

# Endeca for Directories

## Making Search Pay

Katrina Gosek – Product Marketing





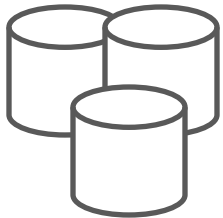
information  
visibility



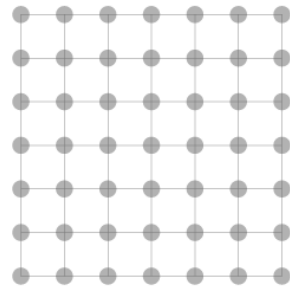
## Structured Data

Comprehensive access to all  
configured content

Databases



Structured data



Excel



## Structured Data

Comprehensive access to all configured content

## Unstructured Data

Integrated view and access to all forms of asset data

Contracts



.doc Files



eMail





## Structured Data

Comprehensive access to all configured content

## Unstructured Data

Integrated view and access to all forms of asset data

## Enterprise Applications

Leverage behind the firewall applications

Business Suite



Digital Asset  
Management

OPEN TEXT  
The Content Experts™

ERP



www.



Content  
supplier



3<sup>rd</sup> party data

*Dightsline*

## Structured Data

Comprehensive access to all  
configured content

## Unstructured Data

Integrated view and access to  
all forms of asset data

## Enterprise Applications

Leverage behind the firewall  
applications

## External Web Resources

Incorporate external data

# ZAGAT.

Attend the **event** that kicks off the holiday dining and entertaining season.

November 6-8, 2009 The Tunnel/La.Venue 608 West 28th Street NYC

COOK. EAT.  
DRINK. LIVE.  
**24.7.365**

www.CookEatDrinkLive.com

New York City [Change Location](#)

Welcome GennaG918877 | [Connect with Facebook](#) | [My Profile](#) | [Log Out](#) | [Help](#)

Find a Restaurant

[Browse Restaurants](#)

Search

GO

[Advanced Search](#)

Find a [Nightspot](#), [Hotel](#), [Attraction](#)



[Vote](#)

[Buzz News](#)

[Events & Deals](#)

[Discussion Boards](#)

[Mobile](#) [Stores](#)

## REFINE YOUR RESULTS:

### Zagat Ratings

Food: 22 and up

0 30

Decor: 12 and up

0 30

Service: 7 and up

0 30

Cost: \$72 and below

0 100

### Cuisine

European (174)

Italian (174)

Italian Northern (27)

174 results found for:

[All Restaurants](#) > ["italian"](#)

[Print Results](#)  
[Key To Ratings](#)

25 Per Page Page 1 of 7

LIST VIEW

MAP VIEW

RESTAURANT NAME

NEIGHBORHOOD

CUISINE

TYPE

FOOD

DECOR

SERVICE

COST

**'Cesca**  
164 W. 75th St.  
(Amsterdam Ave.)  
Manhattan, NY | [Map](#)  
212-787-6300

[Reserve Online](#)



West 70s

Italian Southern

**ZAGAT RATED**

23

22

22

\$61

[Add Your Review](#)

**'ino**  
21 Bedford St.  
(bet. Downing St. & 6th Ave.)  
Manhattan, NY | [Map](#)  
212-989-5769



Greenwich Village

Italian

**ZAGAT RATED**

24

15

20

\$30

[Add Your Review](#)

**'inoteca**  
98 Rivington St.  
(Ludlow St.)  
Manhattan, NY | [Map](#)  
212-614-0473



Lower East Side

Italian, Small Plates

**ZAGAT RATED**

23

18

19

\$40

[Add Your Review](#)

Murray Hill

Italian, Small Plates

**ZAGAT RATED**

23

18

19

\$40

[Add Your Review](#)

## JOIN THE ZAGAT WINE CLUB

Enjoy an exclusive case of wines for just \$69.99

[Get Started](#)



  
**ENDECA**

# 150 customers Directories



HARVARD BUSINESS SCHOOL



Alumni



ENDECA®

The online  
experience.

Advertiser's  
expectations.

