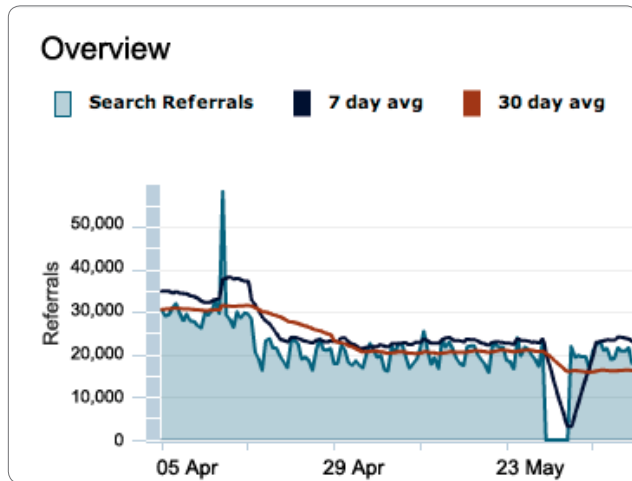


## Award-winning Search Analytics

A **best-in-class analytical platform** designed specifically for search, Enquisite Optimizer™ captures actual user behavior in order to inform search strategy and tactics, and improve overall search performance and ROI. Capture everything related to search and how visitors get to your website, what happens when they get there, and opportunities to pursue. Keyword phrases, geography, page rank plus a whole lot more – all the objective data and intelligence you need to make informed decisions to take action and improve search performance.

Optimizer is organized around five key areas central to the search marketing professional: **Overview**, **Top Referrals**, **Longtail**, **Search Engine Comparison**, and **Links**.

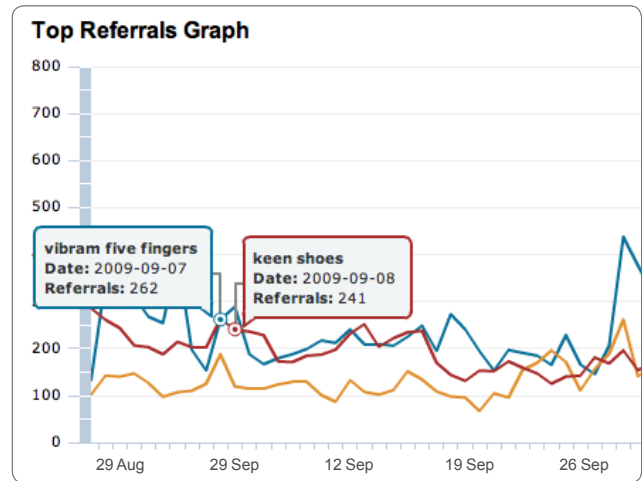


### Overview

**Overview** pulls together key metrics to give you a daily pulse on your site's search activities. Start your day here and drill down into areas that require your attention. Compare paid vs. organic visitors, search vs. site traffic, and view other key metrics such as conversion, time on site and top search engine performance.

### Top Referrals

**Top Referrals** tracks and displays the top 20 search referral sources to your website over time. For example, the top 20 keyword phrases searchers actually typed in to reach your site are shown, including the highest search engine result page (SERP), the lowest, the total number of referrals, the percent of the total, and more. Other "top 20" views include search engine, entry web pages, country, city, and SERP page number.

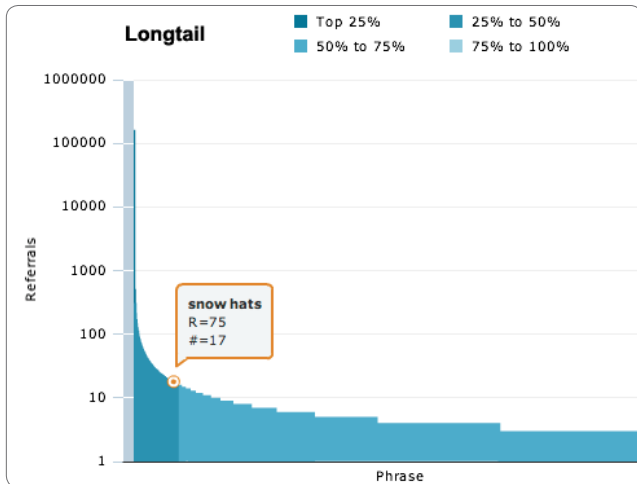


With **Top Referrals**, you can quickly assess any falloff or spikes in traffic and take appropriate action to maintain and grow search volume.

