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A Real Vertical Search Engine for Publishers

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About Us

- We develop custom search solutions for businesses and website publishers
- Our Vertical Search System (“VSS”) enables website publishers to:
 - Control their own “Topic Intelligent” Search Engine capable of providing more relevant results than leading generic search portals
 - Earn more incremental revenue from contextual text ads

VSS Benefits

- Take valuable search traffic back from generic search portals
 - Why should your visitors search Google for the subject you specialize in?
- Earn more incremental revenue
 - Sell your own contextual ads and increase your margins
 - Earn extra revenue from our default ads
- Trade traffic with partners or sites within your network without giving up valuable ad real-estate
- Be in control of the results your visitors see
- Learn what your visitors are searching for, and where they're going
 - Use this information to enhance your marketing efforts
- Be a better resource for your visitors

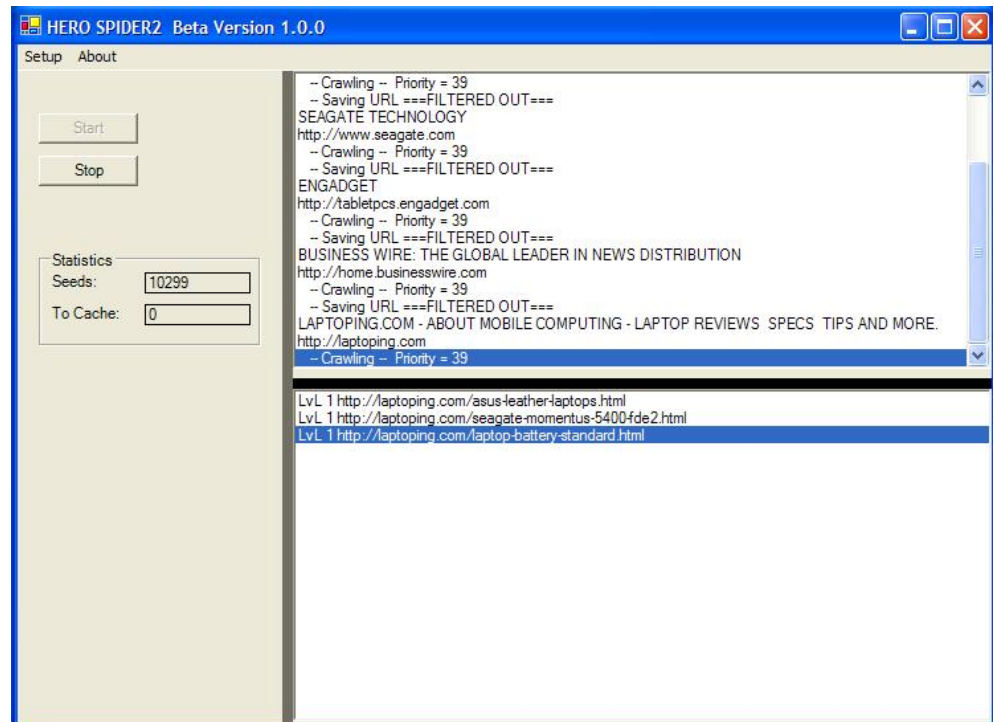
VSS Components

- VSS is a real vertical search engine platform for publishers (“websites”)
 - VSS Components:
 - Spider: Searches the Internet searching for topic specific content defined by an administrator
 - Cacher: Saves relevant content for SERP retrieval
 - Indexer: Ranks saved content using our proprietary and configurable vertical indexing algorithm
 - SERP (“Search Engine Results Page”): Displays search results to website visitors

