

Endeca for Directories

Making Search Pay

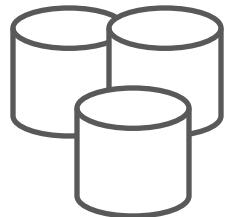
Katrina Gosek – Product Marketing



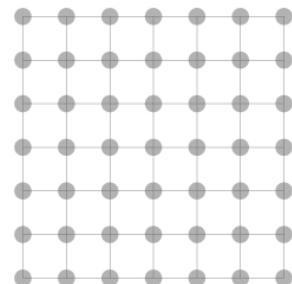


Structured Data
Comprehensive access to all
configured content

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



Business Suite



Digital Asset
Management

OPEN TEXT
The Content Experts™

ERP



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



www.



Content
supplier



3rd party data



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



ENDECA®

ZAGAT

New York City [Change Location](#)

Attend the
event

November 6-8, 2009 The Tunnel/La.Venue 608 West 28th Street NYC
that kicks off the holiday dining and entertaining season.

COOK. EAT.
DRINK. LIVE.
24.7.365

www.CookEatDrinkLive.com

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

[Find a Restaurant](#)

[Browse Restaurants](#)

Search

Name, cuisine, feature, etc.

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)

Italian Southern (15)

174 results found for:

[All Restaurants > "Italian"](#)

[LIST VIEW](#)

[MAP VIEW](#)

25 Per Page

Page 1 of 7

RESTAURANT NAME

NEIGHBORHOOD

CUISINE

TYPE

FOOD DECOR SERVICE COST

'Cesca

West 70s

Italian Southern

ZAGAT

RATED 23 22 22 \$61

[Add Your Review](#)

164 W. 75th St.
(Amsterdam Ave.)

Manhattan, NY | [Map](#)

212-787-6300

[Reserve Online](#)



Greenwich Village

Italian



'INO

21 Bedford St.

(bet. Downing St. & 6th Ave.)

Manhattan, NY | [Map](#)

212-989-5769



Lower East Side

Italian

Small Plates

ZAGAT

RATED 24 15 20 \$30

[Add Your Review](#)

98 Rivington St.

(Ludlow St.)

Manhattan, NY | [Map](#)

212-614-0473



Murray Hill

Italian

Small Plates

ZAGAT

RATED 23 18 19 \$40

[Add Your Review](#)

ZAGAT

RATED 23 18 19 \$40

[Add Your Review](#)

... service cost

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150 Endeca customers for Directories



The online experience.



Advertiser's expectations.

Innovating quickly.



Controlling costs.

Attract

1

How to get more
visitors to your site.

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





Natural.

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
- **Title tags** – optimize to match page content
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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>
...



Sitemap based on all possible valid combinations



SEM Module

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

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](#) Get Our Best Price Guarantee on All 5 Star Hotels in Boston, MA.

Sponsored Links

[Boston Luxury Hotels](#)

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

Sponsored Links

[Hotels In Boston](#)

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

[Local business results for four star hotels near Boston, MA](#)



[Four Seasons Hotel Boston: A Luxury Hotel in Boston, MA](#) -

[www.fourseasons.com](#)

200 Boylston St, Boston - (617) 338-4400

"Our first Four Seasons experience was incredible."

[136 reviews, directions, hours, and more](#) »

[The Liberty Hotel Boston](#) - [www.libertyhotel.com](#)

215 Charles St, Boston - (617) 224-4004

"Pros: unusual and appealing menu choices ..."

[348 reviews, directions, menu, and more](#) »

[InterContinental Boston Hotel](#) - [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](#) -

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

[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](#) -

[Trendy Boston Hotel](#)

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

[Hyatt Boston](#)

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

[Hotels In Boston](#)

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

[4-Star Boston Hotels](#)

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

[Hotels In Boston](#)

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

[5 Star Hotel Boston](#)

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

[Boston Luxury Hotel](#)

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



ENDECA[®]

[www.endeca.com](#) | [www.endeca.com/contact](#)

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](#)

[Crossing](#)



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:

