Site Search, Navigation, SEO
& Merchandising Solutions for

Fashion, Accessories and Beauty Retailers

SLI SYSTEMS
E-COMMERCE ACCELERATED

Fashion, accessories and beauty retailers lead the pack in creating online shopping experiences that are beautifully designed and feature rich. By focusing on customer experience, they differentiate their brands from competitors and enhance their reputations and relationships with consumers.

SLI Systems' leading site search, navigation, SEO and merchandising solutions help retailers in these industries move from just presenting their brands online to allowing visitors to experience them, speeding and engaging the transition from prospect to customer.

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

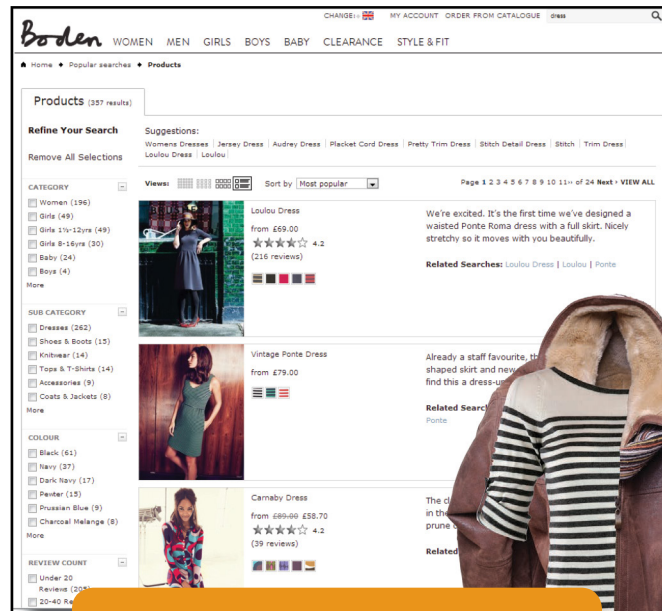# Improve Your Online Brand with Learning Search™

SLI Systems works with top fashion, beauty, and accessories brands to ensure their e-commerce sites meet the rigorous standards their customers expect, with relevant site search, personalized merchandising, and user-generated SEO, combined with engaging, graphic-rich pages that mirror the feel of magazine spreads and catalogs.

## Maintain a Consistent Brand

Consistent branding is important throughout your different channels including your website and mobile site or app. SLI customizes your online search results, navigation and landing pages to ensure a consistent look-and-feel throughout. These pages seamlessly blend with your branding and reinforce the trust your customers have developed within your brand.

> **View products in the color you want by rolling over the swatch color**

See More, Quickly

Shoppers like to try on or see products up close before purchasing. SLI Systems integrates features such as mouse-over or clickable pop-ups and quick-view boxes into site search results, so visitors see an expanded product image, without having to click to the product page. This reduces the risk of site abandonment.
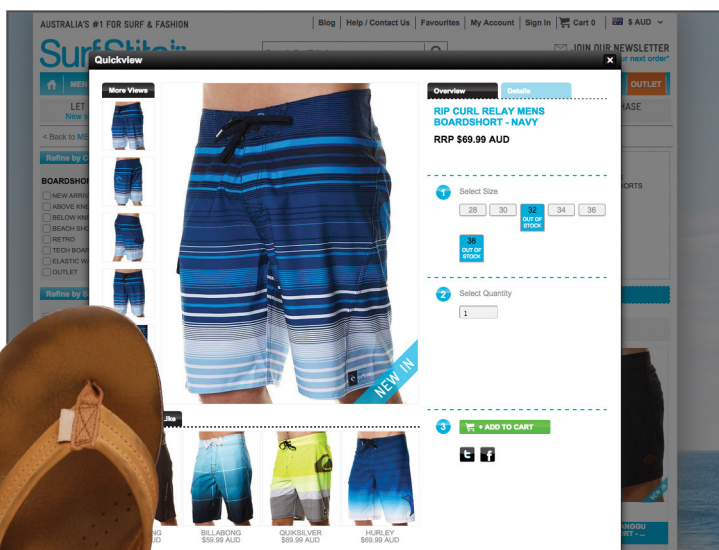
> **Quick View windows show product detail and availability**

Show Products to Customers as They Type

The best way to drive conversions is to show customers the most relevant products, quickly and clearly. SLI Rich Auto Complete™ displays relevant product images in a drop down under the search bar as users enter search terms. It takes shoppers to the product page in fewer clicks and dramatically increases conversions.

