



## ESP Quick Tip #16: Exact Phrase Search on ESP Websites

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When searching for items on an ESP Website, some products require more than one word to accurately describe them. For example, a search for safety glasses will search independently for both these keywords within the product information. This means that the search results will contain products that match either safety or glasses, as well those who contain both; so while you will see the protective eyewear products, they will be mixed in with drinking glasses, novelty glasses, safety vests, and a wide variety of other items.

To search for specific products more efficiently, you are able to use quotations to designate an exact phrase. Using the same example, a search using quotations for “safety glasses” will return only results which have both words in that order, also known as an exact phrase, within the product information.

Let's check out three different examples to see the exact phrase in action:

The screenshot shows a website header with navigation links: Home, About Us, Products, News & Videos, Event Planner, Contact Us, Sign in, and Create Account. Below the header is a search bar containing the text "safety glasses". To the left of the search bar is a "Company Logo" with a blue arrow pointing to it. To the right of the search bar is a search button and a shopping cart icon. Below the search bar is a contact information section with a phone number (800) 546-1350 and an email address support@asicentral.com. The search results section shows "4,753 item(s) are found". On the left, there is a "Your Search Terms" box with "x safety glasses" and a "Clear All" button. Below that is a "Narrow Results" section. The main search results area shows a grid of product images: a knife, a red and white tool, two blue and red cups, and a pair of safety glasses. The search results are sorted by "Best Matched" and show 20 items per page.