

SHOPIFY PLUS SEARCH

The 20-Pair Synonym Audit

20 minutes. 20 pairs. One honest answer: is your synonym list debt? Search both terms of each pair on your live store, record how many products each returns, and tick the pair if one side returns a healthy set and the other returns zero or close to it.

| # | TERM A | A | TERM B | B | DIFF |
|----|------------|---|------------|---|------|
| 1 | sofa | | couch | | |
| 2 | sneakers | | trainers | | |
| 3 | bandeau | | strapless | | |
| 4 | loungewear | | athleisure | | |
| 5 | brief | | knicker | | |
| 6 | beanie | | toque | | |
| 7 | hoodie | | jumper | | |
| 8 | sunglasses | | shades | | |
| 9 | backpack | | rucksack | | |
| 10 | raincoat | | mac | | |

| # | TERM A | A | TERM B | B | DIFF |
|----|------------|---|------------|---|------|
| 11 | sweater | | jumper | | |
| 12 | pants | | trousers | | |
| 13 | panties | | undies | | |
| 14 | duvet | | comforter | | |
| 15 | trainers | | runners | | |
| 16 | flip flops | | thongs | | |
| 17 | vest | | tank | | |
| 18 | wellies | | rain boots | | |
| 19 | trolley | | cart | | |
| 20 | nappy | | diaper | | |

Diverging pairs total: _____ / 20

What your score means

6+ diverging: your list is structural debt. A bigger list will not catch up.

3 to 5: real fragmentation that grows with every launch and market. Plan the move to semantic.

0 to 2: well maintained now, or too few regional terms tested. Re-run with your newest collection and largest export market.

Keep these. Retire the rest.

- Brand-coined names** the engine cannot infer.
- Deliberate redirects** to a landing page or collection.
- Compliance language** you must or must not surface.

The test is intent. If the engine should have understood it, it is a bug. If only your team could have known it, it is merchandising.

Retire it in five steps

1. Inventory and tag every entry.
2. Keep the brand-coined, redirect, and compliance terms as config.
3. Shadow semantic matching alongside the list.
4. Re-run this audit before and after.
5. Deprecate the language-gap entries once covered.

Want us to run this live on your catalog?

We take your own 20 pairs, run them on a search engine that never needed a synonym list, and show you what each returns. 30 minutes, your terms.

[Book a demo](#)