

MondoSearch 5.4

Advanced Search Solution
for Business Web Sites



Introducing MondoSearch 5.4

MondoSearch is an advanced, multi-lingual search engine built with .NET. It helps users speedily locate relevant data across websites and web-facing environments. MondoSearch's unmatched performance, scalability and ease-of-use make it the most comprehensive and cost effective solution on the market today.

A search field is so much more than just a convenient tool for website visitors. It is a fundamental component in the customer experience and a window that reveals their needs. This makes the search field a unique and valuable tool. A tool that enables you to straightforwardly adapt your business processes to actual customer behavior, rather than attempting improvements based on guesswork.

Why use MondoSearch 5.4?

MondoSearch 5.4 comprises a platform of triple-functionality, that delivers highly important synergies to augment your web presence.

The search engine MondoSearch is the product core. Designed as a stand-alone web-search engine, it builds statistics of searches, registering both successful searches and those that return few or no results. MondoSearch also monitors how users click through the results offered, and where they end up. This information can then be leveraged to optimize your web-driven business processes and strategies.

The BehaviorTracking Module delivers keen insight into how users are moving within your pages - everything from the

searches they perform to the links and sites they click on. BehaviorTracking takes the guesswork out of search optimization.

MondoSearch 5.4 also includes the Information Manager, putting it in a single package with the BehaviorTracking Module. This powerful union both unlocks valuable knowledge about the motivations that lie behind what users are searching for, and enables you to strategically adapt your website to meet their needs.

And MondoSearch 5.4 Gives You More

MondoSearch 5.4 allows you to build categories out of unstructured data, index documents, websites and databases. It lets you construct search pages that exactly match your business requirements.

Your search function is one of the most important features on your website, and it can drive your entire business process. MondoSearch 5.4 arms you with the tools you need to optimize those vital aspects of your web presence and ensure that the most important commercial feature device page on your site lives up to your strictest business requirements.

MondoSearch 5.4 can be deployed easily and quickly as a fully-hosted solution providing you with a world-class web search tool without disturbing your own infrastructure.

Search Core

The Search Core in MondoSearch is easy to install, and delivers full search functionality right out of the box. This is only the beginning. MondoSearch is easily scaled to advanced search and indexing techniques and supports completely customizable result-displays and result-navigation.

Fully Categorized Results

MondoSearch supports fully categorized searches, allowing users to search within category groups, as well as navigate results using Facetted Search. The categories used are based either on meta-data already included on the pages you index, or on meta-data created by the Content Optimizer.

Users can limit searches to deliver results solely from specific categories. Categories can be easily created in several ways - using meta-tags or manual assignments.



Ranking Control

MondoSearch allows you exceptional control over how results are returned, with options ranging from simple tweaking of how specific file types should be ranked to building complex rules indicating how specific categories should be weighed against each other.

Using custom ranking meta-tags, you can push pages up or down in the search result list. The upgraded or degraded rank set on documents can be activated by specific terms, or the ranking can affect a page in general.

Did you mean: [serrach](#) or [sarch](#) or [searchbox](#) or [searchlisa](#) or [searchost](#) ?

Mondosoft offers search solutions for all web environments.

- We recommend [Ontolica](#) for all SharePoint related solutions. Ontolica improves search on both SharePoint 2003 and MOSS.
- We recommend [MondoSearch](#) for all websites and portals. MondoSearch is the most powerful site search engine on the market today.



Extensive Language Support

When crawling, MondoSearch automatically identifies the languages used on each page. This enables the user to specify the language(s) in which the results should be presented. MondoSearch supports and indexes 37 languages. With MondoSearch 5.4, multi-lingual sites can have a single search solution that welcomes all nationalities by matching the visitor's language preferences.

Robust Indexing Control

The MondoSearch crawler supports cached and incremental crawling, allowing you to run it on production sites with minimal impact. You can also target crawling, and crawl files, databases and websites without additional components. The crawler supports indexing of authenticated and access-protected content on databases, files and websites.

