

# Learning Search™

## For Publishers

### LEARNING SEARCH FOR PUBLISHERS

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#### SITE SEARCH THAT LEARNS

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#### MANAGED SERVICE

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#### HOSTED SERVICE

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#### MERCHANDISING

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#### PLATFORM INDEPENDENT

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#### RAPID IMPLEMENTATION

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#### AFFORDABLE PRICING

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#### PROVEN RESULTS

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*"SLI Systems is helping us increase the number of people who use search on our site - and that helps us drive greater advertising revenues."*

**Raj Lahoti**  
CEO  
Online Guru Inc.

## Intelligent Site Search for Publishers and Media sites

### A CUSTOMIZED SITE SEARCH SERVICE FOR ONLINE PUBLISHERS

SLI Systems' Learning Search is a managed site search service that provides industry leading search relevance using patented learning technology – continuously learning from visitors to your site. Learning Search for Publishers takes Learning Search to the next level – world-leading site search with advanced capabilities for the unique needs of online publishers. With Learning Search for Publishers site owners enjoy a better user experience, more page views per visitor, and more advertising revenue.

### WHY SLI SYSTEMS FOR PUBLISHERS?

#### Rules Based 'Content Merchandising'

Promote, highlight and adjust content position within the search results based on defined options and rules. This leverages SLI's expertise in online retail using 'searchandising' techniques to deliver an excellent user experience.

#### Control Content Ordering

SLI offers publishers the ability to control search result ordering – adjust weightings that control the order of results to match site objectives.

#### Custom Landing Pages

Define custom landing pages for specific high use search queries (e.g. visitor searches for 'subscription' – provide landing page explaining subscription management options).

#### Promotional Banners

Control the placement of banners on search results pages to highlight specific promotional activities (e.g. attend our conference).

#### Integration with your Ad Server

Learning Search for Publishers integrates with ad-servers to help you generate revenue for your site.

#### Access ALL your Content Types

Publishers need visitors to be able to find more than just articles – videos, blog posts, forum posts and more. Learning Search combines all data together from spidering unstructured web content and indexing structured data formats (including content feeds and web/content APIs) to provide a comprehensive and cohesive site-wide search experience. Complex and diverse sets of data should be included into a single seamless visitor experience. Searching across articles, blog posts, audio/video content, forums, social media, and more will keep your visitors on your site.

# Learning Search for Publishers

## Promote Access to Premium Content

Publishers need visitors to be able to find more of the information they are entitled to see, and to promote the existence of 'subscriber only' or other premium content.

Learning Search for Publishers integrates with your content access security model, which allows you to restrict access completely or to 'tease' visitors, for example showing only titles for premium content.

## Integration with Social Media and User-generated Content

As social networks flourish, and visitors and partners add more content and commentary, it is crucial that your visitors can search across all user-generated content that is relevant to your site and industries.

## NAVIGATION

### Learning Navigation

Learning Navigation dynamically generates navigational pages for your site based on your data and your site visitors' usage patterns. This dynamic navigation approach allows your visitors to browse and refine their browsing through your site via multiple paths, for example by author, category, topic, industry, etc. The contents shown on these navigational pages can be ordered to meet your visitors' needs including; by popularity, date published, etc. Items added to the site are automatically included in the appropriate author, category, topic, etc. without manual editing efforts.

## ANALYTICS

### Site Search Analytics

Comprehensive reporting from our web-based reporting system provides detailed information to help improve your site, including: what visitors are looking for, what they are finding and not finding, and key metrics on site search quality. Learning Search also offers category-based reporting, providing insights into the search behavior within specific areas of your site.

## USER-GENERATED SEO

### Site Champion

Automatically generate optimized category landing pages for Google, Yahoo, Bing, and others.

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## About SLI Systems

SLI Systems' solutions are built with patented learning-based search and navigation technology that Searches, Learns and Improves the user experience. The search continually improves, enhancing customer satisfaction while yielding a valuable understanding of their needs and increasing your overall sales. SLI Systems provides improved site search results for companies like FTD, Tupperware.com, ULTA, and hundreds of other e-commerce and content-rich web sites. The company has offices in San Jose, CA; Melbourne, Australia; Christchurch, New Zealand and London, UK.

SITE SEARCH THAT LEARNS • MERCHANDISING • USER -GENERATED SEO

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