

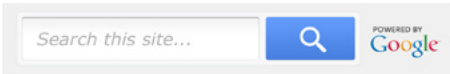
Google Site Search

Google Website Search for Your Organization

Google Site Search

For more information visit:

<http://www.google.com/enterprise/search/>



What You Get

- Google Relevance
- Fully customizable options
- Web and image search
- Synonym matching
- Autocomplete
- Enhanced indexing
- 80 supported languages
- Flexible fee structure
- Ad-free
- Email technical support
(+ Phone and Pager for Enterprise edition)

Google Site Search is specifically designed for businesses looking to create a highly customizable Google-like site search solution for your website (or websites). A SaaS solution with no hardware or software required, Google Site Search:

- Brings Google's industry-leading relevance and powerful search experience to your site
- Deploys easily and is easy to administer
- Provides multiple customization options for search results appearance and attributes
- Offers a flexible fee structure based on search query size

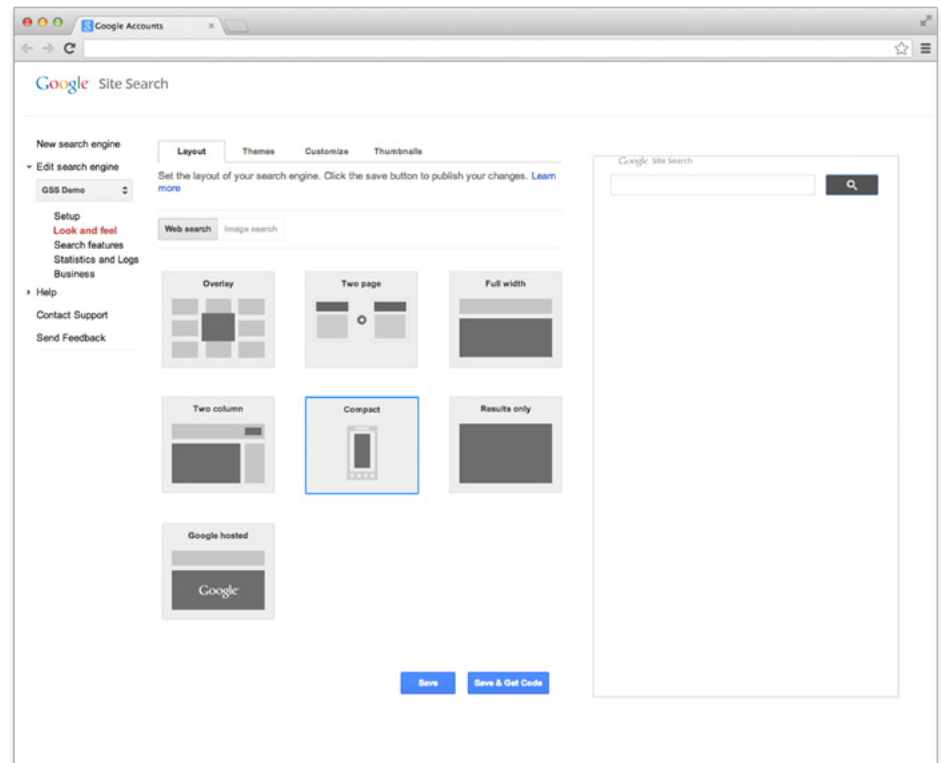
It should be emphasized that Google Site Search creates a separate index for the website or websites you specify. It does not influence or impact the ranking of your website on Google.com.

How your company benefits

Increased stickiness

A large majority of our customers report improved website metrics after deploying Google Site Search, including:

- Higher conversion rates
- Increased search usage
- Reduced bounce rate



Google Site Search includes powerful customization options that allow you to seamlessly integrate the search experience into your website.

Improved customer satisfaction

Universally, customers demand a search experience like Google, and Google Site Search is capable of delivering that experience on any device a customer uses.

Easily managed

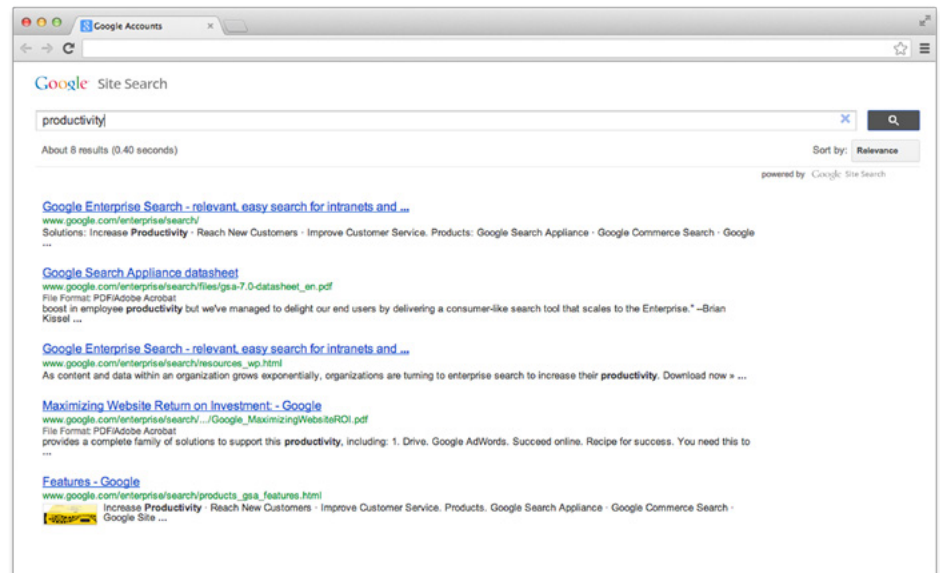
Signup and administration of Google Site Search is handled via an online console. You provide the sites you want Google Site Search to index, and those pages will be indexed within hours. You also have the flexibility to specify different ways of customizing the search experience, from the look and feel to how and what search results you deliver. Many of these functions can be handled by non-technical personnel, but more sophisticated customization options are available.