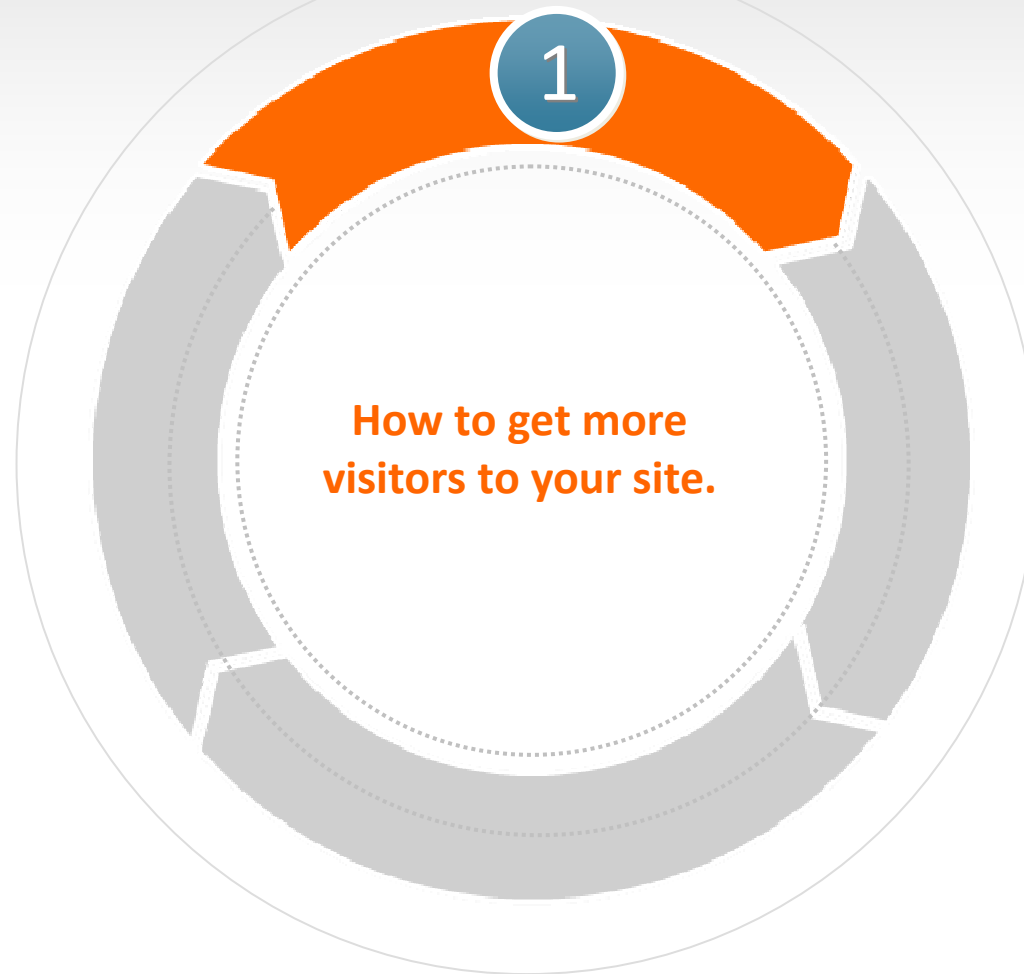
Innovating  
quickly.



# Controlling costs.



# Attract



86%+ of users click  
on one of the first  
three search  
results.

- eMarketer August 2009



# Search Engine Optimization

## Business Imperative

### Trust.

Among 35-46 year olds, search engines emerged as most trusted of all digital channels.

-Edelman Trust Barometer, 2009

### Opportunity.

40%+ (and growing) of site traffic from search engines.

~86% of clicks happen in the natural space.

-4,000 Firms, Marketing Sherpa

### Return.

SEO nets the highest return of any tech marketing strategy.

-4,000 Firms, Marketing Sherpa





SEO = good content +  
good structure.

# SEO Fundamentals

Keep things natural.

- **Copywriting** – unique, persuasive, succinct, in-tune with audience
- **Title tags** – optimize to match page content
- **Meta description tags** – optimize to improve click through
- **Sitemap** – submit XML sitemap to search engines
- **URLs** – optimize to match content
- **Reputation & Linking** - Build credible links in-and-out
- **Obstacles** – remove broken links and other shiny objects
- **Landing pages** – increase conversion rates and relevance



# SEO Fundamentals

## Where Endeca Can Help.

- **Copywriting** – unique, persuasive, succinct, in-tune with audience
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# 1 Attract – Publish & Optimize More Pages



URLs optimized for natural search rankings



<http://site.com/cameras/accessories/lens/sony/instock>  
<http://site.com/cameras/accessories/lens/sony/clearance>  
<http://site.com/cameras/binoculars>  
<http://site.com/digitalcameras/compact/canon>  
<http://site.com/computers/laptops/dualcore/windowsvista>  
...

## SEM Module

- Increases page rankings
- Indexes more pages
- Optimizes paid search terms
- Adapts as data changes

Sitemap based on all possible valid combinations

You're in: [Home](#) > [Electronics](#) > [Cameras & Camcorders](#) > [Accessories](#)

**Type:** [Lens](#) (195), [Cases & Bags](#) (185), [Batteries](#) (1-2), [Cables, Chargers & Docks](#) (85), [Other](#) (54), [Lens Hood](#) (48), [Flashes & Lighting](#) (34), [Filters](#) (34), [Converter](#) (20), [Tripods & Stands](#) (11), [More...](#)

**Brand:** [Canon](#) (558), [Sony](#) (185), [Nikon](#) (28), [Fujii](#) (26), [Duracell](#) (25), [Sigma](#) (25), [PSA Parts](#) (13), [Olympus](#) (13), [Panasonic](#) (12), [Kodak](#) (12), [More...](#)

**Stock Status:** [Clearance](#) (2), [In Stock](#) (47), [Used Stock](#) (4)

**Price Range Inc VAT:** [0 - 50](#) (533), [50 - 100](#) (155), [100 - 150](#) (66), [150 - 300](#) (73), [300 - 500](#) (57), [500 - 750](#) (19), [750 - 1000](#) (23), [1000 - 1500](#) (14), [1500+](#) (17)

## Endeca IAP

- Keyword rich pages
- Auto-generate meta-tags





For example.




[Advanced Search](#)

Web [Show options...](#)

Results 1 - 10 of about 3,190,000 for [four star hotels in boston](#). (0.31 seconds)

### 5 Star Boston Hotel

[www.Expedia.com](http://www.Expedia.com) Get Our Best Price Guarantee on All 5 Star Hotels in Boston, MA.

