Customer Relationship and Business Intelligence via Content Management and Search Engine

"The cost to gain new customers is 7-10 times greater than the cost of retaining existing customers. You need to leverage your existing customers to gain new customers!"

Connecting the First and Last Miles

Content management system (CMS) and search engine are complementary to each other: one for organizing contents and one for finding the contents. If they are put together nicely, they can provide valuable information about how the website is accessed.

Content management system makes content creation and maintenance easy and thus helps to keep web pages consistent and up-to-date. CMS enforces structure on the content within a page as well as structure among pages in the whole website, helping users to navigate a website in a structured way.

Search engine, on the other hand, allows user to search for web pages based on keywords. It brings users directly to the destinations which are otherwise buried deep in the website. Search engine defies website structure.

In a sense, CMS helps the user to navigate the first miles when they landed on somewhere in the website (mostly the homepage), while search engine help them to reach the last miles.

Navigate and Search

Navigation and searching are two, perhaps the only two, ways that one accesses a website. Navigation follows links one by one. Search brings you to the pages – navigation path is significantly shortened or eliminated but you need to type in the keywords.

Navigation is logged by the web server. Theoretically, you can obtain the web access log and do the analysis yourselves to find out which pages are accessed, from where, to where, and when. In practice, it is difficult to do not only because a web log contains a lot of noises and tracks not just your application but many others. More importantly, an application owner may not have permission to access the web log if the web log is shared by many applications.

Through Suntek;s content management system, you can control you destiny. Every page published by Suntek CMS can be logged individually without the need to ask for the webmaster's help, e.g., enabling a visitor count for a page. On the CMS interface, you can define if a page or a group of pages should be

tracked, and the CMS will insert the tracking code automatically.

Tracking data are collected, analyzed and displayed. The report can be tailor made for your application. For example, instead of showing a count for each URL, which requires further interpretation on what that URL represents, you can show the visitor count for each product, sorted by the product ID.

Suntek Search engine allows queries to be logged. As you may know, typing in a query to the search engine requires more effort than simply clicking on links. This means that users who bother to type in queries are serious users and their queries clearly reflect that they want.

Multi-Channel Marketing

Email campaign ▶▶▶

Viewing ▶▶▶

Navigate ▶▶▶

Search ▶▶▶

Website

CMS

CMS allows you to create contents in a loose, application independent way. The contents can be transformed into various types. For example, Suntek CMS publishes contents in static pages with static URLs. The pages can be easily transformed into other formats. For example, pages, including the search engine, can be transformed and transferred to CDs for offline viewing and searching or into emails for an email campaign --- all are complete with tracking code to identify the users and the actions they took.

Click stream ▶▶▶

Keyword stream ▶▶▶
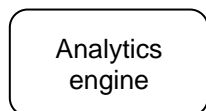
Analytics engine

When tracking data streams into the analytics engine, they can be connected and correlated to reveal valuable business intelligence.

Connecting Users: Users accessing your website or marketing channels can be collated and combined.

Connecting Actions: Click streams generated from navigation and keyword streams generated from search can be connected. A user may start with a search, landing on a page from the search result and continuing navigation from that point. Alternatively, a email campaign may lead a user to your website. Since web log and search engine log are separate, suitable tracking code needs to be embedded on the website to establish the connection. The combination gives you a complete picture of the user behavior.

Generating Intent: A short segment of navigation path may not tell you much about a user's intent. Coupled with his/her search keywords and a targeted marketing campaign, the navigation path tells you more about the user's intent and if he/she is successfully converted.