



JOY SEARCH

Joy Search Setup Guide

Install, configure and get the most out of search on your Shopify store

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Joykek · info@joykek.com

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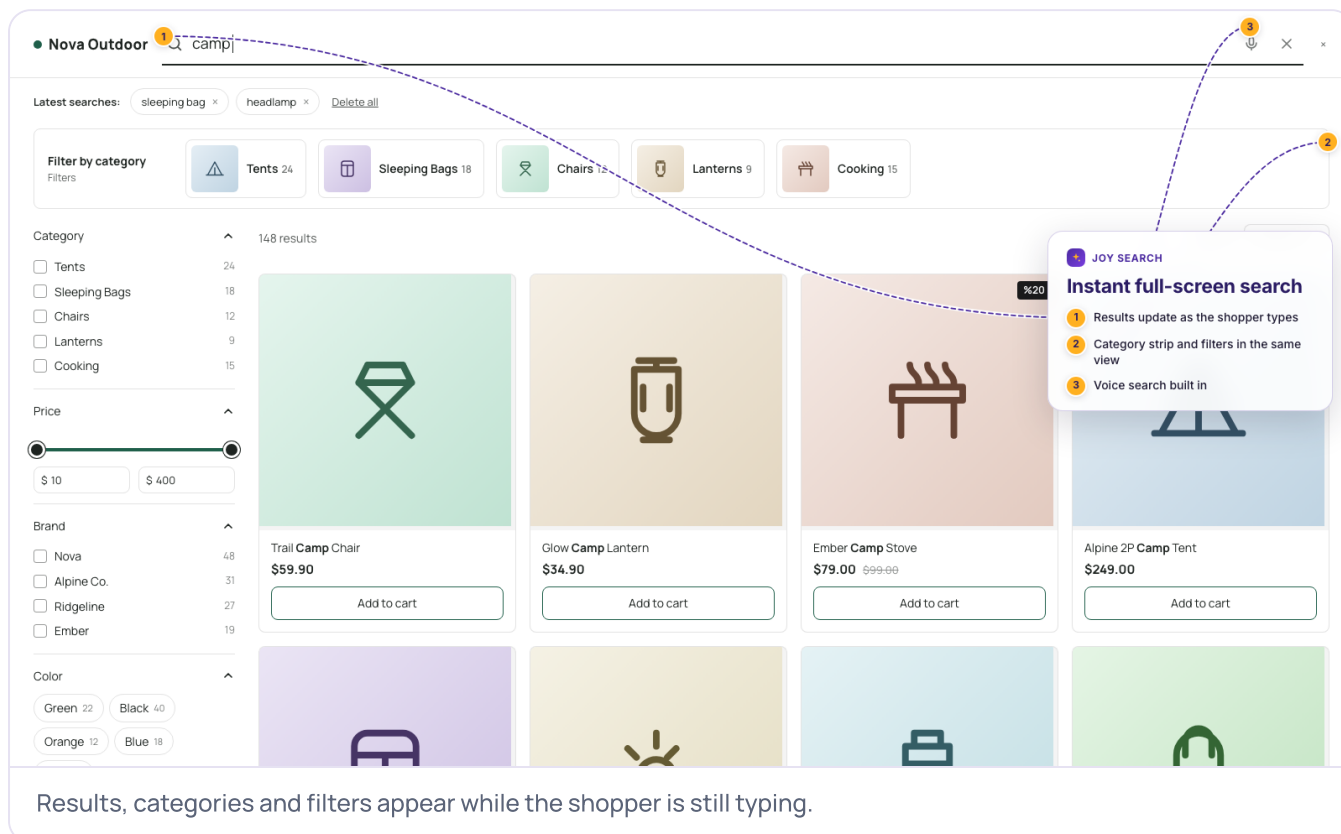
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We answer quickly and we read every message ourselves.

What Joy Search Is and How It Works

A fast, typo-tolerant search and discovery layer that takes over your theme's search box without touching your theme code.

Joy Search replaces the default Shopify search on your storefront with an instant, full-screen search experience: results appear as the shopper types, misspellings still find the right product, and filters, sorting and add-to-cart work inside the search panel.



Under the hood there are three parts that work together:

- Theme app embed: a small script delivered through Shopify's Theme App Extension. It finds your theme's search box and search icon automatically and takes them over. You never paste code into your theme, and a theme update cannot break the connection.
- Search index: your catalog is copied into a dedicated search index built on Typesense. Each store has its own isolated index; product changes arrive through Shopify webhooks within seconds.
- Admin panel: the pages inside Shopify admin where you tune ranking, appearance, merchandising rules and read analytics. Everything you change is live on the storefront within about a minute, with no theme save required.