### Boston Luxury Hotels

[www.1800Hotels.com/Boston](http://www.1800Hotels.com/Boston) Indulge in Affordable Luxury Hotels Guaranteed Lowest Rates in Boston!

### Hotels In Boston

[www.CrownePlaza.com](http://www.CrownePlaza.com) Book Lowest Hotel Rates Direct! Luxurious Beds & Great Amenities.

Sponsored Links

Sponsored Links

### Trendy Boston Hotel

Hotel near Freedom Trail. A cool alternative to traditional hotels.  
[www.hotelindigo.com](http://www.hotelindigo.com)

### Hyatt Boston

Save up to 30% on Your Stay Through February 28th. Book Now.  
[www.Boston.Hyatt.com](http://www.Boston.Hyatt.com)  
Massachusetts

### Hotels In Boston

Exclusive Offers & Unique Hotel Packages in Boston. Official Site.  
[www.InterContinental.com](http://www.InterContinental.com)

### 4-Star Boston Hotels

Deals on Four Star Boston Hotels. Priceline: No One Deals Like We Do  
[www.priceline.com](http://www.priceline.com)

### Hotels In Boston

Marriott's Official Site. Book Best Rate Guaranteed & Earn Rewards.  
[Marriott.com/Boston](http://Marriott.com/Boston)

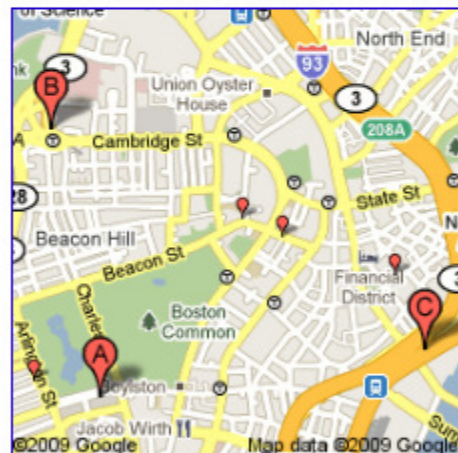
### 5 Star Hotel Boston

Book a Luxury Boston Hotel Today. Rates Start as Low as \$325.  
[www.MandarinOriental.com](http://www.MandarinOriental.com)

### Boston Luxury Hotels

Official site of Fairmont Hotels. Exclusive Online Packages & Rates.  
[Fairmont.com/Boston](http://Fairmont.com/Boston)

### Local business results for four star hotels near Boston, MA



#### A Four Seasons Hotel Boston: A Luxury Hotel in Boston, MA -

[www.fourseasons.com](http://www.fourseasons.com)  
200 Boylston St, Boston - (617) 338-4400  
"Our first Four Seasons experience was incredible."  
★★★★★ [136 reviews, directions, hours, and more](#) »

#### B The Liberty Hotel Boston - [www.libertyhotel.com](http://www.libertyhotel.com)

215 Charles St, Boston - (617) 224-4004  
"Pros: unusual and appealing menu choices ..."  
★★★★☆ [348 reviews, directions, menu, and more](#) »

#### C InterContinental Boston Hotel - [www.intercontinentalboston.com](http://www.intercontinentalboston.com)

510 Atlantic Ave, Boston - (617) 747-1000  
"Pros-Beautiful hotel, nice finishes, beautiful ..."  
★★★★☆ [475 reviews, directions, menu, and more](#) »

[More results near Boston, MA](#) »

### 4 star hotels in Boston, Massachusetts

Expedia has the best selection of 4 star hotels in Boston, Massachusetts. Get up to 32 great hotel deals and special low prices from \$99.00 for 4 star ...

[www.expedia.com/4Star-Boston-Hotels.s40-0-d178239.Travel-Guide-Filter-Hotels-](http://www.expedia.com/4Star-Boston-Hotels.s40-0-d178239.Travel-Guide-Filter-Hotels-)

[Cached](#) - [Similar](#) - [Print](#) - [Close](#)

### 5 star hotels in Boston, Massachusetts

Expedia has the best selection of 5 star hotels in Boston, Massachusetts. Get up to 3 great hotel deals and special low prices from \$320.00 for 5 star ...

[www.expedia.com/5Star-Boston-Hotels.s50-0-d178239.Travel-Guide-Filter-Hotels-](http://www.expedia.com/5Star-Boston-Hotels.s50-0-d178239.Travel-Guide-Filter-Hotels-)





**NO FEES!**

## 4 star hotels in Boston, Massachusetts

[Expedia.com](#) > [Hotels](#) > [United States of America](#) > [Massachusetts](#) > [Boston Hotels](#)

**32 Hotels in Boston**  
match your criteria

**Your selection:**

4 stars [remove](#)

**Narrow results by:**

**Hotel location**

Areas of Boston

[Back Bay](#)

[Cambridge](#)

[Logan International Airport](#)

[Quincy](#)

[Waterfront](#)

[Theatre District](#)

[Crossing the River](#)

**Hotel theme**

[Pet-friendly hotel](#) (10)

[Business Hotel](#) (9)

[Design/Boutique Hotel](#) (8)

[Family Hotel](#) (7)

[More themes](#)

**Hotel brand**

[Independent](#) (7)

[Starwood](#) (5)

[Kimpton Hotels](#) (3)

[Global Hyatt](#) (2)

[More brands](#)

**Search for available Hotels in Boston**

Check-in:

Check-out:

[Search for hotels](#)