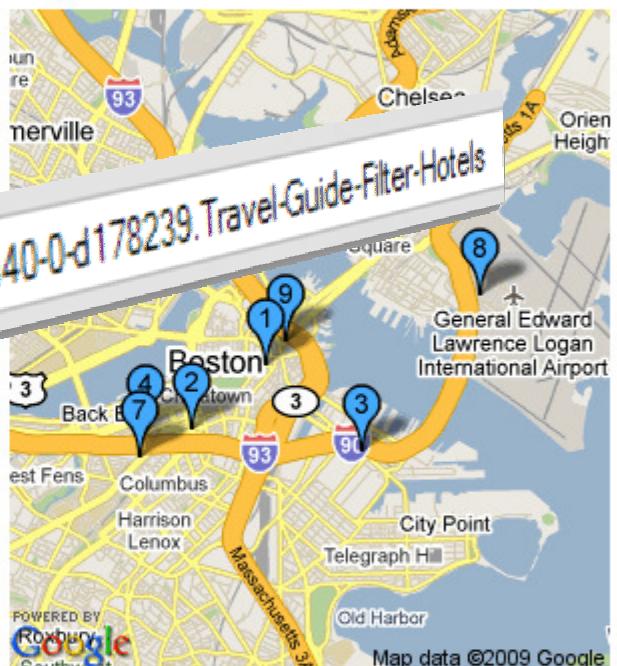
mm/dd/yy

Check-out:

mm/dd/yy

[Search for hotels](#)

Map of Hotels in Boston



Featured Hotels in Boston

1 [Boston Omni Parker House](#)



Area: B

[View details](#) [Book now](#) [\\$118.15*](#)
[Pictures](#) [Location & Map](#) [Hotel Reviews](#)

[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](#)

[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](#)

[Continue](#)