Performance matters to us as much as relevance. The storefront script makes zero requests while the page loads; the first request happens when a shopper touches the search box. The browser only ever receives a read-only key that is cryptographically limited to your store's public catalog.

TIP

If Joy Search is ever unreachable, your theme's built-in search keeps working. Shoppers never see a broken search box.

02

Installation in Five Steps

From the App Store to your first search in about ten minutes.

- 1 Install from the Shopify App Store. Click Install, review the permissions and confirm. Joy Search only requests read access to products, collections, inventory, locales and markets, plus the permissions needed to create the theme connection and the sales-attribution pixel.
- 2 Open the app. The Overview page appears with a setup trail. Click Index Catalog. Shopify prepares a bulk export of your catalog and Joy Search builds the index; a progress bar shows how far it is. A store with a few thousand products usually finishes in a couple of minutes.
- 3 Open the theme editor. On the Overview page click Open Theme Editor, or in Shopify admin go to Online Store, Themes, Customize. In the left sidebar click the App embeds icon, find Joy Search and switch it on. Click Save.
- 4 Check the connection. Back in the Overview page the Theme connection card turns green as soon as the storefront script reports in (open your storefront once to trigger it).
- 5 Try it on your storefront. Click the search icon or the search box, type a few letters and watch results appear. Try a typo on purpose. Add a product to the cart from the results.

One switch in App embeds connects the storefront. The search key is delivered automatically.

The search key that links your storefront to your index is written to an app-owned metafield during installation, so the theme reads it on its own. You do not copy anything.

NOTE

Backup route: if the Overview page shows that the key could not be written automatically, copy the key shown there and paste it into the Search Key field of the Joy Search app embed in the theme editor, then save.

