

Tips and tricks to help any supplier best rank in search.



Target Product Names

Product names should be product names and not hacked to include what the product actually is. For example, “Veggie Protein Plus™ Organic Brown Rice & Non-GMO Yellow Pea Vegetable Protein Powder” will not help this product rank any higher in a “Protein” search. In fact, a longer more complex name will just make it harder for users to type in this product name if they know they want this specific product.

Note: This is a change from the old search where high priority was given to text in product names.

Include Grades in Product Names

If a product has a grade, include it in the name, or be sure to include it as the grade name when adding the product. For branded products the structure of “Brand Name, Grade Name” should make up the product name. For example, Geogard 221

Product Type and Function

Ensuring your products are correctly and thoroughly tagged will have the largest impact on relevance (ranking) and findability in search. **Product type and function are the two most important classifications to have.**

Product types are: Active Component, Chemical Family, Chemical Name, CI Name, CI Number, Deicing Fluid Type, Dye Type, Fiber Type, Heat Transfer Fluid Type, INCI Name, Ingredient Name, Ink Type, Metalworking Fluid Type, Polymer Name, Ready to Use Product Type.

Trademarks and Other Symbols

Trademarks and other symbols are fine, they will not be factored into search ranking.

When in Doubt, Optimize for SEO

Optimize your description for SEO and it will be optimized for Knowde search.

Ranking Products Within Knowde

If a search returns multiple products that are equally relevant, storefront state will be used to rank products. For example, in a search for “sugar” if there are 100 products that are sugar, the shell store product will be ranked #100 and the ecom enabled product will be #1.

This is not a boost for paid suppliers or promoted products, this is only breaking ties.

 Search

1. Premium Storefronts with eComm
2. Premium Storefronts
3. Standard Storefronts
4. Claimed Storefronts
5. Shell Storefronts