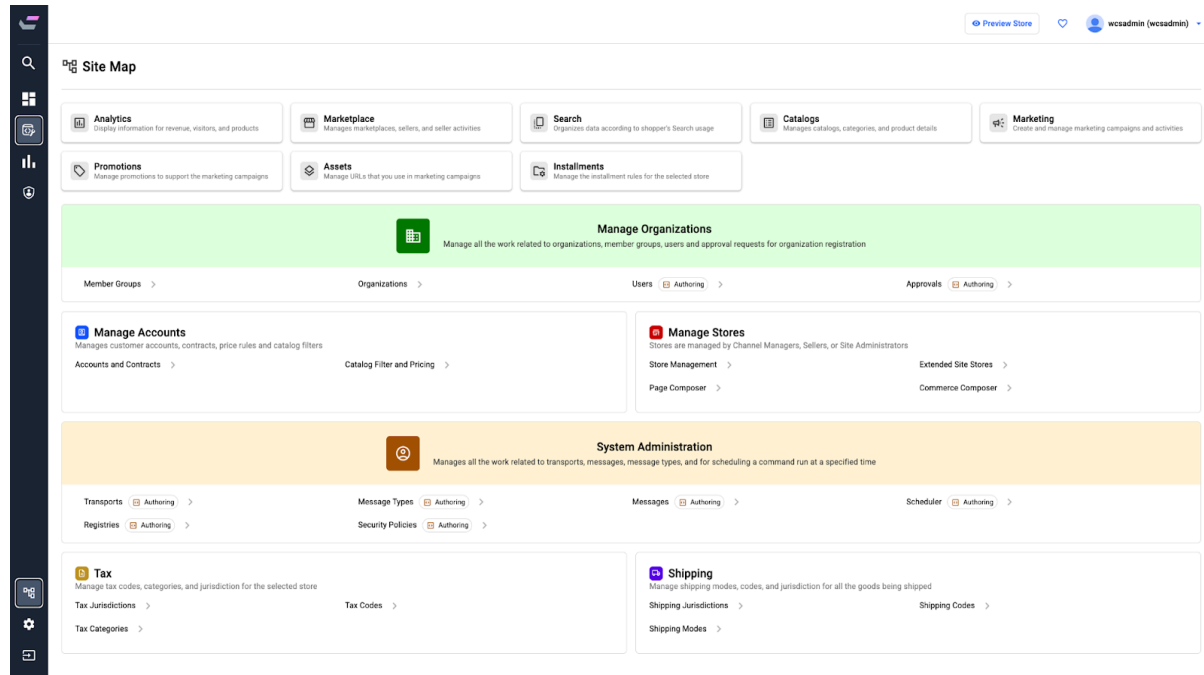


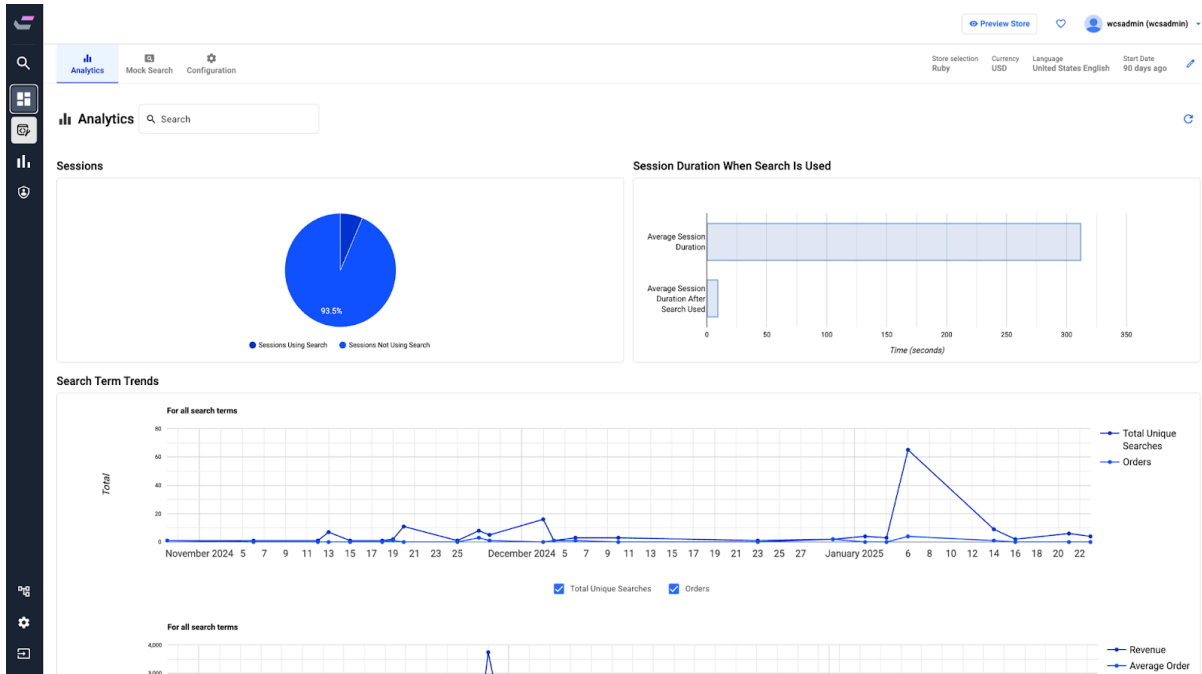
Search Tutorial

Step 1: View Search Analytics

1. Open the Search tool by clicking Search on the Site Map

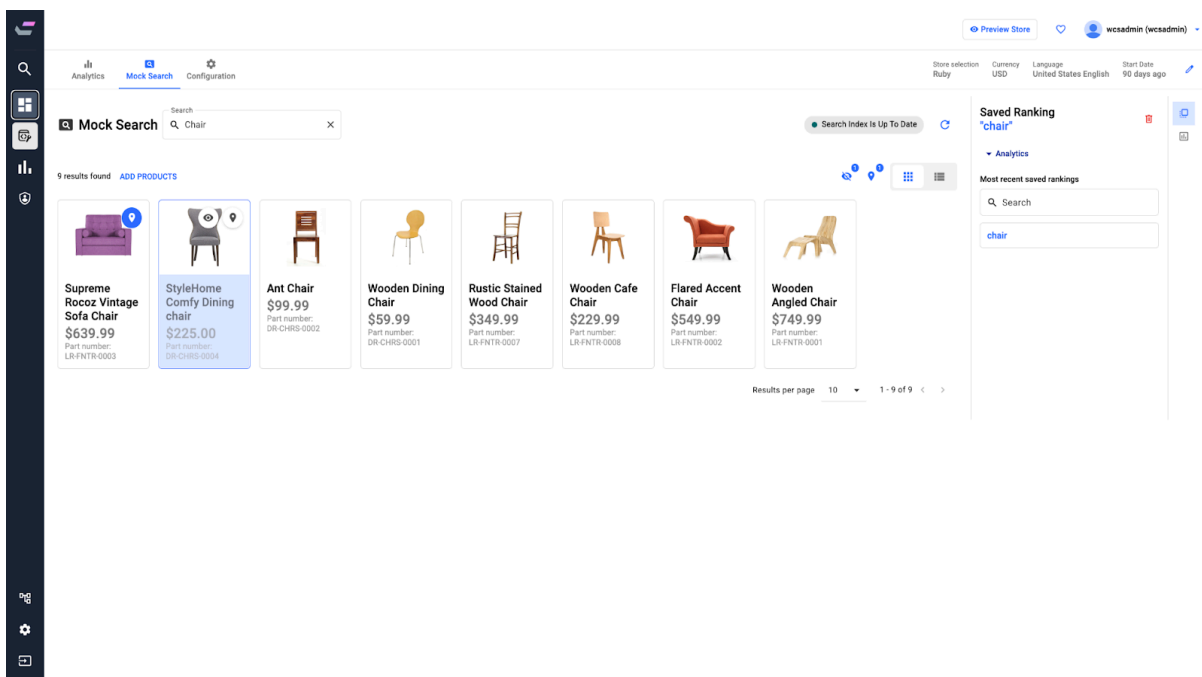


2. Navigate to the Analytics tab in the top right corner of the page
 - a. You will see Google Analytics data that reflects the overall performance of your site's search with the following key metrics shown:
 - i. Sessions using search vs not using search
 - ii. Session Duration When Search Is Used
 - iii. Search Term Trends
 - iv. Top Searches
 - v. Search Hits
 - vi. Search Misses