VSS Spider

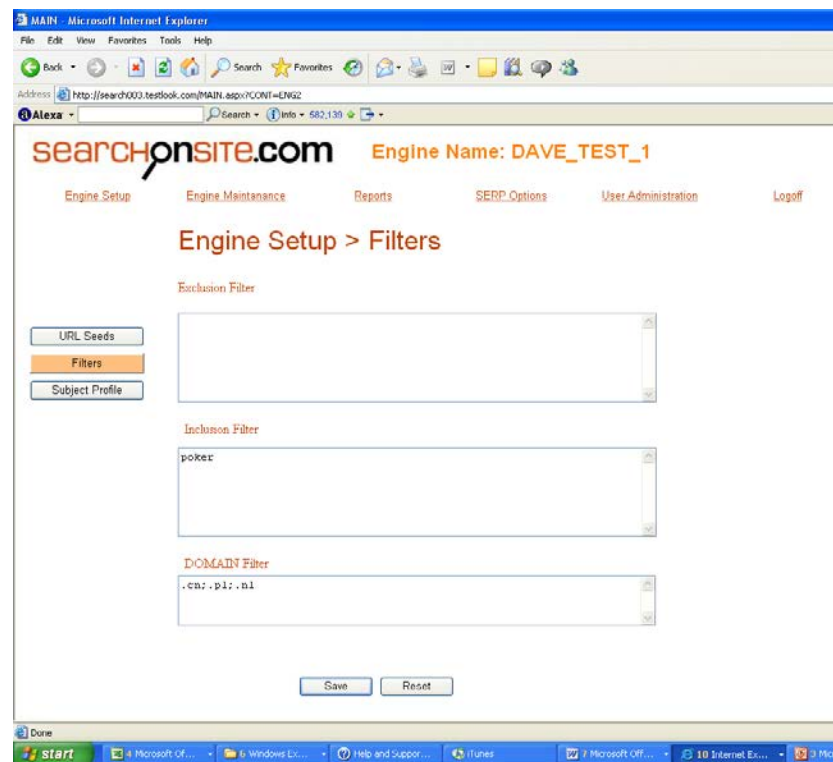
VSS Spider starts its search for relevant content at starting points (Seed URLs) defined by the administrator, then continues outward through neighboring links

- VSS Spider uses three Seed URL sources
 - Homepage
 - A Core Sites List
 - Top 1000 relevant results from major search portals



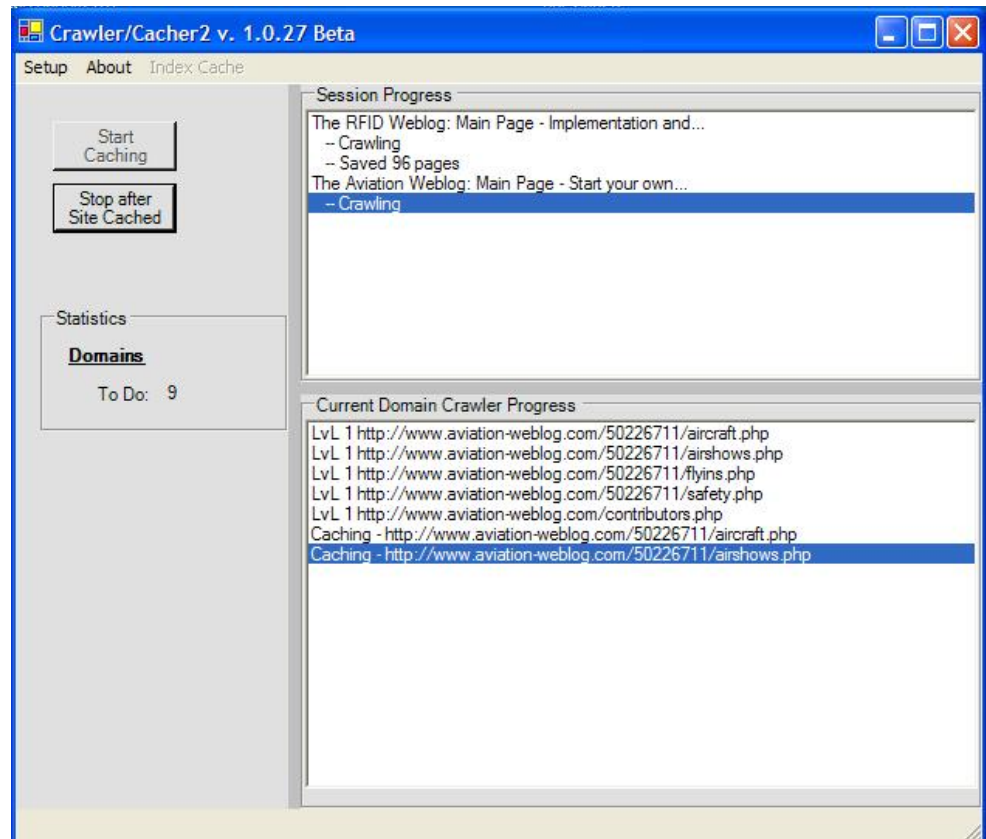
VSS Spider

- VSS Spider searches the Internet only for subject relevant content defined by administrator generated Filters:
 - Inclusion Filter
 - A short list of words which identifies a domain as relevant for caching
 - Exclusion Filter
 - A short list of words, including profane words, which identifies a domain as irrelevant or inappropriate for caching
 - Domain Filter
 - A list of URL extensions, including foreign language extensions, which identifies domains as irrelevant for caching



