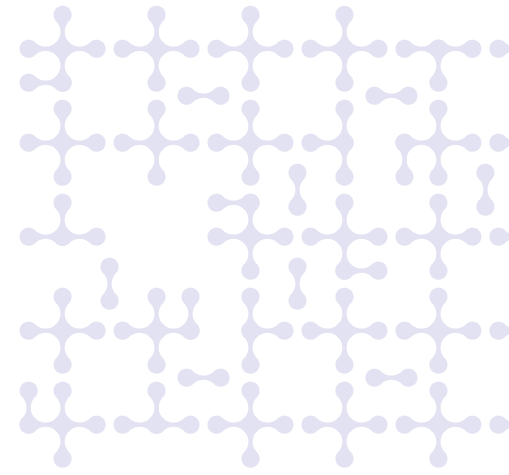# SLI SYSTEMS

E-COMMERCE ACCELERATED

The Big Book of Navigation Tips

sli-systems.com
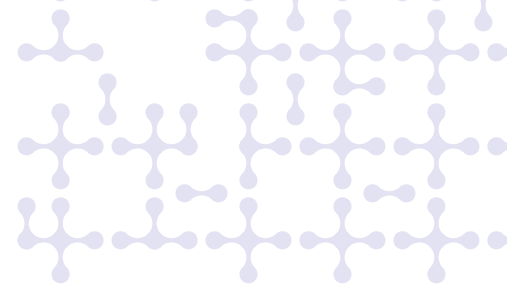sli-systems.com.au
sli-systems.co.uk

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Navigation: The Art of Good Usability

Well-designed site navigation leads shoppers straight to the items they want, much like a well-designed satellite navigation system directs drivers to their destinations. Great site navigation helps visitors avoid wrong turns and dead ends, but poorly designed navigation has the opposite effect: Shoppers lose their way and their patience, causing them to abandon the path to purchase before the journey even begins.

As an e-commerce retailer, you don't want your visitors to fall into even a second of frustration, or they could be lost. A staggering 88% of online consumers are less likely to return to a site after a bad experience[1].

One challenge of creating intuitive site navigation is accounting for different shoppers' preferences. Some visitors are familiar with your site and others are new. Some will start at your home page, while others enter your site through a product page or landing page. Certain users always start at the search box, while others strictly navigate or use a mix of search and navigation. No matter the path, all visitors want you to bring them to the exact products or information they are looking for as quickly as possible.

> **As an e-commerce retailer, you don't want your visitors to fall into even a second of frustration, or they could be lost.**

The design of great site navigation is both an art and a science. After more than 14 years of helping the world's leading e-commerce retailers turn shoppers into buyers, experts at SLI Systems have gathered an array of best practices to speed the path to purchase for shoppers in every industry. We share these in our "Big Book" series — which also includes the "Big Book of Site Search Tips" — to provide you with the knowledge you need for e-commerce success.

Following are more than 50 site navigation tips to help you lead your shoppers straight to their desired destinations.

The Big Book of Site Search Tips dives deep into more than 100 ways you can improve your on-line shopping experience.

sli-systems.com/bbosst

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1 "Site speed: case studies, tips and tools for improving your conversion rate," by David Moth. Econsultancy. October 23, 2012.

Site Navigation Design

Create a Consistent Look and Feel

Keep the look and feel of your search and navigation pages consistent across your site. This reinforces your company's brand and makes the entire site easier to use. Use the same sorting and refinement options on both site search and navigation pages.

Let Industry Standards Be Your Guide

Use standard design patterns to make it easy for visitors to navigate your site.
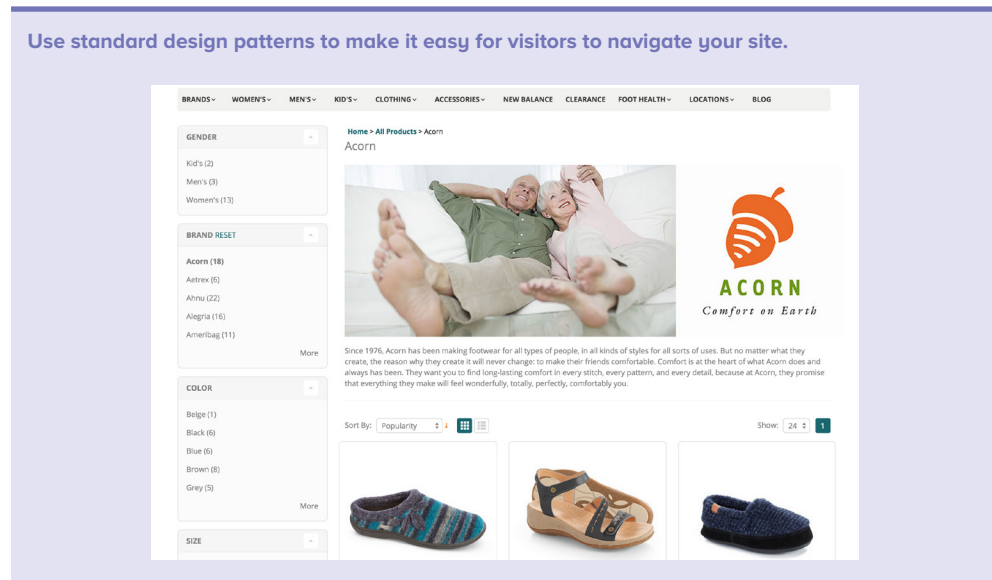
Since online shoppers spend a lot of time on sites other than yours, you don't want them to have to learn a new way to navigate when they visit your site.

