

Exalead Website Search

Just as search engines are the de facto gateways to information on the Internet, so search has become the preferred way to access and navigate content on individual websites, meaning the value of your B2C site is now directly tied to the efficacy of your site's search utility.

Exalead Website Search is an innovative content presentation and navigation system that fosters more successful searching, gives your site added depth, and encourages deep content exploration. Use it to better leverage your existing content, or to enrich your content with relevant content culled from the Internet, producing a highly engaging content 'mash up'.

Key Features: A Global Vision, Deeper Exploration

The Exalead solution helps you:

- More effectively organize and exploit your existing content in support of your editorial objectives
- Enrich and contextualize existing content with content gathered from external sources (the Web, partner applications, industry sites, etc.), or from previously inaccessible internal sources (whether structured, like databases, or unstructured, like multimedia files)

Exalead's patented "Search by Serendipity"[™] navigation system complements this enhanced, extended content with a rich, intuitive content presentation and navigation system that is neither overwhelming nor overly restrictive, helping users more easily find what they're looking for while enticing them to delve deeply into related content, giving your site valuable 'stickiness'.

Solution Benefits

The "Search by Serendipity"[™] system can help you attain:

- Increased site stickiness and audience loyalty
- Reduced dependence on costly search engine advertising
- Higher advertising revenue via more site visits, page views and queries
- Higher sales revenue due to more effective searching and enhanced cross-selling
- Control over your brand and the monetization of your results pages

Features

Search

- Fuzzy search with spelling auto-correction, phonetic and approximate spelling search
- Advanced search options: boolean operators, regular expressions, modification date, etc.
- Innovative 2.0 options like advanced image and video search, audio transcript search, social search (like user ratings and tagging)
- Real-time access to new & modified data

Navigation

- Navigation of results by dynamically-extracted categories, user ratings, related terms, file type and size, language, author and more
- At-a-glance scanning of results with content extracts, file type icons and thumbnail images
- Rich, application-independent content previews with search term highlighting

Architecture

- Unlimited scalability (queries processed and documents indexed)
- Supports 320+ file formats; more via an API
- Supports 32- and 64-bit platforms across major operating systems
- Rapid deployment, easy administration

Available in On Demand hosted edition.

Benefits

- Protect your brand
- Increase customer satisfaction
- Increase sales and advertising revenue
- Reduce advertising costs
- Offer innovative Web 2.0 services



Increased Loyalty, Greater Independence

Offering more successful searching and better contextualizing your content is a well-tested means of enhancing audience satisfaction and loyalty. If you further opt for the infinite depth and global reach a content mash-up brings, you can also help your site become more of a "first stop" reference for customers in your market, reducing your dependence on costly search engine advertising to draw traffic.

What exactly is a 'mash-up'? Created on-the-fly when a user navigates content, a mash-up is an automatically-generated mix of local site, database, Web, and third party application data. For example, in presenting a news article, a mash-up might simultaneously present related industry news, information regarding famous people or places discussed in the article, related forum or blog posts, etc.

Higher Sales and Advertising Revenue

In addition to helping you produce richer, better contextualized content, Exalead's "Search by Serendipity"™ system of assisted navigation immediately boosts a site's search success rate, and helps promote your products through cross-selling or by highlighting them in the search results. Equally important, the content exploration the system encourages leads to more queries, extends the length of site visits and boosts the total number of page views—all of which equates to higher advertising-related revenue.

Control Your Brand and Your Site Monetization

Exalead Website Search is a true white label product that integrates fully into your site, preserving 100% of your brand identity while providing a new service. Exalead also offers an independent solution for total control over the monetization of your results pages. You may deliver ads via Exalead (a zero-cost revenue sharing plan), select a third party partner (paying only for organic results via an affordable cost-per-thousand queries plan), or retain 100% of your ad revenue by using your own monetization system.

Complete Flexibility and Continual Innovation

The Exalead Website Search interface is completely customizable and specially architected for creating rich multimedia interfaces using technologies like Ajax and Flash. The underlying indexing engine is continually enhanced with a stream of Web 2.0 features like facial image recognition, audio/video transcript searching, and innovative features blending search and social networking.

Rapid Deployment and High Performance

Exalead Website Search can be deployed in a matter of days, not months, and it offers unlimited scalability and blazing performance (billions of documents / thousands of queries per second).



For more information, download our business whitepaper,
CloudView Platform Highlights

About Exalead

- Founded in 2000 by Alta Vista pioneers
- More than 250 enterprise customers
- Clients include Sanger Institute, the World Bank, CSC, PricewaterhouseCoopers, Sanofi-Aventis R&D, GEFCO, AFP, PSA Peugeot Citroën, ViaMichelin, NewspaperArchive, U.S. Department of Defense and Yellow Pages Group

Contact Us

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