

ABSTRACT

A method for generating keywords for searches, comprising the steps of retrieving search metric data comprising a plurality of search strings and interaction data; retrieving a plurality of first product identifiers each having one or more first attributes; generating, a table comprising the plurality of search strings ranked by interaction data; generating relevant lists comprising the plurality of search strings having interaction data above threshold values; retrieving data relating to a second product identifier; extracting one or more second attributes of the second product identifier; performing searches in the relevant lists using the second attribute data; assigning keywords to the data relating to the second identifier.