

# Exclude Products from Search Results

The rules you configure on the **Keyword-based Product Exclusions** tab of Monetate's Personalized Site Search Promotions page prevent products that you specify from being included in search results for specific search terms. These rules are the opposite of [keyword-level merchandising rules](#) that pin products to the top of search results.

If a product is configured in both a keyword-level merchandising rule and a keyword-based product exclusion rule for the same search term, then Personalized Site Search gives the exclusion rule higher priority.

Like keyword-level merchandising rules, you can configure a keyword-based product exclusion rule based on a single search term or with a comma-separated string of search words and phrases. However, unlike the merchandising rules, you can configure an exclusion rule to omit specific SKUs from the search results.

## Configuring a Keyword-Based Product Exclusion Rule

Follow these steps to configure a rule to prevent specific products from being included in search results when a customer searches for one or more specified search terms.

1. Click **COMPONENTS** in the top navigation bar, select **Personalized Search**, and then click the appropriate product catalog on the Personalized Search list page.
2. Click the Smart Search icon in the left-hand vertical toolbar, and then select **Promotions**.
3. Click the **Keyword-based Product Exclusions** tab.
4. Click **ADD NEW**.
5. Input into **Keyword(s)** one or more search words or phrases that you want tied to the rule. If you're using multiple words or phrases, ensure each word or phrase is separated by a comma.
6. Search for the products that you want the rule to exclude from the search results.
7. Drag and drop each product from the search results listed on the left into the right-hand field.

To exclude specific SKUs of a product, search for the product by SKU.

8. Repeat steps 6 and 7 until you've added to **Exclude Products** all the products that you want excluded from the search results for the rule's search term(s).

9. Click **SAVE AND EXCLUDE**.

You must wait up to 15 minutes before you can see the impact of the new keyword-based product exclusion rule on search results.

Click **VIEW ALL PRODUCTS** in the Exclude Products column for a rule in the table on the **Keyword-based Product Exclusions** tab to view the products it excludes from search results. The modal that appears displays a thumbnail image for each product excluded along with the name of the product as it appears in the product catalog.

In the Actions column are icons that you can click to edit or or to delete a rule.

If you edit a rule, you must wait up to 15 minutes for the changes to impact search results.