

SEARCHDEX

end to end search solutions

Implementation of SearchDex Basic Visibility Program on The MarketLive Platform

SearchDex Basic Visibility Program

Overview of SearchDex

SearchDex™ integrates with e-business organizations to provide solutions for marketing challenges posed by today's search-centric web environment. SearchDex gives organizations superior ROI by using custom applications to implement and manage organic search campaigns with efficiency and with maximum use of existing data through exclusive proprietary learning applications. Based in Dallas, Texas, SearchDex provides scalable management of large datasets for clients in many industries including retail, healthcare, hospitality, travel, and entertainment.

The Program

SearchDex Basic Visibility Program (BVP) is a software program which presents your data in a way that enables search engine bots to crawl your content. Search engines are not typically designed to accurately crawl and index dynamic content within web sites. SearchDex Basic Visibility Program exports your data, and following search engine recommendations¹ and SearchDex Best Practices Policy², creates the SearchDex Index, a comprehensive site map, that the search engine bots are capable of crawling. After implementing the SearchDex Basic Visibility Program, the client will use the Attributes and Images section of MarketLive Admin to control, edit, and update the content that will be maintained and presented through the SearchDex Index.

Goals

The SearchDex Basic Visibility Program is designed to meet your business and technical goals. Acceptance of the program assumes acceptance of the objectives as described in this guide. The package implementation will be considered a success if it meets the following business and technical goals upon completion.

Business Goals

- Preserve existing site functionality while enabling search engine bots to successfully crawl and index the site
- Achieve higher search engine rankings for selected Key Term Categories
- Achieve higher volume of traffic from search engine organic search results
- Reduce load on your main site by directing bots to the cached pages
- Improve reliability of the cached page set

Technical Goals

- Enable SearchDex for your main web site
- Ensure search engine bot accessibility to content via the origin site
- Track and report web traffic

Implementation

Below is the list of the implementation steps and the owners of each step. Please review these steps carefully and completely.

SearchDex & MarketLive

- Establish data feed requirements for SearchDex application
- Discuss SearchDex Index design requirements
- Discuss location of SearchDex Index link and title
- Prior to launch, your web site's robots.txt file will need to be implemented or updated. SearchDex will create the file and MarketLive will deploy it
- Set up data feed which will be used to create the SearchDex Index.

Client & MarketLive

- Establish and set up attributes to be used in Index
- Prior to launch, designate "Site Map" "Index" or other link on the homepage to be entry point for the SearchDex Index. **This is a requirement for the BVP to function and must be active at all times**

SearchDex

- Based upon existing site, SearchDex creates following set of templates: Site map, Product Page, Category Page, Deleted Page
- Determine custom display rules and create custom data imports
- Test SearchDex Index , validate attribute import, perform both user and bot testing
- Create complete SearchDex Index using data feed and SearchDex templates
- Upload SearchDex Index to the MarketLive platform

Ongoing Basic Visibility Program

Once the steps are complete, and the program commences SearchDex and Client shall be responsible for the following:

SearchDex

- One publish per month + one additional ad hoc publish as needed
- One set of new templates per year available after one complete year of BVP service. Will include one each: Site Map, Product Page, Category Page, Deleted Page
- Technical support for SearchDex Index.
- Reporting: All SearchDex clients receive access to a secure Reporting Platform.

Client

Client shall be responsible for the following:

- Creation of attributes
- Keyword research and development
- Creation and optimization of content
- Population of new content into MarketLive Admin
- QA of publishes. Routine inspections to ensure proper publish are recommended
- Reporting outages or other problems with SearchDex Index

Support

SearchDex makes every effort to reply to non-emergency client inquiries within the same business day the inquiry is made. When volume does not allow this, and when requests are made outside of standard business hours (8:00 AM – 6:00 PM CST, Federal Holidays excluded) SearchDex will make every effort to respond by the end of the following business day.

Customer Care

Many questions can be answered in our FAQs at www.SearchDex.com. If you cannot find your answer there, questions regarding SearchDex operations or functionality can be sent to **Customer Care: MarketLiveSupport@SearchDex.com**.

Sales / Marketing

Questions regarding additional services, such as custom aesthetic templates, custom copywriting services, and SearchDex Premium Service Program (PSP), which incorporates the Basic Visibility Package, custom aesthetics, custom content, and weekly consultation, please call **Sales: 214-999-0889 ext. 242**.

Technical Support

For technical problems regarding your site's robots.txt file, or the SearchDex Index, please call **Technical Support: 214-999-0889 ext. 239**.

Emergencies After Hours

During non-business hours, on holidays, and weekends, for extreme emergencies, send a brief email including your contact information to **CriticalSupport@searchdex.com**. This will notify our entire support team via text message automatically, and is usually responded to within the hour. Please only use this for extreme emergencies.

MarketLive & MarketLive Attributes Console

For assistance with issues regarding MarketLive and MarketLive Admin, please contact MarketLive Support. Alternatively, SearchDex is available to assist with any these or any additional services **at client's contract consulting rate**. For more information on consulting services and rates please call **SearchDex Sales: 214.999.0889 ext. 241**.

Definitions

Bot- A search engine "Spider" or "Robot" that maneuvers the Internet viewing pages and collecting content.

Data Feed- A predetermined set of tables used to populate content within the SearchDex Index.

Robots.txt file- A file on a domain server that communicates with search engine bots indicating which areas of a site to crawl and index and which areas of a site to ignore.³

SearchDex Index- A hierarchy of pages built from data provided through a data feed and published within templates provided by SearchDex. The SearchDex Index provides a comprehensive presentation of site content that is crawlable and cacheable by search engine bots.

¹ To review guidelines for Google and Yahoo!, two of the most commonly used search engines, follow these links:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

<http://help.yahoo.com/help/us/ysearch/basics/basics-18.html>

² To view the SearchDex Best Practices Policy and SearchDex Code of Ethics, follow this link:

<http://www.searchdex.com/pdf/SearchDexBestPractices.pdf>

³ For additional information about robots.txt files, please visit

<http://www.robotstxt.org/wc/norobots.html>