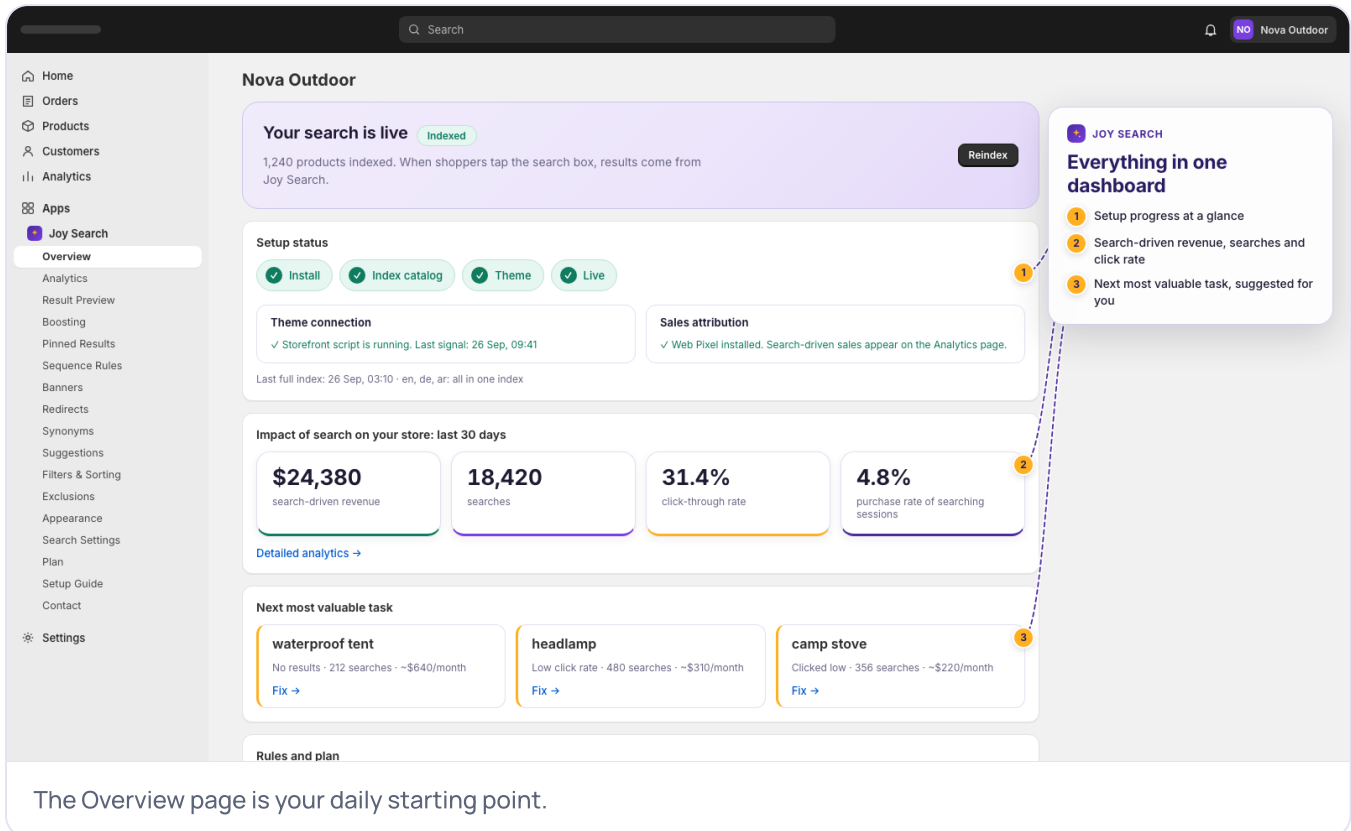
TIP

Using a draft theme? App embeds are saved per theme. Switch it on in the theme you will publish, or turn it on again after publishing.

03

The Overview Page

Where setup stands, what search is doing for your store, and the next most valuable fix.



- Setup trail: four pills (App installed, Catalog indexed, Enabled in theme, First searches) show what is done and what is next.
- Index status and Reindex: the badge shows Pending, Indexing, Live, Error or Paused. Use Reindex after a large catalog import or when an exclusion rule changes.
- Theme connection: green when the storefront script has reported in within the last three days. If it is not green, the card explains what to do and gives you the theme editor link.
- Sales attribution: the Web Pixel that measures revenue coming from search. It is installed automatically; the card tells you if it needed a retry.
- Last 30 days: revenue from search, number of searches, click-through rate, and the purchase rate of sessions that used search.
- Next most valuable fix: up to three opportunities ranked by estimated monthly gain, each with a Fix link that opens the right editor pre-filled.
- Rules and plan: how many boosting, pinning, sequence and synonym rules are active, and your monthly search usage against the plan limit.

The panel never scans raw event logs while loading, so the Overview page stays fast even on stores with hundreds of thousands of searches.

Search Settings

Field weights, typo tolerance, stock behaviour and learning rank. Every change goes live on the storefront right away.

Nova Outdoor

sneakers

Latest searches: sleeping bag x headlamp x Delete all

Filter by category

Tents 24 Sleeping Bags 18 Chairs 12 Lanterns 9 Cooking 15

Category

- Tents 24
- Sleeping Bags 18
- Chairs 12
- Lanterns 9
- Cooking 15

Price

- \$10
- \$400

Brand

- Nova 48
- Alpine Co. 31
- Ridgeline 27
- Ember 19

Color

- Green 22
- Black 40
- Orange 12
- Blue 18

48 results

Sort by: Relevance

Did you mean? sneakers

Trail Runner Sneakers \$119.00

Approach Sneakers \$99.00

Bridge Hiking Boots \$159.00

1

2

3

JOY SEARCH

Typo-tolerant, accent-insensitive

1

"sneakers" still finds sneakers

2

Accents and special characters don't matter

3

"Did you mean?" suggests the right word

A misspelled query still finds the right product, with a did-you-mean hint.

Field weights decide which parts of a product count most when ranking. Title, product type, vendor, tags, SKU and description each have a weight. Type an example search in the box next to the weights and watch the live preview reorder as you change them, so you see the effect before saving.

Setting	What it does	Recommended
Typo-tolerant search	Matches queries with one or two wrong letters	On
Minimum word length for 1 typo	Words shorter than this must match exactly	4
Minimum word length for 2 typos	Words shorter than this allow at most one typo	7
Accent-insensitive matching	Treats ş/s, ü/u, é/e, ñ/n and similar as equal	On
Show results after N characters	How many letters before the first result request	2
Search collections too	Shows matching collections in the category strip	On

Stock behaviour has two switches: push out-of-stock products to the end, or hide them completely. Pushing to the end keeps products discoverable for shoppers who want to sign up for restock alerts; hiding is right for stores that never restock a product.

Learning rank watches what shoppers click, add to cart and buy for each query and quietly moves the products that convert toward the top. Learning strength sets how much it may move a product: a learned signal can never outweigh more than a strong merchandising rule, so your explicit rules always win. Turn it off to rank purely on relevance plus rules.

