ORACLE NETSUITE

SEARCH SYNONYMS FOR YOUR ECOMMERCE WEBSITE WITH

NetSuite recently released the Synonyms feature that allows you to define variants of terms in your product catalog. With synonyms, shoppers can use familiar search terms and receive expanded results.

For example, suppose “trousers” is more commonly used in your catalog and the word isn’t as familiar as “pants” in a certain area. For pants to yield any results for shoppers, you can add it as a keyword for every relevant item, but that is a time-consuming task. You should preferably use the Synonyms feature and make one entry to define pants as a synonym for trousers. This way, when visitors type in “pants” the search results returns pants and trousers.