

AVS 6000



AVS 6000 SEARCH ENGINE OPTIMIZATION PLATFORM

Automating Search Engine Optimization

The innovative AVS 6000 Search Engine Optimization and Visibility Platform brings automation and new functionality to search engine optimization (SEO). The AVS 6000 eliminates content drift and overcomes the issues associated with fully indexing complex, dynamic websites that utilize rich internet application technologies such as AJAX and Adobe® Flash®. By making comprehensive, up-to-date, relevant website content available to search engines, the AVS 6000 improves the qualitative search experience and promotes natural search click-throughs and conversions.

Improving Natural Search Results

To attract and engage today's consumers and business professionals, organizations enhance their Web pages with a wealth of engaging content. Deep site architecture, database-driven content, and the integration of rich internet application technologies such as AJAX and Adobe Flash, entice visitors to explore, engage with, and revisit a website. Unfortunately, these characteristics also prevent search engines from fully indexing websites, which in turn creates a content visibility problem. If website content isn't visible in the natural search results of the search engines, it becomes difficult for website owners to reach the large universe of prospective site visitors.

- Search engines are unable to automatically access and index approximately 80% of the content on the web. •

Solving the Search Engine Visibility Problem

The AVS 6000 unique, proprietary technology ensures that search engines recognize and catalog the hidden data within deep, database-driven websites. The platform gathers and processes website content, makes it visible to search engines, and automatically handles all aspects of on-page SEO to optimize ranking – without interruption to Web operations. As site content and functionality is updated, changes are made immediately available to search engines, thus preventing content drift between the Web server and the search engine.

The result? For the first time, all website content is fully visible within natural search results, exposing relevant and meaningful information to prospective site visitors and leading to a greater likelihood of click-throughs and conversions.

Benefits for Businesses:

Increases Brand Awareness, Click-through Rates, Leads, and Sales

- Increases dynamic and static content visibility in natural search results page
- Improves rankings in natural search results pages
- Simplifies change management and eliminates content drift
- Eliminates website duplication requirements and complex SEO programming

Benefits for Search Engine Providers:

Ensures a Positive Qualitative Search Experience and Enhances User Loyalty

- Floods search engine results pages with meaningful, up-to-date content
- Prevents content drift between the Web server and the search engine
- Improves operational efficiencies

Benefits for SEO Partners:

Expands Search Engine Optimization and Marketing (SEO/SEM) Capabilities

- Helps improve customers' search rankings and search engine exposure
- Facilitates fast time-to-market for SEO initiatives
- Enables focus on strategic Web traffic activities, such as keyword analysis and PPC management

The AVS 6000 - How it Works

The AVS 6000 is comprised of a high-performance Web server plug-in and appliance. At the rate of 10,000 pages per second, the plug-in captures every server request entering and leaving the site and routes it to the specially configured appliance for processing. The data is then processed and optimized using SEO best practices for search engine indexing. Website owners and SEO firms can further promote sites and content – while ensuring data integrity – by syndicating the captured organic content to RSS feeds, blogs and social networking sites.

- Within minutes, AVS 6000 enables complete data visibility – and eliminates the need for time-consuming manual processing. •

The AVS 6000 Platform eliminates content drift between the website and search engine indexes by automatically responding to any site modifications – whether architectural, back-end, or content-related. It also obviates the need for custom SEO-related programming, and is compatible with all Web servers, application layers, databases, and platforms. And because the core of the technology was designed and developed with the needs of search engines in mind, it delivers meaningful content to search engines in accordance with search engine rules, regulations, and policies.

The AVS 6000 technology overcomes the three major hurdles related to indexing dynamic content:

- Complex URL strings inherent in database-driven sites
- Depth of site architecture that search engine bots cannot fully penetrate
- Front-end third-party technologies such as AJAX and Adobe Flash

KEY FEATURES

The AVS 6000 automates on-page SEO best practices to optimize site and page ranking. And because we rely on the search engines for SEO Best Practices, the AVS 6000 is a completely White Hat solution. SEO with the AVS 6000 saves time, money and eliminates the potential for errors.

CHANGE MANAGEMENT

Automatically detects and updates changes to client websites

URL AND TITLE FIXING

Alters repetitive titles and meaningless URLs so they relate to actual page content

SEARCH ENGINE VISIBILITY

Automatically makes dynamically generated and static content visible

SITEMAP GENERATION

Automatically creates and manages both static human-readable and XML sitemaps

STATIC PAGE GENERATION

Converts content into well formed and optimized static pages and presents them to search engines

KEYWORD CAPTURING AND GENERATION

Automatically captures incoming keywords and generates new ones from existing content