Use the industry's best and most accepted design patterns so visitors will intuitively know how to get around your site.

Standard design guidelines include:

- Put sorting options at the top

- Place refinements in the top or left navigation

- Include pagination at the top, bottom or both

- Show the search box prominently at the top of every page

- Keep navigation categories at the top of every page

> **Use the industry's best and most accepted design patterns so visitors will intuitively know how to get around your site.**

Allow Visitors to Navigate from Any Page

Since visitors enter your site in different ways, create a path for them to navigate the rest of your site without having to start on the home page. For visitors that arrive via a product page, pay-per-click ad, social media post or through a targeted email campaign, provide top navigation on all of your pages to allow them to easily move from page to page. An exception to this rule is checkout, where you might want to limit the navigation options to keep the user focused on making the purchase.

Provide Alternative Ways of Navigating to a Product

Allow visitors to navigate in the ways they prefer by offering a range of paths to your products. Many retailers provide clear categories across the top of each page, with subcategories and filtering options in the left navigation menu of each category page. This allows customers to easily drill down to the selection they want to view.

> **Allow visitors to navigate in the ways they prefer by offering a range of paths to your products.**

Provide a Refined Site Navigation Experience

Refinements allow visitors to narrow down their product selections as they travel through your site. From broad category pages, break down choices into more specific subcategories. On a furniture site, for example, shoppers might start with the Living Room category then navigate to Sofa and Armchairs, Coffee and Side Tables or Living Room Lighting, depending on what they need.

In addition, providing refinements for brand, price, style and color can help shoppers pinpoint the products they had in mind.

Don't Show Too Many Refinements

Instead of showing every possible refinement (which can overwhelm shoppers), examine your analytics to see which refinements are used the most and which are hardly used at all. For example, do you really need the option to refine jeans by the number of pockets? If it is useful to your visitors, then show this option only when it's relevant. A simple list of refinements versus a convoluted one increases your chances of improving your conversion rates.

Only Show Refinements with Results

Show relevant refinements for each category and make sure each refinement option contains results. You may be tempted to provide general refinements across your site for all category pages, but this can lead to a frustrating shopping experience. For example, you wouldn't want to provide a refine-by-color option if an item is only available in one hue.

Show Site Navigation Results Above the Fold

Too many bells and whistles at the top of your category pages can push your products below the fold. Let visitors know they are in the right spot by showing them products without making them scroll.

Show Products on All Category Pages

Minimize the number of clicks required to get to your products. Try showing your most popular items on your top-level category pages without requiring further refinements. For example, showcase your most popular boys t-shirt as soon as shoppers click the Boys category, rather than forcing them to click on the T-shirt category in order to see it. Many navigation systems force visitors to go through several clicks before they show any products at all, which slows the path to purchase.

Minimize the number of clicks required to get to your products.

Show Breadcrumb Trails

Breadcrumb trails show visitors where they are on your site and help them understand your product catalog. They allow visitors to move to broader categories and refinements without having to hit the back button on their browsers. Search engines can use bread crumb trails in their search result pages to give users a better context of where the page sits in the site hierarchy.

Show the Number of Products for Each Refinement

Indicate the number of products for each refinement.
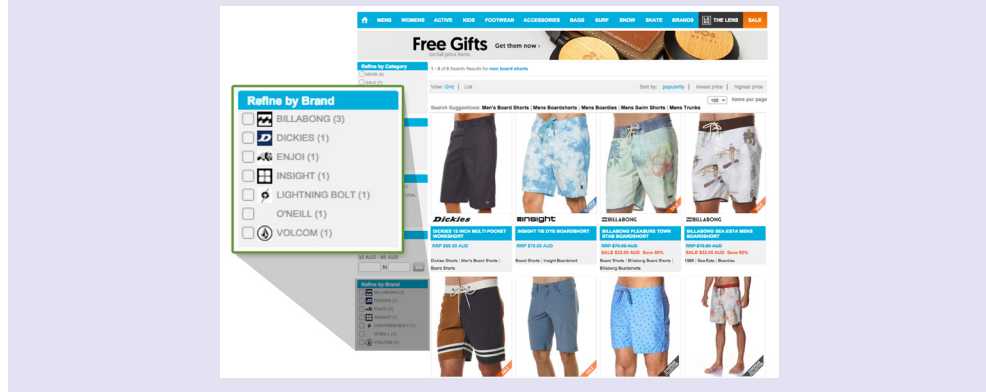
By indicating the number of products for each refinement, shoppers quickly understand how many results they can expect to find under each option. This guides them to consider other refinements if necessary and assures them they have seen all possible products.

Provide Different Ways of Ranking Products

Let visitors easily re-rank the criteria for how products are shown. Shoppers might want to view products by best sellers, highest rated, new arrivals, most expensive or least expensive. As a default, show products in order of most relevant or most popular. Once a visitor chooses a new order, remember the preference to spare him or her the hassle and frustration of re-ranking products on each category page.