4 [The Lenox Hotel 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



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

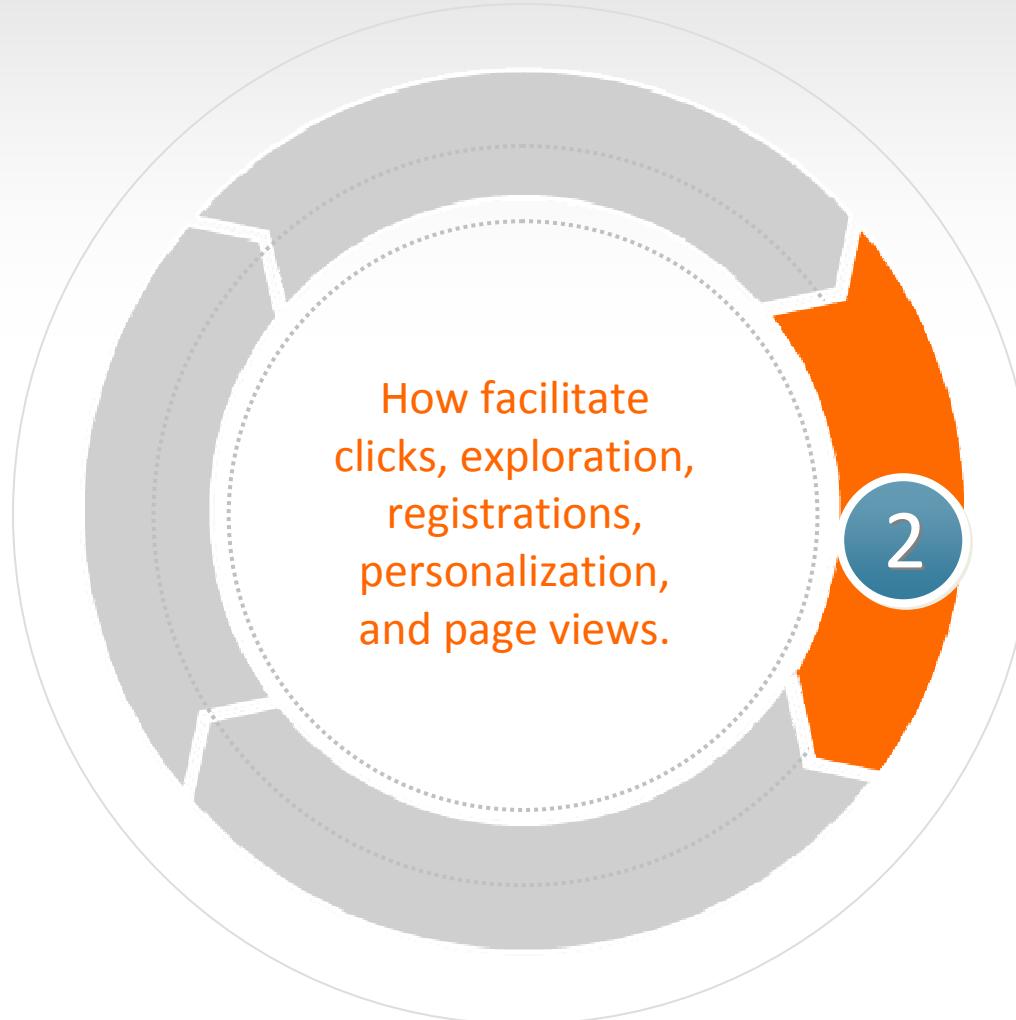


**2-3 word phrases = first page
Descriptive phrases = first 3 results**



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

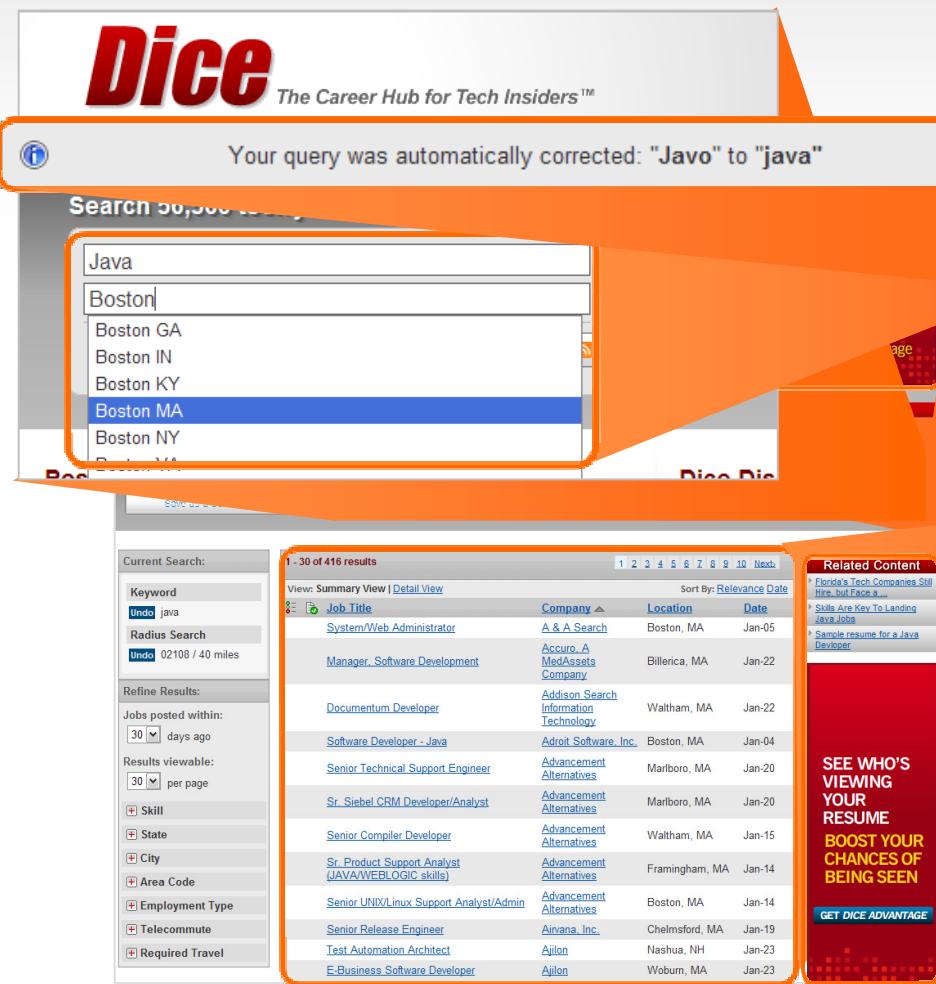




Engage

2

Retain - Rich Search Capabilities



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

Search 50,000+ jobs

Java

Boston

Boston GA
Boston IN
Boston KY
Boston MA
Boston NY
Boston VA

Current Search:

Keyword: Undo:

Radius Search: Undo: 02108 / 40 miles

Refine Results:

Jobs posted within: Results viewable:

Skills: Skill: State: City: Area Code: Employment Type: Telecommute: Required Travel:

1 - 30 of 416 results

View: Summary View | Detail View

Sort By: Relevance Date

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	Aivana, Inc.	Chelmsford, MA	Jan-19
Test Automation Architect	Ajilon	Nashua, NH	Jan-23
EBusiness Software Developer	Ajilon	Woburn, MA	Jan-23

Related Content

- Florida's Tech Companies Still Hire, but Face a...
- Skills Are 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

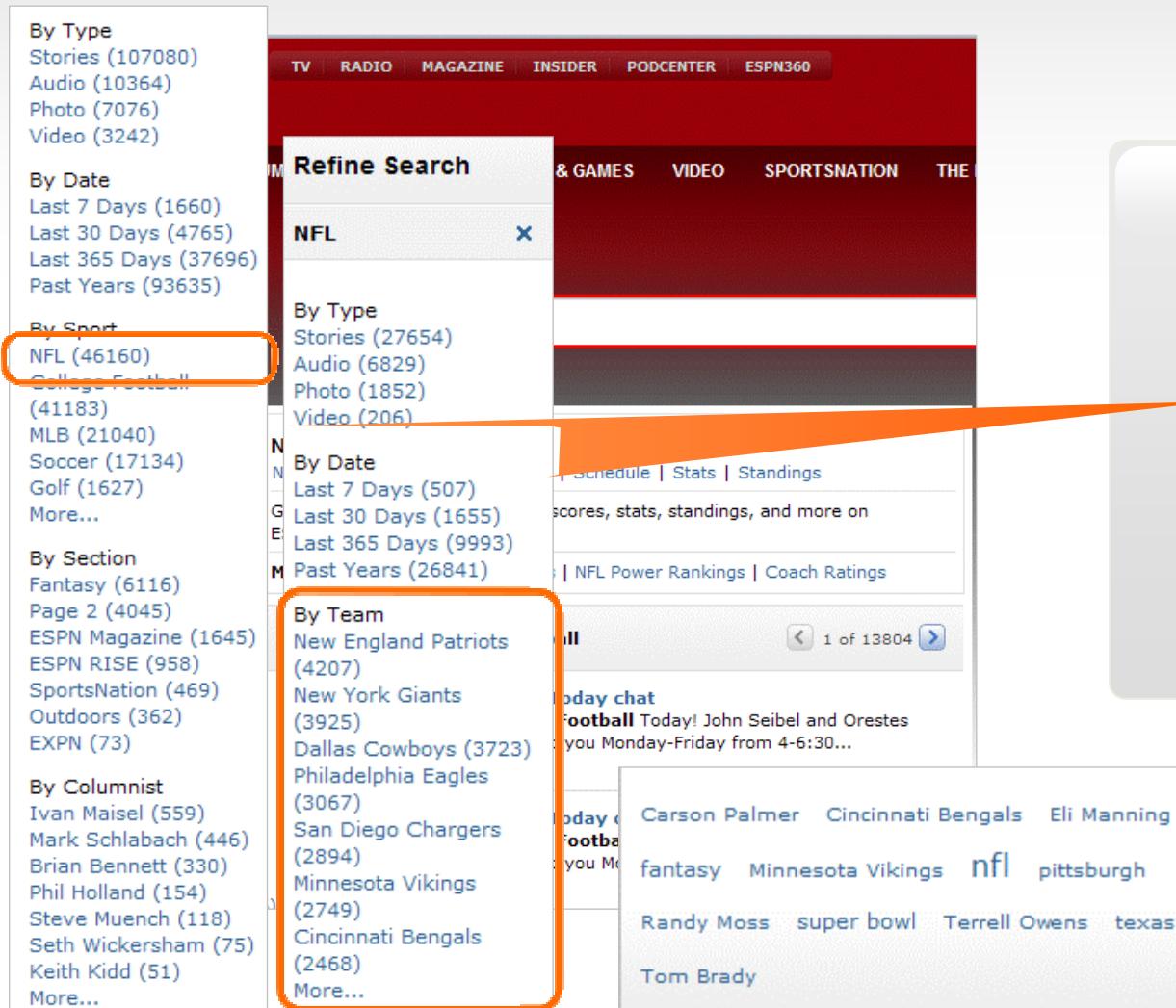
Rich search

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



2

Retain - Interactive Guidance



The screenshot shows a search interface for 'NFL' on the ESPN website. The top navigation bar includes links for TV, RADIO, MAGAZINE, INSIDER, PODCENTER, and ESPN360. A 'Refine Search' sidebar on the left lists categories: By Type (Stories, Audio, Photo, Video), By Date (Last 7 Days, Last 30 Days, Last 365 Days, Past Years), By Sport (NFL, College Football, MLB, Soccer, Golf, More...), By Section (Fantasy, Page 2, ESPN Magazine, ESPN RISE, SportsNation, Outdoors, EXPN), By Columnist (Ivan Maisel, Mark Schlabach, Brian Bennett, Phil Holland, Steve Muench, Seth Wickersham, Keith Kidd, More...), and By Team (New England Patriots, New York Giants, Dallas Cowboys, Philadelphia Eagles, San Diego Chargers, Minnesota Vikings, Cincinnati Bengals, More...). The main content area displays a list of NFL-related stories, with a callout pointing to the 'By Team' section.