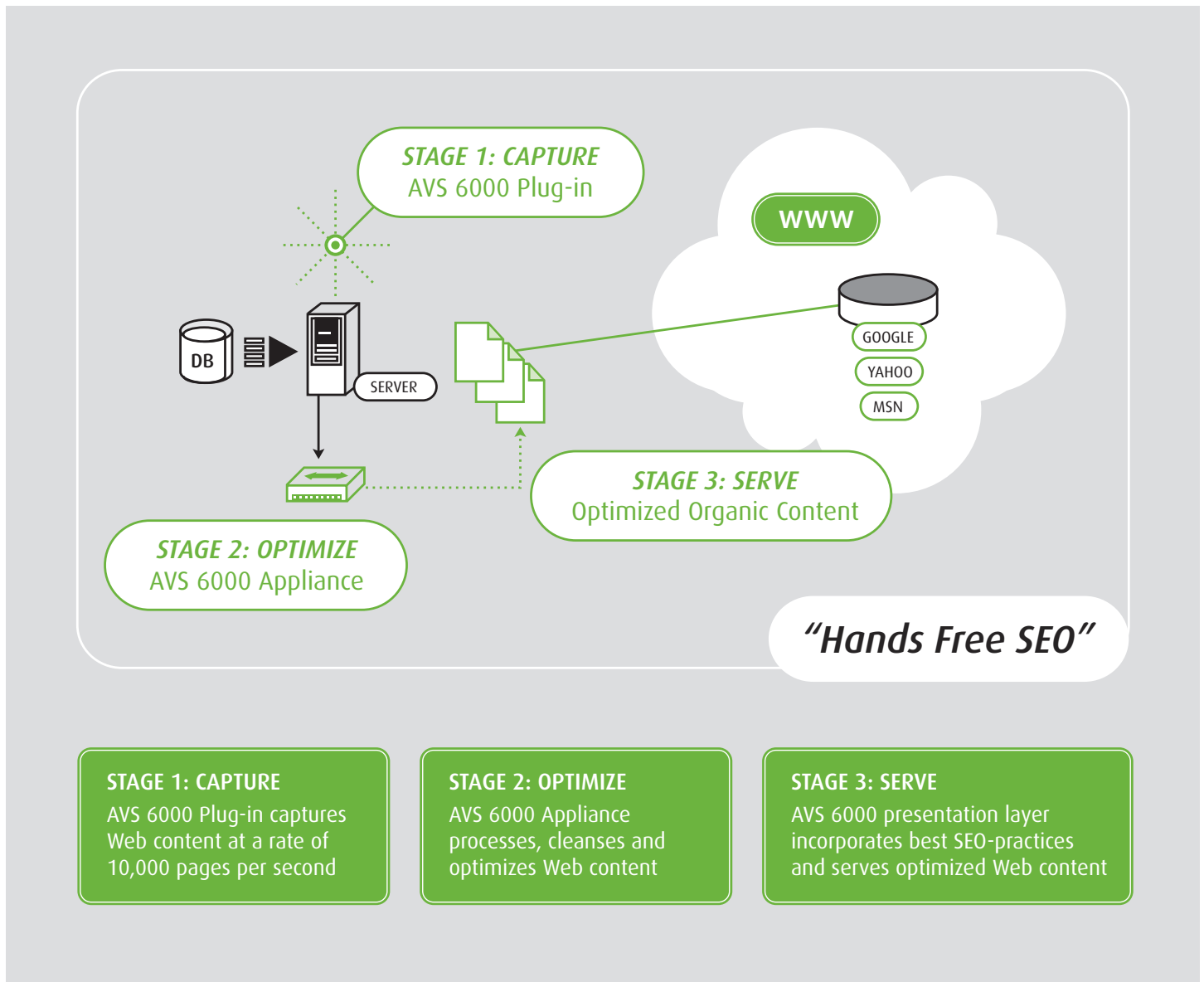
HTML CODE FIXING/STRIPPING

Automatically enhances code to ensure proper search engine indexing

MEASURING RESULTS

The AVS 6000 is fully compliant with today's industry-standard Web analytics tools. The AVS 6000 integrate seamlessly with customers' existing Web analytic tools to provide a separate set of analytics for the AVS 6000 generated click-throughs. Customers can view the analytics from their native sites alongside those generated by the AVS 6000 derived data and accurately assess the impact of the AVS technology.

Bringing Automation to Search Engine Optimization



About AVS 6000

AVS 6000 technology fully exposes website content, optimizes ranking, and streamlines the click-to-purchase process. AVS 6000 Search Engine Optimization platform overcomes the issues associated with fully indexing complex, database-driven websites. At the core of the AVS 6000 platform is the patent-pending Data Capture and Processing System, the first fully automated SEO technology that guarantees dynamic and static content indexing to all the major search engines without any content drift from the native site.

Technical Specifications

PLUG-IN SPECIFICATIONS

TECHNICAL

COMPILATION

High-performance native compilation, all platforms (C, C++, Java depending on platform)

THREADING

Multi-threaded, all platforms (OS-managed thread pool on Windows only)

INPUT

All web server request/response stream information, all platforms

OUTPUT

XML via high-performance data stream

MEMORY FOOTPRINT

Under 10MB, all platforms

PROCESSING RESOURCES

Under 1% on average machines, virtually undetectable on newer high-performance servers

PERFORMANCE

Tested to over 10,000 pages/second

SETUP

INSTALLATION

Simple single-file and single-configuration change

MANAGEMENT

Browser-based GUI for local and remote management, all platforms

REQUIREMENTS

UNIX SYSTEMS

Apache 2.0 or newer

WINDOWS® SYSTEMS

IIS-6 on XP, IIS-7 on Windows 7 server

JAVA APPLICATION SERVER

WebLogic, Tomcat, Websphere

APPLIANCE SPECIFICATIONS

HARDWARE

SYSTEM

Stand-alone dedicated multi-processor machine, provided with installation

OS

Custom Linux installation

PROCESSOR

Multi-processor support

SOFTWARE

COMPILATION

Java 5 or newer, Spring Framework 2.5.5 or newer

THREADING

Fully threaded

INPUT

XML data stream from plug-in(s)

OUTPUT

XML sitemap, human-readable static content, feed support for RSS and blog syndication systems

PROCESSING RESOURCES

Full appliance platform

PERFORMANCE

Capable of processing all streamed content from multiple server plug-ins

SETUP

INSTALLATION

Power and network connection

MANAGEMENT

Browser-based GUI for local and remote management

REQUIREMENTS

POWER

500w @ 110v or 220v

NETWORK

Option 1: Static address, local connection to Web server for data stream and processed data return

Option 2: Appliance hosted by vendor, provisioned as a service model

LOCATION

Standard rack mount, 1U