> **Shoppers might want to view products by best sellers, highest rated, new arrivals, most expensive or least expensive.**

Consider Different View Options

Different visitors will want to browse your products in different ways. Set your navigation to a default view like grid, but allow visitors to choose which layout is most suitable for them. Grid view displays more products above the fold with bigger images and fewer details. List view shows fewer products above the fold but has more room to list product details or images, and it works better for SEO purposes. A hybrid view gives visitors the best of both worlds with larger images and more product details. Some products work best in list view, while others work best in grid or hybrid view. Test these options to see what works best on your site.

Allow visitors to choose which layout — grid, hybrid or list — is most suitable for them.
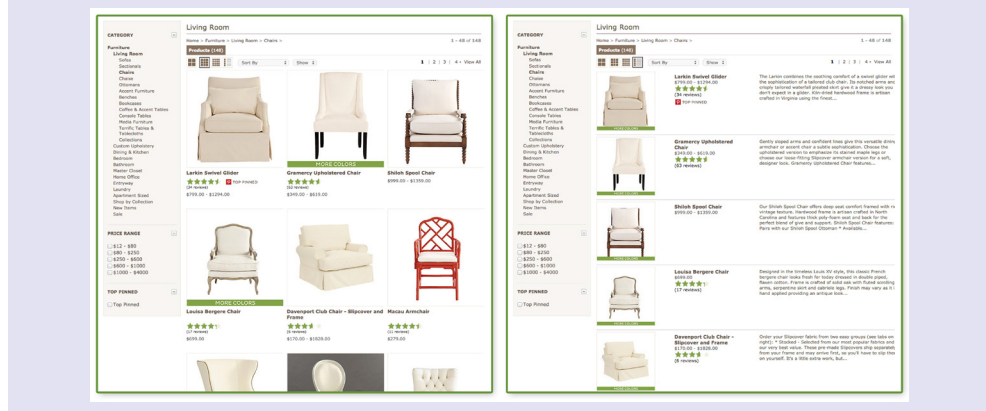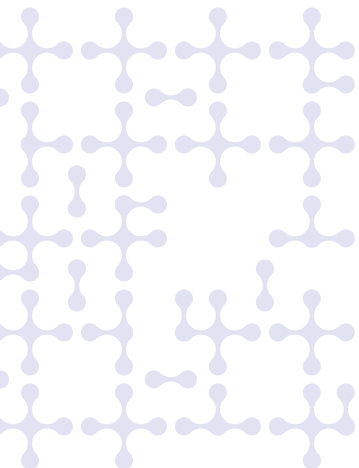
Paginate Your Results

Include pagination and total number of results on your navigation pages. This gives shoppers an idea of how many results there are and helps them decide whether to narrow the selection. This is especially helpful if a category includes many results, which could frustrate shoppers as they click to next page after next page with no end in sight.

To allow visitors to click to any page in the results, make each page number a link to that page. If visitors have many pages to go through, you can show page numbers by the tens (e.g. 10…20…30). Also include arrows to move to the next page and the previous page, along with quick links to the first and last page of results.

Let Visitors Control the Number of Results

Consider allowing visitors to change the number of results per page. Include a default amount, like 40, and options to show more, like 80, 120 and Show All. The default number should be enough to give visitors a sense of their options but not so many that the page takes a long time to load.

Speak Your Shoppers' Language

This is where your site search can help you improve your navigation. Use the top searches from your site search data to understand the language visitors naturally use on your site. Apply these words to your category and subcategory pages to help shoppers navigate to exactly what they had in mind.

For example, if you sell products with a zig-zag pattern, but your shoppers call it a chevron pattern, change your language to meet their expectations. By using the words your shoppers use, they will easily find what they are looking for in your navigation.

> **Apply top search terms to your category and subcategory pages to help shoppers navigate to exactly what they had in mind.**

Show Related Searches on Your Navigation Pages

Related searches allow visitors to see similar products in case the ones they found were not what they were looking for. Add related searches below product descriptions. Keep in mind that visitors clicking on related search terms will no longer be in site navigation mode. However, when you build a consistent experience between your site search and site navigation, you will ensure that the transition between the two is seamless and natural.

Let Shoppers Add to Cart from Category Pages

Add to Cart buttons on site navigation pages can significantly increase conversion rates. If a visitor wants to make a purchase, he or she can click Add to Cart and skip the step of going to the product page. This is an easy way to save your visitors time and improve the shopping experience.

We recommend testing Add to Cart buttons to make sure they have a positive impact on your site.

> **Add to Cart buttons on site navigation pages can significantly increase conversion rates.**

Save the Day with Super Menus

Use super menus to visually display categories and subcategories.
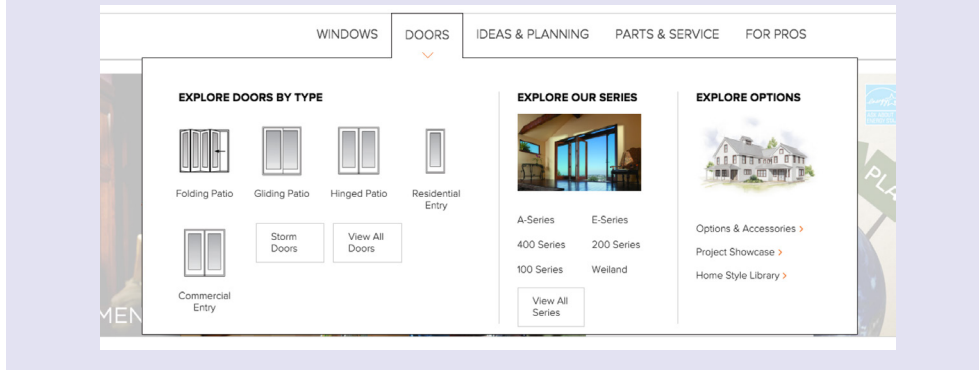
Super menus (also known as mega menus) visually display categories and subcategories when users hover over the top navigation menu, so visitors can easily navigate your site with very few clicks. According to usability expert Jakob Nielsen, usability tests have shown super menus work well for both e-commerce retailers and shoppers. Super menus allow shoppers to access subcategories and even non-product content without using a site navigation link.

