Understanding Product Search Results

The search results are determined by the search criteria entered. The order of the items displayed is determined by the following:

1. **Custom Attributes**: When applicable, products which match your keyword search and are assigned a custom attribute such as UW-Madison Preferred Product will be listed first.

2. **Shared Favorites**: When applicable, products which match your keyword search and are saved in your business unit's shared favorites will be listed next in the list. They are denoted with the following symbol: 🌟

3. **Personal Favorites**: When applicable, products which match your keyword search and are saved in your personal favorites will appear first in the list. They are denoted with the following symbol: 🌟

4. **Keyword Match**: Products that best match your keyword search that are not saved as shared or personal favorites will appear next in the list, in order of best keyword match (based on Shop@UW's search results algorithm). If no shared or personal favorites match your keywords, your search results list will be populated based on best keyword match.

**Search Tips and Tricks**:
- The search engine does not use a "wildcard search," meaning if you enter the word *air* in the keyword search you may not see airplane, but will probably see air conditioner.
- Wildcards such as asterisks (*) do not work and are not needed.
- The search engine includes up to 4 letters on either side of the search term. For example, *glove* finds *gloves*.
- Abbreviations and acronyms are not usually recognized unless provided by the supplier.

**Contact Customer Service** at ShopUW@bussvc.wisc.edu or 608.497.4400 with questions.