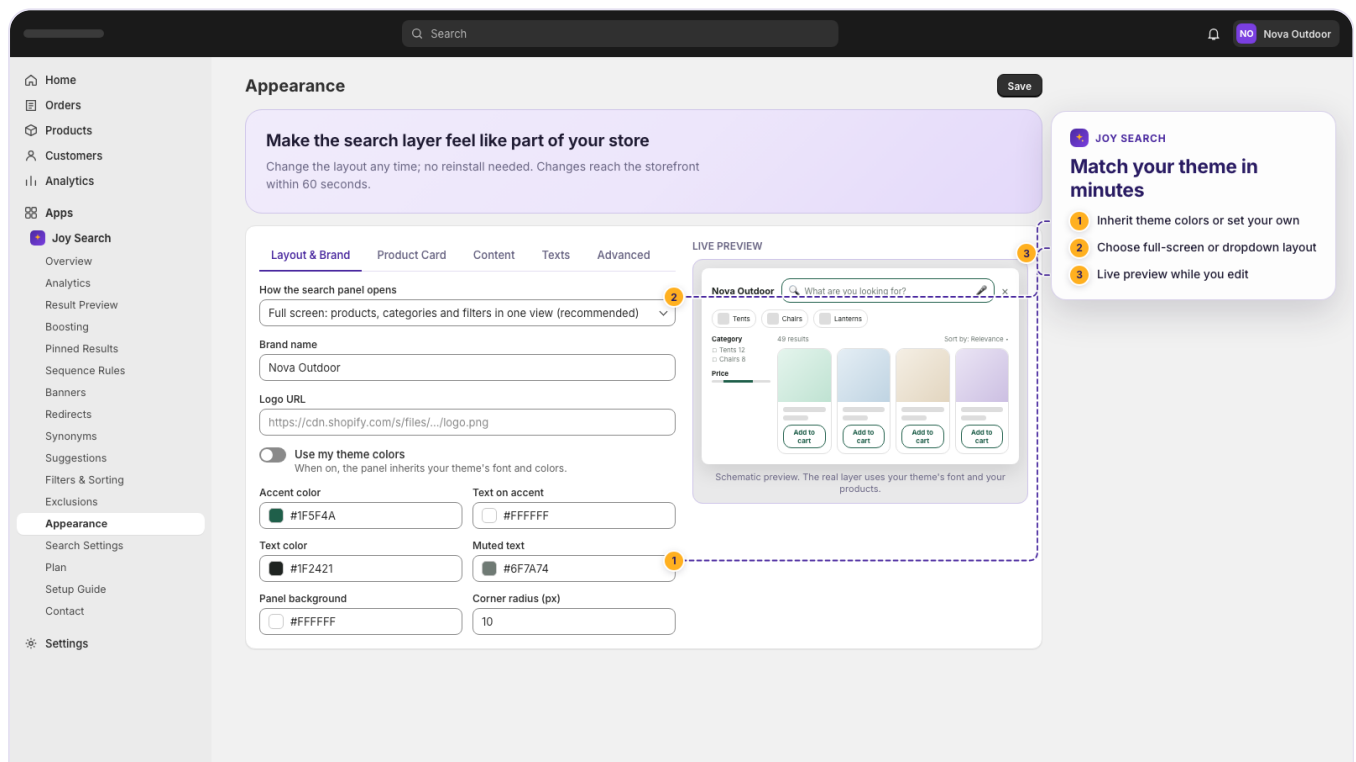
TIP

Use the Result Preview page to see the relevance, learning and rule score of each product for any query. It answers the question "why is this product third?".

05

Appearance

Match your theme in minutes: layout, colours, logo, product cards, opening content and every text label.



Every appearance setting is mirrored in the live preview on the right.

- **Layout:** Full screen opens a panel over the whole page (best for catalogs with many categories and filters). Below the box opens a dropdown under the search field (lighter, good for small catalogs). You can switch at any time.
- **Colours:** Use my theme's colours reads accent, text and background from your theme automatically. Switch it off to set accent, on-accent text, text, muted text and panel background yourself. Corner radius is adjustable.
- **Brand:** brand name and logo URL appear at the top of the full-screen panel.

- Product cards: products per row on desktop and mobile, product image, strikethrough compare-at price, discount percentage badge, sold-out badge, add-to-cart button, badge colours.
- Panel features: filter column, sort list, image category strip, voice search.
- Opening content: what shoppers see before typing. Popular searches, the shopper's own recent searches and a recommended products strip; each can be switched on or off.
- Translations: every label (placeholder, no results, filters, sort, add to cart and more) can be edited per language.
- Extra CSS: for fine adjustments, applied only inside the search panel.

TIP

Changes reach the storefront within about 60 seconds without saving the theme. Open your storefront in a second tab and refresh to check.

06

Filters and Sorting

Decide which facets shoppers can filter by and in which order, plus the sort options offered.