For example, on a fashion site you may have categories in the top navigation such as Women, Men and Children. Once the drop-down menu appears, you can choose more specific items like Shoes, Tops, Pants, Brands, Sizes or Ages. Super menus mean fewer clicks to get to specific category pages. When well produced, they provide an intuitive user experience.

Remember the Smaller Form Factor

A navigation menu that extends past the end of the screen can create a user experience nightmare. Any attempt to use the scroll bar will cause the menu to disappear. To avoid this, keep the menus concise and test them on different browsers and for various sized screens. Your menus need to work on tablets and smartphones, too. If the desktop version of your super menu relies on a hovering mouse, ensure you have alternate menu options for mobile visitors.

Links, Mouse Overs and Pop Ups

Whether you decide to use links, mouse overs or pop ups is a matter of preference. Links are simple to implement and work well with all browsers. However, links don't allow for subcategories, so visitors clicking the link for Women will be taken to a navigation page that has all products related to the Women category.

Mouse overs allow users to navigate to different categories and subcategories with fewer clicks. When implementing mouse overs, make sure the menu does not disappear or change too quickly with the movement of the mouse. Mouse overs can add a dynamic feature to your site, but when implemented incorrectly, they can also cause frustration. Do not use mouse overs on your mobile and tablet sites.

Pop ups work in much the same way as mouse overs, but the visitor will need to click on the category for the menu with subcategories to appear. Pop ups work well for both desktop and mobile users.

We recommend testing the functionality and making changes to fit your visitors' behavior.

> **Remember, do not use mouse overs on your mobile and tablet sites.**

Use AJAX to Speed Page Load Times

AJAX technology increases the load speed of navigation pages by updating only the information that has changed rather than reloading the entire page. This is a great feature for refinements, reordering, viewing additional pages of results and changing view options. A well-designed AJAX site navigation page provides a near-instant response to clicks.
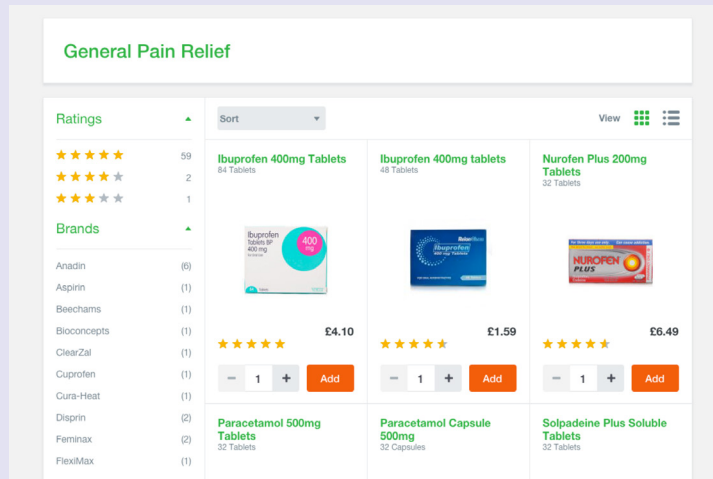
Integration with Ratings and Reviews

Online shoppers expect ratings and reviews on e-commerce sites. Both increase conversion rates by boosting buyer confidence. The following tips will help you make the most of your ratings and reviews.

Show Ratings and Reviews in the Navigation

Add ratings as a refinement option on navigation pages.

Add ratings and reviews as part of the product information displayed on navigation pages. Shoppers will appreciate the unbiased information about your products. In addition, show the number of reviews for each product to help shoppers put the ratings in perspective.

> **Both ratings and reviews increase conversion rates by boosting buyer confidence.**

Allow Visitors to Refine by Ratings

Visitors often want to see products with the best ratings first. You can save them time by letting them refine by the number of stars. As a result, shoppers won't even see poorly ranked products. Use stars to make this refinement visual.

Allow Visitors to Sort by Ratings

In addition to price and popularity, let visitors sort by ratings. You can offer them the choice to sort by average rating and most rated. Sorting products by most rated shows visitors which items have been popular to purchase and review, but sorting by ratings shows them which products have the best user feedback. These refinements will help them quickly find your customers' top choices.

Provide Options to Navigate Through Reviews

Reading through many reviews can be cumbersome for shoppers. Help your visitors find the information they're looking for by providing them ways to navigate your reviews. For example, you can allow visitors to navigate reviews by pros, cons or best uses, and to sort by newest, oldest, highest rating or most helpful. The use of such refinements is extremely effective for helping visitors make a purchase decision.

