, product name and in description for "Capsule recycling bag" compared to only in the product name for "Gym bag", the former is ranked higher than the latter in Search Results.
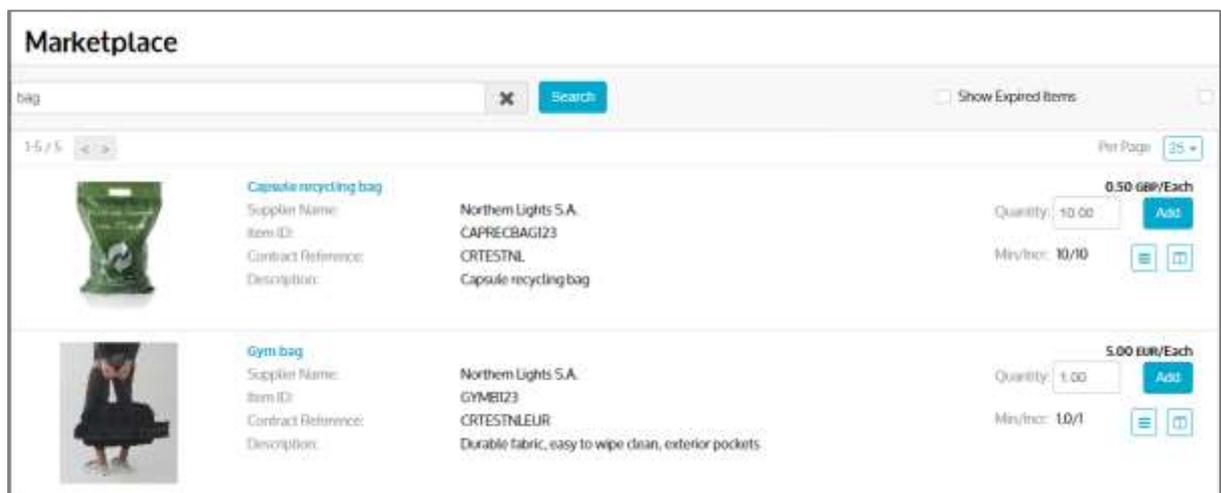
3. Improving searchability of your items in MP

There are various things you can do and keep in mind that can help your buyers find your items in Marketplace.

1.   Add keywords to your items. Use words that you expect buyers to use when searching.

![basware logo]

2. Use more general keywords compared to detailed ones. For example, for "iphone", use keywords such as "phone" and "mobile" to improve searchability.

3. When populating keywords, you do not need to duplicate words from other matching fields, such as item name, manufacturer name, etc. These are already included when searching.

Item Name	Keywords
Premium A4 80 gsm Copy Paper, White, 5 Ream Box	laser, inkjet, copy, fax machines, sheets, print

Figure 1. "Complimentary" keywords to description

4. When adding item attributes, be consisted in using case, as these are case sensitive. Other fields are not.

5. This, however, does not affect the searchability of attributes. But it does affect the filter categories and can cause unwanted duplicate filters in Marketplace.

Lead Time
- ☐ 10 (1)
- ☐ 30 Days (4)
- ☐ FI dqwdqw (1)
- ☐ QA 001 (1)

Lead time
- ☐ 0 (3)
- ☐ 10 (1)
- ☐ 11 (1)
- ☐ 12 days (2)
- ☐ 14 (1)
- ☐ 5 (2)
- ☐ 7 (1)
- ☐ FI dqwdqw (1)
- ☐ LT (6)

Figure 2. Duplicate filters due to case-sensitive attributes

6. Spaces and wordbreaks (such as hyphen, semicolons, etc.) does not affect searchability in most cases but can lead to the odd search result.

7. Numbers (such as bottle or paper sizes) are given lower priority in Description and fields other than Item ids.

8. Search is word-based, i.e. words such as "the", "and", etc. are ignored in Search. The exception is item ID.

9. Each item ID is chunked into blocks of three characters and Search locates each block anywhere in the Item ID (beginning, middle and ending of each ID).

10. When a Buyer uses item IDs to search, a minimum of three characters are needed for a sensible search result. As with the example under Point 2, the item ID "CAPRECBAG123" would be chunked into CAP|REC|BAG|123 and also C|APRE|CBA|G12|3, etc. If using less than three characters, results may not be matching.