



# HawkSearch Release Note

**Version: Bronco**

**Date: February 2023**

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# Introduction

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The Bronco Release Notes are contained here. The requirements for each update are noted in this document.

## Highlights from this release include

1. Introducing Advanced Analytics in eCommerce360 (Beta)
2. Introducing WooRank Widget with SEO information
3. Introducing Workbench Hub
4. Introducing Rapid UI Framework

## Interested in being our next case study?

Have you seen great results since you've started using HawkSearch and want to share your story? We'd love to hear about the results you're seeing! Email us at [marketing@bridgeline.com](mailto:marketing@bridgeline.com) to let us know you're interested!

## Stay up to date with HawkSearch!

Be sure to follow HawkSearch on our social channels to stay up to date on the latest and greatest news from our team!

Facebook: <https://www.facebook.com/Hwksearch/>

Twitter: [https://twitter.com/\\_HawkSearch](https://twitter.com/_HawkSearch)

LinkedIn: <https://www.linkedin.com/company/hawk-search/>

If you have any questions or feedback about this release, please contact us at [csd@bridgeline.com](mailto:csd@bridgeline.com)

Until next time,  
The HawkSearch Team

# Glossary of Terms

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HawkSearch template versions:

- **HawkSearch v4.0** - Latest HawkSearch template that is based on Elasticsearch features
- **HawkSearch v4.0L** - Latest HawkSearch Lucene-based template
- **HawkSearch v3.0L** - Lucene-based version of HawkSearch template that doesn't include some of the features that v4.0L offers
- **HawkSearch v2.0L** - First version of HawkSearch template

**Note:** If your HawkSearch license is through one of our Partners, please reach out to them to see which features are available to you.

If you are hosting HawkSearch on premise, please contact your Client Success Director for details. If you are unclear on your version of HawkSearch, please contact: [support@HawkSearch.com](mailto:support@HawkSearch.com)



New Feature



Feature and Usability Enhancement



Connectors



Important Updates



Additional Resources



Prerequisite/Requirements



Description



HawkSearch Template Version



Location

# New Features



## New Feature: Advanced Analytics Report in eCommerce360 (Beta)



**Prerequisites:** This is available for HawkSearch v4.0 and HawkSearch v4.0L clients.



**HawkSearch Template Version:** HawkSearch v4.0 and HawkSearch v4.0L



**Description:** Discover the Top-Ranking Search Keywords used by your site visitors with eCommerce360. HawkSearch is capturing valuable data about your site visitors every day. Analyzing this is a critical part of decision-making in your business. Now HawkSearch can serve the important information you need in a quick and easy way to interpret at the touch of a button. Our new analysis platform, eCommerce360, shows key HawkSearch search terms and their click rates as a trend analysis.

### What's Included

1. Analysis of top-ranking search keywords
2. Conversion rate of keyword clicks
3. Access to Google Analytics reports

HawkSearch is constantly evolving so that your business has complete visibility of trends in traffic, conversion, AOV and the keywords that are driving them.

Get in touch with [csd@bridgeline.com](mailto:csd@bridgeline.com) to set up your Beta access.



**Location:** Reports

### Search Tracking Reports

#### HawkSearch Advanced Analytic (Beta) e360

Visualize your HawkSearch website trends on e360

Introducing HawkSearch's new report, allowing users to track top-ranking search keywords and highlight trend data for their eCommerce site.

HawkSearch is advancing its analytic reporting to help its users grow their own sites. Start this report, visualize trend data, and boost your site's performance with the help of our new, free perspective dashboard, e360.

[Start Your Report on e360](#)

Query	Searches	Clicks	Click Rate
...	...	...	...
...	...	...	...



## New Feature: WooRank Widget on Homepage



**Prerequisites:** This is available for HawkSearch v4.0 and HawkSearch v4.0L clients.



**HawkSearch Template Version:** HawkSearch v4.0 and HawkSearch v4.0L



**Description:** Making sure your website is optimized for search engines is vital to attracting the right customers and ones that will convert. Now on the new HawkSearch homepage dashboard, you can instantly see SEO highlights with the WooRank widget. WooRank is a sister company in the Bridgeline family, specializing in analyzing site structure and recommending actionable changes.

### What's in the WooRank Widget

1. Homepage score
2. High-level review
3. High-level overview of WooRank in action

### Additional Features in WooRank

1. Competitor tracking
2. Core Web Vitals analysis
3. Multiple page reviews

Want to find out more about how WooRank and SEO analysis can help your business?

Get in touch with [csd@bridgeline.com](mailto:csd@bridgeline.com)



**Location:** Home

New: Actionable Insights That Help Optimize Your Online Sales woorank

preview-dev.hawksearch.net/elasticdemo

Passed To Improve Errors

39

A Complete Marketing Tool for Your Website

- ✓ Real Time SEO Audit of Your Website
- ✓ Actionable Insights That Drive Sales
- ✓ Industry Leading Insights

Learn more


beburger.com


Title Tag Missing

# Feature and Usability Enhancements

## Feature Enhancement: Workbench Hub

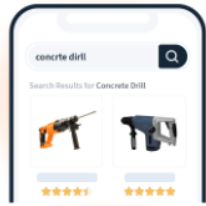
 **Prerequisites:** This is available for HawkSearch v4.0 and HawkSearch v4.0L clients.

