

NetSprint

**Information Access Platform
e-Commerce**

- NetSprint Search Solutions collect all even unstructured content, **structure** it and make **accessible** and **searchable** through **contextual presentation**
- NetSprint Enterprise Search Solutions are based on universal **NetSprint Advanced Search Platform** technology
- Dedicated, **turnkey** search applications for media companies, publishers, online portals, yellow & white pages, classified ads, directories, intranet, internet and e-commerce
- Technologically-advanced search solutions for **internet**, **intranet** and **e-commerce**
- Sophisticated solutions supporting **online content search**, **presentation** & **knowledge management**
- **Increased site traffic** and advanced techniques of monetization

NetSprint Information Access Platform

Contextual Ads

Topic Pages (SEO Improvement)

Publishing Related Content

NetSprint
Site

NetSprint Yellow
& White Pages

NetSprint
Classified Ads

NetSprint
eCommerce

NetSprint
Intranet

NetSprint Enterprise
Search

NetSprint Advanced Search Platform

USE
(Universal
Search Engine)

UB
(Universal
Backend)

UF
(Universal
Frontend)

➤ USE (Universal Search Engine) - flexible, high performance and easy to use, full-text search engine.

➤ UB (Universal Backend)
– a framework for creating Java applications collecting and indexing data from USE or another indexing engine.

➤ UF (Universal Frontend)
– processes user queries and collects data to generate statistics of user behavior on Client Platform.



- When do we have a chance to sale something?
 - Only when the user finds the product.
- What happens when the user doesn't find it?
 - He or she quits ... And won't be back soon
- How quickly should we find the product?
 - "From the customer's viewpoint, the ideal is to land on a website and find what he or she needs in 2-3 clicks" – WebSideStory.





Patricia Seybold Group

Trusted Advisors to Customer-Centric Executives

The Other Search

Making the Most of Site Search to Optimize the
Total Customer Experience

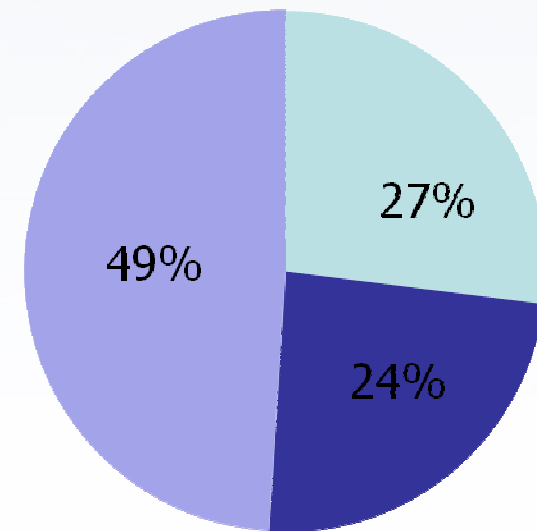
*By Susan E. Aldrich
Sr. VP and Sr. Consultant, Patricia Seybold Group*

Prepared for WebSideStory

Types of queries:

- **General query**
eg. notebook, dictionary, mp3 player
- **Query about group of products**
eg. Acer, ipod, Lenovo
- **Detailed query**
eg. Toshiba Satellite A 200-14D,
Microsoft Office Basic SB Pro HS 2007
W32 Polish

- General query
- Query about groups of products
- Detailed query



Call 0800 015 1559 to place an order

SHOPUK.CO.UK

[View Cart](#) [Your Account](#) [Contact Us](#)

[Home](#) [Online Store](#) [Best Sellers](#) [New Items](#) [On Sale](#)

Categories

- Audio Systems
- Boards and Cabinets
- Cables & Switches
- Cameras and Camcorders
- Consumables
- Digital Photo Frames
- Digital Signage
- Drum Units
- Exhibition Equipment
- Fax Machines

online store

[store home](#) | [search](#) | [shopping cart](#) | [checkout](#) | [order tracking](#)

Home > **Consumables** > Brother Consumables > Brother Ink Cartridges > Brother LC01 Colour Ink Cartridges

item display

Brother LC01BK Black Ink Cartridge

Brother LC01BK Black Ink Cartridge

Shopping Cart

0 items

Total: £0.00

[View Cart](#) | [Checkout](#)