Make Color a Priority

Show shoppers what they want in the color they want. Color swatches display your products in all availabilities, including patterns. Additionally, color-related searches can return images in the same color to allow shoppers to see their desired item in the correct color. The quicker you can show products that match your customers' needs, the sooner they'll move toward a purchase.
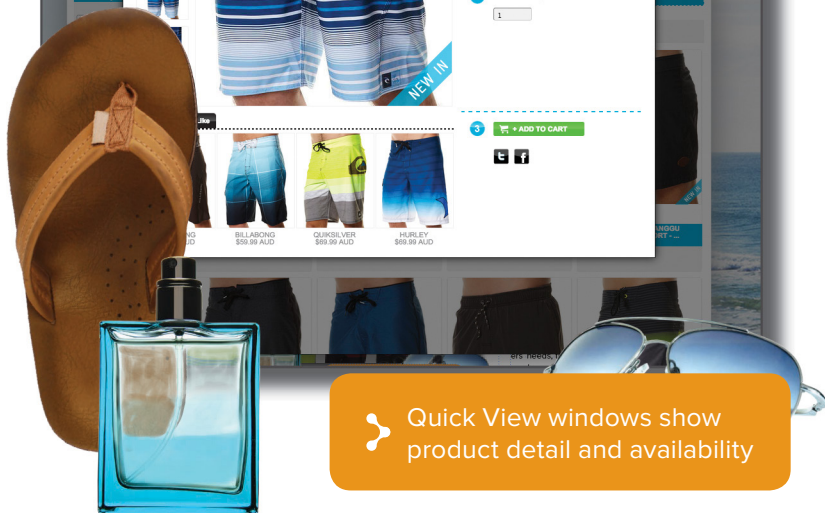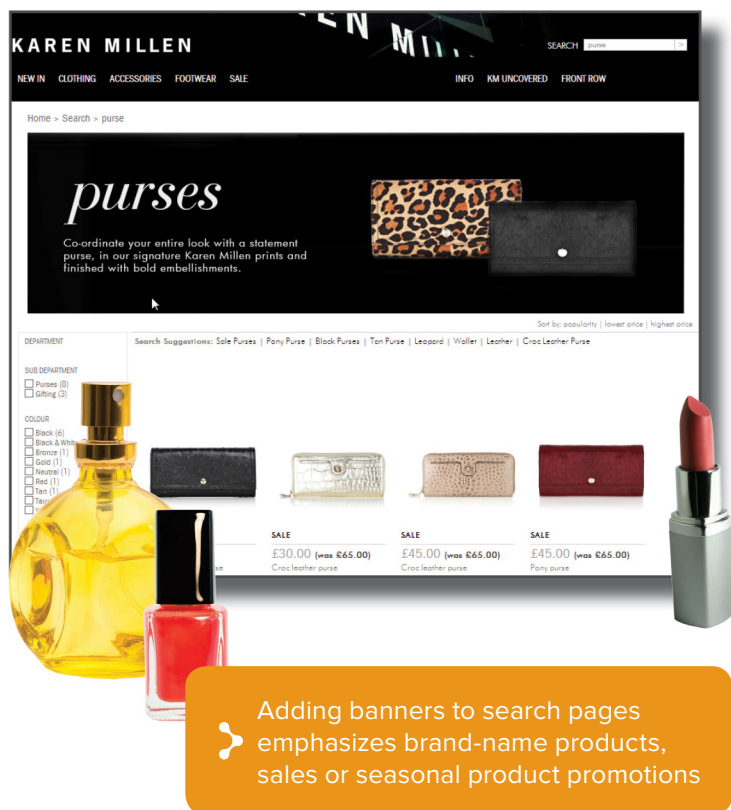
Adapt Your Merchandising

Managing banners for promotions, brands or special offers with SLI Systems is easy. Use your navigation and search results pages as merchandising opportunities by creating customized banners that are triggered to display when visitors look for certain products. By adapting your merchandising banners, you can target buyers' needs at key stages of the shopping experience, and increase clickthrough rates.