The screenshot shows the Nova Outdoor search interface. At the top, there's a search bar with 'camp' entered. Below it, a 'Latest searches' section shows 'sleeping bag' and 'headlamp'. The 'Filter by category' section includes 'Tents 24', 'Sleeping Bags 18', 'Chairs 12', 'Lanterns 9', and 'Cooking 15'. The 'Category' section has checkboxes for 'Tents', 'Sleeping Bags', 'Chairs' (checked), 'Lanterns', and 'Cooking'. The 'Price' section has a two-handle price slider with '\$20' and '\$120' values. The 'Brand' section has checkboxes for 'Nova', 'Alpine Co.', 'Ridgeline', and 'Ember'. The 'Color' section has buttons for 'Green 22', 'Black 40', 'Orange 12', and 'Blue 18'. The product cards section shows 'Fold Camp Stool \$29.90', 'Kids Camp Chair \$39.90', and 'Trail Camp Chair \$59.90'. A callout box titled 'JOY SEARCH' highlights the 'Filters, price range, add to cart' features. The callout box contains three numbered items: 1. Category, brand, color and stock filters; 2. Two-handle price slider; 3. Add to cart without leaving search.

Filters, price range and add-to-cart work inside the search panel.

The Filters and Sorting page lists every facet available for your catalog: price, vendor, product type, tags, collections, variant options (size, colour, material) and metafields. For each you can set visibility, a

display label per language, the display style (checkboxlist, range slider, colour swatches, toggle) and the order in the column.

- 1 Switch on the facets you want; leave noisy ones (like internal tags) off.
- 2 Drag facets into the order shoppers expect: price and size before less important options.
- 3 Rename labels for your audience, for example "Brand" instead of "Vendor".
- 4 Choose the sort options to offer: relevance, price ascending and descending, newest, best selling, name.
- 5 Save. The storefront picks up the new configuration within a minute.

TIP Colour swatches read colour names from your variant option values. Give your colours consistent names ("Navy", not "navy blue / NAVY") for a clean swatch row.

07

Merchandising Rules

Shape results for specific searches without writing code: boost, pin, sequence, banners, redirects, synonyms, exclusions and suggestions.

Boosting

You decide which products rise to the top

Products that match the condition are ranked higher in search results. Pick specific products, boost a category or a brand, or tie the rule to certain searches only.

Rule	Condition	Searches	Boost	Impressions	Clicks
Winter jackets first	Product type is: Jackets	jacket, coat	+3	12,480	3,910
Clearance down	Discount percent greater than: 40	All searches	-2	8,210	1,640
Nova brand boost	Vendor is: Nova	All searches	+2	24,900	7,120

JOY SEARCH

Merchandising rules, no code

- 1 Boost a category, brand or price range
- 2 Tie the rule to specific searches
- 3 Schedule it: starts and ends on its own

New boosting rule

☒ Rule is on

Rule name: Winter jackets first

Which searches

Leave empty and the rule applies to every search. Case and accents are ignored.

Match: Contains

Search terms: jacket x winter coat x

Conditions

Which products should be boosted? Pick products, name a type, vendor or tag, or add a price or stock condition.

Field: Product type Operator: is Values: Jackets x

+ Add condition

Schedule

Leave empty and the rule runs indefinitely. Give campaign rules an end date; the rule switches itself off.

Start: 2026-11-20 End: 2026-12-31

On Cancel Save

Rules are built in a side drawer with a condition builder and optional schedule.

All rule editors share the same building blocks: a name, the searches the rule applies to (all searches, exact terms or terms containing a word), a condition builder (product is one of, collection, product

type, vendor, tag, price range, in stock, on sale) and an optional start and end date. Each rule shows its own impressions and clicks so you can retire rules that do nothing.

Tool	Use it when	Example
Boosting	You want a group of products higher (or lower) for some or all searches	Boost the Nova Trail collection by 3 for searches containing "tent" during the summer campaign
Pinned Results	Specific products must occupy fixed positions	Pin the flagship headlamp to position 1 for "headlamp"
Sequence Rules	Results should come in blocks by category	For "mat": first sleeping mats, then mat pumps, then everything else
Banners	A campaign image belongs in the results	Show the Black Friday banner at the top for searches containing "sale"
Redirects	A search should open a page instead of results	"shipping" opens the shipping policy page; "gift card" opens the gift card product
Synonyms	Shoppers use words that are not in your product data	sneaker, trainer, running shoe (two-way); "kids" = > "children" (one-way)
Exclusions	Some products must never appear in search	Exclude the Gift Wrapping product type and any product tagged "internal"
Suggestions	You want to control what appears before typing and on zero results	Popular searches from the log plus manual entries; a recommended products strip; banned suggestions

Synonyms

Match your customer's words with yours

If a shopper searches "torch" and can't find your headlamps, the sale is lost. The suggestions below were mined from your own search log; spelling variants already match automatically.