VSS Cacher

- The VSS Cacher saves relevant pages to be read by the VSS Indexer



VSS Indexer

- VSS Indexer uses its own Vertical Indexing Algorithm based on four high-level variables:
 1. Keyword proximity and frequency
 2. Semantic Profile Score
 3. SOV (Share of Voice) Score
 4. Admin Correction Factor

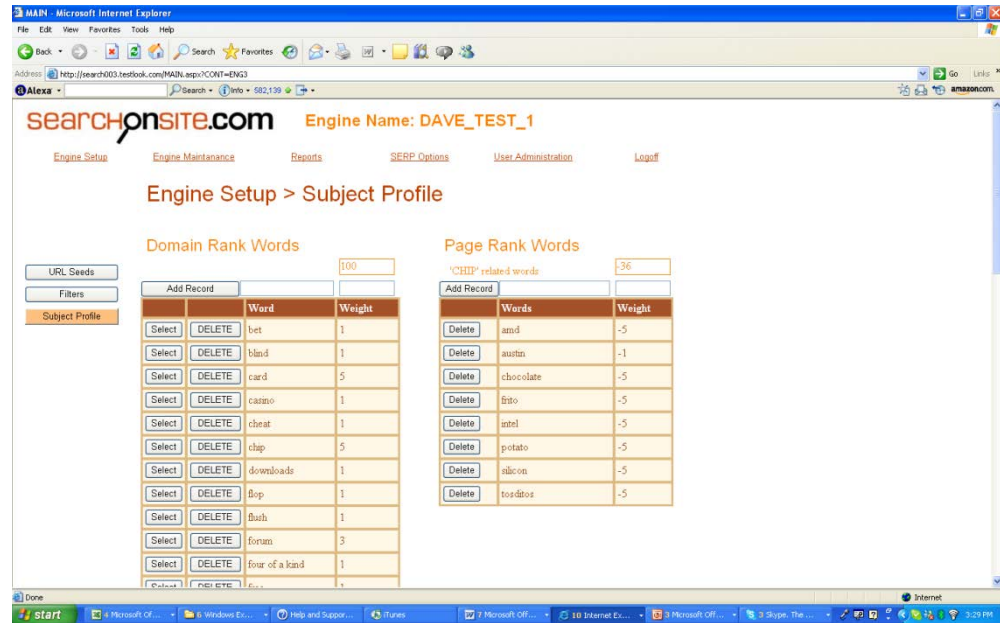
Keyword Proximity and Frequency

- Like major search engines, VSS analyses the keyword string and returns pages which are most similar to the keyword string in terms of proximity and frequency

Semantic Profile Score

- A Semantic Profile is an admin created list of words which are commonly associated with the search engine's subject of interest
- Two Semantic Profiles enable VSS to search specific subjects better than generic search portals:

1. Domain Profile
2. Page Profile



Semantic Profile Score

- Domain Profile
 - The Domain Profile is a comprehensive list of words generally associated with the global subject of interest
 - A “Home Electronics” Search Engine would likely have the following words entered in to its Domain Profile:
 - TV, DVD, Stereo, MP3 Player, Resolution, etc.
 - Each Domain Profile word includes a numeric weight which depends on its importance to the topic of interest
 - Each Domain receives a relative boost based on how many different Domain Profile words it includes

Semantic Profile Score

- Page Profile
 - The Page Profile is a subset of words associated with a specific word from the Domain Profile
 - A “Home Electronics” Search Engine with the word “TV” in its Domain profile may have the following words entered in to its Page Profile for “TV”:
 - Ad, Show, Set, Primetime, LCD, HD, etc.
 - Each Page Profile word includes a numeric weight (positive or negative) depending on its relevance to its Domain Profile word
 - Each Page which includes a certain Domain Profile Word receives a relative boost based on how many different associated Page Profile words it includes
 - The Page Profile addresses intended “meaning”. When a user searches for “New TV”, he probably means a new TV set, not a TV ad, not a TV show, and definitely not a TV guide. In a “Home Electronics” Search Engine a page about “TV ads” would receive a relative penalty, but a page about “HD TVs” would receive a relative boost.

