Search Engine Optimization Module

Release Announcement

July 2010

Introduction

The Endeca® Search Engine Optimization (SEO) Module extends the capabilities of the core Information Access Platform to accelerate the development and growth of best-in-class eCommerce storefronts and media Web sites. This module improves both organic and paid strategies, driving qualified traffic and boosting content consumption, click-through rates, and conversion rates. The SEO module comprises two components:

URL Optimization API

An API that sits on top of the standard Endeca APIs and enables automatic conversion of dynamic page URLs into search engine-friendly, human-readable URLs. This API implements URL beautification and canonicalization, creating a direct mapping from URL keywords to related content.

Sitemap Generator

A highly configurable utility that creates a sitemap specifically designed for search engine spiders, which contains only relevant navigation and record detail pages. The Sitemap Generator automatically eliminates duplicate content to avoid diluting the rank of specific pages. This ensures that spiders and bots can effectively index your content without sacrificing the dynamic, interactive experience driven by Guided Navigation.

The focus of this new release was to ensure SEO Module compatibility with Platform Services 6.1.0.

URL Optimization API for the RAD Toolkit for ASP.NET 2.1.0

This release incorporates documentation updates and a bug fix so that the RecordsPerPage parameter is now respected by the BuildURL method. The new version number indicates compatibility with the RAD Toolkit for ASP.NET 2.1.0 and Platform Services 6.1.0.

URL Optimization API for Java 2.1.0 and Sitemap Generator 2.1.0

This release incorporates documentation updates and minor bug fixes in the URL Optimization API for Java and Sitemap Generator. The new version number indicates compatibility with the URL Optimization API for the RAD Toolkit for ASP.NET 2.1.0 and Platform Services 6.1.0.

URL Optimization API for ASP.NET 1.0.0

This API has been deprecated. Migration to URL Optimization API for RAD Toolkit for ASP.NET 2.1.0 is recommended.

Search Engine Techniques that Work

Search Engine Optimization has become a priority for online businesses as Web search engines continue to be a primary source of traffic and customer acquisition. Having launched more than 300 online retailers and more than 2000 public-facing Web applications, Endeca has a proven approach to accelerate and automate search engine efforts by ensuring that content is exposed to search engines the right way. Endeca's SEO offering is enterprise-class and designed to enhance our customers' online marketing immediately. Endeca customers have benefited from their improved online marketing strategies by:

- increasing traffic and conversions
- discontinuing use of expensive services from SEO specialty firms
- reducing the use of paid search and sponsored links

In addition to using the Search Engine Optimization Module described here, you can get additional boosts in natural search traffic by engaging Endeca's Customer Solutions team. In order to maximize your investment in Endeca, our team offers a combination of documentation, consulting, tools, utilities, and analysis focused on ensuring positive results in search engine optimization.

Search Engine Optimization Workshop

Endeca consultants conduct an interactive workshop to understand your individual business — challenges, needs, content, objectives, and users. Endeca will discuss approaches specific to your business requirements and application design, and deliver a plan for implementing an effective SEO strategy.

Impact Analysis

Endeca's SEO offering doesn't end after implementation. After taking the necessary steps to ensure that you have the right SEO strategy in place for your application, Endeca consultants will help you measure and analyze the results. Such assistance may include:

- an inventory of the number of pages indexed
- an introduction to certain analysis programs
- custom automated reporting to monitor the success of your SEO strategy
- recommendations for adjustments and modifications to your ongoing strategy

Search Engine Optimization White Paper

Endeca's SEO white paper is a collection of the results of Endeca's research and best practices that help customers apply successful SEO techniques to their Endeca solution. The paper focuses on how Endeca technology fits into SEO strategies. Topics covered include out-of-the box benefits of the Endeca Information Access Platform, transition planning for site rework, how to get your site indexed, and URL simplification and rewriting. Most importantly, Endeca's philosophy is that user experience does not have to be sacrificed to achieve best-in-class SEO.

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