Refinement Display

Refinements let visitors indicate specific characteristics of the product they are looking for. By narrowing down the number of options shown in the category, visitors don't have to scroll through pages of products to find the right one.

Consider a Color Palette

Showcase color options with a pretty palette.
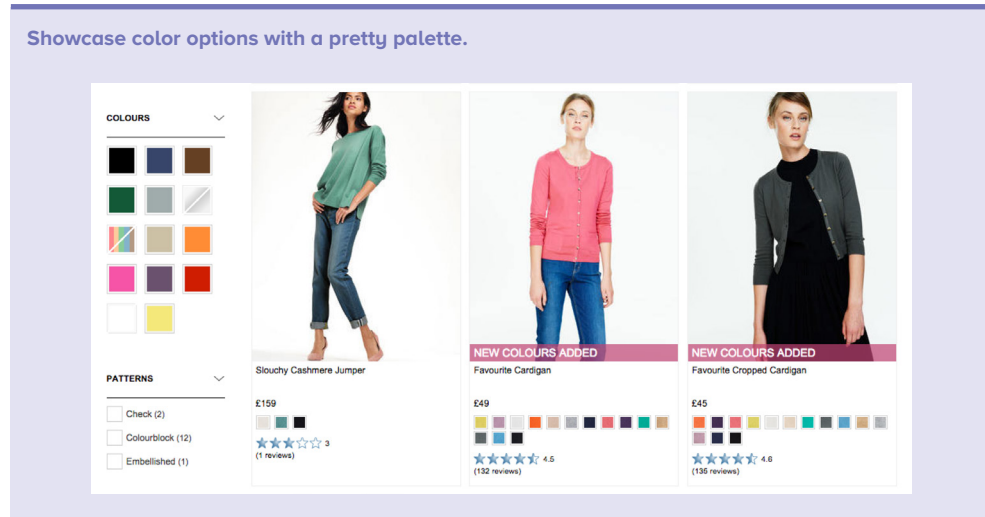
Color palettes provide a visually appealing way to show color options for a particular product. Plus, it takes the guess work out of identifying colors with names like vermilion (a reddish orange) or verdigris (a yellowish green). Color palettes are often displayed on the left column with other refinements.

> Color palettes take the guess work out of identifying colors with names like vermilion (a reddish orange) or verdigris (a yellowish green).

Show Products in the Right Color

Display products in the color shoppers requested. For example, if the default image for a shirt is red, but it is also offered in blue, show the blue shirt when shoppers refine the category to blue.

If your product is available in several colors, let visitors see the color options from the navigation page. One effective way of doing this is to allow visitors to hover over the color palettes directly under the picture of the product. The color of the product changes, while other products on the page remain unchanged.

Use Images

The human brain processes images faster than text. Consider using images to signal certain refinements, such as apparel type (dresses, shirts, pants), brands, ratings, colors and shapes. Of course, images won't work for some refinements, so use your judgment. Make sure the images you use are clear and simple, so your customers won't be left guessing.

Use High-Quality Images

Use the appropriate image resolution to properly display your products. Poor image quality hurts your brand and can give visitors the impression that your products are low quality. Shoppers may abandon your site or you may have an increased number of product returns if the item looks differently in real life than in the image. Another best practice is to have multiple images that show the product from different angles or convey fine details and scale.

Use Easy-to-understand Navigational Images

Use navigational images to guide shoppers to the right products.
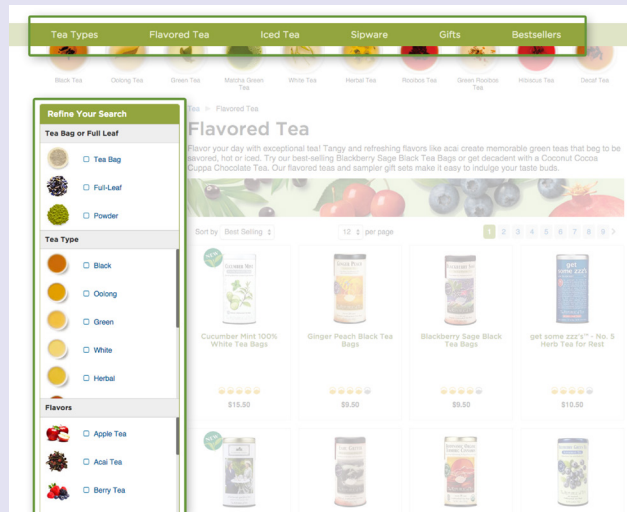
If you use navigational images to identify subcategories, make sure they are easy to understand. You want to make sure shoppers don't accidently confuse the subcategory images for the product selection.

Provide the following visual cues:

- Show products as well as subcategories
- Include the number of results for each subcategory
- Label the subcategory images clearly
- Distinguish between the layout of your products and subcategories

## Use Popular Products as Navigational Images

It takes time to manually keep your navigation images up to date. Use an advanced navigation solution to automatically display the most popular products as navigational images. Automating the image selection reduces your workload and provides a more personal experience for the shopper.

For example, before a visitor selects a refinement, the image for the dress category could be the most popular dress on the site. When a visitor selects the $100 to $200 price range, the image changes to the most popular dress in that range. This dynamic interaction engages visitors and provides a great user experience, which can translate into higher conversion rates.