### Longtail

**Longtail** refers to the graphical representation of a specific metric (such as individual keywords), displayed in rank order from highest volume to lowest. This analysis is absolutely central to search marketers, and the longtail section of Optimizer is packed with powerful capabilities. By analyzing the longtail, search marketers can identify and pinpoint opportunities for both SEO & PPC.

Understanding opportunities for your site is usually a difficult undertaking. Search marketers strive to understand which keywords drive traffic to which pages, along with other key metrics such as conversions, conversion rate, page rank, and geography, among others. These may seem like fairly easy things to report on, but can become virtually impossible for most mainstream sites using standard web analytics programs. Further, while web analytics programs are great at reporting on top keywords, they are challenged



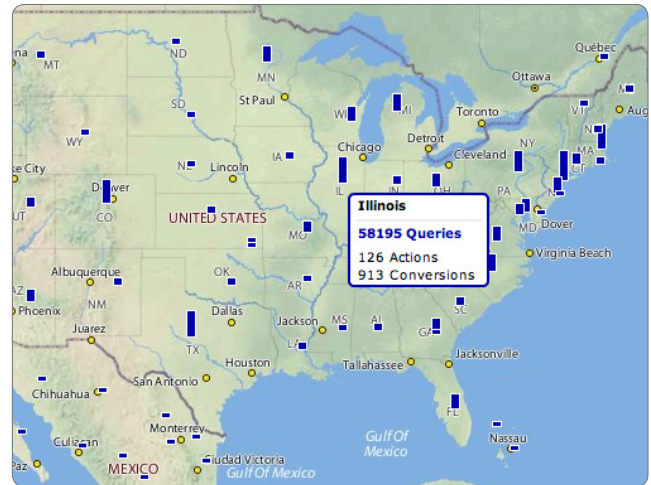
when it comes to the longtail, which can include hundreds, thousands or tens of thousands of keyword phrases and other related data. Optimizer displays actionable information on every keyword that brings traffic to the site.

### Segmentation & geographic mapping

Understanding and analyzing the massive amounts of data in the longtail can be a daunting task. Drag-and-drop segmentation, along with geographic mapping, comprise the core of the **Longtail** section to reveal opportunities quickly and clearly.

Some examples of what you can accomplish with **Longtail** include:

- Focus your efforts on high value keywords—the keywords that deliver high traffic volume and high conversions. Key metrics such as time on site, page views, bounce rates, relative search volume, and conversion rates give you vital insights on what to focus on to boost performance.



- Leverage localized search opportunities. Rankings differ based on the searcher's geographic location. Even though you may rank #1 in New York City, you may not even be on the first page in Los Angeles.

**Longtail** helps you identify and map the geographic locations where you can generate valuable traffic quickly. Focus link building efforts, target specific cities on PPC, and use other techniques to realize rapid returns in the geographies that matter.

- Optimize "Page Two" keywords that convert. Keywords that deliver traffic from page two of the search engine results pages (SERPs) require only minimal optimization to achieve maximum return. On page one you'll see valuable traffic volume increase...right along with revenue.

Get on with your analysis in minutes instead of the hours or days it can take with many web analytics programs, which often require complex and custom configurations.

### Search Engine Comparison

Search engine rankings provide important clues on how your site is being found. **Search Engine Comparison** allows you to measure your true reach across over 800 different search engines globally. With a couple clicks, you can discover and compare how key variables rank in a convenient side-by-side visual format.

