

# Learning Navigation

## Dynamic Site Navigation

### Enhanced site navigation with merchandising for increased conversions

Learning Navigation is an extension of SLI’s patented Learning Search technology that makes it easier for site visitors to find the products they seek. Learning Navigation is a hosted site navigation solution built with SLI Systems’ learning-based search technology.

Learning Navigation dynamically builds site navigation pages using product meta-data (refinements) and by analyzing the behavior of site visitors. Learning Navigation gives site visitors more options for navigating a site and retailers a powerful way to merchandise their online product catalog. Learning Navigation continually tracks visitors’ aggregate click-through behavior to list products in order of most to least popular, increasing the likelihood that people will find what they’re looking for.

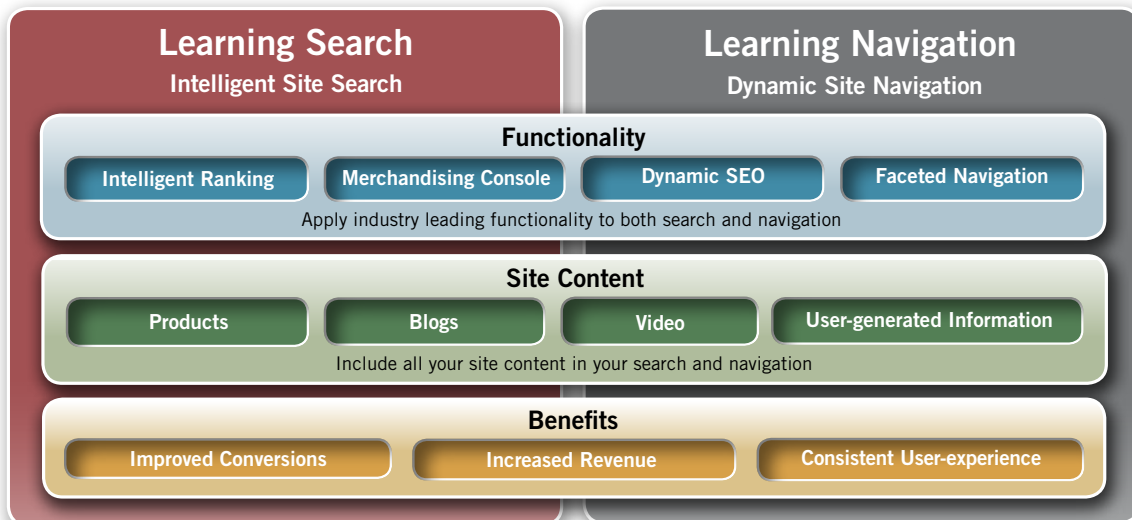
Learning Navigation increases conversion rates, complements your existing SEO efforts, drives additional traffic to your site, and reduces capacity planning and the work load of your servers. Learning Navigation is implemented by replacing the customer’s existing navigation (or selected sections depending on your needs) with SLI’s hosted pages. Learning Navigation automatically selects which products to show on each page based on previous visitor preference.

Furthermore, Learning Navigation creates SEO friendly pages and URLs which help increase retailers’ rankings on natural search engines such as Google.

#### Learning Navigation

- > Consistent search & navigation experience
- > Drives additional traffic
- > Increased conversion rates
- > Dynamic merchandising navigational controls
- > Increased conversion rates
- > Reduction in capacity planning
- > Protected by unique redundancy architecture

Customer experience is consistent across search & navigation



## Learning Navigation Features

### Consistency between search & navigation

Learning Navigation provides navigation pages with the same features as your site search, providing a consistent user experience across search and navigation. Using a single approach for both search and navigation ensures a consistent user experience for your visitors and your merchandising efforts, for example, jump pages, contextual banners, promoting best sellers, excess stock, etc, can all be managed via one system. Product information such as price, which is displayed on search results pages is shown consistently on navigation pages.

### Search engine optimized

Learning Navigation also improves retailers' search engine optimization (SEO) efforts by allowing navigation pages to be crawled as separate pages by search engine spiders. It ensures that the navigation pages have search engine friendly URLs. The pages are designed to have meaningful titles that accurately describe the contents of the page thereby increasing a site's exposure to natural search engines and drawing more traffic. By making your navigation pages crawlable and search engine friendly you can eliminate the need to devise other schemes for getting your content indexed and the navigation pages themselves can rank well and serve as great landing pages.

### Merchandise your navigation pages

Learning Navigation offers clients the merchandising controls they need to promote products and improve conversion rates. This includes the ability to control product rankings, inset category specific banners on navigation pages, and specify landing (or jump) pages. Merchandising can be tailored to the particular navigation area of the site based on the selections made by the site visitor.

### Hosted Service protected by unique redundancy architecture

Web site owners need to know that their navigation is going to be running continuously. SLI Systems has a unique redundant computing architecture that helps to ensure online businesses are protected from hardware or service failures, which could result in lost revenue and compromised customer loyalty. Unlike other site search technology vendors whose systems are vulnerable to a single point of failure, SLI provides its clients with multiple connection points - all the way to the client's browser - that remove the risk of a service outage. This is absolutely necessary as servers can fail - particularly disks or even entire data centers. This change is transparent to our customers and costs them nothing extra and its part of our effort to continuously improve our service. As a hosted service we can scale to meet the needs of your site during peak holiday shopping season.

For more information about SLI Systems' Learning Navigation, contact us [sales@sl-systems.com](mailto:sales@sl-systems.com).



#### SITE SEARCH THAT LEARNS • MERCHANDISING • USER-GENERATED SEO

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