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

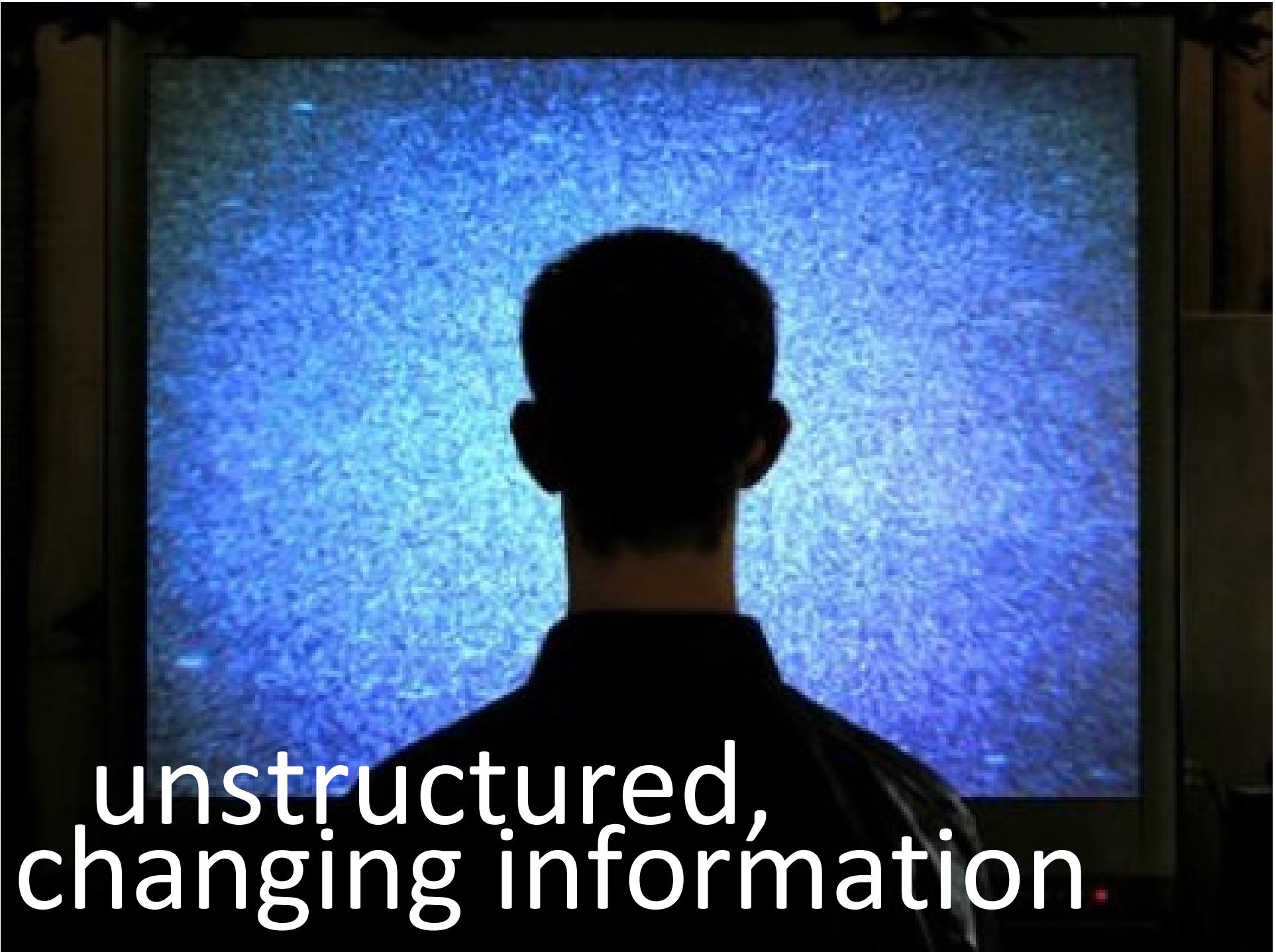
EBSCO
PUBLISHING

40,000+ views per day in first week



15% increase in page views





unstructured,
changing information

2

Engage - Related Content

Alumni Directory

Find Similar People

- Degree/Certificate:
- Class: 1999
- Section: C
- Status: Active
- Company: Endeca
- Function: General Manager
- Industry: Software
- Office Country: United States of America
- Office State: Massachusetts
- Position: Chief Executive Officer
- Senior Executive Officer
- College: Princeton University
- Gender: Male
- Home Country: United States of America
- Home State: Massachusetts

EXPLORE RELATED

- baseball
- basketball
- Penny fantasy game
- Michael michigan
- swimming

Similar Recipes

- SIMILAR**
- QUICKER**
- Cheese Quesadillas with Fresh Guacamole
- Spicy Sweet Potato Pancakes with Holiday Guacamole
- Guacamole
- Salsa and Chips

Most Popular

- MOST VIEWED**
- MOST E-MAILED**
- MOST SEARCHED**
- Baked Macaroni and Cheese
- French Onion Soup
- Ultimate Beef Chili
- Grilled Orange Chicken Fingers
- Red Velvet Cupcakes

LATEST COMPANIES NEWS

- 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
- 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



3x increase in traffic to archives

15% increase in Click Through Rate

Increased relevancy of advertising with seamless integration with contextual advertising platform



95% decrease in search abandonment



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



How to increase ad
inventory and site
engagement.

Monetize



~~More~~
advertising
inventory.



Targeted
advertising
inventory.



3

Monetize – More targeted advertising inventory

Spotlighting and Page Building

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

New channels.





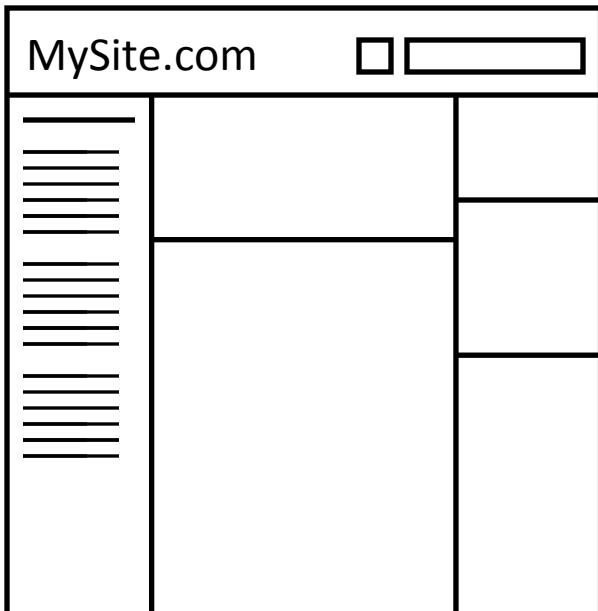


Optimize

4

How to put it all
together.

One experience.



