

Site Champion

User-generated SEO

Increase natural search traffic to your site

Savvy web marketers and site administrators know that SEO (search engine optimization) is a critical part of any effort to generate qualified traffic online. However, ensuring your site is always optimized for the thousands of keywords that are relevant to your customers' search behavior is almost an impossible job.

That's why SLI Systems developed Site Champion, a user-generated SEO solution that automatically creates optimized landing pages based on visitor search activity on your site. Site Champion understands the search terms people use while on your site and the items they click on, and incorporates that information into your SEO efforts - which makes your life a whole lot easier, and your search engine rankings a whole lot better.

Complementary to existing SEO

Site Champion doesn't replace your existing SEO strategies. Rather, it's one component of a multi-faceted approach. While consultants or an in-house team develop linking strategies and improve site structure and content, Site Champion complements this by creating new search engine optimized landing pages for terms infrequently (long-tail) used by your site visitors. These pages, in turn, are crawled by search engine spiders, and assist sites in gaining better rankings in natural search results.

Optimize for many dynamic keywords

Site Champion is a powerful tool that automatically optimizes your site for hundreds, even thousands of ever-changing keywords - all based on user activity on your site. Special landing pages are automatically created that include 'Related Search' links - suggestions for alternate search terms that direct your customers to relevant products and additional purchasing opportunities. In a nutshell, Site Champion provides content that is useful for visitors and gives your site pages higher value on Google, Yahoo! and other search engines - a win-win for you and your customers.

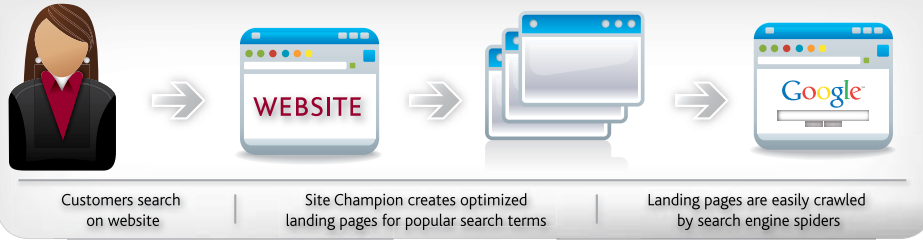
"Since implementing SLI's Site Champion, our company has seen a substantial increase in sales each month and a nearly 750% return on investment. No other search vendor offers the same automated page optimization functionality and creation of the search engine-friendly URLs that SLI does. Site Champion takes the time and effort out of our SEO campaigns, while generating powerful results."

Ian MacDonald, Vice President and General Manager, Century Novelty

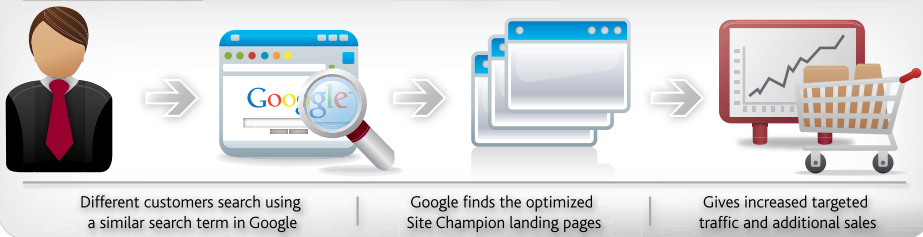
Site Champion User-generated SEO

- Optimizes your site based on visitor behavior instead of guesswork
- Optimizes for thousands of keywords - which may change on a daily basis
- Automatically creates optimized landing pages with little time investment
- Complements current SEO strategies for improved results
- Boosts site traffic and increases sales

STEP ONE



STEP TWO



Only your customers know what's relevant

Site Champion optimizes your site based on actual user activity and removes much of the guesswork and manual, labor-intensive tasks from SEO. Site owners are familiar with the continually changing list of search terms used to find their sites, and Site Champion makes it easy to keep up with these changes - whether they're seasonal or part of larger buying trends. With Site Champion you can rely on your customers to tell you what's relevant.

Devote more time to online marketing

Because it's automated, Site Champion allows you to be more effective at SEO while freeing you up to focus more on other strategic online marketing activities.

A powerful combination: Site Champion and Learning Search

Site Champion is an add-on to SLI's hosted site search service, Learning Search, that learns from customer behavior and continually improves the relevancy of your search results. Together, Site Champion and Learning Search enhance the customer experience while yielding a valuable understanding of visitors' needs.

About SLI Systems

SLI Systems' search solutions are built with patented Learning Search technology, an intelligent site search service that constantly learns from customer behavior. The search continually improves, enhancing the customer experience while yielding a valuable understanding of their needs and increasing your overall sales.

SLI Systems provides improved site search and SEO for more than 300 individual sites, including The Travel Channel, Smith & Hawken, Tupperware.com, ULTA, and other major e-commerce sites. The company is headquartered in Cupertino, California, with offices in New Zealand and London.

SITE SEARCH THAT LEARNS • MERCHANDISING • USER-GENERATED SEO

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