### Featured Hotels in Boston

#### 1 [Boston Omni Parker House](#)



Area: Boston

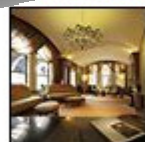
Traveler opinion: 4.7 out of 5  
 Themes: Boutique Hotel, Design/Boutique Hotel, Historic Hotel

[Pictures](#) | [Location & Map](#) | [Hotel Reviews](#)

price from \$118.15 \*

[Continue](#)

#### 2 [The Back Bay Hotel \(formerly Jurys Boston Hotel\)](#)



Area: Boston

Traveler opinion: 4.7 out of 5  
 Themes: Boutique Hotel, Design/Boutique Hotel, Historic Hotel

[Pictures](#) | [Location & Map](#) | [Hotel Reviews](#)

price from \$195.00 \*

[Continue](#)

#### 3 [The Westin Boston Waterfront](#)



Area: Boston

Traveler opinion: 4.4 out of 5  
 Themes: Business Hotel, Pet-friendly Hotel

This South Boston hotel is within a mile of the Financial District, 2 miles from Faneuil Hall, and 3 miles from the ...

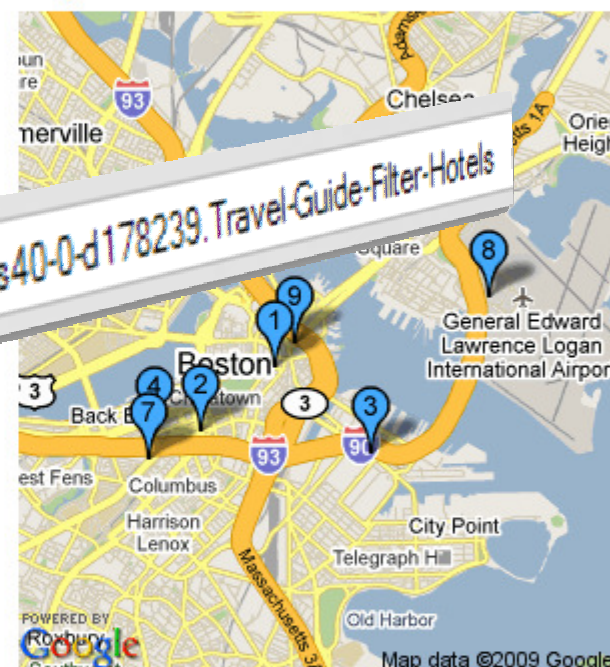
[Pictures](#) | [Location & Map](#) | [Hotel Reviews](#)

price from \$179.00 \*

[Continue](#)

#### 4 [The Lenox Hotel Boston](#)

### Map of Hotels in Boston



Need help booking hotels in Boston?  
 1-800-551-2409



### 4 star Boston Hotels

Search for hotels in Boston on Expedia.com. You can easily find your hotels in Boston using one of the methods below:

• [View our selection of featured hotels in Boston](#)

