

Search phrases

Last Modified on 01/21/2026 4:52 pm EST

Search phrases can help your readers discover your content. Use them as a way to add search words or phrases that don't already exist in the article body, title, permalink, or meta description.

When to use search phrases

Search phrases are useful in the following situations:

- You want readers to find the article when they search for a phrase or term that doesn't occur in the content itself. If you have a word or phrase that has an equivalent synonym frequently, consider using the [Synonyms](#) feature for this use case.
- You want to "boost" a particular article to the top of the search results when a given word or phrase is searched. 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!). Add the phrase "owl taming" in the **Search Phrases** field in the "Introduction to owl taming" article only. It should bump to the top of the list.



Save yourself work

You don't need to use search phrases if you're 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

To add a word or phrase as a search phrase:

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.

4. Be sure to **Save** your changes.

Adding several search phrases at once

If you have a lot of search phrases you want to add to an article, paste in the full list of search phrases at once to save yourself time.

You'll need to have your search phrases in a comma-separated list, for example: `phrase 1,phrase 2,phrase3,phrase four` .

1. Open the article for editing.
 2. Paste your comma-separated list of search phrases in the **Search Phrases** field.
 3. Press `Enter` or `Tab` to add the phrases:
Your browser does not support HTML5 video.
 4. Be sure to **Save** your changes.
-