magmodules



Best Practices

Spotler Activate Search for Magento 2

These are the recommended ways to configure Spotler Activate Search based on what we've seen work well. Search is critical for conversion, so getting this right matters. We've included common scenarios and mistakes to avoid.

General Guidelines

Do's

- Export simple products (variants) for configurable products - customers search for specific variants
- Use "Auto-Link" for parent URLs - links directly to the right variant
- Map your brand attribute - enables brand filtering in search
- Enable Ajax add-to-cart - better UX from search results
- Set up cron for automatic daily feed updates
- Test search after initial setup to verify products appear correctly

Don'ts

- Don't export both configurable parents AND all simples - creates duplicates
- Don't include out-of-stock products without a clear strategy for showing them
- Don't select variant-specific attributes (color, size) in "Use Parent Data" - loses variant specificity
- Don't forget to regenerate feed after significant catalog changes
- Don't enable debug mode permanently in production

Common Scenarios

Scenario 1: Standard Fashion Store

Use case: Clothing store with configurable products (size/color variations)

Configuration:

Data > Product Types > Configurable Products:

- Use Configurable/Simple Products: **Only Linked Simple Products**
- Use Parent URL for Simples: **Yes, with Auto-Link**

- Use Parent Image for Simples: **Only if Empty**
- Use Parent Data for Simples: **Name, Description** (NOT color, size)
- Use Fallback only on Non Visible Simples: **Yes**

Data > Product Data:

- Brand: **manufacturer** (or your brand attribute)
- Extra Fields: Add `color` and `size` for faceting

Result: Each color/size variant appears as separate search result. Clicking links to the correct variant on the product page. Customers can filter by color, size, and brand.

Scenario 2: Electronics Store with Bundles

Use case: Computer store selling bundle packages (PC + monitor + keyboard)

Configuration:

Data > Product Types > Bundle Products:

- Use Bundle Products: **Only Bundle Product**

Data > Product Types > Configurable Products:

- Use Configurable/Simple Products: **Only Linked Simple Products** (for products with options)

Result: Bundles appear as single searchable items. Individual components (if also sold separately) appear on their own.

Scenario 3: B2B Store with Category Restrictions

Use case: Wholesale store where some categories are B2B-only

Configuration:

Data > Product Filter Options > Filter by Category:

- Enable: **Yes**
- Type of filter: **Exclude**
- Category: Select your B2B-only categories

Result: B2B products don't appear in public search. Public customers only find B2C products.

Scenario 4: Multi-Language Store

Use case: Store with multiple languages/store views

Configuration:

- Configure Account ID per store view (different Spotler account per language)
- Or use same account with language parameter in Spotler

Data > General:

- Enable feed per store view
- Customize filename per store view if needed (e.g., `feed_en.xml`, `feed_nl.xml`)

Result: Separate feeds per language, each with correct translations and URLs.

Scenario 5: Including CMS Pages

Use case: Want customers to find FAQ, shipping info, and about pages via search

Configuration:

Data > CMS Pages:

- Enable: **Selected CMS Pages**
- Selection: FAQ, Shipping Information, About Us, Contact

Exclude: Checkout success, 404, privacy policy, terms

Result: Informational pages appear in search alongside products.

Performance Tips

Feed Generation

Large catalogs (50k+ products):

- Lower the batch size if hitting memory limits
- Run generation during off-peak hours
- Monitor execution time in Feed Log

Feed freshness:

- Daily cron is sufficient for most stores
- More frequent only if prices/stock change constantly
- Manual regeneration after bulk imports

Frontend Performance

Search overlay loading:

- Use "Automatic" loader unless you have specific needs
- The Spotler script is optimized and CDN-hosted

Add to cart:

- Enable Ajax add-to-cart for better UX
- Avoids full page reload when adding from search

Common Mistakes

Mistake: Exporting both parent and simple products

Why it's wrong: Creates duplicate results in search. Customer sees "Blue T-Shirt" (configurable) AND "Blue T-Shirt - Size M" (simple).

Correct approach: Choose one strategy:

- **Simple products only** (recommended) - shows specific variants
- **Parent only** - shows one result per product

Mistake: Selecting all attributes for "Use Parent Data"

Why it's wrong: If you select Color and Size, all simples inherit the parent's (empty or generic) values. Loses the variant-specific data.

Correct approach: Only select attributes that should be inherited (Name, Description, Brand). Keep variant attributes (Color, Size, GTIN) on the simple.

Mistake: Not filtering out-of-stock properly

Why it matters: Customers find products, click through, see "out of stock" - frustrating.

Options:

1. Exclude out-of-stock from feed entirely
2. Keep in feed, configure Spotler to show "Out of Stock" badge
3. Keep in feed, sort in-stock products higher

Mistake: Wrong category filter logic

Common error: Include filter, but simple products aren't in the included categories (only parent is).

Correct approach: For configurable products, ensure simple children are also assigned to the categories you're including. Or use exclude logic instead.

Mistake: Forgetting to regenerate after catalog changes

Why it matters: Feed shows old/missing products. New products don't appear in search.

Correct approach:

- Cron handles daily updates automatically
- Run `bin/magento sooqr:feed:create` after bulk imports
- Check Feed Log to verify generation completed

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Spotler Activate Search extension on magmodules.eu

All articles for Spotler Activate Search

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Configuration Guide

Troubleshooting

1	Troubleshooting

Grids

1	Feed Log Grid

Background

1	**Best Practices (current)**
2	CLI Commands

