



Who's best at selecting keywords for your search engine marketing: Joe the IT guy or your own customers?

With Site Champion it is the real experts.

SLI Systems' Site Champion helps take the guesswork out of your search engine optimization.

It uses the common search terms of your customers to both improve their navigation experience and optimize your site for the search engine spiders.

Site Champion

Enabling customers to power search engine optimization.

"Site Champion has created optimized pages for terms I would never have considered - such as 'surfers beachside property', 'pets yes' or 'sleeps 12'. And the great thing is that it all happens automatically."

Average inquiries increased 100% over two months.

"I have spent many late nights optimizing my site for search engines, but nothing I've done has had the impact of Site Champion."

*Bill Stalker,
Vacation rental house site.*



The crux of your search engine marketing strategy is to provide website pages that match the most common search terms used by prospective customers. It is about finding those golden words that improve your natural search rankings and deliver higher virtual foot traffic to your site. Even if you are relying on pay-per-placement the relevance of your keywords is crucial.

Determining the best mix of terms isn't easy. Search terms used are as varied as the people typing them in. One study estimated 40% of all search terms are unique. And volume can be a barrier: the intense traffic any successful site attracts makes it difficult to monitor and analyze trends in the terms customers use.

SLI Systems

Site Champion is a module of Learning Search, provided by SLI Systems. Learning Search is a site search technology that learns from visitor behavior to constantly improve their search experience. Visitors to NBC.com, Etronics.com and VERITAS.com are just some of the web users finding their search enhanced by SLI technology.

SLI Systems is a specialist provider of search technology with offices in the United States, Europe and Asia-Pacific.

Contact SLI Systems to learn more:
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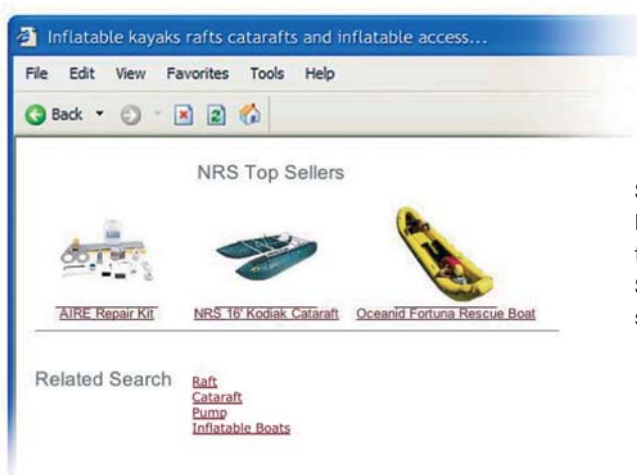
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Improving the visitor experience.

Site Champion integrates with SLI's site search product Learning Search. It works by taking terms that your users use in site search and generating keyword links relevant to each page on your site. When a user clicks on these 'related search' links they are presented with search results for that keyword from within the site.

Related searches are automatically generated by Site Champion from terms that your visitors use on your site search every day. Rather than trying to guess at the most effective keywords, Site Champion turns common customer search terms into a tool to improve site navigation.



Site Champion related searches on NRSweb.com. Customers click on the keyword links to initiate a search. Search engine spiders follow the same links.

Championing your site.

As well as making it easier for your customers to find what they want on your site, Site Champion related searches make it easier for new customers to find your site. These related searches provide links that allow search engines to crawl your search results pages. Each linked search results page is optimized for the search term, appearing in the title, link and naturally throughout the page.

Site Champion automatically creates pages optimized for the language of your customers. The terms aren't those that emerge from your weekly brainstorming session, but the real words your customers are using today.

For a **free trial** of Site Champion visit www.sli-systems.com



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