**ENDECA**

# Results | SEO



**2225% increase** in pages indexed (from **1.2 million** to **26.7 million**)



**1,500% increase** in traffic



**800% increase** in pages indexed  
**72% increase** in natural search sales



**66% increase** in search rankings

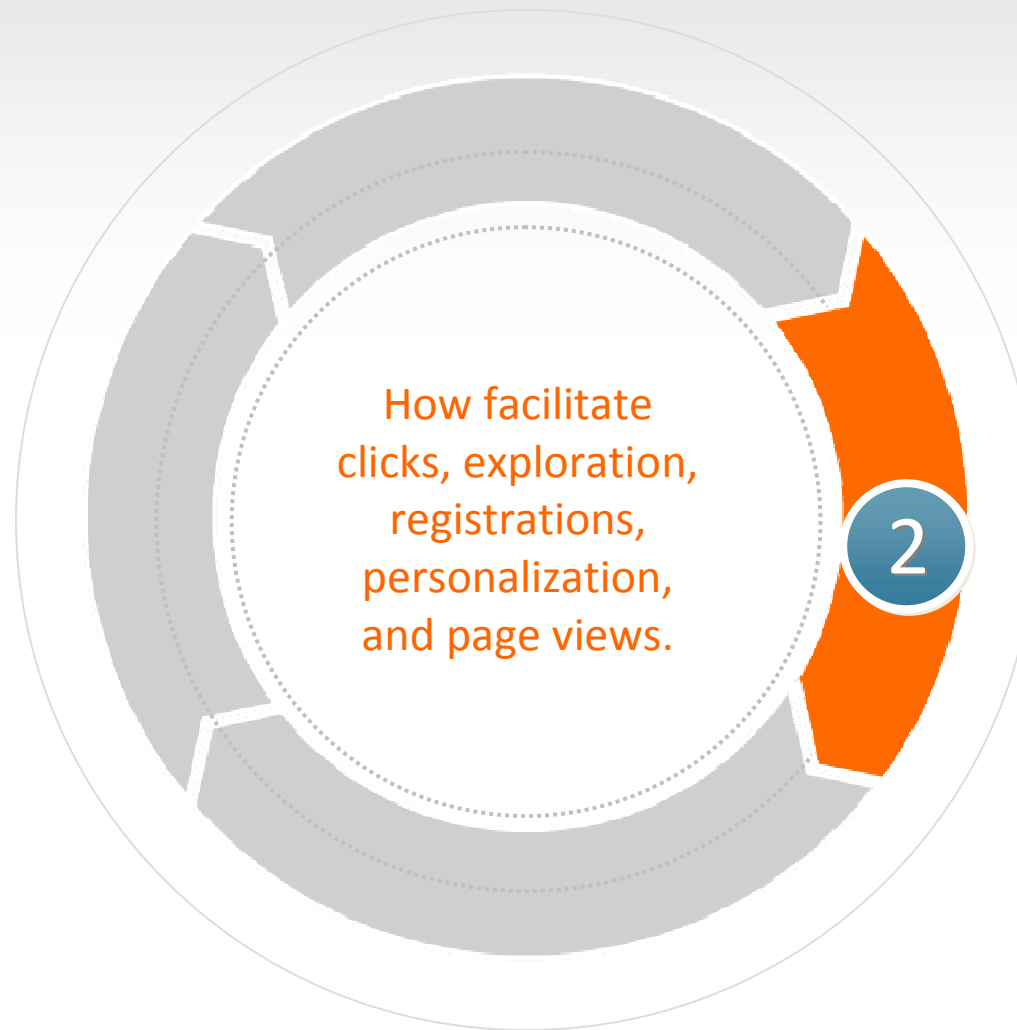


**2-3 word phrases = first page**  
**Descriptive phrases = first 3 results**



**500% increase** in page views/visit  
**30% increase** in total traffic





Engage

## 2 Retain - Rich Search Capabilities

### Rich search

- Search with type-ahead
- Spell correction, "Did you mean?", and auto-correction
- Relevance Ranking
- New areas for monetization

**Dice** The Career Hub for Tech Insiders™

Your query was automatically corrected: "Javo" to "java"

Search 30,300 jobs

Java  
Boston

Boston GA  
Boston IN  
Boston KY  
Boston MA  
Boston NY

Current Search: Keyword: java, Radius Search: 02108 / 40 miles

Refine Results: Jobs posted within: 30 days ago, Results viewable: 30 per page, Skill, State, City, Area Code, Employment Type, Telecommute, Required Travel

1 - 30 of 416 results

Job Title	Company	Location	Date
System/Web Administrator	A & A Search	Boston, MA	Jan-05
Manager, Software Development	Accuro, A MedAssets Company	Billerica, MA	Jan-22
Documentum Developer	Addison Search Information Technology	Waltham, MA	Jan-22
Software Developer - Java	Adroit Software, Inc.	Boston, MA	Jan-04
Senior Technical Support Engineer	Advancement Alternatives	Marlboro, MA	Jan-20
Sr. Siebel CRM Developer/Analyst	Advancement Alternatives	Marlboro, MA	Jan-20
Senior Compiler Developer	Advancement Alternatives	Waltham, MA	Jan-15
Sr. Product Support Analyst (JAVA/WEBLOGIC skills)	Advancement Alternatives	Framingham, MA	Jan-14
Senior UNIX/Linux Support Analyst/Admin	Advancement Alternatives	Boston, MA	Jan-14
Senior Release Engineer	Airvana, Inc.	Chelmsford, MA	Jan-19
Test Automation Architect	Ajilon	Nashua, NH	Jan-23
E-Business Software Developer	Ajilon	Woburn, MA	Jan-23

Related Content: Florida's Tech Companies Still Hire, But Expect a Skills Gap Key To Landing Java Jobs, Sample resume for a Java Developer

SEE WHO'S VIEWING YOUR RESUME BOOST YOUR CHANCES OF BEING SEEN GET DICE ADVANTAGE

## 2 Retain - Interactive Guidance

The screenshot shows the ESPN.com website with several interactive guidance overlays. On the left, a 'By Type' menu is visible, with 'NFL (46160)' highlighted. Below it, a 'By Date' menu is also visible. In the center, a 'Refine Search' overlay is shown, with 'NFL' selected. Below this, a 'By Team' menu is visible, with 'New England Patriots (4207)' highlighted. An orange arrow points from the 'NFL (46160)' item in the left menu to the 'Guided Navigation' box on the right. Another orange arrow points from the 'By Team' menu to the same box. A third orange arrow points from the 'By Date' menu to the same box. The background shows the ESPN.com homepage with various sports news and links.

By Type  
Stories (107080)  
Audio (10364)  
Photo (7076)  
Video (3242)

By Date  
Last 7 Days (1660)  
Last 30 Days (4765)  
Last 365 Days (37696)  
Past Years (93635)

By Sport  
NFL (46160)  
College Football (41183)  
MLB (21040)  
Soccer (17134)  
Golf (1627)  
More...

By Section  
Fantasy (6116)  
Page 2 (4045)  
ESPN Magazine (1645)  
ESPN RISE (958)  
SportsNation (469)  
Outdoors (362)  
EXPN (73)

By Columnist  
Ivan Maisel (559)  
Mark Schlabach (446)  
Brian Bennett (330)  
Phil Holland (154)  
Steve Muench (118)  
Seth Wickersham (75)  
Keith Kidd (51)  
More...

Refine Search

NFL

By Type  
Stories (27654)  
Audio (6829)  
Photo (1852)  
Video (206)

By Date  
Last 7 Days (507)  
Last 30 Days (1655)  
Last 365 Days (9993)  
Past Years (26841)

By Team  
New England Patriots (4207)  
New York Giants (3925)  
Dallas Cowboys (3723)  
Philadelphia Eagles (3067)  
San Diego Chargers (2894)  
Minnesota Vikings (2749)  
Cincinnati Bengals (2468)  
More...