Advertising



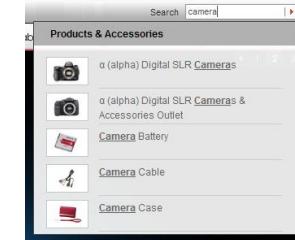
Rich Interfaces



Recommendations



Search and Navigation



User Generated Content



mobile



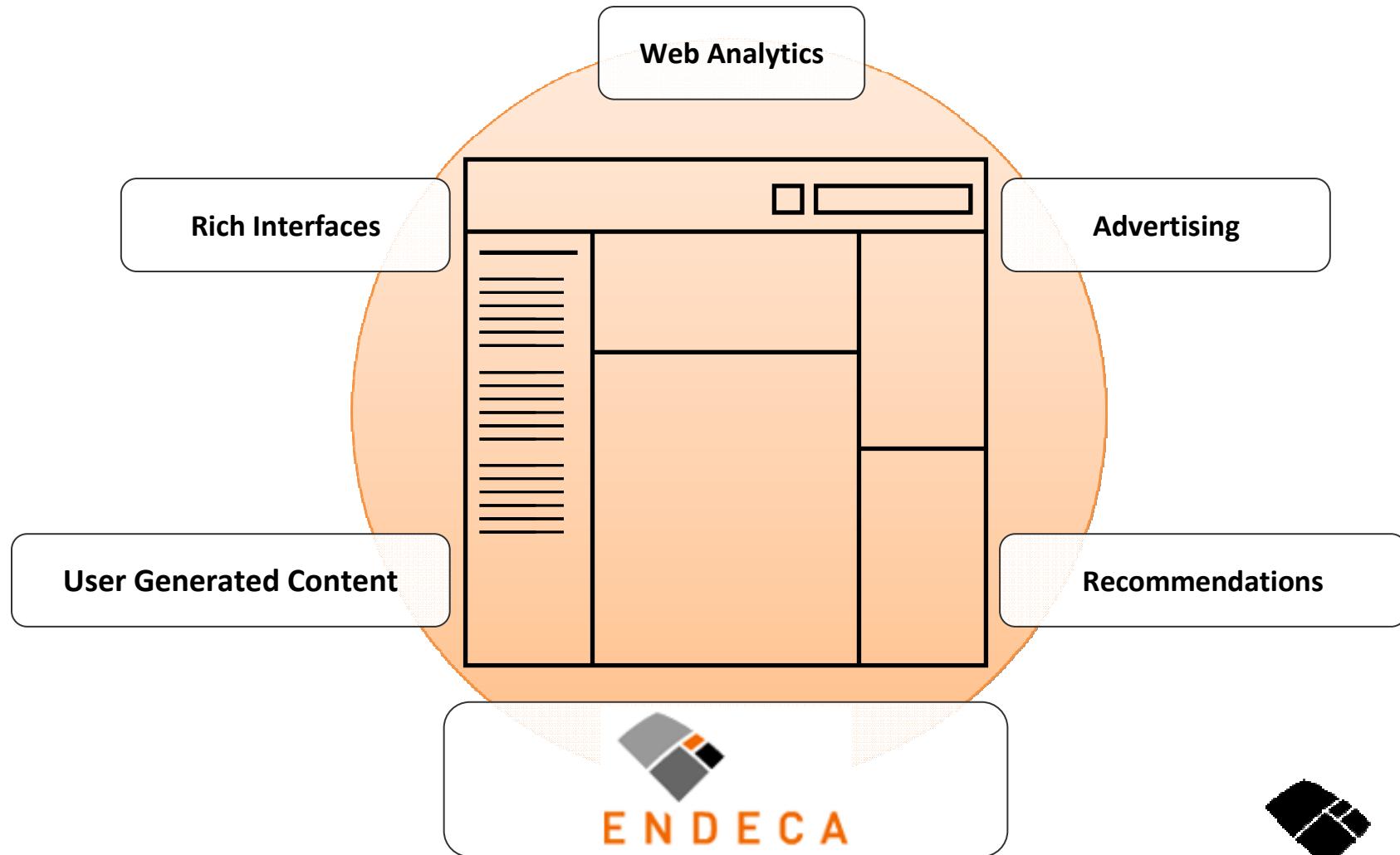
ENDECA®

Endeca Extend

The image features a woman in a black business suit and white blouse, gesturing with her hands as if interacting with a digital interface. Surrounding her are various graphical elements representing different Endeca Extend features:

- MySite.com**: A wireframe diagram of a website layout with a sidebar and main content area.
- Search and Navigation**: A screenshot of a search results page for "camera" showing a list of products like Digital SLR Cameras and Accessories.
- Recommendations**: A cartoon character holding a sign that says "TRY THIS".
- User Generated Content**: A screenshot of a page showing reviews for cameras, including ratings and short descriptions.
- Web Analytics**: A screenshot of a dashboard showing a line graph and data tables for user behavior analysis.
- mobile**: A hand holding a smartphone displaying a mobile version of a website.
- ENDECA**: The Endeca logo.
- Advertising**: An icon of a laptop with money falling out of it.
- Rich Interfaces**: An icon of a play button inside a circle.