Offer Multiple Ways to Unselect Refinements

Let visitors easily change and remove refinements. Customers may want to navigate to the top or up one or several levels within a category. Use a Show All link or a breadcrumb trail to enable a quick link back to a category page or higher navigation levels. Breadcrumb trails help visitors see exactly where they are on the site and what refinements have been used.

Another best practice is to use an X or checkmark beside the selected refinements. This allows visitors to easily remove a refinement selection without deleting all the selected refinements and gives shoppers the flexibility they need to find the item they're looking for. A Clear All option offers a quick "back-to-the-top" navigation alternative.
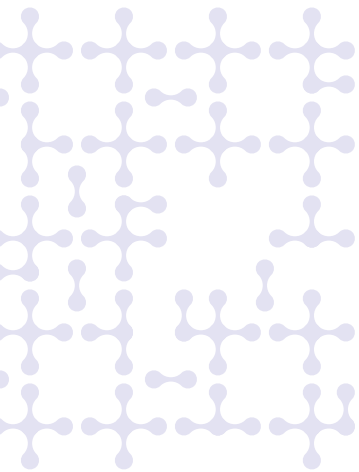
Search Engine Optimization (SEO)

Search Engine Optimization (SEO) increases the quantity and quality of organic traffic from Internet search engines such as Google. Internet search engines analyze website navigation structures as they crawl your site. They use this information to determine which items your site considers important. For example, if a product is only two clicks away from your home page, it is considered more important than one that is four or five.

Design your navigation pages with the search engine spiders in mind and allow pages to be crawled and indexed. Follow SEO best practices so your navigation pages rank well in natural search results, which in turn will increase your site's visibility and traffic.

> **Design your navigation pages with the search engine spiders in mind and allow pages to be crawled and indexed.**

Make Your Navigation Pages Crawlable
To ensure your navigation pages can be crawled by Internet search engines, use short URLs that include useful keywords to your navigation pages (e.g. category or subcategories) with very few parameters. Avoid using JavaScript-produced links because spiders may have trouble crawling these. Also ensure that navigation pages are not excluded in your robots.txt file.

Use Search-engine Friendly URLs
Use the category name in the URLs for your navigation pages rather than meaningless numbers and letters. Make the URLs as short as you can with as few parameters as possible. Search engines prefer this, and shoppers are more likely to click on a URL that includes their search term.

Include Title and <h1> Tags on Your Navigation Pages
Include the category title of each category page in your title and <h1> tags. These are located at the top of category pages and are considered by search engines when ranking a page. The text in the title tag appears in the search engine results — so it should be accurate, unique and compelling. You may also want to include subcategories within the title tag to help rank for those more specific keywords.

Include Unique Category Descriptions
Unique descriptions help your navigation pages rank higher in search engine results. Adding descriptions to your pages is an easy, inexpensive and sustainable way to increase your organic traffic.

Use Canonical Tags for Duplicate Pages
A page navigated to by clicking Men and then Shirts will probably have a different URL than one found by clicking Shirts followed by Men. Even though the content of these pages is similar, the order of the breadcrumb trail is different. Internet search engines often treat these pages as duplicates and choose only one of them to index. You can use a canonical tag to inform the Internet search engine which one you would like to index.

Don't Create Too Many Pages
Internet search engine guidelines explain how to use your robots.txt file to avoid indexing too many refinement options (or auto-generated navigation pages). Even a few refinements can generate thousands or even tens of thousands of navigation pages, which don't add value for your page ranking on Internet search engines. Decide which refinements make sense for Internet search engines to follow and only allow them to index those pages.

Protect Your SEO when Changing Navigation
When changing your navigation, don't lose the SEO value of your existing navigation links. Use 301 redirects to redirect old navigation links to the new navigation link, which links the SEO value of your original navigation pages to your new pages.

Merchandising

Merchandising, when done right, engages shoppers and drives revenue. Banners, ribbon overlays and custom-tailored landing pages can all be used to guide shoppers to exactly what they are looking for. As a result, merchandising tools allow retailers to promote products, build brand loyalty and drive impulse purchases.

Use Banners to Enhance Your Navigation Pages

Banners give your visitors visual confirmation of their navigation location, indicating where they are in a product category or landing page. Banners can also highlight sales, special promotions and popular products related to the navigation results.

Think About How You Rank Your Products

Many companies rank their products by popularity. This reduces the amount of clicks people will typically make to get to the products they're looking for. Consider showing your highest-margin products first or those for which you have excess stock, followed by the most popular items.

We occasionally encounter a website that ranks its products alphabetically by default. This is almost always a non-optimal way to rank your products, although it is sometimes a useful sort option.

Use Your Navigation Pages as Landing Pages

Your navigation pages can be used as landing pages in email campaigns, social media posts and pay-per-click advertising. This works especially well when the navigation page includes a custom banner and specific products to create unique, targeted campaigns.

Tie your email campaigns to curated landing pages.
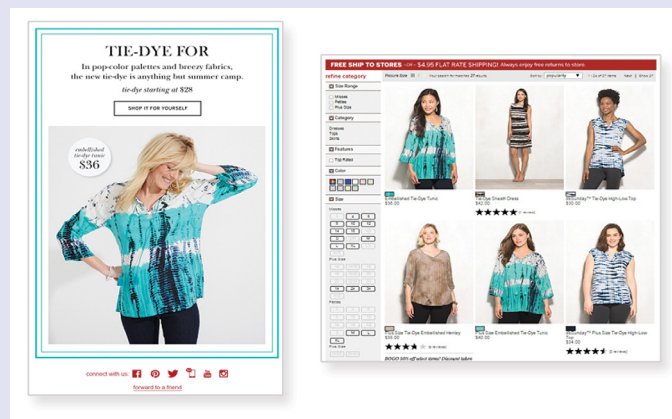
In this example, a campaign for tie-dye clothing is used in an email campaign and is re-directed to a landing page with all tie-dyed styles that are available.