TV RADIO MAGAZINE INSIDER PODCENTER ESPN360

SCORES & GAMES VIDEO SPORTSNATION THE

Schedule | Stats | Standings

scores, stats, standings, and more on

NFL Power Rankings | Coach Ratings

1 of 13804

Today chat

Football Today! John Seibel and Orestes

you Monday-Friday from 4-6:30...

Carson Palmer Cincinnati Bengals Eli Manning

fantasy Minnesota Vikings nfl pittsburgh

Randy Moss super bowl Terrell Owens texas

Tom Brady

### Guided Navigation

- Summarize tradeoffs
- Expose available options...  
*contextually*
- Refine by concepts present  
in content



# Results | Page views

**guardian.co.uk**

**20% boost** in page views

**TIME**

**126% increase** in page views



**300% increase** in page views

**900% increase** in searches

**LAW.COM**

**130% increase** in page views



**40,000+ views per day** in first week



**15% increase** in page views





A person's silhouette is shown from behind, looking at a large screen. The screen displays a dense, blue, noisy pattern, resembling static or unstructured data. The scene is dimly lit, with the screen being the primary light source.

unstructured,  
changing information.

## 2 Engage - Related Content

The screenshot shows the 'Find Similar People' section of an Alumni Directory. It includes a list of filters on the left and a 'FIND SIMILAR' button at the bottom. Three callout boxes highlight related content sections:

- Similar Recipes**: A section titled 'Recipes' with tabs for 'SIMILAR' and 'QUICKER'. It lists items like 'Cheese Quesadillas with Fresh Guacamole', 'Spicy Sweet Potato Pancakes with Holiday Guacamole', 'Guacamole', and 'Salsa and Chips'. Below this is a section for 'Other Recipes from This Episode' featuring 'Bobby Flay's Most Popular'.
- Most Popular**: A section titled 'Recipes' with tabs for 'MOST VIEWED', 'MOST E-MAILED', and 'MOST SEARCHED'. It lists items like 'Baked Macaroni and Cheese', 'French Onion Soup', 'Ultimate Beef Chili', 'Grilled Orange Chicken Fingers', and 'Red Velvet Cupcakes'.
- LATEST COMPANIES NEWS**: A section listing recent news items such as 'JPMorgan profit falls 76%', 'Cuomo issues subpoenas to Merkin funds', 'BoFA seeks new loan from US government', 'Apple chief to take medical leave', 'MUFG warns of \$3.2bn share trading loss', 'Death call on universal banking premature', 'Posco chief offers to resign', and 'Hampton is leading candidate to chair RBS'.

### Related content

- Find similar search
- Surface contextually similar content, blogs, communities.
- Surface similar and fresh content

# Results | Engagement

**guardian.co.uk**

**3x increase in traffic** to archives

**15% increase** in Click Through Rate

**Increased relevancy of advertising** with seamless integration with contextual advertising platform

---

**TIME**

**95% decrease** in search abandonment

---

**LAW.COM**

**Session time increase to 6 min**

(2x industry average of 3 min)

**Increased relevancy of advertising**, driving higher click-through rates and conversions



**900% increase** in searches

**25% increase** in session duration

**30% increase** in repeat visitors





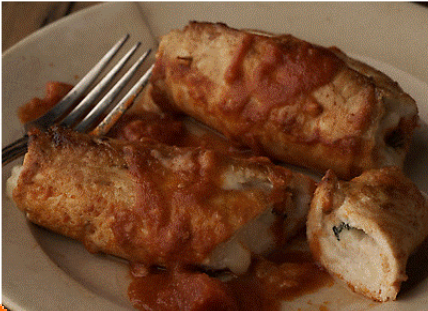
Monetize

~~More~~  
advertising  
inventory.

Targeted  
advertising  
inventory.

### 3 Monetize – More targeted advertising inventory

**CHICKEN**



**Chicken Dinner Recipes**

Grilled, roasted or fried, a good chicken dinner just hits the spot. We've got 10 great ideas for chicken, like this easy Chicken Scallopine from Giada. [Browse 9 more chicken recipes](#)


**Chicken Central**

1. Chicken Noodle Soup
2. Chicken and Dumplings
3. Chicken Salad

**Chicken Parmesan**

This Chicken Parmesan is one of our most popular recipes

**Easy Ideas for Chicken**



Chicken Empanadas   Balsamic Chicken Drumettes   Polenta and Chicken Tartlets   Pat's Spicy Fried Wings

**Ultimate Recipe Showdown**

Sundays at 9pm/8c

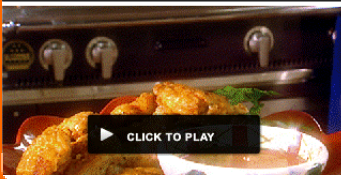
Food Network's ultimate recipe competition is back with better-than-ever recipes and prizes.

