

Monarch View



Harvesting the Deep Web

Reaching Beyond the Surface



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2008

Surface web: Tip of the Iceberg

Search engines: AltaVista, Google, Yahoo only capture 5-15% of the surface web and almost none of the deep web. For every page returned to you by Google or Yahoo there are 3,000 other pages you DO NOT see.

The deep web is a huge space full of information beneath the surface of the web and it is growing at a tremendous rate.

- ✚ The deep web exceeds the size of ALL the world's printed matter:
 - All books, all magazines, all newspapers, and all documents. Search engines cannot access the deep web for several reasons including: it may be protected; it may be beneath dynamic web pages & databases that the search engine spiders cannot index. **There are eight reasons search engines cannot access the deep web besides password protection.**

Source: *Journal of Electronic Publishing*, University of Michigan Press.

Why is this important to you?

- ✚ Data reliability on the deep web is over a thousand times higher
- ✚ 97.4% of the deep web is available for free or for low fees < US \$ 300 per year
- ✚ **Few know it so you can gain competitive & collaborative advantages**

Offer

We will set up a collection of surface web and deep web search engines, tools, and subscriptions that your operation can use for web searches for US \$5,550.

We will:

1. focus on sources of particular interest to you and your colleagues
2. prepare a set of guidelines tailored for your company's search needs
3. conduct an online session to show your people how to harvest the deep web

Examples

Go to the Wall Street Journal website, www.wsj.com and search for an article entitled, "Ethanol and Beyond." You will get the first few paragraphs and then be invited to subscribe. If you download a plug-in, DIGG, load it into the Firefox browser you can access the article AND all the others free.

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Benefits

- ✚ Searching will be more efficient making you and your people more productive.
- ✚ The results from their inquiries will be different and more useful.
- ✚ The combination of the above will create more income with less cost.
- ✚ Your enterprise will generate both competitive and collaborative advantages.

The return on your investment will be less than 3 months if your results parallel other companies we have worked with during the past several years. Many of our clients actually save money by eliminating subscriptions that are more expensive.

Call or fax

[For further information and an information needs form]

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