Search Our Site

Result: 4 clicks to find the product

The screenshot shows the search results for 'jackets' on the backcountry.com website. The search bar at the top contains the text 'jackets' and a 'GO' button. Below the search bar, there are three tabs: 'STORE', 'OUTLET', and 'BLOG'. The main content area is divided into three sections: 'CLOTHING', 'GEAR', and 'ACCESSORIES'. The 'CLOTHING' section is currently selected and shows a list of categories: Men's Clothing, Women's Clothing, Kids', Shoes, Men's Clothing (722), Paddle (64), Women's Clothing (665), Camp / Hike, Bike - New, Climb, Travel, Trail Run, Paddle, Ski, Snowboard, and Snowshoe. The 'GEAR' section includes Camp / Hike, Bike - New, Climb, Travel, Trail Run, Paddle, Ski, Snowboard, and Snowshoe. The 'ACCESSORIES' section includes Backpacks, Sunglasses, Watches, and Luggage. The search results are displayed in a grid format. The first row shows three jackets: 'The North Face Grace Jacket - Women's' (Price: \$198.95), 'The North Face Gotham Jacket - Women's' (Price: \$198.95, marked 'on sale'), and 'The North Face Pumori Fleece Jacket - Men's' (Price: \$98.95). The second row shows three more jackets: 'The North Face Grace Jacket - Men's' (Price: \$198.95), 'The North Face Gotham Jacket - Men's' (Price: \$198.95, marked 'on sale'), and 'The North Face Pumori Fleece Jacket - Women's' (Price: \$98.95). The search results are filtered by 'on sale' (1,019) and 'Men, Women, Unisex, Boy, Girl, Kids Unisex'. There are also filters for 'Select a Brand' and 'Select a Price Range'. A color selection palette is visible below the filters. The search results are paginated, showing 'Results 1 - 20 of 1,982' and a 'Next' button.

Result: Optimal navigation within a shop thanks to the functionality of the search solution

- Prompt access to offered products
- Presenting a category path
- Sorting by various product attributes
- Site search on every page that allows detailed criteria
- Presenting complementary products to the search result
- Search results categorization
- Highlighting the search word or phrase
- Showing the number of results in each category

- Stimulating shopping through articles on products and opinions of users
- Displaying bestsellers in each category
- Building result pages based on customer behavior analysis
- Reporting on site search activity
 - Including the most popular site searches
 - Rate at which promotions or offers were presented
 - Products which are not in the offer but in demand

[Vis alle artikler \(46 stk\) »](#)
FORUMTRÅDER (475 TREFF)

... NOKIA MOBILE PHONE : Nokia 8800 \$170 Nokia N80 \$160 Nokia N70 \$140 Nokia N71 \$145 Nokia N72 \$150 Nokia N73 \$155 Nokia N90 \$160 Nokia N91 \$170 Nokia N92 \$180 Nokia N93 \$220 Nokia N81 8GB...\$300 Nokia E70 \$200 Nokia E60 \$200 Nokia E61 \$200 Nokia E90 \$300 Nokia N95 \$220 Nokia N95 8GB \$250 Nokia N96 16GB \$350 Nokia ...

[Vis innlegg »](#)

Postet av [tsales](#) (14. Jun. 2008) i tråden [For Sale New : Nokia N96 16GB , iPhone 16GB , S/Ericsson Xperia x1 @ \\$300USD.](#)

... er mest vant til lyden på sony ericsson mobilier. Er Nokias lyd god nok i forhold til feks Sony W880i ... til feks Sony W880i?? Jeg er hifi-freak og hadde N91 før denne. Denne er ikke like god som N91, men egentlig så synes jeg lyden er ganske fin likevel ...

[Vis innlegg »](#)

Postet av [PalWare](#) (5. Feb. 2008) i tråden [Nokia N95 8GB.](#)
[Diskuter den her!](#)



FREMTIDEN ER HER

Siste nytt
Tester
Prisguide
Forum

Søkte etter uttrykket 'Nokia n91'. Fant [46 artikler](#), [4 produkter](#) og [475 foruminnlegg](#).

