

**White Papers**

**Search That Delivers Profits**



## The Problem

After email, Internet search is the most popular activity on the Web. It also is a great source of frustration for most users.

In an effort to enhance the overall user experience, Web sites add search bars to their sites. A well designed search capability can keep visitors on the Web site; surfing through content and exposing them to advertising messages. But simply adding a search capability is no guarantee of success.

A poorly designed search capability can frustrate users by generating irrelevant results. And a *general* search engine - like Google - can actually drive customers away.

## Example: SportsIllustrated.com

SportsIllustrated.com (SI.com) uses a Google “enhanced” search bar. We typed “College Football” in the search bar expecting to get a list of SI articles and content. Instead, we were presented with five paid placements (from Google) and a list of unpaid search results.

At the time of this writing, the top unpaid search result was a link to ESPN.com; SI.com’s competition!

For SI.com this is an unacceptable result.

We repeated the search and restricted the results to SI.com. We got this response:

*No Article matches for “College Football” on SI.com*

This is exactly the kind of search result that causes users to become frustrated.

The Google “enhanced” search generated links to SI’s competitors, and the search technology SI.com uses for its site is unsophisticated and inadequate.

## The Troubles with General Search Engine Technology

SI.com, like most commercial Web sites, makes money by attracting visitors by offering interesting content and then selling banner ads, skyscraper ads, and newsletter sponsorships to advertisers. General search engines make money – and lots of it – through paid placements within their search results. The two are in conflict.

The default behavior for the Google search bar is a search on “the Web” not “SI.com.” After each search, the search bar behavior gets reset to searching “the Web”. In short, Google makes certain that its paid placements receive priority over the interests of SI.com.

## Relevancy

The demand for relevancy on special interest Web sites is very high. When users perform a search on a general search engine site like Google or Yahoo, they expect to see a few relevant results and hundreds of thousands of irrelevant ones. But when those same users perform a search on a site dedicated to their topic of interest, they expect *all* the results to be relevant.

General search engines simply don’t have the ability to filter their results sufficiently to meet this high demand for relevancy on special interest Web sites.

## The Solution

In order to enhance the user experience *and* generate revenue for a special interest Web site, a search solution must do four things seamlessly:

- 1) It must provide a mechanism to display paid placements the special interest Web site can use to generate revenue.
- 2) It must keep users on the site by producing relevant search results from the local pages.
- 3) It must ensure that results are presented on *every* search; even if there is no relevant local content to satisfy the search terms.
- 4) It must filter results from other sites to prevent sending users to a competing site.

By meeting these criteria, a Web site can generate revenue through paid placements and offer users relevant content; first from within their site, then from other sites.

General search solutions fail three of the four criteria, but there are specialized search engines that satisfy all four criteria.

## The Best of Both Worlds

The Vortaloptics Search Solution (VSS) is a solution that provides a full-feature search mechanism with which Web sites can turn a profit:

- Web sites can profit from paid placements by selling keywords (or categories) and controlling the priority of each placement based on relevancy and price.
- The VSS scans the local Web site and automatically generates a list of relevant keywords contained on each page of the site.
- Web sites can assign weights (significance) to keywords on their own site; helping to ensure that visitors are directed to the most relevant content.
- If no relevant paid placements or relevant local content satisfy the search terms, the VSS automatically generates results from outside Web sites
- The host Web site can completely control the appearance, content, and placement of search results.

The VSS is a single solution that enhances user experience while generating profit for the Web site.

Vortaloptics is a software development company that builds vertical search engines for e-commerce website owners, commercial and government organizations, educational institutions and corporate intranets.

**Product Solution:** Vortaloptics has developed a customizable vertical search engine solution that provides the same capabilities as industry-leading search engines but also provides website owners the unrestricted ability to modify in real-time all characteristics of the engine's performance and the results it generates. Website owners decide what information they want indexed into their search database, what information or URLs they want to include or exclude from search results and the rank of each.

Learn more at [www.vortaloptics.com](http://www.vortaloptics.com).



VORTALOPTICS

7251 W. Lake Mead Blvd., Suite 300  
Las Vegas, NV 89128

Phone: 866.369.2500  
Fax: 702.974.6004

[info@vortaloptics.com](mailto:info@vortaloptics.com)  
[www.vortaloptics.com](http://www.vortaloptics.com)

© Vortaloptics Inc.  
All rights reserved