SOV Score

- The SOV score measures authoritativeness of a domain
 - It applies a relative boost to domains who are referenced more by their peers either via a link or a text mention

Admin Correction

- Administrators can correct the rank of domains
 - By applying a relative boost or relative penalty to any domain in the index, or
 - By deleting a domain from the index

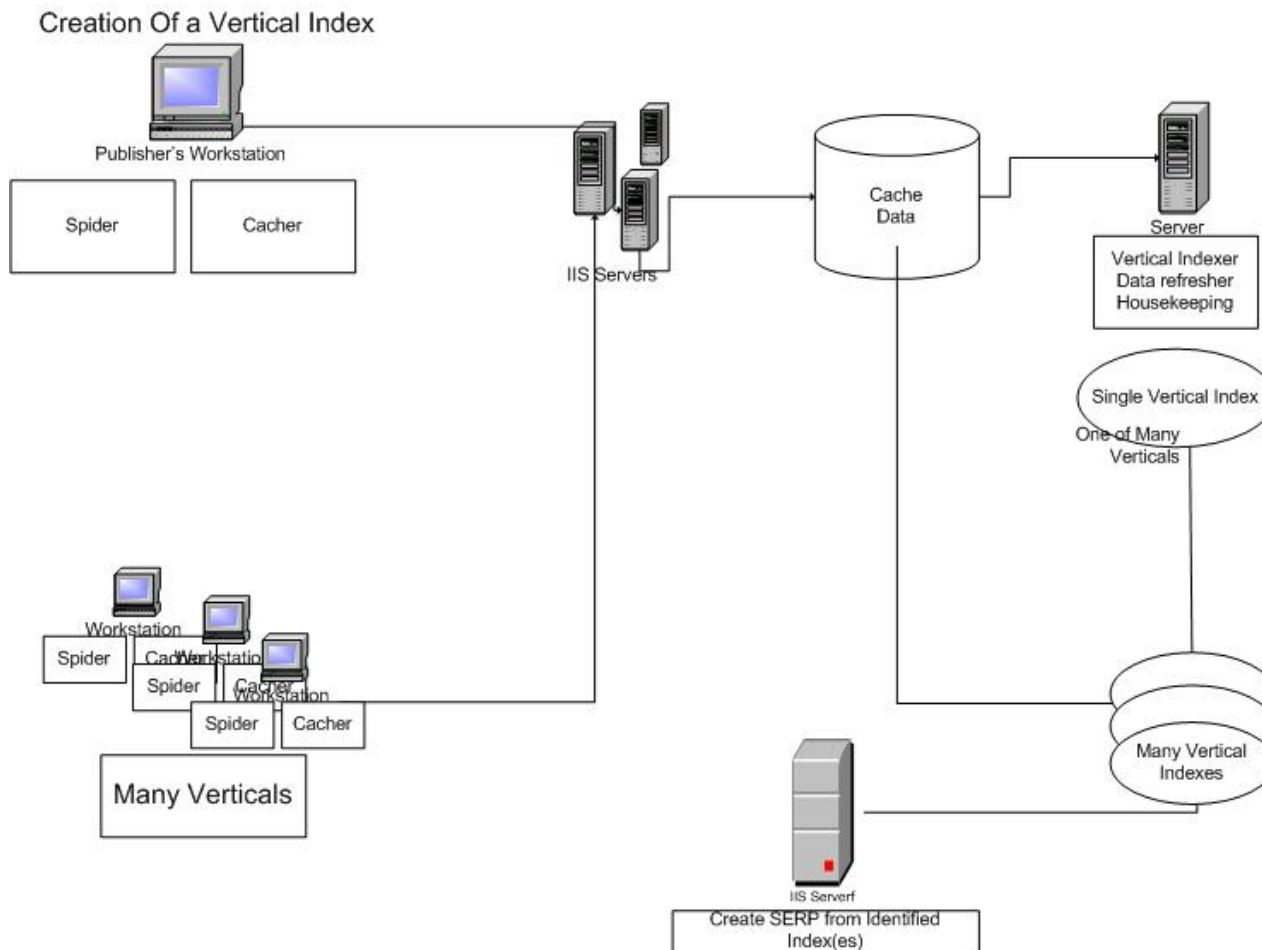
SERP

- The SERP is delivered to the publisher website via an iframe
 - Administrators can choose how their results will look on the page
 - VSS provides easy-to-implement code for various types and sizes of “search bars” to integrate into the publisher’s pages

