



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 Simple: **Only if Empty**
- Use Parent Data for Simple: **Name, Description** (NOT color, size)
- Use Fallback only on Non Visible Simple: **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	Installatie met Composer (aanbevolen)
2	Installatie via de Adobe Marketplace
3	Installatie via FTP en SSH

Configuration

1	Hoe te configureren
2	Snelstartgids

Troubleshooting

1	Probleemoplossing
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Grids

1	Feed Log Grid
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Background

1	Genereer een feed via de CLI
2	Best Practices (current)