ARTIKLER (46 TREFF)

Nokia N91 8GB 23. Mar. 2007



Nokia N91 8GB Nokia N91 8GB er en oppgradering av Nokia N91. Hovedforskjellen er at nykommeren har dobbelt så stor harddiskplass ... imponerende da den kom i butikken. Les hele testen av Nokia N91 > Nokia N91 8GB har en elendig skjerm. Elendig skjerm Det er et ... Nokia, så ber du om elendig batterilevetid. Og gjett hva: Nokia N91 8GB ...

[Les hele saken »](#)

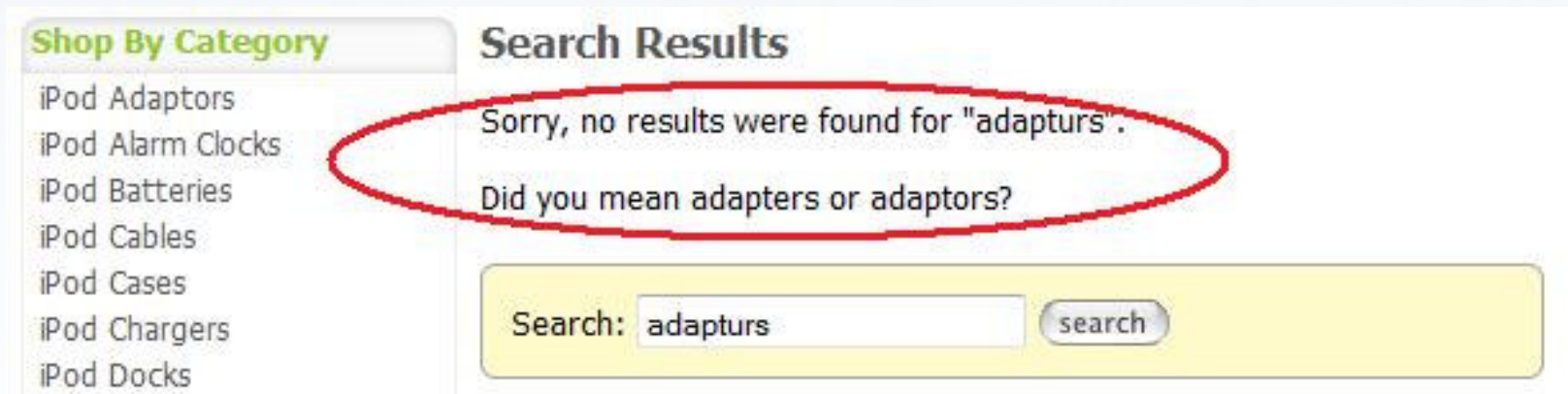
Nå får du kjøpt Nokia N91 i 8 GB-utgave 21. Nov. 2006

PRODUKTER (4 TREFF)

Nokia N91 med abonnement Mobiltelefon , Bluetooth, 3G, 4 timer, Radio, 1.92 megapiksler		2449.-
Nokia N91 8GB Mobiltelefon , Bluetooth, 3G, 4 timer, Radio, 1.92 megapiksler		4099.-
Nokia BL-5C Mobilbatterier , Nokia 1100, 1101, 1110, 1110i, 1112, 1600, 2300, 2310, 2600, 2610, 2626, 3100, 3120, 3650, 3660, 6030, 6086, 6230, 6230i, 6270, 6600, 6630, 6670, 6680, 6691, 6692, 6693, 7000, 7010, 550, 550		77.-

Contextually related products and articles – the result of one search

Misspelling – suggesting the correct form of the word



The screenshot shows a search results page. On the left, there is a 'Shop By Category' sidebar with a list of iPod accessories: iPod Adaptors, iPod Alarm Clocks, iPod Batteries, iPod Cables, iPod Cases, iPod Chargers, and iPod Docks. The main content area is titled 'Search Results'. It displays a message: 'Sorry, no results were found for "adapturs".' Below this message, a red oval highlights the text 'Did you mean adapters or adaptors?'. At the bottom of the search results area, there is a search bar containing the text 'adapturs' and a 'search' button.

Up to 12% of queries entered into search box in online shops contains mistakes!

Linguistic analysis – Polish, Norwegian and English languages are available currently. In short time perspective - up to 15 languages will be supported.

