



## Site Search, Navigation, Merchandising, and User Generated SEO



### Full Service Solution

SLI offers a unique concierge approach that allows you to focus on your business instead of tweaking search results.

Our deployment engineers handle the set-up and carefully maintain the unique look and feel of every customer site. All our team needs is access to your data feeds and we take it from there. SLI solutions are completely hosted so there's never any unexpected costs or hassles over updates and maintenance.

SLI's dedicated account teams provide a degree of attention that is unmatched in the industry. We provide astonishingly fast customer support and constantly review your account stats to provide proactive tips and advice.

### Your Own Engineering Team

Imagine that you had the resources to deploy an industry-leading engineering team focused solely on issues around search, navigation, merchandising, and user generated SEO. With SLI, you do.

SLI's patented Learning Engine is at the heart of our technology platform and provides ever-improving customer experiences by observing user actions and showing the most popular results accordingly.

### Custom Deployments

SLI combines the best of custom development and off-the-shelf software. Customers take advantage of our constantly evolving technology platform with a deployment that is both cutting-edge and completely customized to their user experience and specific requirements.

### KEY BENEFITS

- Reduce site abandonment
- Improve conversions
- Increase sales and average order size
- Grow natural traffic from Internet search engines
- Enhance user experience
- Continually optimize information relevance with little hands-on maintenance by your team

“ SLI Systems offered superior technology and their responsiveness is amazing. ”

Jason Marrone  
Ecommerce Marketing Manager  
Jelly Belly



“ SLI Systems have been incredibly responsive and proactive, and demonstrate real value in helping us grow our business. They feel more like a partner. ”

**Josh Hansen**  
President  
Hansen's Surfboards



“ SLI Systems is our best vendor in terms of dedication, attention to detail and response time – and their search product continues to exceed our expectations. ”

**Daniel Pfeffer**  
CEO  
Lighting by Gregory



**Learning Search** is an advanced site search offering designed to learn from your visitors' site search activity and click-throughs to deliver the best possible relevant information, including non-product information such as user ratings, reviews, social network content, blogs and videos. Whether you're an e-retailer or an online publisher with an information-rich site, Learning Search will deliver a satisfying user experience, helping you retain customers, and increase sales.

**Learning Navigation** builds dynamic site navigation categories giving you a powerful way to display your online product catalog or content library, and streamlining the navigation experience. Learning Navigation utilizes visitors' click behavior to list products under relevant refinements in order of popularity, increasing the likelihood that people will find what they're looking for.

**Site Champion.** User generated SEO enhances your ongoing natural search optimization efforts by automatically creating landing pages based on keywords your site visitors use, helping take the guesswork out of Search Engine Optimization.

**Merchandising Console** provides rules-based merchandising control, product ordering, promotional banners and custom landing pages creation capabilities improving conversion potential.

**SLI Reporting** provides detailed insight and key metrics on search result quality and searches with poor results, to help improve your site.

**SLI Mobile** leverages our advanced site search and navigation solutions, with adapted features for mobile such as shopping cart integration, so your visitors can easily discover and compare products from their iPhone, BlackBerry, Android or other mobile device.

**Conversion Optimizer** backed by our team of merchandising experts, helps determine how best to design your merchandising strategy, based on A/B and multivariate tests. With these tools, you can make decisions about various design and placement combination options based on reliable data.

S.L.I. Systems, Inc.  
333 San Carlos Street  
Suite 1250  
San Jose, CA 95110  
USA  
Toll Free: 866-240-2812

SLI Systems Ltd  
First Floor  
Kemp House  
152-160 City Road  
London, EC1V 2NP  
United Kingdom  
Free Phone: 0800-032-4783

S.L.I. Systems, Inc.  
Level 1  
54 St Kilda Road  
St Kilda  
Melbourne 3182  
Australia  
Phone: 1800-139-190