

ENDECA SEARCH ENGINE MARKETING: BILLIONS OF TARGETED LANDING PAGES

You have two main goals: Drive traffic to your site, and convert browsers to buyers. One of the best ways to accomplish these goals is with Endeca's Search Engine Marketing Module, part of the Endeca Discovery Suite. It helps you outpace the competition by ensuring that your valuable assets — product listings, how-to guides, or customer reviews — are properly indexed and prominently featured in search engines such as Google, Yahoo, and Microsoft. In addition, Endeca can help map your paid keywords to the highest converting, targeted landing pages on your site. The results can be eye opening: Northern Tool saw a 72% increase in revenue from organic search results because of Endeca Search Engine Marketing.

Endeca Search Engine Marketing Module

For most shoppers, the product-discovery process starts well before they arrive on your site, and often begins with a popular search engine. Because search engines are a primary source of customer traffic, driving and converting referrals from organic and paid listings has become a top priority for online businesses. Having launched hundreds of leading online retailers and more than 250 public-facing Web applications, Endeca has developed a proven approach to accelerating and automating SEM efforts by ensuring that all your content

is exposed to Web search engines the right way.

Endeca's enterprise-class Search Engine Marketing Module, part of the Endeca Discovery Suite, is designed to enhance our customers' online marketing immediately. In addition to Northern Tool's 72% revenue increase, Endeca customers have improved their online marketing strategies by:

- Increasing organic and paid search traffic
- Improving conversions
- Maximizing return on paid search listings
- Reducing SEO/SEM spend

The SEM Module's out-of-the-box sitemap generation capabilities and URL-optimization APIs reveal

significantly more of your Web site to the leading search engines, improving your rankings. Additionally, Endeca consultants can help setup automated paid keyword strategies to identify and map your underperforming paid keywords to more optimally targeted landing pages. With the Endeca Search Engine Marketing Module's prepackaged capabilities and the assistance of Endeca's Customer Solutions team, you'll get the necessary education, the right tools, and the best practices to implement a powerful SEM strategy.

Endeca Sitemap Generator

A core component of Endeca's SEM Module is the Endeca Sitemap Generator. This highly configurable utility creates a sitemap designed to dramatically boost the number of targeted landing pages exposed



to search engines while ensuring that only relevant navigation pages and record detail pages are indexed. The Sitemap Generator eliminates duplicate content, boosting the rank of specific pages. The newly generated sitemap ensures that Web-search spiders effectively index your content without sacrificing the user experience driven by dynamic Guided Navigation.

URL-optimization API

The SEM Module's URL-optimization API allows Endeca customers to customize their link structure to ensure the best representation of dynamic URLs to the search engines. The URL API makes it easy for Web sites to create keyword-rich links, remove unnecessary parameters, and order terms in a consistent manner to improve search-engine rankings and drive targeted traffic.

Enabling the optimal strategy

The Endeca Customer Solutions team is available to assist you in implementing the optimal search engine marketing strategy.

SEO workshop

As part of our comprehensive SEM offering, Endeca consultants conduct an interactive workshop to understand your individual business — its challenges, needs, content, objectives, and users. Endeca will discuss your application design and business requirements, and deliver a plan for implementing an effective SEM strategy.

Paid search offering

Endeca Consultants, using proprietary mapping technology, can help retailers automate the process of mapping each paid keyword combination to the most relevant landing page. Endeca customers use this automated capability to boost conversions for their underperforming keywords by sending paid listing click-through traffic to pages that deliver a more relevant and higher-converting experience.

Impact analysis

Endeca's SEM offering continues after implementation. After ensuring that you have the right SEM strategy in place for your application, Endeca consultants will help you measure and analyze the results. This could include an inventory of the number of pages indexed, an introduction to certain analysis programs, or the development of customized reporting that automatically measures the success of your SEM strategy. Based on what is learned, we can then make recommendations for adjustments and modifications.

The Endeca Discovery Suite

On average, 27% of online shoppers type a product name into the search box when they arrive at a retail site¹. The other 73% want to explore and learn more about the products offered². To support both these decision-making processes, your site must allow visitors to search for specific products as well as support the exploration and discovery of

products they didn't even know they were looking for. The Endeca Search Engine Marketing Module is just part of the Endeca Discovery Suite, a series of modules that leverage information beyond the product catalog to help transform your online storefront into a destination for discovery — increasing online traffic, customer loyalty, and sales.

Consistent client satisfaction

Endeca invented the Guided Navigation[®] experience and now it brings you the Endeca Discovery Suite. From hundreds of live commercial deployments comes a deep knowledge of the best user interfaces that combine search and navigation, the best data integration and operational set-ups, and the optimal businesses processes to efficiently run these applications. The result: fast deployments, reliable performance, smooth operations, high ROI, and satisfied customers.

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(1) Marketing Sherpa Online Shopping Research Study 2007. (2) CompUSA iPerceptions Study.