The Antleap Dialogues

In this age of very valid concerns about privacy and spyware I can not divulge how I came to obtain the following transcripts of this online chat forum other than to assure you, gentle reader, that no electronic eavesdropping, hacking laws or privacy statements were violated in collecting this record. **A Friend**

Darwin: … a man who dares to waste one hour of time has not discovered the value of life. I'm telling you, **Antleap Search** has saved me hours of searching time and it helps me see what search terms people actually *use* on my website.

Galileo: Charles, come on man; Google, Yahoo, & Bing have the monopoly on bidding search terms.

Darwin: That's the very point, Galileo, Antleap doesn't compete with them, Antleap gives people capabilities to easily search a website – allowing searchers to quickly focus on what they want - in doing so, Antleap gathers statistical data on the search terms *actually used*. Webmasters get actual search terms; searchers find what they want fast.

Mozart: I know the problem; too many notes, too many notes. This time it's true. Searches give you too many results.

Darwin: … exactly, Wolfgang. Too much data, no user controls to narrow down the search. But **Antleap** provides a … a… a kind of natural selection search process, a way to dynamically and interactively zoom in on the…

Freud: Gentlemen: sometimes *uncategorized search results* are simply uncategorized search results. The critical question is what was in the searcher's mind when keying in the search term? Indeed, how does one account for context?

Darwin: That's what I am saying. Antleap provides *dynamic* context search. Users can change the context of the search dynamically. And while the search is zooming in … Antleap better understands the search terms and the context.

Einstein: What does this mean? If you can't explain it simply, you don't understand it well enough.

Darwin: It's the old 1, 2, 3, 4, Albert:
1. Websites with Antleap Search provide visitors with superior search experiences of that website.
2. All results for search terms are captured and reported to the Webmaster
3. Now the Webmaster can use real search terms in advertising instead of guessing what terms searchers might use.
4. Searchers benefit by interactively examining sets of results; each time a set is selected a new associated group of cluster words for that set is calculated and displayed. Antleap delivers results *relative* to a searchers context.

Einstein: Now there's an idea with merit: relativity. I'm going to have to investigate this further. I hope all these dynamic search features work quickly – I don't like delays.

Emily Dickenson: Hope is the thing with feathers that perches in the soul. It's very fast; I've been a user for a while.

Woody Allen: When I was in school, I cheated on my metaphysics exam; I looked into the soul of the boy sitting next to me.

Mozart: Charles, it sounds like Antleap would be a good tune for SEO firms. An instrument they could play well.

Darwin: Yes, **Antleap** quite literally puts the SEARCH back into SEO. And SEOs could operate their own selective search verticals using Antleap, dozens or more selected urls and sites all…

Galileo: …gravitating around a single topic; I get it. And the SEO then has concrete term usage and a much better understanding of exactly what terms searchers use, and periodic reports on search terms over time. This solution is out of this world.

Darwin: That's what makes Antleap so powerful. It supplies the results that are most fit for searchers, site owners and SEO. It is a leap above.

Neil Armstrong: That's one small step for man, one (gi)ant leap for mankind.

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