Suggestions from the search log

Shoppers searched the same product with different words. Accept and both words return the same results.

sleeping pad ↔ camp mat + torch ↔ headlamp + rain coat ↔ rain jacket +

Defined synonyms

Words	Type	Status	Actions
tent shelter	Two-way	☒	Edit Delete
jacket coat parka	Two-way	☒	Edit Delete
headlamp → torch head torch	One-way	☒	Edit Delete

Redirects

Name	Searches	Target	Executions	Status	Actions
Shipping info	shipping delivery track order	/pages/shipping	312	☒	Edit Delete
Black Friday	black friday sale	/collections/black-friday	1,204	☒	Edit Delete

JOY SEARCH Synonyms and redirects

- 1 Suggestions mined from your own search log
- 2 Two-way or one-way synonym groups
- 3 Send "shipping" straight to the right page

Synonym groups and redirects are the fastest fixes for zero-result searches.

Creating a boosting rule:

- 1 Open Boosting and click Add Rule.
- 2 Name the rule so you recognise it in a month.
- 3 Choose which searches it applies to: all, exact terms or terms containing a word. Separate several terms with commas.
- 4 Add conditions with the builder. Several conditions can be combined with all or any.
- 5 Set the boost strength: positive moves products up, negative moves them down.
- 6 Optionally set a start and end date for a campaign.
- 7 Save. Check the effect in Result Preview.

Synonyms are entered one group per line. A comma-separated line is two-way: every word finds every other. An arrow line (left = > right) is one-way: searching the left word also returns results for the right words, but not the reverse. The Synonyms page can also suggest groups from your search log and import or export CSV.

NOTE Exclusion rules change what goes into the index, so after saving one the Overview page asks you to Reindex. Other rules apply instantly.

TIP If a rule is invalid (for example an end date before the start date or a condition with no value), the editor tells you exactly what is wrong and how to fix it instead of just marking it red.

Result Preview

See exactly what a shopper sees for any query, with the score behind every position.

Type any search on the Result Preview page and choose a sort option. The list shows the products in storefront order with four score columns: relevance (text match and field weights), learning (clicks, carts and purchases for this query), rules (boosting, pinning and sequence effects) and total. If a redirect matches the query, the page tells you the search would open a page instead.

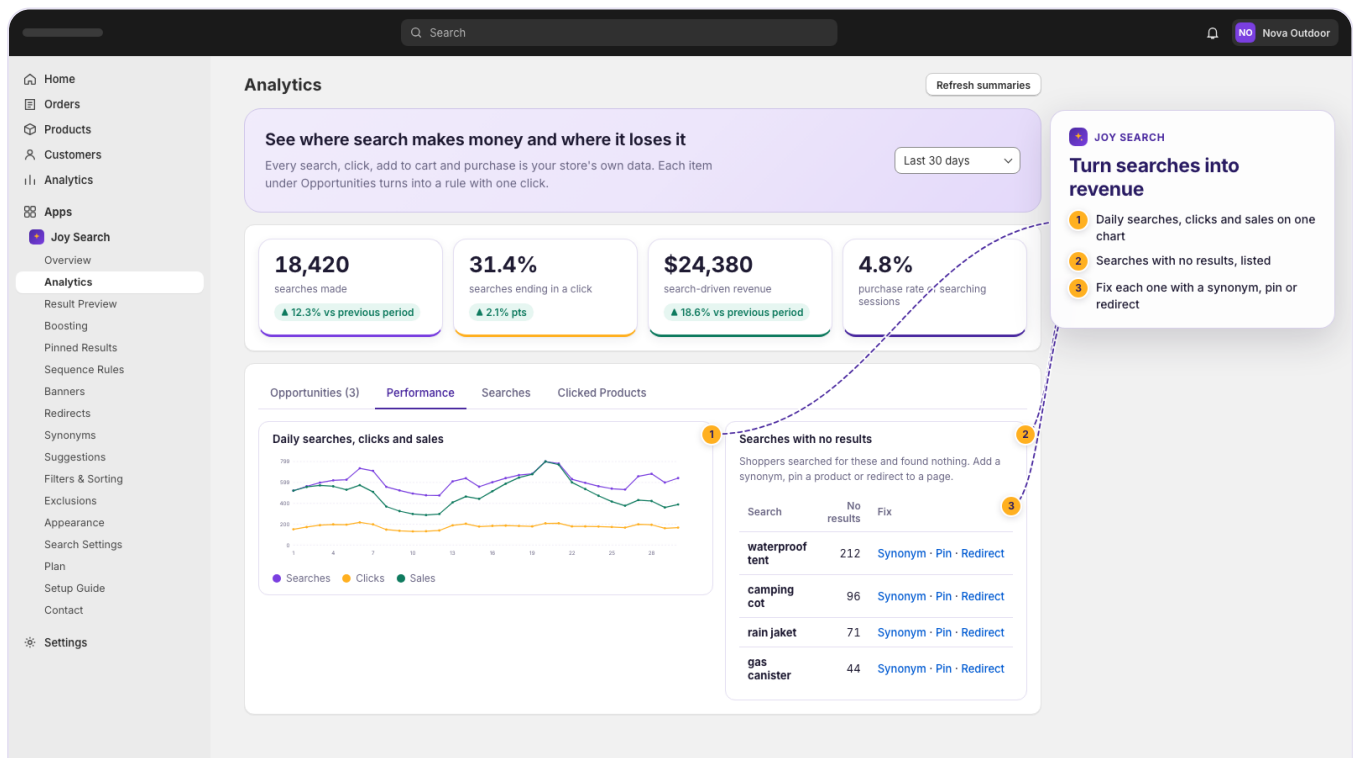
- "Why this order" explains, in plain words, which factor placed a product where it is.
- Pinned products are marked; a pinned product keeps its position regardless of score.
- Use the preview after every rule change and after adjusting field weights.