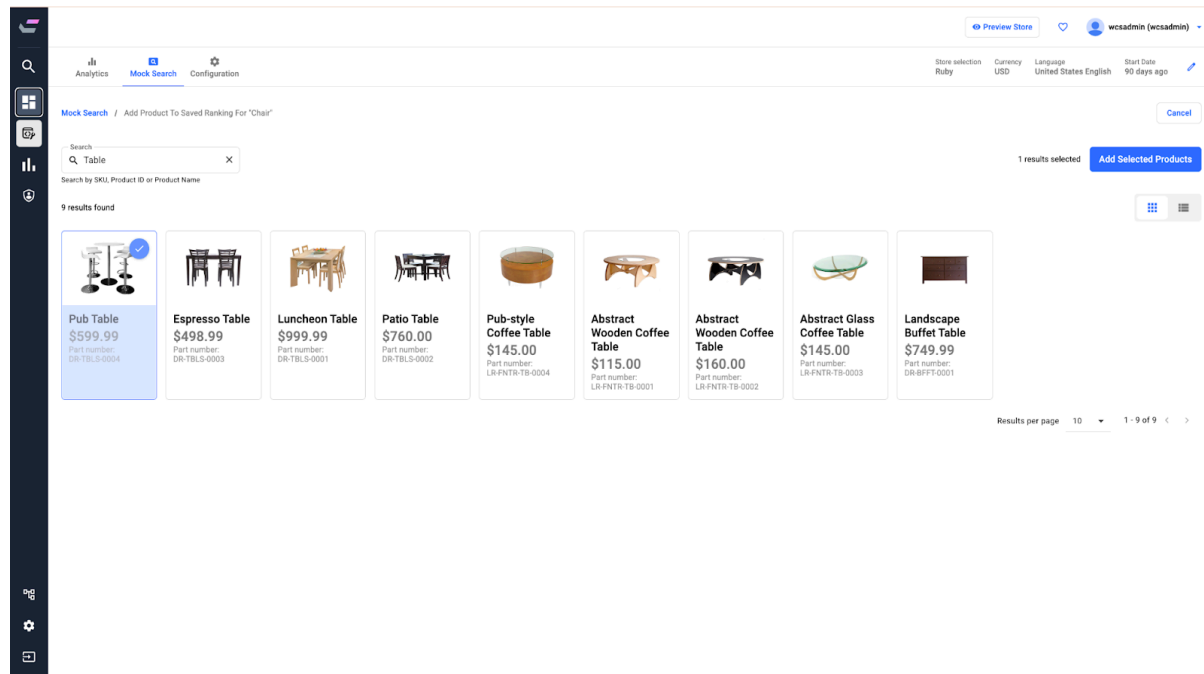
Step 2: Using Mock Search

1. Navigate to Mock Search to the right of the analytics tab
 - a. Search desired products that you would like to rearrange
 - b. Drag and drop the items in the order that you would want them to show when a search is performed
 - c. Click the pin to save the moved products in place
 - d. Click the eye icon on any product to hide it



Step 3: Adding Products to the Search Results

1. Under the search box click Add Products
 - a. Search the ProductID, Product Name, or SKU that you would like to add to the search results
 - b. Hover the product > click the check mark > click Add Selected Products



Step 4: Using Configuration to Add New Color Families

1. Go to the **Configuration** page > Select **Add New Color** > Enter the RGB or Hex color values for "Roll Tide."
2. Associate the new color with an existing color family, like **Red**.
3. Click **Add New Color**, and the color will be added to the red family

Add New Color