SOLEO

Release Notes

[Soleo Local Search API 2.0]

Introducing powerful Natural Language Processing capabilities to Local Search.

Version 2.0 of the Soleo Local Search API introduces a new Natural Language based search algorithm. In addition to the previously available searches based on business category, business name, and keywords, Version 2.0 offers the ability to submit a free form natural language query to the API. The unstructured query is evaluated using advanced topic models developed by Soleo, and results in a sorted list of the most relevant businesses for the query.

Additional incremental enhancements have been included in Version 2.0, based on user feedback from existing API Developers.

Compatibility

Version 2.0 of the Soleo Local Search API offers backward compatibility to users of the previous version (1.2) of the API.

Dependencies

No external dependencies

New Features for Soleo Local Search API 2.0

Natural Language Search

API Users can provide unstructured queries in the FreeformQuery parameter. The resulting business listings are from the most relevant categories and any exact matching business by name. The category associated with each listing is also returned in the response.

New Sort Parameter

The name_category_distance sort algorithm has been introduced. This sorting algorithm used in conjunction with a natural language search promotes any exact matching business (by name) to the top of the result set. Additional matching listings are sorted by category (by confidence level) and within category by distance from the search center point.

ExpressCall Endpoint

A new endpoint, ExpressCall, was introduced after the release of Version 1.2 of the Local Search API, however it was not made generally available to all API Developers. The ExpressCall endpoint is now documented in the 2.0 version of the API. This endpoint offers access to the same content as the Businesses endpoint, but with a simpler Callback process. The ExpressCall endpoint is intended for API Developers that monetize sponsored call content based only on calls.

Note that the search against the ExpressCall endpoint is functionally equivalent to a search made against the Businesses endpoint with the v2 callback version specified.

User Specified Maximum Counts

As part of the search request, an API Developer can now override system defaults and specify the maximum number of sponsored listings returned for the search by using the MaxSponsoredCount parameter. Similarly, the maximum number of organic listings returned for a search can be specified with the MaxOrganicCount parameter.

Note that Soleo imposes a maximum limit of 15 sponsored listings and 25 organic listings. These hard limits cannot be overridden by the parameters.

Business Chain Standardization

Organic listings for large businesses that operate multiple locations have additional processing applied. This processing insures consistent spelling of the business name, consistency of business categories, and a common URL for the business listings.

Wildcard Applied to Name Parameters

The treatment of business name search arguments has been modified in Version 2.0 for all name-based searches against organic listings. In this version, each name argument word is appended with a wildcard character prior to the search. As an example, a name-based search of "CAMP" will now match business listings with both "CAMP" and "CAMPING" in the name. Previously, only listings with "CAMP" in the name would have been returned.

Optional ANI Parameter

A new account setting is available for API Developers that are unable to provide the ANI (telephone number) of the End User performing a search. Previously, the ANI was a required parameter for use of the Local Search API. Contact your Soleo account manager to discuss having this account setting modified for your account.