

**White Papers**

**The Value of Site Search Engines:  
Critical for Online Success**



## A Web Site's Most Valuable Tool

Online businesses that fail to provide their customers with an informative, user-friendly experience will be unable to retain customers, procure partnerships or sustain themselves in the new economy.

The Web contains a vast array of information, products and services. How do you find what you're looking for in this network of data? Search engines.

Search engines are now essential to daily life for the online community and exert tremendous influence over traffic and purchasing decisions. People who spend five hours or more online a week spent about 71 percent of that time searching for information according to Berrier Associates.

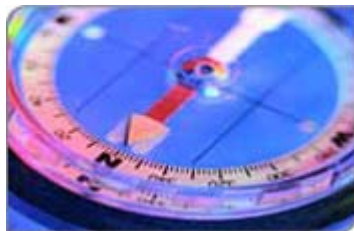
People will spend an average of 8.75 hours per week searching for answers to their questions which equals more than 450 hours per year and more than 2.5 years in an adult lifetime.

In fact, 85% of Internet users regularly access search engines for information on specific topics, products or services.

### **Mission Critical**

Users trust search results because they appear to be site content instead of advertising. Savvy Web users are used to making fast decisions based on two- to three-word search queries. They want the most relevant information, now.

This is why it is so important to be able to orchestrate search results. With millions of people searching as the primary online activity, relevant results are of utmost importance in retaining the information-seekers who will determine the success of an online business and the Internet in general.



Yet, the biggest complaint users have of web sites is poorly organized search results and too much irrelevant data. In a Roper Starch poll, 86% of respondents wanted a more efficient way to find accurate information on the Web.

## Control = Results

So much information, so little time. Your visitors arrive busy and focused on results. The average American sees as many as 3,000 advertising messages each day. These valuable prospects, clients, employees, suppliers, distributors and investors want answers on demand. Are you capitalizing on their need?

Providing relevance at your site is a vital component in promoting visitors to take action. Most Internet users are searchers, which means that once they arrive at your site, they're going to look for a search box to test your brand.

Today's site search engines must deliver meaningful results that match user intentions. Since your users determine what results are relevant to them, they ultimately determine relevancy, not just an algorithm like other search companies say is the case. Your users make the call. Relevant? Clickable. Irrelevant? Frustrating and perhaps dissuasive toward your brand.

There's a lot of noise out there in the form of information, entertainment, competing brands and prices, so it behooves any business to focus on the relevancy, accessibility and benefits of their site search function.

### **What Site Search Can Do for You**

- Increase sales
- Optimize internal products and services and those of your partners
- Strengthen customer loyalty
- Reduce marketing costs
- Control search results that are displayed
- Restrict access to specific sites
- Learn about visitor search patterns



*Learn how custom site search achieves results:*

Control what people:	SEE →	FIND →	BUY	Achieve: RESULTS
			or LEARN	
Business Benefits	<b>Unified resource for all data:</b> Combine data from all departmental databases as well as extended enterprise – partners, affiliates, etc.	<b>Control positioning:</b> Lead with high priority products and services, such as high margin, best sellers, seasonal, over stocked, liquidation, etc.  Prioritize relevant information according to most-clicked pages.	<b>Conversions:</b> Relevant results = more sales	More Sales Shorter Cycles Service Differentiation Higher Customer Satisfaction Stronger, more loyal relationships Operational cost savings Reduce employee time spent searching
			<b>Enhanced brand equity:</b> Establish a one-stop resource for industry information and events <b>Better customer service:</b> Operational efficiencies due to less inquiries/call center support	
Site Visitor Benefits	<b>Immediacy and choice:</b> Enterprise-wide complete access to all product and service offerings	<b>Relevancy:</b> Save time as supply instantly meets demand.	<b>Convenience:</b> Needs are met at one site	Satisfaction Confidence in your brand Less time spent searching Trusted resource More knowledge
			<b>Instant knowledge acquisition:</b> Less Internet searching, more learning via portal	

To really get serious about relevancy, you must realize that satisfying customer requests - whatever they may be - will bring them back to your site again and again.

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).



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