

# Learning Search™

## Site Search

**Increase customer satisfaction and sales on your site**

Learning Search™ is a hosted site search solution built on SLI Systems' patented advanced search technology. It continually "learns" from past site search activity by tracking visitors' aggregate search queries and click-thrus, and uses that data to deliver results based on popularity. Whether your company website is designed to sell products, or provide support or information, Learning Search will return the most relevant search results, which helps your website achieve its core function - completing a transaction or allowing your visitors to find the information they're looking for, and therefore attract and retain customers, and increase sales.

An SLI study has shown that 73% of customers will leave a site within 2 minutes if they can't find what they're searching for - having relevant results on the first page is essential. Learning Search delivers the results people are looking for on the first page 95% of the time, which means more satisfied and more loyal customers.

### Learning Search is Different

Other site search technologies deliver results based on complex algorithms - not from user behavior. Learning Search improves search results for all users and reduces the time it takes them to find what they desire by tracking every query and click-thru to improve relevance. An advanced site search solution, Learning Search is a hosted service providing industry leading search features with a custom deployment that can be delivered in days.

### Learning Search Site Search

- > Site Search that Learns
- > Managed Service
- > Hosted Service
- > Merchandising
- > Platform Independent
- > Rapid Implementation
- > Affordable Pricing
- > Proven Results

### LEARNING SEARCH



Users search, website returns results and users click on most relevant results for their search

Learning Search learns over time what users have clicked on and popular results are ranked higher

Results in more satisfied customers and increased sales and conversions

## Learning Search Features

### Customized Results Presentation

When you work with SLI, your search results are customized to match your website's look and feel. You also work closely with a SLI dedicated team member to ensure your search follows best practices and matches your business needs. Your search can contain images, videos, prices, user ratings and review information, and our team is highly responsive and will perform almost any request you have.

### Search Suggestions

Auto Complete suggests search terms as your visitors type. Our unique related searches are shown at the top of the results page and below each search result to help visitors refine or expand their search. Learning Search also presents spelling suggestions when people enter mis-spelled words.

### Reporting and Analytics

Comprehensive site search analytics provides detailed information to help improve your site, including what visitors are looking for, what they are finding and not finding, and metrics on search quality. Learning Search also offers category-based reporting, providing insights into the search behavior within areas of your site. Site Search data is extremely useful for keyword research in your search marketing efforts.

### Merchandising

Learning Search offers clients the merchandising controls they need to promote products and improve conversion rates. This includes the ability to control product rankings, insert keyword specific banners on search results pages, specify landing pages and control the order of results based on price, availability, margin or other metadata.

### Faceted Search & Refinements

Learning Search presents search results with the same navigational refinements as the rest of your site, providing a consistent user experience across search and navigation. For instance, a search for "shoes" would show search results for "shoes" and allow the visitor to refine their search by style, color, brand, size, etc.



## About SLI Systems

SLI Systems' solutions are built with patented learning-based search and navigation technology that Searches, Learns and Improves the user experience. The search continually improves, enhancing customer satisfaction while yielding a valuable understanding of their needs and increasing your overall sales.

SLI Systems provides improved site search results for companies like FTD, Tupperware.com, ULTA, and hundreds of other e-commerce and content-rich web sites. The company has offices in Cupertino, CA, Christchurch, New Zealand and London.

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

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