

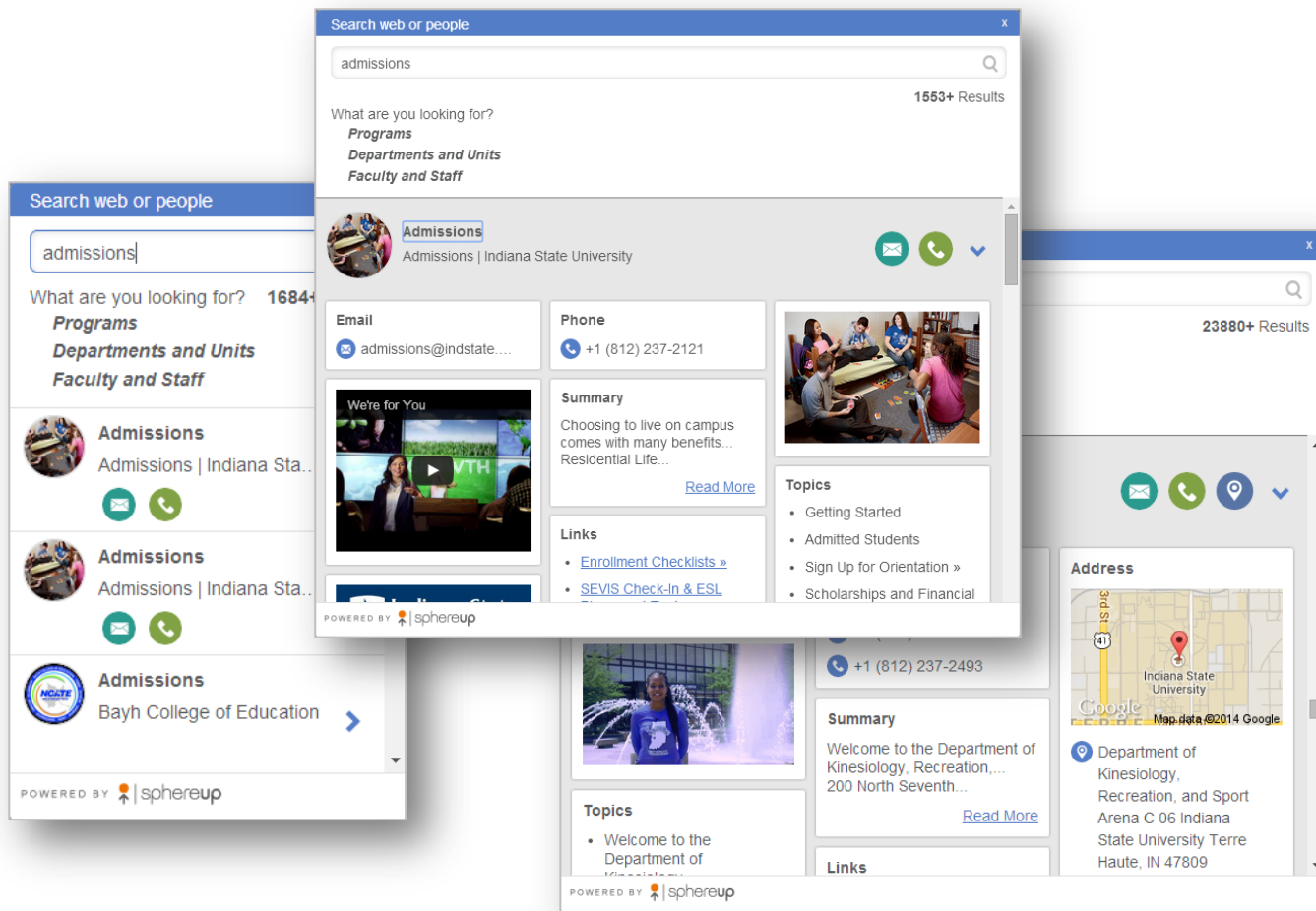


# Actionable Site Search



Engage Your Website Visitors

# Reinventing site search.



The image displays three overlapping screenshots of a search interface, likely a university website, showing results for the search term "admissions".