Create Curated Landing Pages

In some cases, the content on your navigation pages won't work as a landing page. For instance, if you would like to promote a summer sale, you might want to handpick a variety of items that would not normally be found on the same page. In this case, we would recommend using a curated landing page for your campaign.

Offer Merchandising-specific Refinements

Don't limit refinements to product details. Visitors want to know about sales items, special offers, bundles and clearance items. Allow shoppers to refine by these factors to improve usability and guide them to items you are promoting.

Smartphones & Tablets

More than half of all time spent shopping online is done via smartphones and tablets, propelling mobile commerce to grow three times faster than overall e-commerce. In addition to site search, site navigation is one of the most important aspects of the mobile experience.

Mobile Navigation

The limited space on smartphones and tablets magnifies the importance of intuitive navigation. To best orient users and guide them through a mobile site (without cluttering the screen), we recommend a simple design. Here are some main best practices:

- Use drop-down menus with buttons or simple text so you can offer as many drill-down levels as needed while freeing up valuable real estate.

- Use subpages to expand using familiar icons such as +, - and >. This allows shoppers to easily navigate through categories to exactly the products they are looking for.

- Give category pages a look and feel similar to search results pages. This gives users a consistent experience across search and navigation.

- Include a thumbnail image, product title, brief description, price and additional information such as ratings and discounts.
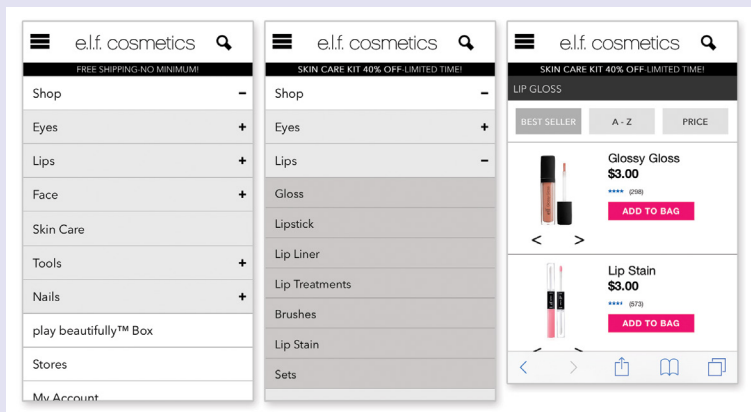
Include Refinements

Just as on your desktop site, refinements make navigation easier for mobile visitors. Since mobile devices have a lot less space for navigation, using a drop-down menu can be a good design choice. Presenting refinements this way saves screen space by hiding them when they are not in use. This helps reduce visual clutter on the mobile site and allows visitors to view more products and content without needing to scroll down.

Offer Infinite Scrolling

You may find that shoppers spend more time on your mobile site if you provide infinite scrolling. Instead of requiring shoppers to click to the next page, infinite scrolling automatically loads more search results as the user nears the bottom of the page.

Make Links and Buttons Touch-friendly

Provide mobile shoppers simple, touch-friendly navigation.

When designing for touch-enabled devices, keep in mind the size of the human finger and thumb. The touch target for an index finger is 57 pixels and for a thumb it is 72 pixels. Making touch targets smaller than that can lead to user frustration and incorrect clicks. Moreover, don't require users to pinch and zoom in order to navigate pages as these actions also lead to a negative user experience.
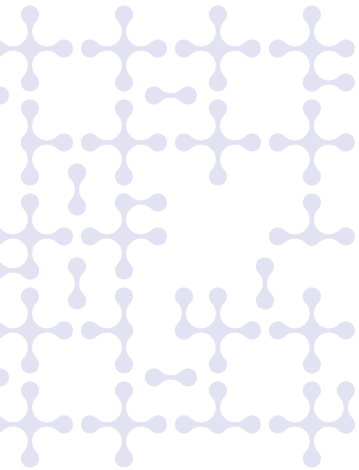
Direct Mobile Users to Mobile Pages

If you have a separate mobile site with a different URL, make sure to automatically send your mobile users to the correct site. You also need to direct search engines to this alternate site in order for your mobile pages to rank well in mobile search results. If you're using responsive design, this shouldn't be an issue.

Don't Assume Desktop Features Will Work on Mobile Devices

A common mistake in mobile development is attempting to port desktop features directly to a mobile device. With a touch-enabled device, the user is not navigating the page with a mouse cursor so functions like hover don't translate into a positive customer experience. At best, the user will attempt to click the item multiple times to activate the link; at worst, the user will be unable to click through at all and may abandon the site in frustration.

> A common mistake in mobile development is attempting to port desktop features directly to a mobile device.

Instead, optimize your development for the unique features and uses of each device type. Smart phone users and tablet users may use your site differently so consider both types of users.

