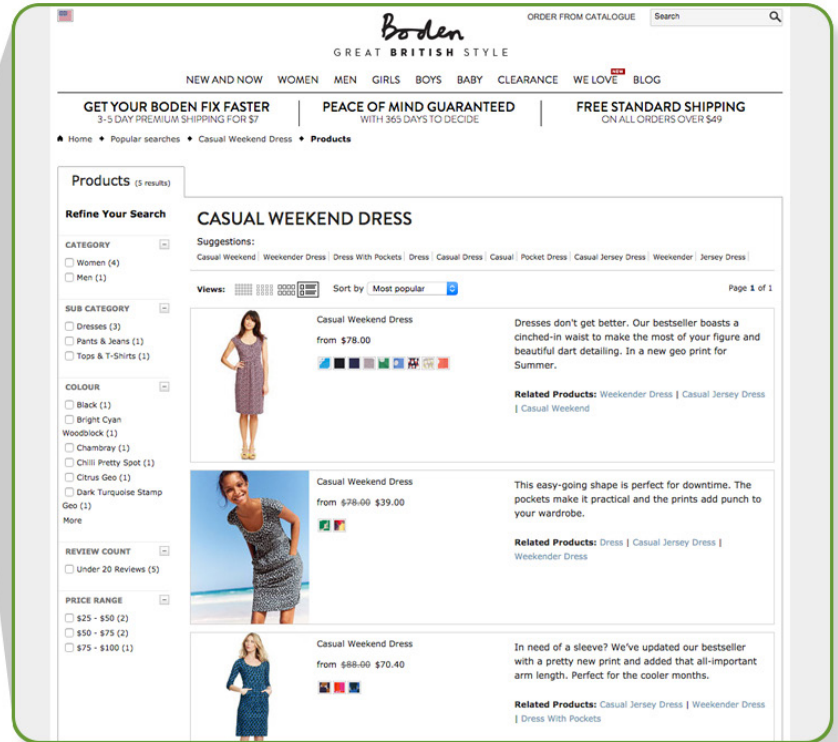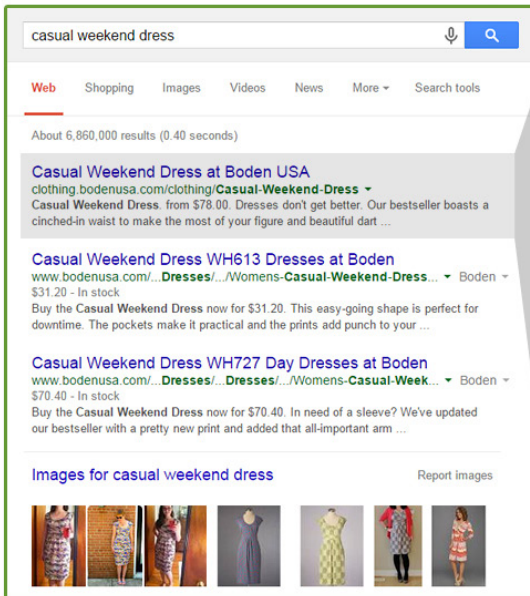**SLI**SYSTEMS™

## SLI Site Champion

### User-generated SEO





### Key Features

- Auto-generated SEO landing pages
- Enhanced long-tail search results
- Based on actual visitors' search activity
- Complimentary to existing SEO efforts
- Ongoing, dedicated support

## Key Benefits

Increased site traffic

Improved product discovery

Reduced bounce rate

Increased e-commerce sales

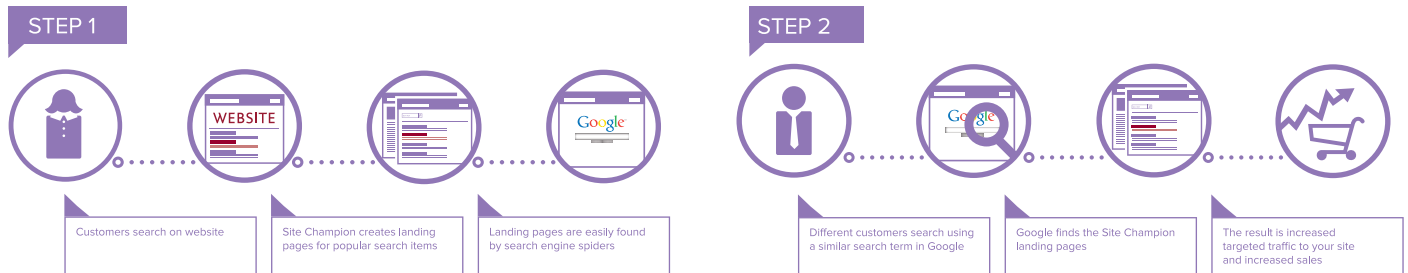## Now that's a good search result

**Savvy web marketers know that SEO (search engine optimization) is a critical** part of any effort to generate qualified traffic online. However, ensuring your site has the best visibility for the thousands of keywords that are relevant to your customers' search activity is a daunting task—and something that just isn't possible using a manual approach. Most SEO activities focus on a relatively small number of popular search terms, leaving many web searches unfulfilled.

That's why SLI Systems developed SLI Site Champion™, a user-generated SEO solution that leverages your visitor's site search activity. Site Champion™ takes into account the search terms people use on your site and the items they click on, and incorporates that information into dynamically created SEO landing pages. The search terms your customers use on your site are similar to what other potential visitors are searching for on Google, Bing, Yahoo, etc.

## Complement Your Existing SEO Efforts

Site Champion doesn't replace your existing SEO strategies but rather is one component of a multi-faceted approach. While your team forms linking strategies, manages AdWords campaigns, and develops new content, Site Champion complements these efforts by automatically creating landing pages for popular searches. Since web search engines regularly crawl these landing pages, Site Champion helps your site rank higher in organic search results for both general and long tail search queries.

## How Site Champion Works

STEP 1

Customers search on website

Site Champion creates landing pages for popular search items

Landing pages are easily found by search engine spiders

STEP 2

Different customers search using a similar search term in Google

Google finds the Site Champion landing pages

The result is increased targeted traffic to your site and increased sales

## Why Site Champion Works

### SEO for Many Dynamic Keywords

Site Champion is a powerful tool that automatically creates landing pages for thousands of ever-changing keywords—all based upon user activity on your site. As unique landing pages are automatically created, customers can find other relevant products, related search suggestions and additional purchasing opportunities. In a nutshell, Site Champion provides content that is useful for visitors and gives your site pages higher value on Google, Bing, Yahoo! and other search engines—a win-win for you and your customers.

### Only Your Customers Know What's Relevant

Site owners are familiar with the continually changing list of search terms used to find their sites, and Site Champion makes it easy to keep up with these changes—whether they're seasonal or part of larger buying trends. With Site Champion, you can rely on your customers to tell you what's relevant.

### Devote More Time to Online Marketing

Because it's automated, Site Champion allows you to be more effective at SEO while freeing your time to focus more on other strategic online marketing activities.

### A Powerful Combination: Site Champion and Learning Search

Site Champion is an add-on to SLI's hosted site search service, SLI Learning Search™, which learns from customer activity and continually improves the relevancy of your search results. Together, Site Champion and Learning Search™ enhance the customer experience while yielding a valuable understanding of visitors' needs.

## Cloud Service Done Right

SLI offers a redundant architecture that helps protect you from hardware or other service failures. This costs you nothing and is part of our effort to continuously offer the best service possible. Furthermore, as a hosted service we can readily scale to meet the needs of your site during peak shopping seasons.

## About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit sli-systems.com, sli-systems.com.au or sli-systems.co.uk.