Endeca Page Builder



For example.



- ▼ **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
INT'L TAXES AND
FEES INCLUDED

MILAN
FROM
\$599
INT'L TAXES AND
FEES INCLUDED

FLORENCE
FROM
\$619
INT'L TAXES AND
FEES INCLUDED

BOOK NOW
ALITALIA.COM

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

Search

GO
[Advanced Search](#)

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

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

found for:

[All Restaurants](#) > "mediterranean"

15 results found for:

All Restaurants > "mediterranean"

Page 1 of 3

DECOR SERVICE COST			
	20	18	\$37
Add Your Review			
SoHo	Italian, Mediterranean, Small Plates	ZAGAT RATED	Food 19 Decor 20 Service 18 Cost \$37
Flatiron District	Italian, Mediterranean	ZAGAT RATED	Food 19 Decor 16 Service 19 Cost \$42
Greenwich Village	Mediterranean, Small Plates	ZAGAT RATED	Food 24 Decor 23 Service 21 Cost \$50
East 60s	Mediterranean	ZAGAT RATED	Food 18 Decor 17 Service 17 Cost \$60

[Add Your Review](#)

Advertisement

ITALY FROM
\$599
ROUND TRIP
TAXES AND FEES
INCLUDED

Alitalia
BOOK NOW >>

[drinkwell](#)


ZAGAT®



ENDECA®



FIND A PROPERTY

Location: France

Lifestyle: Choose Lifestyles

Property ID or MLS ID:

Type: For Sale For Rent

Amenities: See Amenities

Price (USD):

Property Type:

Show Property Style, Beds & Baths

11 Property Matches



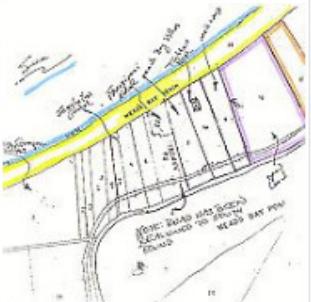
FEATURED PROPERTIES



San Jose, Costa Rica
Aquatic Activities



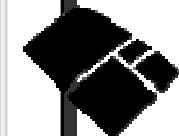
Vaud, Switzerland
Wine Country



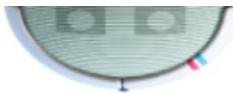
Other cities within Anguilla, Anguilla
Boating



South Carolina, United States
Historic/Antique



ENDECA[®]



Welcome to the new Auto Trader
Find out more about Auto Trader Online

Commercial: Plant | F

END ECA*

Ireland's busiest website with the largest selection of Used Cars available!

Ireland's busiest website with the largest selection of Used Cars available!



Home New Cars Used Cars Classic Cars Commercials Bikes Plant Sell Your Car Dealers Insurance

Your Choices

Fuel Type: Petrol

Price: €Min to €21,999

Year: Min to 2005

Mercedes-Benz (4 models)

Makes & Models

Year

Body Type

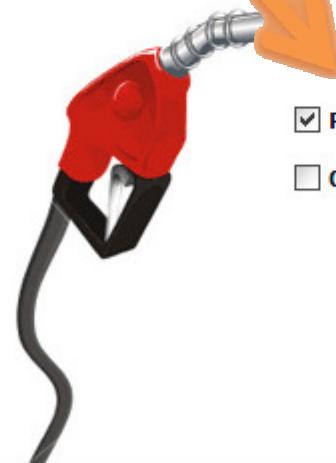
Price Range

Fuel Type

000041 Used Vehicles available

Show Cars

Choose one or more fuel types



Petrol (41)

Diesel (16)

Other (1)

Sell your Car FASTER!

Less than €1.50 per day
for your advert on

THESE 6 SITES



Sell it
now

Quick Search:

Select Make: Any Make 

Select Model: Any Model 

Select Year: 

Find Cars



Case Studies

Endeca ROI





Leading Australian Classifieds

- **20% boost page views**
- **15% increase in average session duration**
- **33% decrease in search response time**
- **Advertising revenue increase**





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