Improve SEO Conversions

When customers find your site from an external search engine, they might land on a page that does not have the exact product they want and bounce right off. Keep them on your site by showing them similar items on that landing page with SLI Dynamic Product Banners™. Improve conversions by ensuring customers see other products they might like.

Adding banners to search pages emphasizes brand-name products, sales or seasonal product promotions
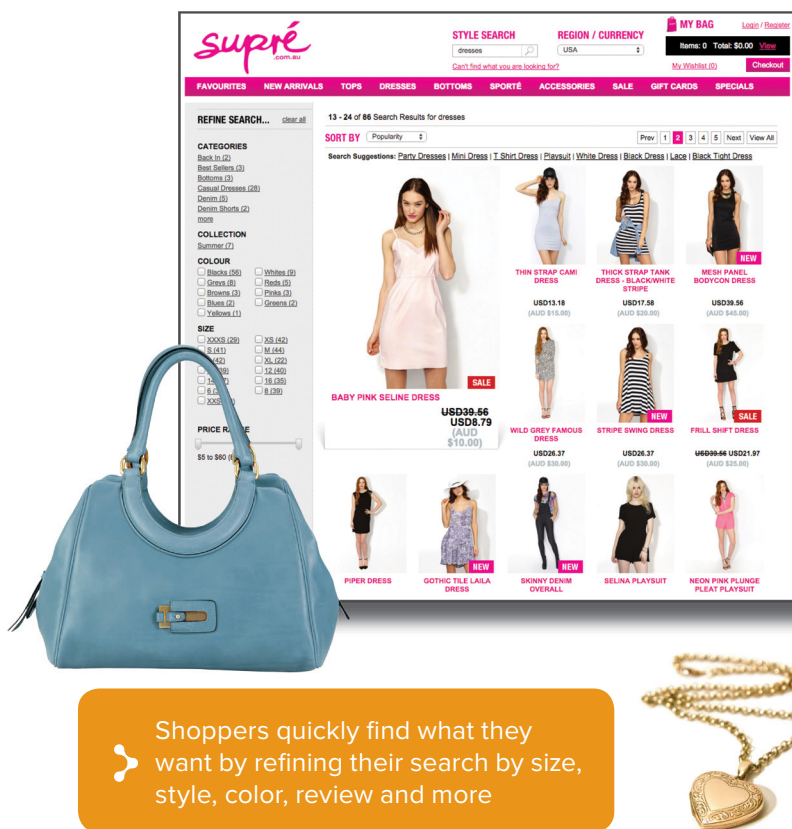
Boost Search Engine Optimization

Make sure consumers find your site when surfing the web, without over-spending on advertising. SLI Site Champion™ dynamically creates optimized landing pages to complement your SEO efforts. Use Site Champion to dramatically expand your overall SEO footprint.

Target Your Customers by Location

Your customers' needs and your ability to deliver might be different based on geography. SLI can customize and integrate geolocation services to allow deeper segmentation of products by location. This gives you greater control over regional variations in merchandise style, function, price or other attributes.

Account for Slang

The language you use to describe products may not always match the search queries your customers use. SLI Systems handles slang and alternative words with synonyms that describe the same product in search queries. Whether customers search skinny pants or cigarette pants, they'll find all slim-fitting pants.