Highlights

- Uses Microsoft .Net, IIS, and SQL Server technologies (no UNIX)
- Proprietary Index and page ranking algorithms
- Extendable Architecture
 - (cache and indexes can potentially get as large as Google's designed by Wayne McAlpine)
- Very quick generation of SERP
- Puts the Publisher in control of their own searchable Index

Topography

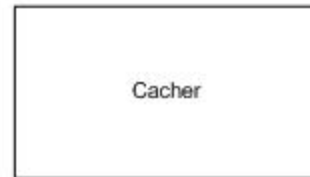


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During Creation Of Index



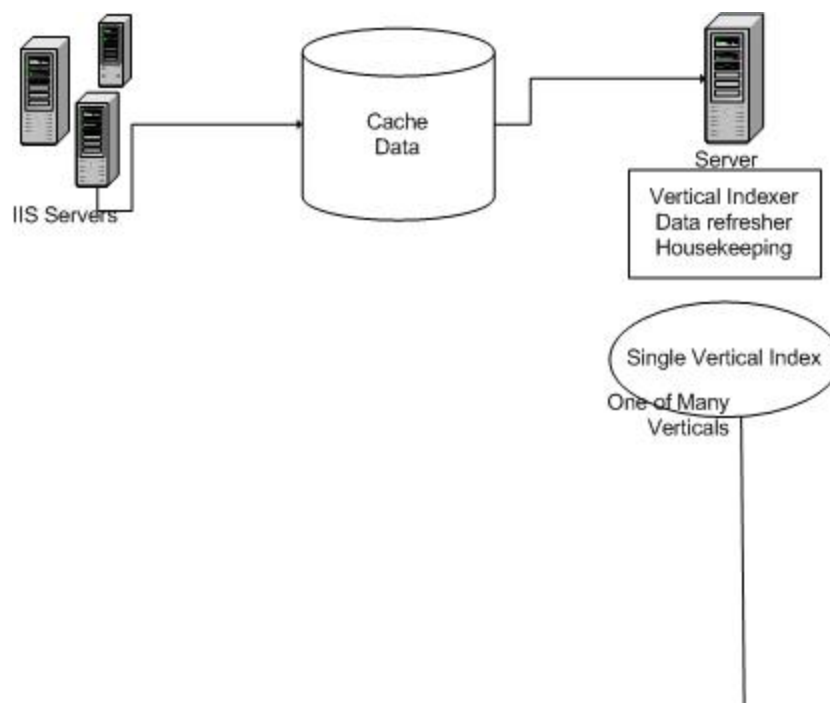
Publisher's Workstations



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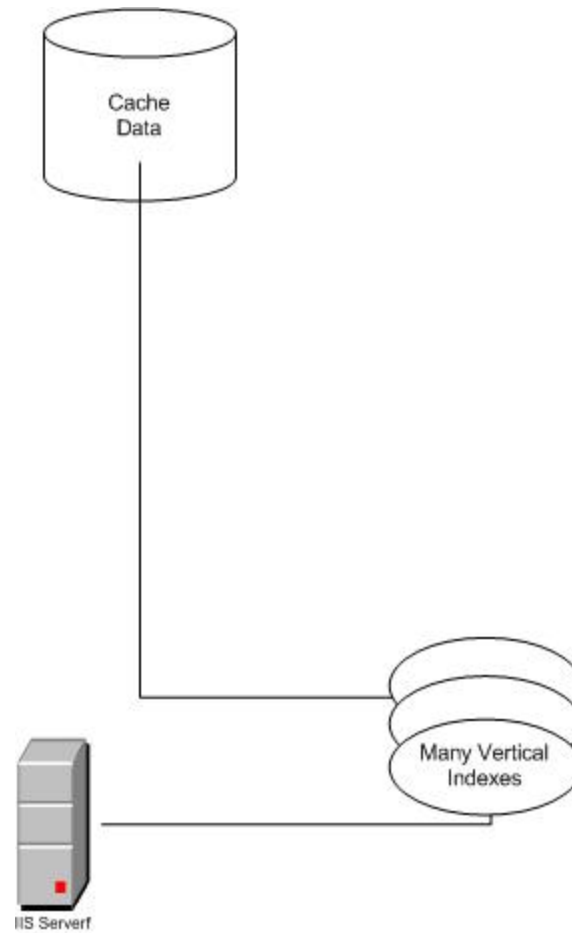
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During Creation Of Index



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SERP



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