**WEEK ONE'S TOP DISH**

GOURMET MAC 'N' FIVE CHEESE

[GET RECIPE](#) [GET THE LOWDOWN ON THE SHOWDOWN](#)

**Video**



[CLICK TO PLAY](#)

#### Spotlighting and Page Building

- Showcase the best content
- Create relevant topic pages *quickly*
- *Open more targeted ad inventory*

# New channels.





**Auto**  
**Trader**  
**.CO.UK**



**ENDECA®**

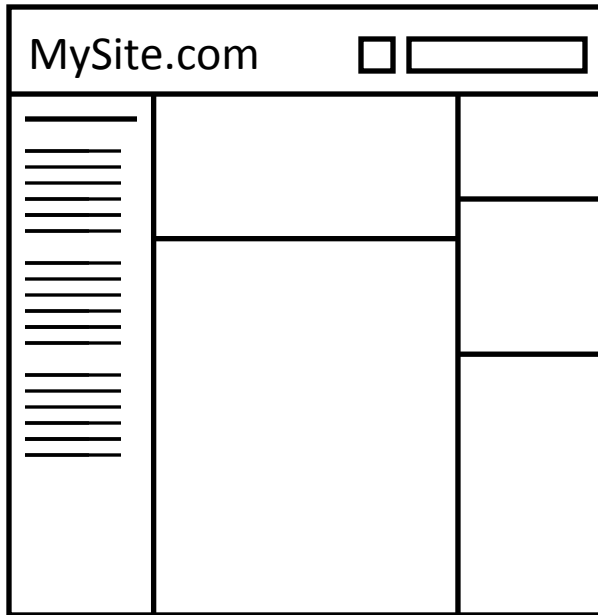


Optimize

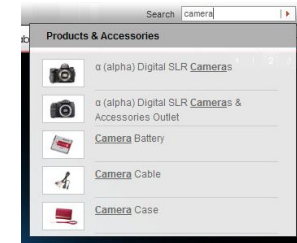
4

How to put it all  
together.

# One experience.



## Search and Navigation



## Recommendations



## User Generated Content



## Web Analytics



## Advertising



## Rich Interfaces



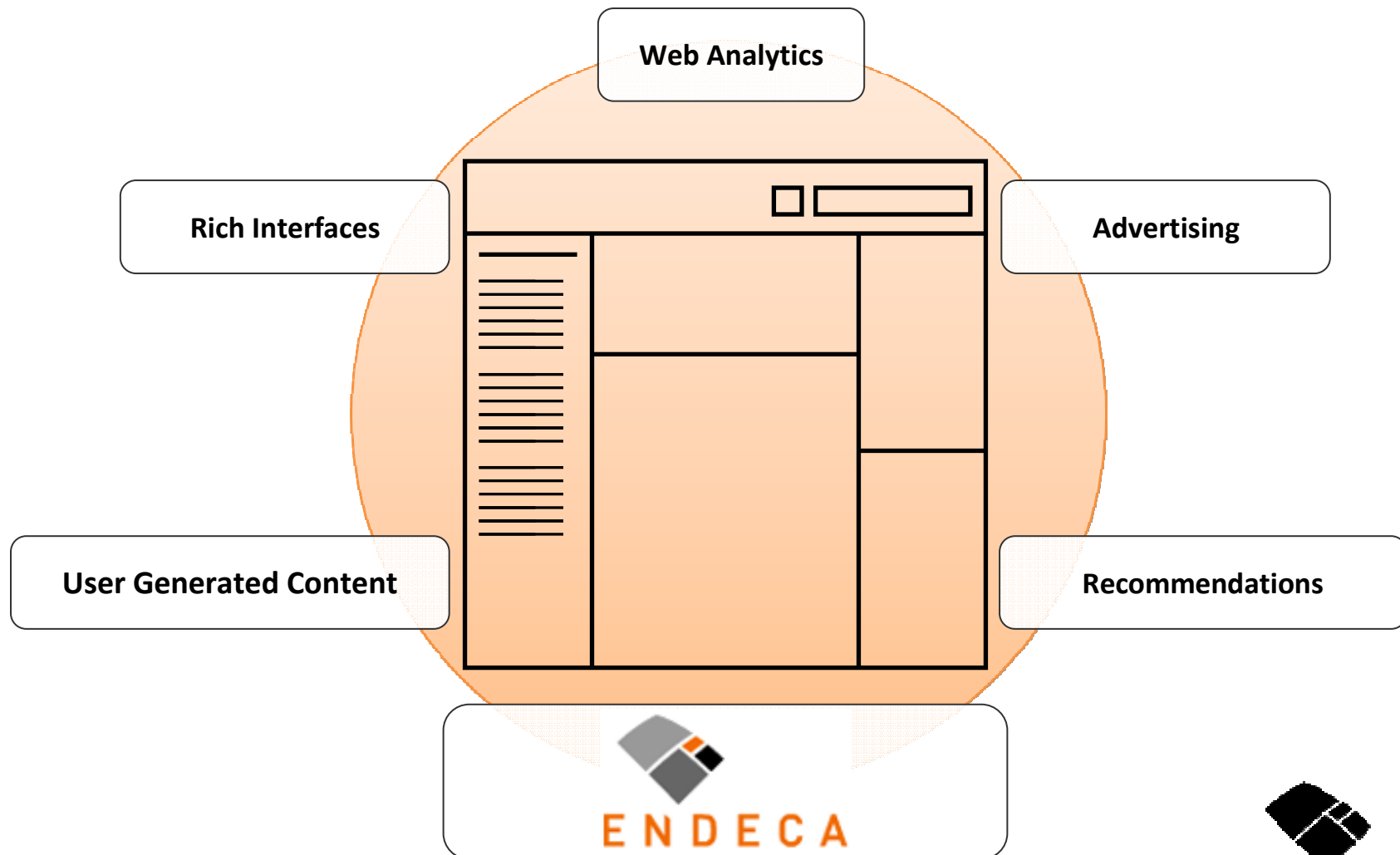
## mobile



# Endeca Extend



# Endeca Page Builder



For example.



