How does Verbolia match products to keywords?

Vpages basics · https://www.verbolia.com/knowledge/how-does-verbolia-match-products-to-keywords/

Verbolia automatically matches products to your keywords using an algorithm powered by your product data feed.

Understanding Verbolia’s product matching algorithm

Our algorithm performs pure text matching between each keyword and the product attributes from your feed. We look for products where all terms in the keyword are found across the available product information. That’s why the richer and more complete your product data is, the more accurate and relevant your product matches will be.

How to enrich and control product matching

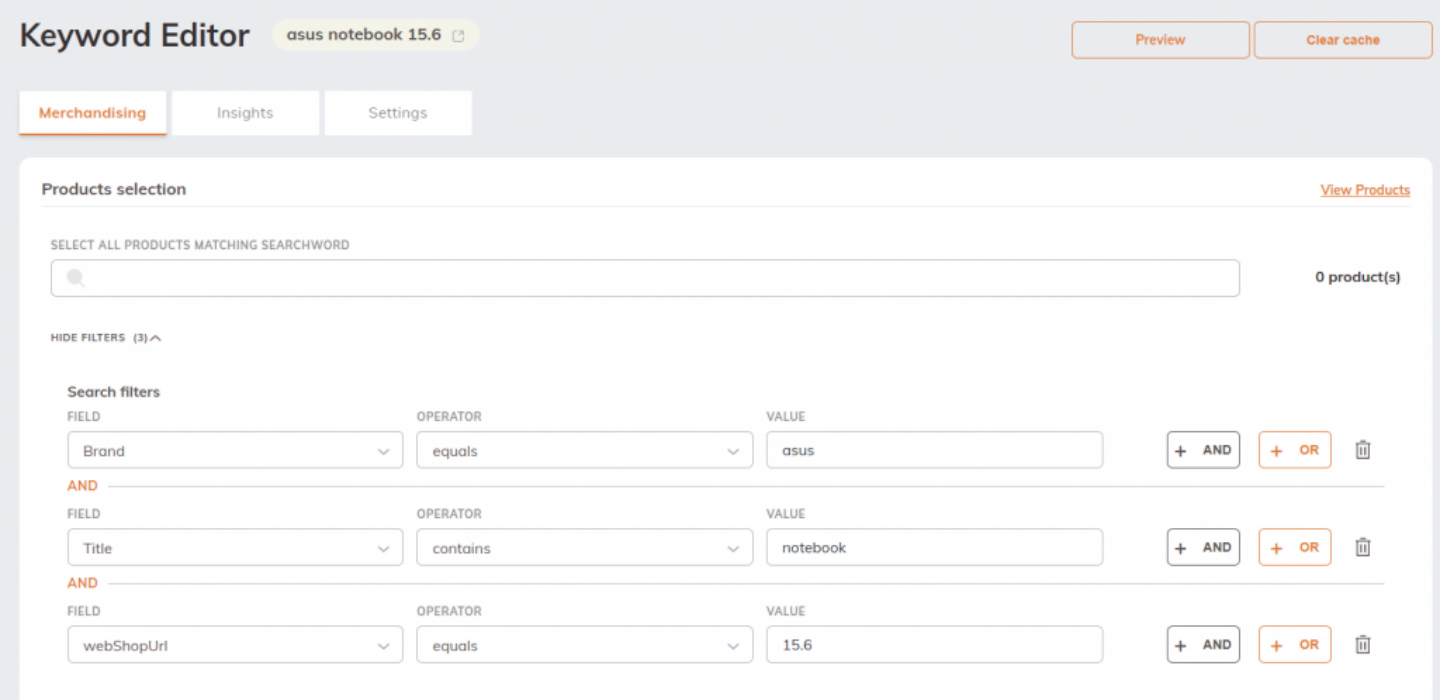
You can improve your product matching using several features available in the Verbolia app:

- Add extra product feeds to provide additional data.
- Set up synonym lists to improve the match between search terms and product info.
- Use stopwords to remove irrelevant terms.
- Apply custom rules to transform or enrich product attributes at scale.

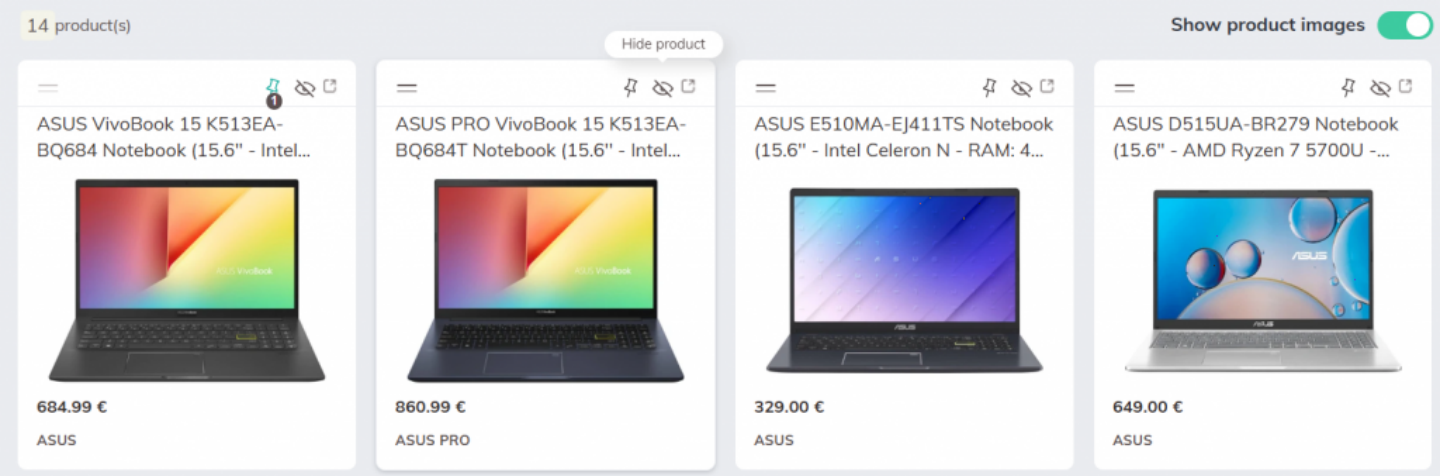
These features help you fine-tune your data and improve how keywords are matched to products.

Manual control with merchandising

You can also take full control over product selection for any keyword (Vpage) using the merchandising feature. It allows you to overwrite the default matching by defining custom product rules and/or manually selecting specific products to appear on the page.



You can add or remove any product from a Vpage and pin products to specific positions to control the display order.



This is especially useful for strategic or high-traffic pages where you want full control on the displayed products.