

ABSTRACT

A method of generating search results, comprising; receiving, by a computing system, an instruction to generate search results relating to a SKU stored in a database; extracting, by the computing system, a context based on information relating to the SKU; generating, by the computing system, a dynamic search string, by: generating a key based on the instruction; identifying a dictionary based on the context, the dictionary containing a plurality of dictionary term; and generating the dynamic search string by determining the dictionary term corresponding to the key; searching, by the computing system, using the dynamic search string, in content data; returning results from the content data matching the dynamic search string; and generating for display on a client device, the results