TIP

The preview runs the exact same search pipeline as the storefront, so what you see here is what the shopper gets.

Analytics and Opportunities

Turn searches into revenue: see what shoppers look for, where they fail, and fix it with one click.



The Opportunities tab turns every failed search into a ready-made fix.

The Analytics page has four tabs:

- Opportunities: searches with zero results, searches that get no clicks, and searches where shoppers click deep in the list. Each row shows volume and an estimated monthly gain, with a Fix link that opens the right editor already filled in (a synonym, a redirect or a boosting rule).
- Performance: searches, sessions using search, click-through rate, zero-result rate, add-to-cart and purchases from search, and revenue from search, all compared with the previous period, plus a daily chart.
- Searches: every term with its volume, results count, click-through rate and average click position. Search within the table, sort by any column and export CSV.
- Clicked products: which products shoppers reach through search and how often they convert.

Choose any period with the date fields; the KPI cards always show the change against the previous period of the same length. CSV exports use your panel language's decimal and separator conventions so they open cleanly in Excel.

Revenue from search is measured by the sales-attribution pixel: when a shopper clicks a product from search and buys it within seven days, only that line item counts. This is deliberately conservative, so the number is one you can trust.

TIP

Suggestions on the Synonyms and Suggestions pages update daily from the search log, so a new zero-result trend shows up the next morning.

10

Multilingual Stores

One index for all your Shopify Markets languages, and a panel that speaks your language.

If your store publishes several languages through Shopify Markets, Joy Search indexes all of them in one index and picks the shopper's language from the storefront automatically. Prices and currency follow the market the shopper is browsing. There is nothing to configure per language; the Overview page lists the languages found in your store.

Appearance labels and suggestions can be entered per language on their pages. Synonym groups apply to every language, so you can mix languages inside one group when that helps (for example the local and the English name of a product).

The admin panel is available in English, Turkish, German, Spanish and Arabic. It opens in your store's primary language when supported, otherwise in English. Use the language selector at the top of any page to change it; the choice is remembered for your store. Arabic switches the whole panel to right-to-left layout.

Plans and Billing

Three fixed-price plans, a 14-day free trial on each, billed through Shopify.

Plan

Choose the plan that fits your store 9 days left in trial

Prices are flat: they don't change with your revenue and never rise without notice. Switch or cancel any time.

Starter
Up to 2,000 products · 25,000 searches / month

- ✓ Instant search panel
- ✓ Typo-tolerant search
- ✓ Accent-insensitive matching
- ✓ SKU search
- ✓ Filters and sorting
- ✓ Synonyms
- ✓ Voice search
- ✓ Basic analytics

Choose this plan
14-day free trial

Growth MOST POPULAR
Up to 25,000 products · 150,000 searches / month

- ✓ Everything in Starter
- ✓ Semantic search
- ✓ Search by image
- ✓ Boosting and pinning rules
- ✓ Redirects and banners
- ✓ Opportunities screen
- ✓ 90-day analytics history

Choose this plan
14-day free trial

Pro
Unlimited products · 500,000 searches / month

- ✓ Everything in Growth
- ✓ Unlimited products
- ✓ Personalized results
- ✓ A/B testing
- ✓ Recommendation carousels
- ✓ Collection page merchandising
- ✓ 365-day analytics history
- ✓ Priority support

Choose this plan
14-day free trial

JOY SEARCH
Plans that fit your store

- 14-day free trial on every plan
- Flat pricing: it doesn't rise with your revenue
- Search never stops if you hit the limit

Good to know

Search never stops
If you use up your monthly searches, your storefront search keeps working; you only see a notice in the panel.