The screenshot shows a search results page on the website netsprint.eu. On the left, there is a 'Book search' sidebar with a search box containing 'repairing citroens', a category dropdown set to 'All categories', and a 'Go' button. Below this is an 'Advanced search' link and a 'Top categories' section listing 'History and Transport' and 'Scientific, Technical and Medical'. The main content area is titled 'Search results' and shows 23 titles matching the search, sorted by 'Bestselling'. The first result is 'Citroen C3 Petrol and Diesel Service and Repair Manual: 2002 to 2005 - Haynes Service and Repair Manuals by John S. Mead'. The title and the words 'Citroen', 'Repair', and 'Manual' are circled in red. The book's details include: Format: Hardback 304 pages, Date of publish: 21/08/2005, Publisher: J H Haynes & Co Ltd, and Usually despatched within 2-3 weeks. The price is £18.99, and there is an 'Add to basket' button. To the right of the book details is an 'Overall rating' section with two columns: 'Booksellers' and 'Customers', both showing 'No rating'.

Book search

repairing citroens

All categories

Advanced search ▶

Top categories

History and Transport

Scientific, Technical and Medical

Search results

We found 23 titles matching **repairing citroens** sorted in 'Bestselling' order. Sort by Bestselling

Page 1 | 2 | 3 | »

W
Image not available

Citroen C3 Petrol and Diesel Service and Repair Manual: 2002 to 2005 - Haynes Service and Repair Manuals by John S. Mead

Format: Hardback 304 pages
Date of publish: 21/08/2005
Publisher: J H Haynes & Co Ltd
Usually despatched within 2-3 weeks

£18.99

Add to basket

Overall rating

Booksellers	Customers
No rating	No rating

„No results” message can disappear.

Search Results :

Sorry, your search for "winny the pooh" produced no results.

Instead of the message "There are no results in the Book section", one can see what have been found for the query i.e. in the Multimedia section. Also related products can be presented.

Synonyms – laptops are also notebooks and portable computers

Add new word ✕

Basic form:

Word:

Add

Users are searching not only for products but also for contact information, types of payment etc.

The screenshot shows a search results page on the website. At the top, there is a search bar containing the text 'contact' and a red 'Search' button. To the right of the search bar is a red promotional banner that says 'Join our newsletter - Win £200 of M&S vouchers'. Below the search bar, there is a breadcrumb trail: 'Home | contact'. The main search results area has the word 'contact' in a large, light grey font. To the right of this, there is a 'Sort results by:' dropdown menu set to 'Most relevant first'. On the left side, there are filters for 'Narrow results by: Category:' with 'Gardening' selected, and 'Narrow by Series:' with 'RHS annuals (2)' selected. The main results section shows 'Results 1-4 of 4' and a single result for the book 'Eyewitness Companions: Gardens of Britain and Ireland' by Patrick Taylor, published by Dorling Kindersley. The book cover is visible, and the price is listed as £14.99 with a red 'Buy now' button. To the right of the book result is a 'Related links:' section with a red border, containing 'Company Information', 'Contacting DK', and 'DK: Who we are'.

The screenshot shows the 'Content Management' section of the Client panel. A modal dialog titled 'Change promoted content' is open, allowing the user to edit the keywords and positions for a specific document. The background shows a table of promoted content with columns for document key, keywords, and positions, along with 'edit' and 'remove' actions.

Change promoted content

Document key: 879059

Keywords:	Position:
notebook hp	1
laptop HP	2
portable computer hp	4
...	

next keyword

Change

add new promoted content

Document key	Keywords	Positions	edit	remove
879059	notebook hp, laptop HP, portable computer hp	1, 2, 4	edit	remove
...	edit	remove

The screenshot shows the 'Dictionary' section of the Client panel. The navigation bar includes: Main Page, Content Management, Dictionary (selected), Misspelling, Statistics, Monitoring, Advanced, and Users. The left sidebar contains: Dictionary administration and Import from file. The main content area is divided into two panels: 'System dictionary' and 'User dictionary'. The 'System dictionary' panel has a search input with 'laptop' and a 'Search' button. Below it, the 'Basic form' is 'laptop' with a '(show variants)' link. A list of variants follows: laptopu, laptopach, laptopami, laptopom, laptopa, laptopie, laptopowi, laptopem, laptopy, and laptopów. The 'User dictionary' panel has a search input with 'laptops' and a 'Search' button. Below it are links for 'Generate dictionary' and 'Add new word'. An 'Add new word' modal window is open, showing a 'Basic form' input with 'laptop', a 'Word' input with 'laptops, notebooks, portable', and an 'Add' button.