"I would definitely recommend Google Site Search to other companies looking for a search solution. It is easy to implement and maintain, and readily customizable so that search results only get more relevant. Best of all, people know how to use it right away – with zero learning curve."

—Jennifer Dyni, Manager of Emerging Technologies, TechSmith

Delivering a strong value

Google Site Search is a SaaS solution. You do not need to invest in any additional hardware or software; your IT administration never has to apply any "patches." For a low annual fee, you are purchasing the services of over 1,000 Google engineers who are working constantly to improve the Google search experience. Those improvements are instantly ported over to Google Site Search.



The highly relevant search results served up by your website will be very familiar to your visitors, making it fast and easy for them to find what they're looking for.

Google Site Search Details

Feature	Details
Google Relevance	Google's industry-leading relevance algorithm is included with Google Site Search. Thousands of Google engineers are continuously working on improving everything about the search experience, leveraging the data that comes from over a billion search queries a day on Google.com. Over 500 updates are made to the algorithm each year, often improving subtle search features like synonym matching.
Customizable	<p>Google Site Search provides three levels of appearance customization:</p> <ul style="list-style-type: none">• Simple - Use Google's pre-built templates to render your page by selecting the layout you want in the console.• Intermediate - Embed CSS-based Javascript code into your site to simplify rendering of the search box and search results on the pages you host.• Advanced - Use the XML API to get a raw XML feed and render search results in any format you choose. With this option you can totally control and customize the appearance of results. <p>You can further use UI code to place restrictions on when you wish to have certain search result pages appear. For example, you may wish to restrict search results delivered based on regional considerations.</p>
Top results biasing	Target the top search results from specific sections of your website to ensure site visitors quickly find what they are searching for.
Date biasing	Determine search ranking based on the age of documents. For example, you can ensure that an updated product datasheet is displayed above an older version.
Sort by feature	You can choose to sort by the default categories: Date & Relevance. Or you can add customized attributes for new sort by orders, for example: price, author, or title.
On-demand indexing	For urgent updates, you can select a certain number of pages on your website to be indexed and included in your Google Site Search within 24 hours.
Enhanced index coverage	With Google Site Search, you have enhanced power over the indexing of your site. Uploading your sitemap will ensure that additional pages not found by Google are included in the search results.

Image thumbnails	For image-heavy sites, you can display image thumbnails as part of your search results. You can also specify which images you wish to appear in search results via the use of PageMaps.
Refinements	Refine your search results by applying site-based categorizations, then create tabs or links for those categories. For example, if your website has a news, community, and help section, site visitors can narrow their search results by clicking on the section tab/link most appropriate for the information they are seeking.
Synonyms	Enable visitors to find documents without having to conduct multiple queries. For example, a search of "PC" would bring up results relating to computers.
Autocomplete	Autocomplete is the Google feature that provides a menu of dynamically generated popular search term choices as a site visitor types. For example, typing in "New York h" may reveal New York hotels and New York hospitals as search term options, making it faster for the site visitor to find what they're looking for.
Promoted links	Google Site Search provides you with the option of featuring specific results at the top of a search results page similar to sponsored links on Google.com. This gives you the ability to promote content on your site that is important to your business objectives.
Advertising	You can make your search results completely ad-free or select the option of displaying ads and generate extra revenue for your company via Google's AdSense for Search program.
Google branding	Google Site Search does not require Google branding. However, you have the option of placing a "Powered by Google" label on your site if you wish to leverage the Google brand for search.
Mobile support	You can control how to render device-friendly search results via your own UI code, or you may choose a mobile layout for your search engine via the Google Site Search console.
Multiple site search options	You may have multiple websites with different search engines, such as Google Custom Search Engine. Google Site Search provides you with the option of maintaining just one master Google Site Search account, but running the search engines separately by creating a "business group" for each site.

Multiple language support	<p>Google Site Search supports 80 languages. You can specify your search results page to yield results according to a specific language, or according to the language associated with the site visitor's browser. If you have sites located in multiple regions with content in multiple languages, you can restrict search results to a particular region's preferred language.</p> <p><i>Supported languages include the following: Bulgarian, Chinese (Simplified), Chinese (Traditional), Croatian, Czech, Danish, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Slovak, Spanish, Swedish, Turkish</i></p>
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Pricing

Google Site Search is available in several subscription plans based on the number of search engine queries your site receives each year, providing you with flexible pricing options.

Email technical support is included for all options. In addition, enterprise-level (3 million + queries) Google Site Search receives Pager and Phone support for production outages.

Search Query Limit	Best for:	Pricing
20,000	Blogs, personal sites	\$100
50,000	Small business	\$250
150,000	Small to medium-sized business with greater traffic	\$750
500,000	Medium-sized business	\$2,000
1M+	Large business	Contact us

Query limits and pricing are based on annual figures

