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OpenText Semantic Navigation

Engaging and Relevant Content Discovery

OpenText Semantic Navigation is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

Creating a compelling online experience is critical to an organization's web strategy. By connecting people to relevant content, OpenText Semantic Navigation enhances and nurtures customer and brand loyalty by helping people find what they are looking for and more.

Content consumers today are frustrated with the online experience of sifting through content to not find what they are looking for. This negative user experience hampers an organization's web business strategy to create and nurture customer and brand loyalty and maximize on online market-ing opportunities. Content marketing is a proven means of attracting, wooing, and converting suspects into customers. But first, your content needs to be found on search engines and on your site.

The solution is to provide a compelling web experience where users are engaged by content that is relevant, interesting, and important to them. This translates into a personalized information access experience that accurately connects people to content.

Semantic Navigation makes content disc-overy easy by using key terms to guide search engines and your audiences directly to your content. By surfacing the true value of content, Semantic Navigation enables organizations to:

- Engage online audiences with contextually relevant content and connect them to targeted products and ads that are served/displayed based on their inherent meaning

- Improve web marketing effectiveness and increase conversion rates with compelling widgets, faceted navigation, and topic pages dynamically driven by semantic metadata

- Deliver authoritative and SEO-rich web pages to maximize your web business strategy

- Foster brand loyalty across interactive channels by aggregating content from multiple sources based on semantic keywords

- Decrease web marketing operating costs with front-end flexibility and rapid deployment that leverages ready-to-use industry-standard taxonomies.

CONNECTING PEOPLE TO CONTENT USING A SIMPLE PROCESS:

Collect: Semantic Navigation aggregates content from various heterogeneous content management systems and websites to offer a consistent channel for content access and build brand loyalty.

Tag: Semantic Navigation lets you easily manage huge volumes of content by automatically analyzing and tagging all content with relevant and insightful entities, topics, summaries, and sentiments and presenting in easy-to-browse facets.

Connect: Once indexed, content is served via intuitive navigation widgets, connecting people to content by providing suggestions to more with relevant metadata.

In a similar fashion, adding semantic richness and relatedness to content automatically makes web pages authoritative and attractive to search engine crawlers—dramatically improving SEO.

Convert: Research shows that web conversion rates are most effective when people's interests are highest. Semantic Navigation lets you position product and service offerings with content that is most relevant.

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Semantic Navigation works in heterogeneous web environments, meaning it can collect content from any web platform deployed across the enterprise and reuse this content across divisions—easily. Using powerful and relevant metadata, Semantic Navigation creates an engaging and compelling online content consumption experience.

Using readily available widgets, enterprises can automatically organize and present vast volumes of information in easy-to-navigate facets that encourage audiences to discover the depth of information available.

Semantic Navigation makes information discovery easy—and fun. Facets guide people to information by teasing them with relevant and related content through entities, topics, summaries, and sentiments. More importantly, Semantic Navigation lets you contextually and dynamically relate products and services within the search results page—naturally increasing your web conversion rate when audience interest is highest.

To learn more about how your websites can benefit from Semantic Navigation, visit opentext.com/semantic-navigation.

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Adding semantic richness and relatedness to your content automatically makes your web pages authoritative and attractive to search engine crawlers—dramatically and authentically improving SEO.

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