**Top Screenshot (Search Results):**

- Search bar: "admissions"
- Results count: "1553+ Results"
- What are you looking for?
  - Programs
  - Departments and Units
  - Faculty and Staff

**Middle Screenshot (Search Results):**

- Search bar: "admissions"
- Results count: "1684"
- What are you looking for?
  - Programs
  - Departments and Units
  - Faculty and Staff
- Results list:
  - Admissions** | Indiana Sta... (with contact icons)
  - Admissions** | Indiana Sta... (with contact icons)
  - Admissions** | Bayh College of Education (with a right arrow)
- Footer: "POWERED BY | sphereup"

**Bottom Screenshot (Search Results):**

- Search bar: "admissions"
- Results count: "23880+ Results"
- Results list:
  - Admissions** | Indiana State University (with contact icons)
    - Email: admissions@indstate....
    - Phone: +1 (812) 237-2121
    - Summary: Choosing to live on campus comes with many benefits... Residential Life... [Read More](#)
    - Links:
      - [Enrollment Checklists »](#)
      - [SEVIS Check-in & ESL](#)
    - Topics:
      - Getting Started
      - Admitted Students
      - Sign Up for Orientation »
      - Scholarships and Financial
  - Admissions** | Indiana State University (with contact icons)
    - Summary: Welcome to the Department of Kinesiology, Recreation,... 200 North Seventh... [Read More](#)
    - Links: (empty)
    - Topics:
      - Welcome to the Department of Kinesiology, Recreation, and Sport Arena C 06 Indiana State University Terre Haute, IN 47809
  - Address** (with map):
    - Department of Kinesiology, Recreation, and Sport Arena C 06 Indiana State University Terre Haute, IN 47809
- Footer: "POWERED BY | sphereup"

# We get great feedback from our customers






Zoomd offers site visitors **Actionable Site Search**  
Based on NLP, Machine Learning and Site Search technologies

*What's in it for content site owners?*



**Higher  
Engagement**

**Cross-Section  
Traffic**



## Categories and Engagement Coverage

Media, Lifestyle, Entertainment, E-commerce, Business,  
Health, Real Estate, Sports, E-Gov and many more..

## Search is a key customer touchpoint

Using site search without success leaves website visitors unsatisfied; in some cases, they're unlikely to keep trying. As the president of a digital agency told us, search is a key customer touchpoint, as it's often the last chance to keep a customer on your website before they go elsewhere to find the same product or content.

*Forrester Research, Market Overview: Site Search Technology, September 2013*



**60%** Average Bounce Rate <sup>2</sup>



**74%** Get frustrated when web content is not relevant <sup>3</sup>

<sup>1</sup> [Hubspot](#) <sup>2</sup> [online-behavior.com](#) <sup>3</sup> [MarketingCharts.com](#)