# ZAGAT

▼ Cuisine

Mediterranean (15)

Small Plates (5)

European (3)

American (2)

↓ More Cuisines

▼ Neighborhood

Chelsea (1)

DUMBO (1)

East 40s (1)

East 50s (1)

↓ More Neighborhoods

▼ Feature

Business Dining (1)

Catering Services (4)

Cheese Tray Served (3)

Chef's Table (1)

↓ More Features

▼ Restaurant Name

0-9

A

B

C

↓ More Letters

ROME FROM \$649

MILAN FROM \$599

FLORENCE FROM \$619

BOOK NOW ALITALIA.COM

Alitalia

Welcome GennaG916877 | [Connect with Facebook](#) | [My Profile](#) | [Log Out](#) | [Help](#)

Search  [GO](#) [Advanced Search](#) Find a [Nightspot](#), [Hotel](#), [Attraction](#)

Discussion Boards [Mobile](#) [Store](#)

Found for: [Print Results](#) [Key To Ratings](#)

15 results found for: [All Restaurants > "mediterranean"](#)

Page 1 of 3

			FOOD	DECOR	SERVICE	COST	
SoHo	Italian, Mediterranean, Small Plates	<b>ZAGAT RATED</b>	19	20	18	\$37	<a href="#">Add Your Review</a>
Flatiron District	Italian, Mediterranean	<b>ZAGAT RATED</b>	19	16	19	\$42	<a href="#">Add Your Review</a>
Greenwich Village	Mediterranean, Small Plates	<b>ZAGAT RATED</b>	24	23	21	\$50	<a href="#">Add Your Review</a>
East 60s	Mediterranean	<b>ZAGAT RATED</b>	18	17	17	\$60	<a href="#">Add Your Review</a>

ITALY FROM \$599

ROUND TRIP TAXES AND FEES INCLUDED

Alitalia

BOOK NOW >>

drinkwell

ENDECA®



## FIND A PROPERTY

Location:   
☒ France

Lifestyle: ☒ Choose Lifestyles

Property ID or MLS ID:  [GO](#)

Type: ☒ For Sale ☐ For Rent

Amenities: ☒ Choose Amenities

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Property Type:

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**11**  
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Year 

Body Type 

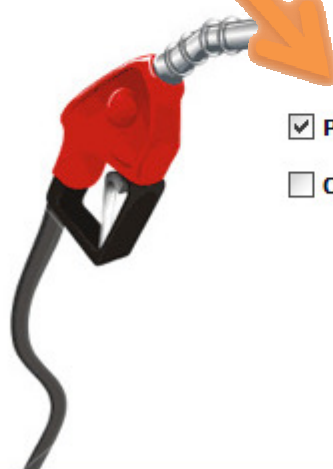
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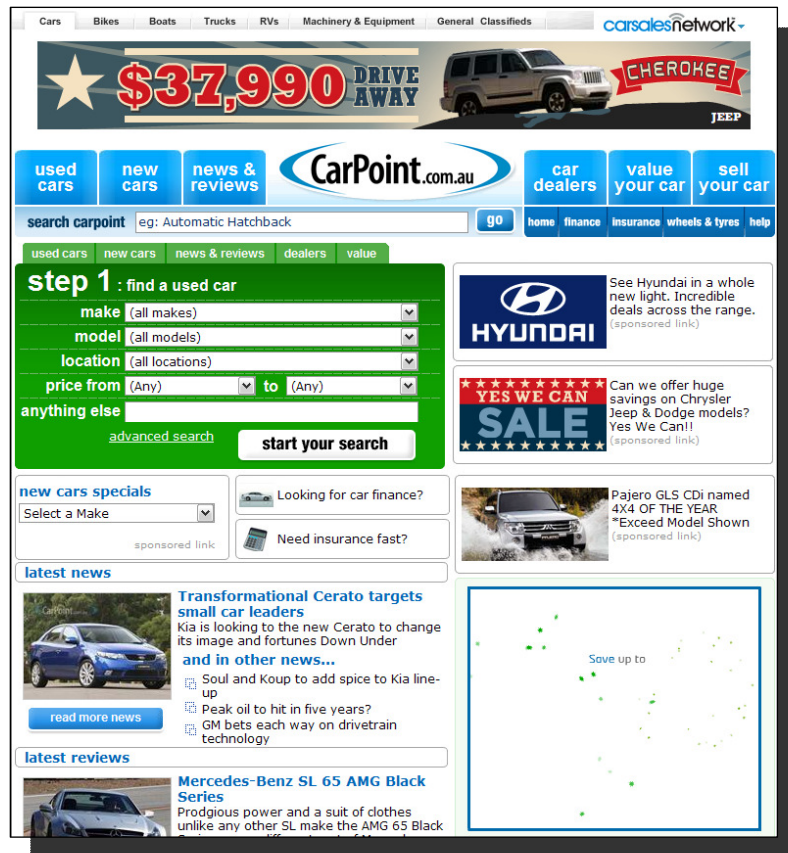






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# Questions?