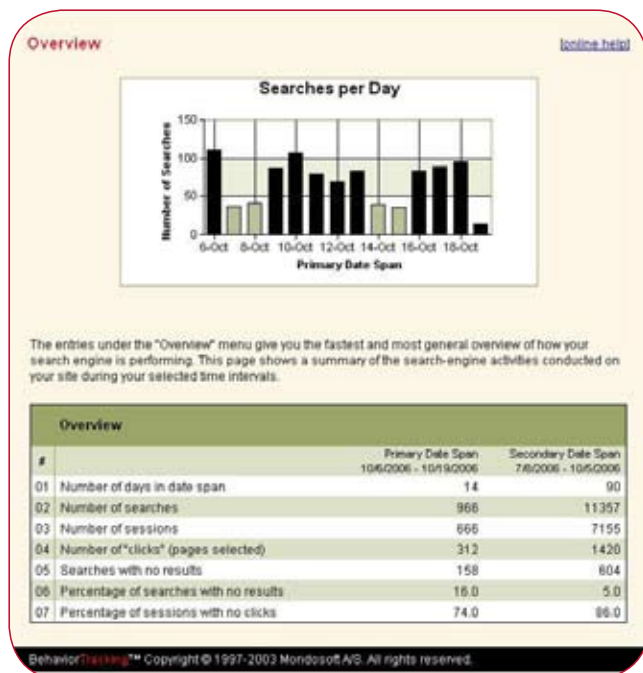
Extensible Search Pages

MondoSearch's search and result pages support full customization so they can be seamlessly merged into your existing website design. Utilizing your site's stylesheet makes matching MondoSearch to your website an extremely fast and easy operation. Customization does not stop here. You can build your own search pages in .NET, or integrate against the MondoSearch web service and gain full access to nearly all aspects of MondoSearch, BehaviorTracking and InformationManager.

Behavior Tracking

BehaviorTracking provides reports on-demand. These are not based on guesswork but on what visitors actually searched for and found, and perhaps even more important, what they did not find. BehaviorTracking customizes the data for each relevant team member and actually recommends what actions should be taken to adjust strategy, improve sales, cut costs or retain customers.

Tracking and understanding how users are searching is easy with the vast range of search reports included in BehaviorTracking. This wide spectrum of information covers the number of searches, the top search terms and results, and continues all the way through to searches that yield no results or those with low efficiency. BehaviorTracking provides you with the best possible tools to understand and develop your search infrastructure.



Behavior Match Intelligence

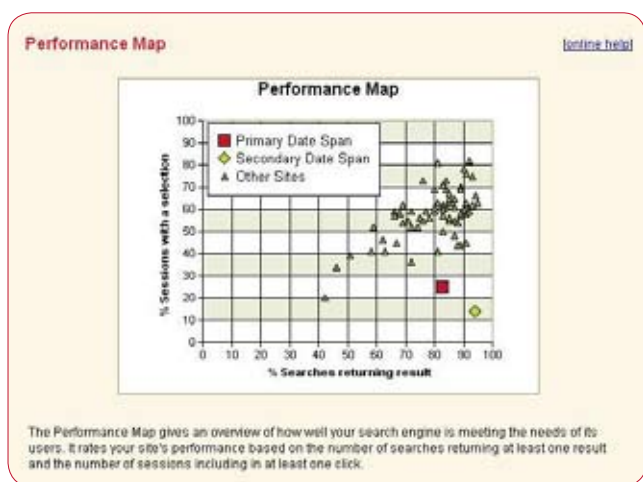
BehaviorTracking learns from previous users. It automatically generates synonym search alternatives based on the search terms entered by previous users. Alternative suggestions are listed in BehaviorTracking and are also sent to Information-Manager, where synonyms are easily setup. To ensure search quality and integrity, you have to approve the synonyms suggested by BehaviorTracking before they are employed.

Search Trends

The Search Trends feature tracks the 100 most-used terms and creates a report showing terms whose popularity has increased the most during each date-time range. Another report shows the terms whose popularity has decreased the most. Both are sorted with the fastest-moving terms at the top.

Performance Maps

The Performance Map gives an overview of how well your search engine is meeting the needs of its users. It rates your site's performance based on the number of searches returning results and the number of sessions in which the user selected at least one link in the result list.



Expectation Maps

By analyzing what your users seem to expect and comparing this to how you intend the site to be used, you can make intelligent decisions about how to fine-tune the organization of your site, your site's profile on the Internet (e.g., in banners and at the various global site engines and indexes) and the way your search functionality works.

Information Manager

InformationManager is an optimization tool that actively connects your knowledge regarding search behavior and site trends obtained via BehaviorTracking, to the way visitors are met in

your online environment. InformationManager makes it easy to align web sites to corporate strategies.

InformationManager is the crucial link between BehaviorTracking, that represents a wealth of facts about visitors, and MondoSearch that represents your site's strongest tool for interacting with users. With MondoSearch 5.4 it has never been easier to take advantage of the knowledge obtained via BehaviorTracking to improve your website, your communication and the critical business processes on your site.

With InformationManager, you don't need a streamlined site or streamlined meta-data to provide consistent and streamlined search functionality.

Search Headers

You can emphasize information by linking to it a picture or an icon and have it displayed on top of the normal search results. Applying Search Headers promotes products, services, and information, and effectively targets your visitors' attention with a minimum of effort on your part.

Synonyms and BehaviorMatch

If a search fails to produce results, a synonym feature will suggest search terms that have meanings similar to the user's original query. Synonyms can also be automatically included in the searches. The Behavior Match feature will suggest alternative search words based on how previous users rephrased unsuccessful searches that used the same words.

Translate filters/ fielded searches

You can streamline meta-tags without interfering with the actual web site pages. This function can also be used to make fielded searches (e.g. searching for authors, specific dates or exclusion of specific words) utilizing the MondoSearch .NET interface.