 **HawkSearch Template Version:** HawkSearch v4.0 and HawkSearch v4.0L

 **Description:** Learn more about HawkSearch features and how they can help with your tasks, all from the new improved Workbench homepage

 **Location:** Workbench


What Do You Want To Do?



**Offer users relevant suggestions guaranteed with results**

The "Did You Mean" feature helps users explore and learn about your site with contextualized suggestions with every keystroke.

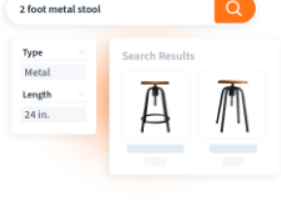
[Start Here](#)



**Eliminate the guesswork to reach target user**

The "Visitor Targeting" feature heightens the personalized experience for your user by offering content best suited to meet their needs.


[Start Here](#)



**Enhance your data quality**

The "Search Information Manager" fully optimizes the search experience by removing data discrepancies and returning results for what people want, no matter how they search for it.

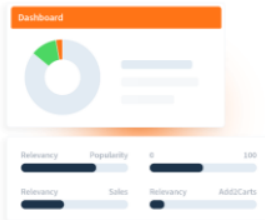
[Start Here](#)



**Offer recommendations not just personal but helpful**

The "Recommendations" feature personalizes content recommendations to each user with 17 helpful OOTB strategies powered by AI.

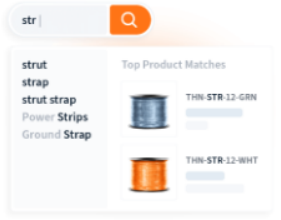
[Start Here](#)



**Empower your site with AI's help**

The "AI Multiplier" fine-tunes how much AI impacts your general search results, recommendations, and eCommerce.

[Start Here](#)



**Engage your visitor with 1 click**

The "Recommendations in AutoComplete" feature instantly engage with users as soon as the click on the search bar, helping them discover content with confidence.

[Start Here](#)



## Feature Enhancement: Export SEO Facet Value



**Prerequisites:** This update is available to HawkSearch v4.0 and HawkSearch v4.0L clients



**HawkSearch Template Version:** HawkSearch v4.0 and HawkSearch v4.0L



**Description:** Now you can export overall facet values on the SEO Traffic Builder Page, including a count of unique values defined in this section.



**Location:** Workbench > SEO Traffic Builder > Facets followed by Spiders

### HawkSearch v4.0

The screenshot shows the 'Facets followed by Spiders' interface. At the top, there is a dropdown menu with '-- SELECT --' and an '+Add' button. Below this is a table with columns 'Name', 'Max depth', and 'Max # of Facet Values per facet'. The table contains four rows: 'Title' (Max depth: 50), 'Department' (Max depth: 2), 'Color' (Max depth: 50), and 'Size' (Max depth: 50). To the right of the table is a 'Select Index Name' section with a dropdown menu showing 'elasticsearchdemo.20230209.120131 (current)'. Below the index name is an 'Export SEO Facet Values' button, which is highlighted with a red box. An 'Example Canonical Link' is also visible: [http://www.hawkstore.com/landing\\_page\\_url/?color=blue&brand=adidas](http://www.hawkstore.com/landing_page_url/?color=blue&brand=adidas).

### HawkSearch v4.0L

The screenshot shows the 'Facets followed by Spiders' interface for HawkSearch v4.0L. It features a dropdown menu with '-- SELECT --' and an '+Add' button. The table below has columns 'Name', 'Max depth', and 'Max # of Facet Values per facet', with three rows: 'Brand' (Max depth: 5), 'Color' (Max depth: 5), and 'New one' (Max depth: 100). To the right is a 'Select Index Name' section with a dropdown menu showing 'elasticsearchdemo.20230209.120131 (current)'. Below the index name is an 'Export SEO Facet Values' button, highlighted with a red box. An 'Example Canonical Link' is also visible: [http://www.hawkstore.com/landing\\_page\\_url/?color=blue&brand=adidas](http://www.hawkstore.com/landing_page_url/?color=blue&brand=adidas).



