TUESDAY / 13 OCTOBER 2026

In stock.
Missing from search.

The customer searches for “bol paça”; the catalogue says “wide leg”. Is a missing product really the problem?

In the original Turkish example, “bol paça” means wide-legged. The customer and catalogue use different wording for the same product.

WHAT YOU CAN TAKE FROM THIS PUBLICATION

Before buying more products or increasing advertising spend: a search review card that identifies products customers cannot find.

The business problem / the technology / a tool you can use

The same trousers.
Two ways to describe them.

Illustrative example. Not a test of a real store.

WHAT THE CUSTOMER SEARCHES FOR

“Black wide-legged trousers”
Original query: “Siyah bol paça pantolon”

HOW THE CATALOGUE DESCRIBES IT

“Wide leg trousers”
Colour: black / available for sale

If this search returns no results, first investigate search behaviour or the product record, rather than assuming that the product is missing.

Before AI, find out what is missing.

SartoAI’s proposed sequence. Not every search problem needs AI.

01 THE PRODUCT IS NOT VISIBLE

Check publishing and inventory settings.

02 THE WORDING DIFFERS

Correct product information and search settings.

03 THE INTENT IS NOT UNDERSTOOD

Test AI-assisted meaning matching.

AI may help connect “bol paça” with the relevant product. Do not count navy as a correct result when the customer asks for black.

No-results search review card

E-commerce + product team. A completed illustrative example.

SEARCH QUERY

Black wide-legged trousers

EXPECTED PRODUCT

P-104 / wide leg / black

OBSERVED DURING REVIEW

Available for sale, but missing from search.

FIRST CHECK

Product name + search matching

Complete the card using your own queries. Before saying “in stock”, check the relevant sales channel and the requested size.

A first project with SartoAI: which search, which correction?

Proposed project scope. Not a ready-made product or demo.

01 INPUT

20 searches with no results + the current product list

02 REVIEW TOGETHER

Is a suitable product actually available? Why is it not being found?

03 YOUR OUTPUT

A correction list and test examples for each search

If your existing software is sufficient, adjust its settings. This review establishes whether custom development or integration is needed.

Test the search you already have.

MARIA SARTO / RECOMMENDATION CARD

01 OUR RECOMMENDATION

Test your existing search first.

02 WHAT IT IS BASED ON

Shopify’s search guides [S1-S2]. The card and proposed sequence are SartoAI recommendations.

03 YOUR FIRST STEP THIS WEEK

Select 20 searches that returned no results. Ask the product team to use the card on page 4 to check whether a matching product is in stock.

The right product, not simply more results.

First conversation output: a list showing what needs to be corrected for each search.

Sources and archive context

This is an English edition of the publication dated 2026-10-13. Pages 1-6 translate the original carousel. This page brings its original source notes into the PDF so they can be read without a LinkedIn comment.

[S1] Shopify / Search behavior

Original recorded access: 2026-10-10. The original editorial record did not identify a publication or update date.

https://help.shopify.com/en/manual/online-store/storefront-search/search-behavior

[S2] Shopify / Search & Discovery

Original recorded access: 2026-10-10. The original editorial record did not identify a publication or update date.

https://help.shopify.com/en/manual/online-store/storefront-search/search-and-discovery-modify-search

How to read these references

These guides describe search behaviour and options for AI-assisted meaning matching, not a new launch or measured sales results. Features depend on the plan, theme and search provider. Test Turkish performance against your own queries. The trouser example, review card and proposed sequence are SartoAI designs.

Archive boundaries

The examples are illustrative and the workflows are proposed project designs. They are not measured customer outcomes, production approval, a guarantee of AI accuracy or a promise of a ready-made integration. Source access dates are preserved from the original editorial record; this translation does not revalidate current third-party product capabilities.

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