14-day free trial
Every feature is open during the trial. You are notified before any charge.

Billed through Shopify
Payment goes on your Shopify bill; no separate card details.

Change plan from the Plan page; upgrades and downgrades apply immediately.

	Starter	Growth	Pro
Monthly price	\$15	\$39	\$99
Products	up to 2,000	up to 25,000	unlimited
Searches per month	25,000	150,000	500,000
Analytics history	30 days	90 days	365 days
Instant search, typo tolerance, filters, synonyms, voice search	Yes	Yes	Yes
Merchandising rules, banners, redirects, Opportunities		Yes	Yes
Semantic search, image search		Yes	Yes
Personalisation, A/B testing, recommendation carousels			Yes
Priority support (WhatsApp)			Yes

- Every plan starts with a 14-day free trial in which every feature is available, so you can judge the whole product before choosing.
- Prices are fixed. There is no revenue-based pricing and no surprise increase.
- Billing runs through Shopify: the charge appears on your regular Shopify invoice, and you approve it once in Shopify admin.
- Upgrade or downgrade from the Plan page at any time; the change applies immediately and Shopify prorates the difference.
- To cancel, uninstall the app from Shopify admin; billing stops with the current cycle.
- If you reach the monthly search limit, search does not stop. The Overview page warns you at 80 percent so you can upgrade in time.

12

Troubleshooting

The most common questions, each with the place to look and the fix.

Symptom	Likely cause	Fix
Search on the storefront still looks like the theme's default	App embed is off in the published theme, or the key was not written	Theme editor, App embeds, switch Joy Search on and save. Check the Theme connection card on Overview; if it reports a key problem, paste the key into the embed's Search Key field.
Script loads but the search box is not taken over	The theme uses an unusual search box	Appearance, advanced section: enter your theme's search box selector (for example <code>form[action="/search"] input</code>). Or add it in the app embed's Extra Selectors field.
Indexing seems stuck	The bulk export was interrupted	Overview, click Reindex. If it fails again, the error text in the red banner tells you why; send it to support.
Prices or currency look wrong	Store info was read before the currency was set, or the market changed	Overview, Reindex. Prices follow the market the shopper is browsing.
A new or changed product does not appear	Webhook delay or the product is a draft, archived or excluded	Wait a minute; check the product status is Active and not caught by an Exclusion rule. Reindex fixes any remaining gap.
Search feels slow	Very large images in product cards, or extra CSS with heavy effects	Use Shopify image sizes (they are automatic); remove heavy CSS. The script itself is under 20 KB gzipped and makes no request until the box is touched.

Symptom	Likely cause	Fix
No revenue from search in Analytics	The Web Pixel could not be installed, or no purchase happened within seven days of a click	Overview, Sales attribution card, click Try Now. Give it a few days of traffic.
A rule does not seem to apply	Rule disabled, outside its schedule, or the term does not match	Open the rule and check status, dates and the term match mode; verify in Result Preview.

TIP

When something looks wrong, the Overview page is the first place to check: it shows index status, theme connection and pixel status on one screen.

13

Data and Privacy

What Joy Search reads, what it stores and what happens when you uninstall.

- Permissions: read access to products, collections, inventory, locales and markets; write access only for the theme connection metafield and the sales-attribution pixel. No access to customers, orders or payments.
- Stored data: your product catalog (as needed for the index), your settings and rules, and search events (query, result count, clicked product, session identifier, timestamp). Session identifiers are random; no names, emails or addresses are stored.
- Sales attribution: the pixel reads only the line items of a completed checkout and compares them with products clicked from search in that browser. Customer details are never read.
- Data location: EU servers. Each store has its own isolated index and every database query is restricted to your store.
- GDPR: Joy Search answers Shopify's mandatory customer data request, customer redact and shop redact webhooks automatically.
- Uninstall: when you remove the app, your index, settings, rules and search events are deleted and the billing subscription is cancelled.

14

Support

We answer quickly and we read every message ourselves.

The fastest way to reach us is the Contact page inside the app: the form sends your store name and plan along with your message, so we can look at your setup right away. You can also write to info@joykek.com.

- Starter and Growth: email support, usually within one business day.
- Pro: priority support including WhatsApp; the number is shown on the Contact page for Pro stores.
- Feature requests are welcome. Many of the tools in this guide started as a merchant's message.

Joy Search is built by Joykek, a Shopify agency and app studio. This guide is version 1.0, updated 2026-09-26.