Search phrases

Last modified on 10/01/2026 3:29 pm EDT

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.



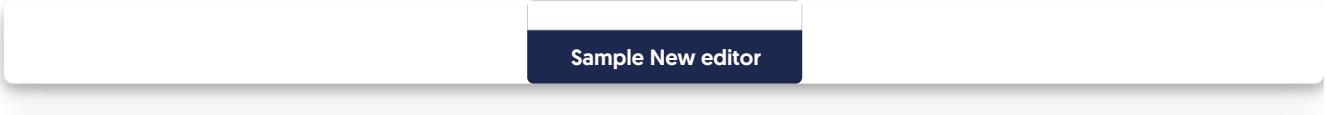
Save yourself work
You don't need to use search phrases if you're happy with the order of search results and the phrase is present in the title, permalink, body, or meta description fields.

The information below varies based on whether you're using our 2026 new editor or old editor.

To figure out which instructions to follow:

1. Open any article for editing.
2. If the lefthand navigation is collapsed and there's a link near the top of the page to **Switch to old editor**, follow the **New editor** documentation.
3. If the lefthand navigation is expanded and the top of the editor and the righthand column have a heavier grey background, follow the **Old editor** documentation.

Here are side-by-side examples of the new editor and the old editor:



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Sample Old editor

Try out the new editor

We'd love your feedback on the new editor. To switch to the new editor, open any article for editing and select the **Switch to new editor** link at the top of the editor.

New editor | Old editor

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