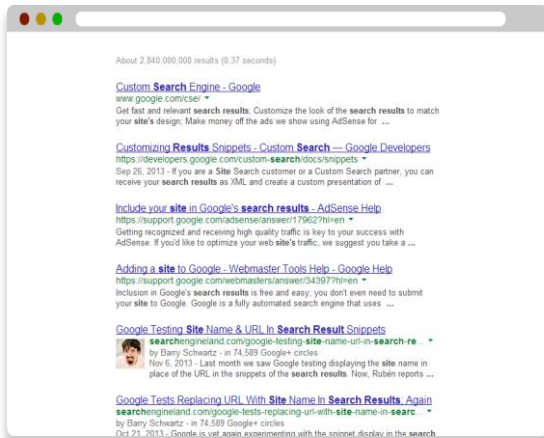
# Drive Business with Site Search

Before Zoomd

Informational (Passive) Search

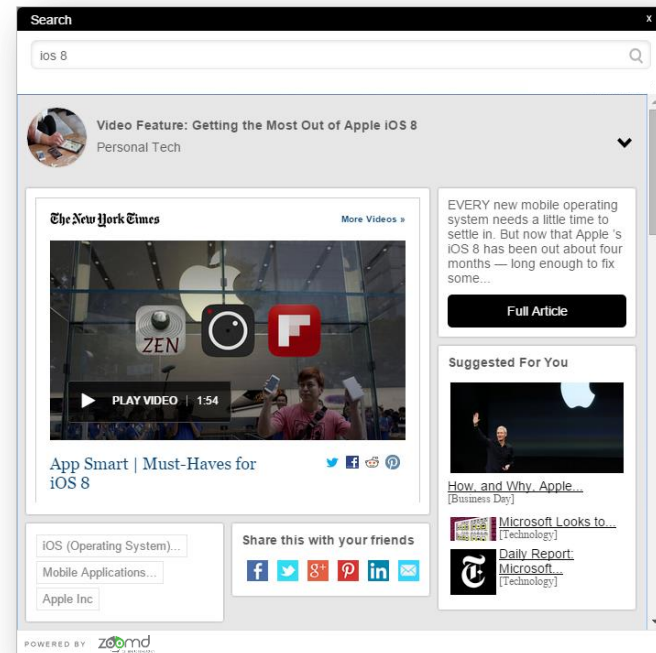


Actionable Search



**Goal:** Let users find website pages

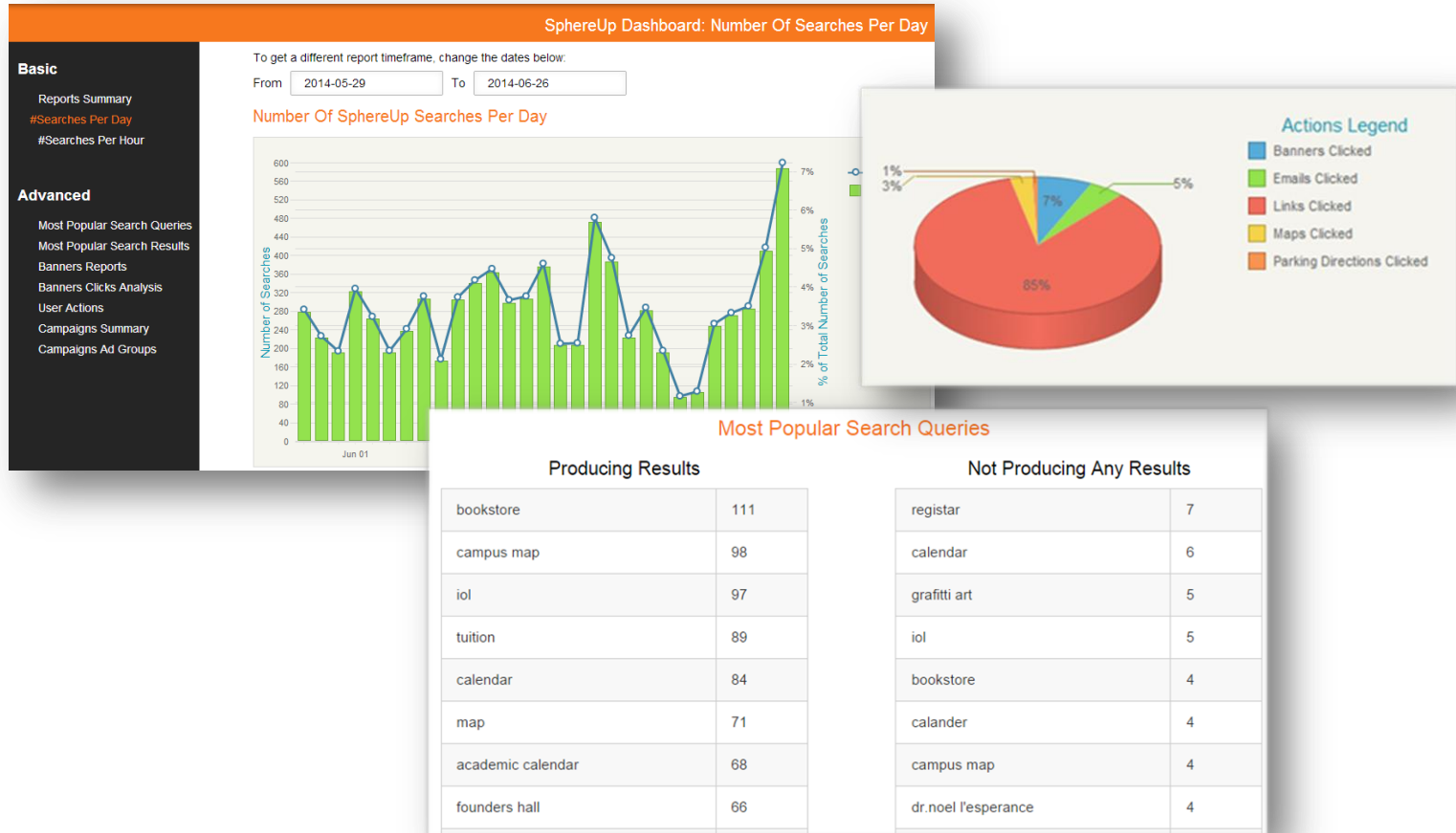
**Problem:** Users are "lost", drowning in results



**Goal:** Engage users and drive them to Action

**Impact:** Support organization's Business Goals

# Administration Dashboard



# Capabilities to consider when making the choice

✓	High quality search	Relevancy, precision, coverage, up-to-date
✓	Customizable content, appearance, results ranking, etc	Out-of-the-box
✓	Security for internal search (post login)	Complete secure data de-coupling
✓	Infrastructure costs – inc. establishment, maintenance	Cloud
✓	Implementation time and costs	Not just a platform, but a complete & optimized solution
✓	Ease of data mix & integration	Built-in embedding of GUI parts
✓	User engagement	Actionable Search
✓	User experience	Mini-sites in results, Type ahead, Auto-correct, ...
✓	Built-in related content	NLP, Machine learning
✓	External content to promote engagement	Out-of-the-box
✓	Support for working actionable widgets inside search	Out-of-the-box
✓	WYSIWYG CMS	Out-of-the-box
✓	Marketing campaigns	Out-of-the-box
✓	Reports, analytics, user journey analysis	Out-of-the-box
✓	A/B testing	Out-of-the-box



Thank you for your time and attention.



ליצירת קשר אנא פנו לרשף רדין

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