Shoppers quickly find what they want by refining their search by size, style, color, review and more

Reference Other Media to Create Confidence

Customer reviews, referrals and other endorsements help improve confidence in your brand and may encourage a sale. SLI Learning Search™ can help customers find not only products, but related media, including videos, blogs and social media content. A search for "lipstick" at eyeslipsface.com shows not only lipsticks, but video tutorials, the latest magazines where the lipstick has been featured, social media mentions and beauty blogs. Let these valuable referrals drive conversions and increase order value.

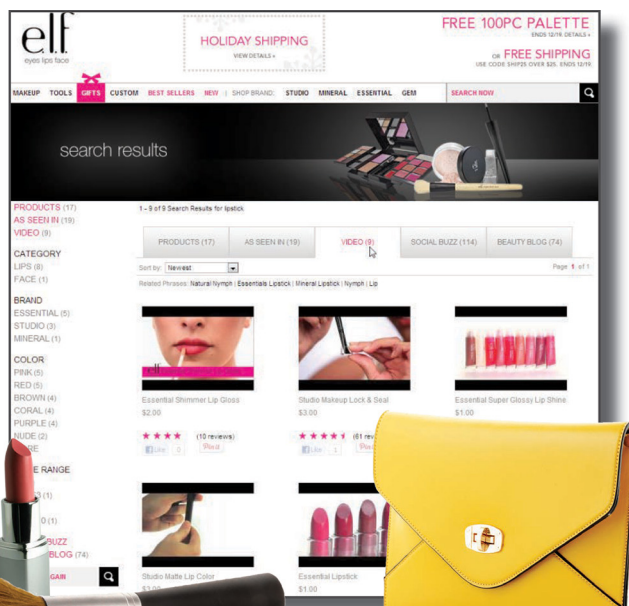### Anticipate Trends with Learning Search

Fashion trends change, and brands need to adapt. SLI Systems provides site search and navigation that continuously learn and naturally move the most relevant items to the top of the search results, ensuring your customers quickly find what is most popular. SLI Systems' out-of-box analytics help retailers gain additional insight into visitor behaviors, with reports such as top keywords, or searches with poor results.

> Search results aren't limited to products; videos and tutorials, social media mentions and other rich content can all be displayed

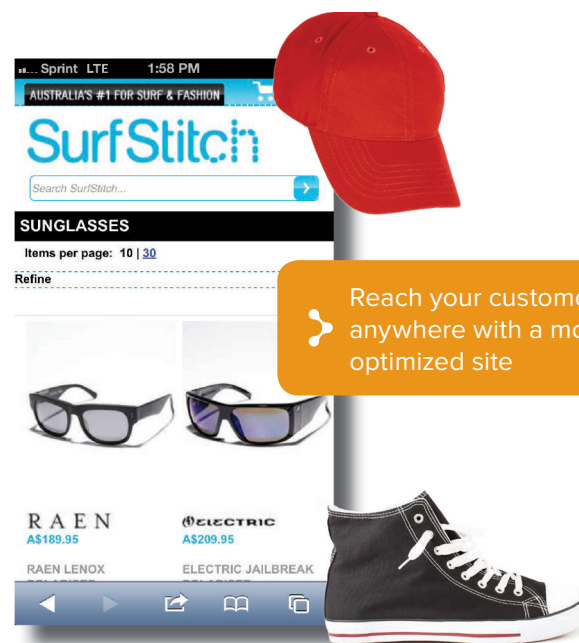### Refine Large Groups of Search Results

Customers may have a hard time making a decision when faced with too many choices. Refinements by size, style or even age can help users sort and narrow down products by their personal preferences. SLI Systems can customize your refinements to the parameters you wish to offer customers, establishing a powerful personal experience between your brand and consumers. Boden.co.uk offers customers the ability to refine by body shape or review, giving shoppers a highly-personalized experience.

Make Your Products and Info Available Anywhere

Smartphones and tablets are increasingly being used to browse and purchase products online. SLI Systems' mobile solutions allow for a smooth user experience with a design tailored to your brand. Create a streamlined mobile experience so your customers can easily find and purchase items anytime, anywhere.

> Reach your customers anywhere with a mobile-optimized site

About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they are 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.au** or **sli-systems.co.uk**.