

Creating recommendations

The following steps describe the full workflow for creating a recommendation from scratch.

To create a recommendation:

1. Create a **recommendation strategy**.
2. Create a **template** for the recommendation. In the template, [fetch the recommendation data](#) and, optionally, [define a recommendation strategy selector as a content option](#).
3. Create a **modification** for the recommendation, and set up the modification:
 - Optionally, define **segments** for the modification.
 - Define a **placement** for the modification.
 - Define the **content** for the modification. Use the template you created as the content, and define the content options, if any.
4. Test the recommendation. If you're not in a [workspace](#), use [variation preview](#) or [test mode](#).
5. Publish the recommendation. You do this by [activating the modification](#) (or, if the modification is already active but in test mode, by disabling test mode for the modification).

The recommendation is now live on the site. You can freely edit the different components to improve or otherwise change how the recommendation works.

The following figure illustrates how the different components come together to create and display the recommendation.

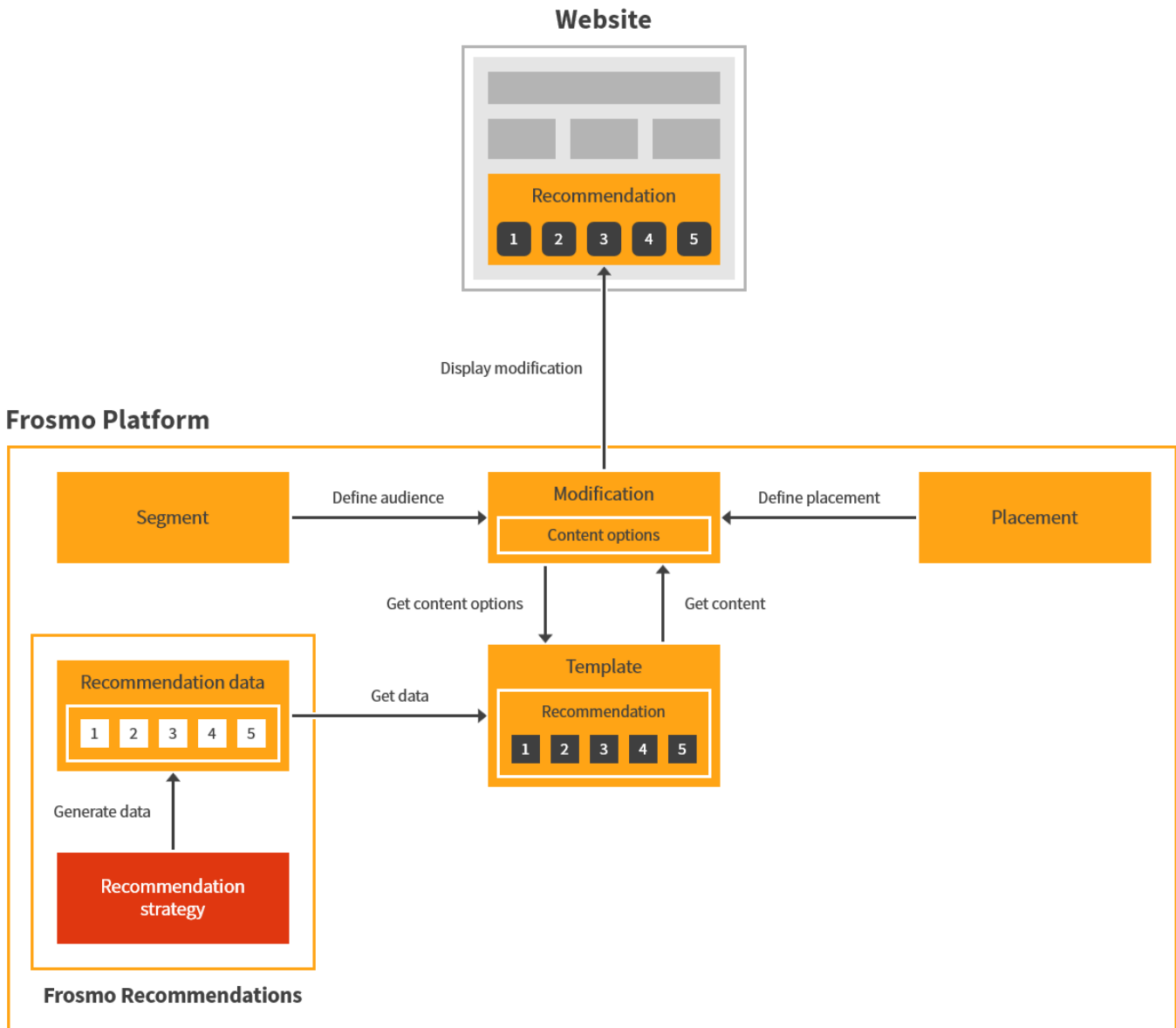


Figure: Creating a recommendation (click to enlarge)

Examples

- For a practical example of the above workflow, see [Example: Recommending trending products in a category \(strategy\)](#).
- For practical examples that focus only on certain parts of the full workflow, see [Recommendation examples](#).