- Main Page
- Content Management
- Dictionary
- Misspelling
- Statistics
- Monitoring
- Advanced
- Users

⊗ Misspelling administration

Basic dictionary

word:

[add word](#) [remove](#)

ł

ła

łaał

łaba

łabądź

łabęcki

łabędy

łabędzi

łabędzia

łabędziami

Dedicated dictionary

word:

[generate](#)

Unprompt words dictionary

word:

[add word](#) [remove](#)

łwierzbnik województwo opols

łązek

łązek chwałowicki

łązek garncarski

łązek ordynacki

łązek województwo łódzki

łązek województwo święto

łązek województwo kujawsko

łązek województwo mazowiec

łązek województwo podkarpa

Main Page

Content Management

Dictionary

Misspelling

Statistics

Monitoring

Advanced

Users

- ✖ Queries
- ✖ **Queries ranking**
- ✖ Misspelling usability
- ✖ Misspelling ranking

Queries ranking statistics

DAYS

MONTHS

YEARS

[advanced](#)

[<< previous](#) 2008-09

Query	Count
Microsoft	7426
HP	6827
Samsung	3534
kolorom	2822
wymiarami	2442
kompatybilny	2217
kompatybilnego	2126
kablami	2109
wymagaj?c	1705
wymagaj?cy	1675
wymagaj?cym	1663
wymagaj?ca	1622
pendrive	1545

Main Page

Content Management

Dictionary

Misspelling

Statistics

Monitoring

Advanced

Users

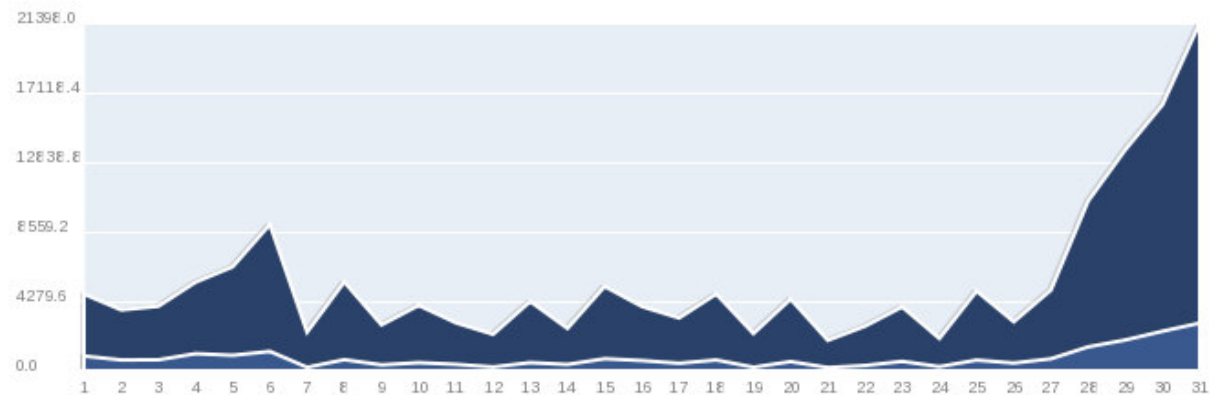
- ✦ Queries
- ✦ Queries ranking
- ✦ **Misspelling usability**
- ✦ Misspelling ranking

Misspelling usability statistics

DAYS MONTHS YEARS

[advanced](#)

[<< previous](#) 2008-08 [next >>](#)



LINE BAR PIE

[charts](#)

Period	Queries	Misspell queries	
20080801	4722	911	19.2927 %
20080802	3747	669	17.8543 %
20080803	3967	676	17.0406 %
20080804	5451	1056	19.3726 %
20080805	6399	956	14.9398 %



info@netsprint.eu

Thank you for your attention!