Search phrases

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Search phrases can help your readers discover your content.

When to use search phrases

Search phrases are useful in the following situations:

- You've configured your knowledge base search to weight search phrases to rank higher than other fields. This allows you to artificially boost an article up the search results list. Refer to **Search weights** for more information on configuring search weights. For example:
  You have three articles about taming owls: "Introduction to owl taming", "Best owl breeds for taming", and "Dangers of owl taming". The default search places "Dangers of owl taming" at the top of the results when readers search for "owl taming". You want your readers to start with the introduction (and not be scared off!) You can configure your search settings to favor search phrases, then add the phrase "owl taming" in the **Search Phrases** field in the "Introduction to owl taming" article.
- You want readers to find the article when they search for a phrase or term that doesn't occur in the content itself. However, you should consider using the **Synonyms** feature for this use case.

> **You don't need to use search phrases if you are happy with the order of search results, and the phrase is present in the title, permalink, body, or meta description fields.**

Adding individual search phrases

1. Open the article for editing.

2. Type the term or phrase you want to use in the **Search Phrases** field.

3. Press `Enter` or `Tab` to add the phrase. You can now type another phrase, or save the article.

   Tags

   | Type tag name and hit enter or tab... |

   Search Phrases

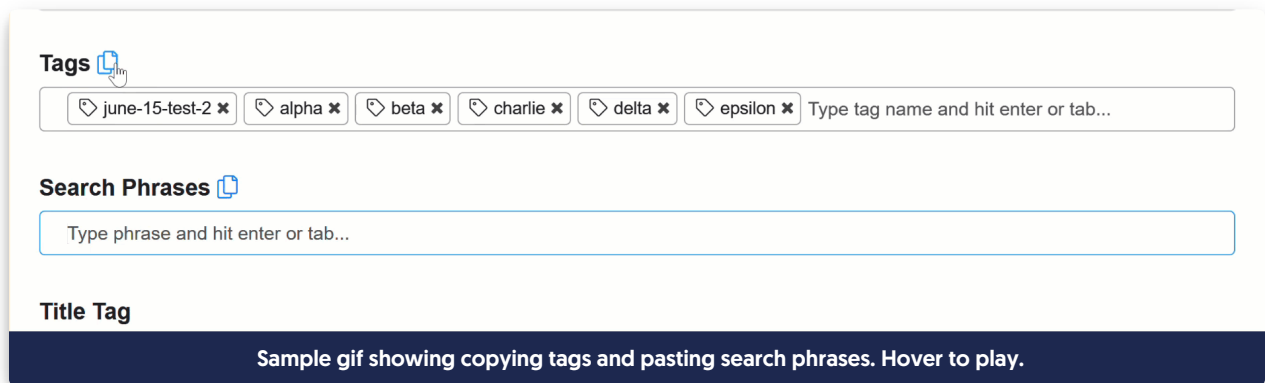 | this is a search phrase ✖ | this is another search phrase ✖ | Type phrase and hit enter or tab... |

   Title Tag

   | Article Name | KB Name |

   Defaults to "Article Title | KB Name", the title tag is an accurate and concise description of the article that is important for SEO and social sharing.
   Recommended length is between 50-70 characters as longer titles may be truncated.

Adding multiple search phrases at once

You will need to have your search phrases in a comma-separated list, formatted like: phrase1,phrase 2,phrase3,phrase four.

1. Open the article for editing.

2. Paste your comma-separated list of searches in the **Search Phrases** field.

3. Press `Enter` or `Tab` to add the phrases. You can now type additional phrases, or save the article.
   Here, we're copying the tags field and pasting it into the search phrases field (this is not a best practice, but it does allow you to see the functionality!):

Sample gif showing copying tags and pasting search phrases. Hover to play.