Knowing how your most valuable keywords perform across all major search engines can reveal low-hanging fruit opportunities. For example, find converting keywords that perform well in Yahoo! and Bing but not in Google –

and then optimize for these terms or add them to a PPC campaign.

With **Search Engine Comparison**, you can:

- Compare keyword phrase, entry web page, country, state, city, or SERP page number
- Filter by PPC, Organic, Campaigns, or any combo of 3
- Gain understanding of why your rankings vary, & how to fix gaps

Search Engine:	Google	Search Engine:	Yahoo!		
Phrase	#	%	Phrase	#	%
demo	1329857	17.63	demo	165554	24.29
demo.com	412161	5.46	demo.com	22595	3.31
demo.outlet	145011	1.92	demo stores	14095	2.07
vibram five fingers	17857	0.24	demo outlet	9500	1.39
north face	14096	0.19	www.demo.com	3563	0.52
www.demo.com	12858	0.17	demo outdoor stores	1720	0.25
keen shoes	10359	0.14	tents	1581	0.23
camping gear	10216	0.14	north face jackets	1518	0.22
north face jackets	8608	0.11	demo goods	1268	0.19
locations	8550	0.11	demo goods	1145	0.17
demo.seattle	7772	0.10	camping gear	1074	0.16
sleeping bags	7667	0.10	bikes	1053	0.15
northface	7075	0.09	sleeping bags	1005	0.15
patagonia	6728	0.09	camping equipment	998	0.15
hiking boots	6620	0.09	columbia sportswear	956	0.14
demo stores	6484	0.09			
winter hats	6299	0.08			

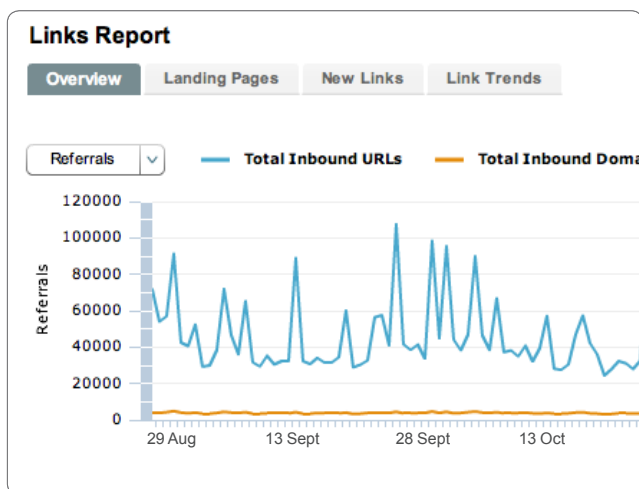
Available metrics to inform your analysis include:

- Search referrals
- Actions
- Conversions
- Absolute values and percentages
- Highest/lowest/average page rank

## Links

External links to your site are the lifeblood of any good SEO program. Quality and quantity matter in order to elevate your site rankings on natural or organic search.

Within the **Links Report**, you can quickly identify which links deliver the most value and which sources are driving the most traffic, actions and conversions – blogs, news, newsletter, shopping, social media sites or any other web page or domain.



The **Links Report** makes tracking and measuring link value simple. It's easy to understand the top landing pages receiving links, as well as new link and trend activity. Quickly respond to address broken or removed links, and capitalize on new link activity.

## Other Features

### Alerts

Optimizer stays on top of your site even while you're away. Select your variables and your +/- change parameters. When your tolerances are exceeded, an Alert email is sent to you. Take action now to either capitalize on an opportunity or solve an issue before it becomes a large problem.

### Data

Optimizer accurately reports on all search traffic. Unlike some web analytics packages, we never combine sessions, apply keyword thresholds, or sample data, which can skew reporting and mask opportunities to boost performance. Reports and analysis are also fully exportable to the application of your choice.