How to Keep Improving

Products, trends and customer activity constantly evolve, and a good retailer keeps up with the changes. The following tips will help you continuously improve your site's navigation and engage visitors.

Run Multivariate Tests

As you go through the process of improving your site navigation, you will need to test and test again. It's a good idea to test different layout options, refinements, categories and result orders to make sure you're providing your visitors an optimal user experience — one that turns your shoppers into buyers.

Solicit Shopper Feedback

Your visitors and customers are your best critics. Depending on the type of products you offer, visitors may prefer to navigate a website by category, brand, manufacturer, price, ratings, color, material, sale items or free shipping. Gaining feedback from them is essential to improving your navigation.

You can use a simple survey, put a link on the category page to ask if they found what they were looking for or email customers after a purchase. Remember, you don't have to provide every possible navigation option.

Run Usability Tests

Another best practice is to watch people interact with your site navigation. This can be extremely useful, especially if you capture the screen and the narration of the people doing these tests. The first-hand perspective you gain is invaluable and can build a strong case for updating your navigation.

If you have trouble deciding what categories to select for site navigation, look at what people search for most on your site.

Examine Your Search Data for Navigation Clues

**Use your top searches to improve navigation, such as category names.**

Top Search Phrases

keyword	● count
mbt	5,174
sandals	1,319
mbt exclusives	634
boots	629
taos	556

If you have trouble deciding what categories to select for site navigation, look at what people search for most on your site. The search terms visitors use in the search box are a good indication of how they may want to navigate on your site. For example, if there are a lot of queries with manufacturers' names, then manufacturer (or brand) should probably be a navigation option. If people are searching for products in a category — such as waterproof products — consider adding this as a navigation option. Your analytics or site search software should be able to provide this information. Look at your analytics on a regular basis, as new trends may dictate the need for new categories.

Run Analytics

Site analytics provide a broad view of what your visitors are doing on your site. Analytics show you where visitors are coming from, how long they were on your site, from what page they left your site, what links they are clicking on, what pages they are visiting, how long they were on each page, etc. By tracking the activity of your visitors, you will be able to continuously improve the user experience of your site and ultimately increase sales.
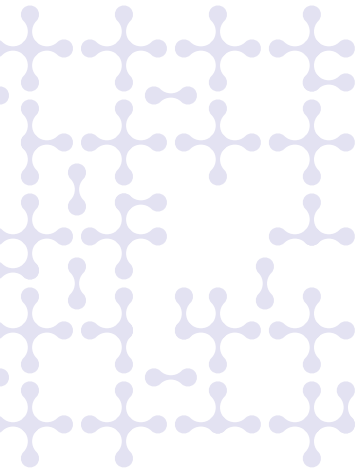
How SLI Systems Can Help

SLI Systems is the leading provider of site search, navigation, merchandising, mobile, recommendations and SEO solutions to top retailers around the world. Through SLI Learning Navigation™, SLI Systems offers SaaS-based e-commerce site navigation to improve the e-commerce user experience, increase site speed and conversions, reduce user abandonment and complement existing SEO efforts.
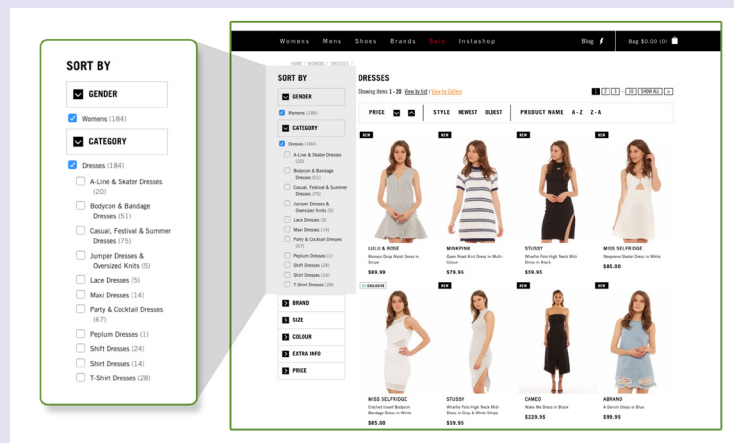
How SLI Learning Navigation Works

Learning Navigation™ dynamically builds site navigation pages using product metadata. Pages have the same facets and refinements as SLI Learning Search® for a consistent experience between site search and navigation.

With use of patented learning technology, Learning Navigation tracks and monitors your site visitors' actions, then applies that learning to always show the most popular products first. Learning Navigation makes it easy for visitors to move between pages and provides online retailers with a powerful way to merchandise their products.

Learning Navigation also complements your existing SEO efforts by creating SEO-friendly navigation pages and URLs, driving additional organic traffic to your site.

SLI Learning Navigation: e-commerce site navigation that learns.

> **SLI Learning Navigation Features**
>
> - Navigation that learns and improves
> - SEO-friendly URLs and pages
> - Search engine indexing controls
> - Custom faceted navigation
> - Consistent look & feel with search pages
> - Powerful merchandising controls
> - Deep reporting & analytics
> - Platform independent
> - Enterprise-level reliability & scalability

Learn more about SLI Learning Navigation at www.sli-systems.com/solutions/navigation or email discovery@sli-systems.com.

SLI SYSTEMS
E-COMMERCE ACCELERATED

About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit sli-systems.com, sli-systems.co.uk, sli-systems.com.au

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