## Feature Enhancement: Export Visibility and Boost/Bury Rules



**Prerequisites:** This update is available to HawkSearch v4.0 and HawkSearch v4.0L clients



**HawkSearch Template Version:** HawkSearch v4.0 and HawkSearch v4.0L

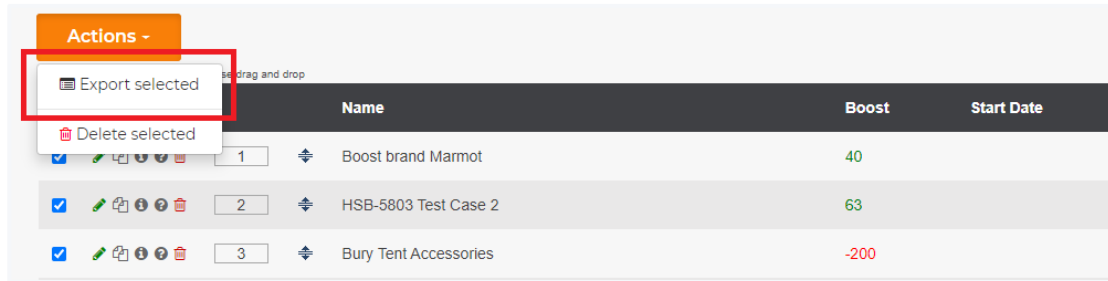


**Description:** Now you can export Visibility and Boost/Bury rules, for convenient review outside of the Workbench



**Location:**

- a. **Visibility Rules:** Workbench > Merchandising > Visibility Rules > Global or Conditional Rules > Actions > Export Selected
- b. **Boost & Bury Rules:** Workbench > Merchandising > Boost & Bury Rules > Global or Conditional Rules > Actions > Export Selected



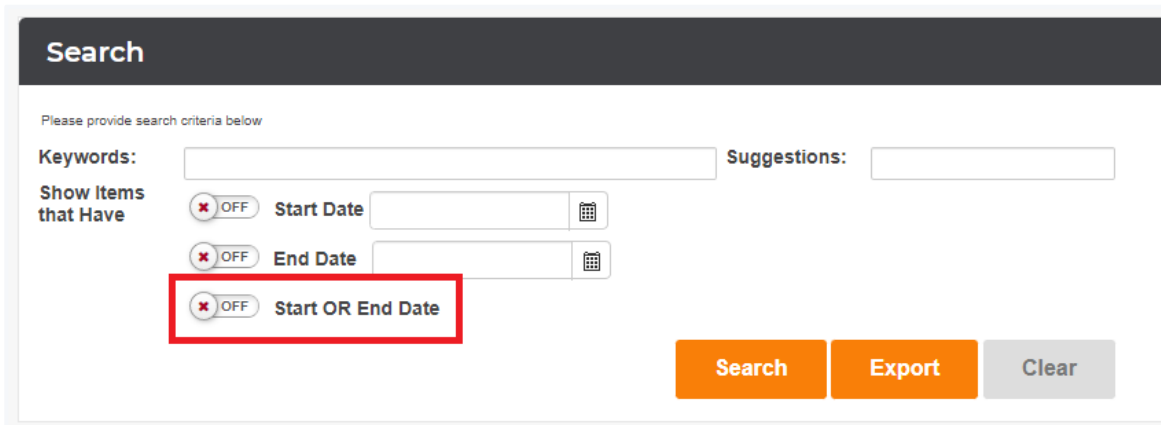
## Feature Enhancement: Sort/Filter for timed rules - Add and Or Option

**Prerequisites:** This update is available to HawkSearch v4.0 and HawkSearch v4.0L clients

**HawkSearch Template Version:** HawkSearch v4.0 and HawkSearch v4.0L

**Description:** You can now search timed rules more easily with our new release, choose from Start Date, End Date, and Start or End Date options when applying timed rules.

**Location:** Workbench > Features with timed rules > Search



# Important Updates



## Important Update: Introducing Rapid UI Framework

With this latest update, you can now efficiently and easily embed the HawkSearch Experience into your Website. The framework uses a popular developer tool, handlebars js and comes with standard templates for the search bar and search results page experiences.

- Autocomplete
- All search results
- Default templates
- Customization Options
- Recommendations
- Landing Pages

The solution works on any eCommerce solution, CMS or React based web applications and allows existing customers to easily add these options to a new or existing HawkSearch site.

Want to know more about how Rapid UI Framework can help your business?  
Get in touch with [csd@bridgeline.com](mailto:csd@bridgeline.com)

# Connectors



## Magento Connector

**Description:** We have made the following updates to our Magento Connector:

### 1. Proxy v2.5.11 (12/21/2022)

#### Fixes

- HC-1321: Fix B2B dynamic widgets (multiple wishlists, requisition lists)
- HC-1312: Update old servers URL references in HawkSearch.js file. Server URLs were changed after migration to AWS

### 2. Datafeed v2.5.11 (10/28/2022)

#### Fixes

- HC-1297: Fix visibility value 'Catalog, Search' exported not broken into multi lines



## Sitefinity Connector

**Description:** We have made the following updates to our Sitefinity Connector:

### Sitefinity 14.3 Updates:

Sitefinity 14.3 that supports SF version 14.3.8000 is now available for

- HawkSearch v4.0
- HawkSearch v4.0 L

## Additional Resources



### Appendix A – Implementing Version 2 Tracking

Upgrading to Version 2 tracking (v2) requires some work on the front-end to insert JavaScript that is used to track events. There is also work required on the Hawksearch side. When you are ready to upgrade your tracking, we ask that you contact your account manager and review the documentation mentioned below.

[Read more about v2 Tracking](#)



### Appendix B – API Documentation

- [Hawksearch V4.0](#)
- [Dashboard API Documentation](#)
- [Global Objects](#)
- [Event Tracking](#)
- [Recommendation API](#)
- [Hawksearch v2.0L - v4.0L \(Lucene\)](#)