

# ribaproductselector.com

An intuitive and intelligent online product directory aimed at UK construction industry professionals at [www.ribaproductselector.com](http://www.ribaproductselector.com)



## One million users per year

ribaproductselector.com features all the information from the RIBA Product Selector hard copy directory and more. The website has been designed by experts in the field of online information in the construction industry. With online channels increasingly seen as a key source of information and with broadband connectivity widely available, it is essential to have your product information readily accessible online. ribaproductselector.com is designed to bring fast, intuitive and intelligent searching to specifiers and has an average ABCe audited figure based upon 155,686 unique visitors in April 2007.

## Intuitive and intelligent search engine

ribaproductselector.com goes beyond the capabilities of an average search engine when it comes to understanding the content and context of construction related technical product literature. Our website reads and understands all the content of product catalogues and other documents, picking out construction terminology, related phrases and connecting these to relevant subject areas.

## Maximise the richness of data available through ribaproductselector.com

We create a company overview page for you on ribaproductselector.com. This includes your contact details, web and email links and details of any further information we hold about your company and products. This could include a RIBA Product Selector Technical Page, details of RIBA Approved CPD materials or a Keyfile Datasheet all as downloadable PDFs. Your company overview page can also include links to RIBA Online CPD seminars and NBS Plus catalogues.

Two key ways to give the specifier the maximum amount of information available through ribaproductselector.com are:

- **Electronic Catalogues** – a comprehensive searchable online library of manufacturers' catalogues in downloadable PDF format
- **Banner advertisements** – specific to key word searches on your products or services

**Electronic Catalogues optimise search results**

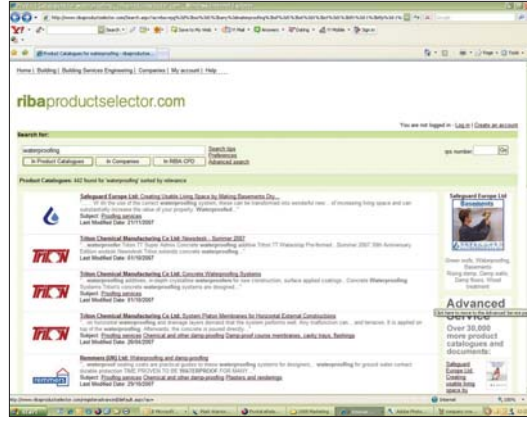
By subscribing to Electronic Catalogues you will be placing your product or literature before more than 100,000 monthly visitors who are searching for product details and you will significantly increase your chances of topping the search results for the product types covered in your product catalogue. It is a well known fact that users are more likely to click through to those companies that appear above the fold of a search results list. To ensure that you are one of these, have your technical product literature available in downloadable PDFs.

**Quantifiable returns when subscribing to Electronic Catalogues**

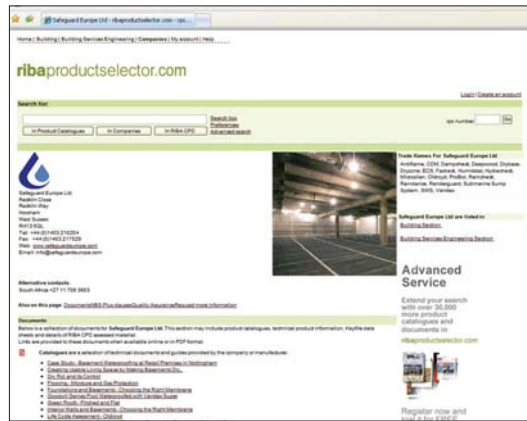
Your catalogues are placed online and free to all. Visitors are monitored for visiting patterns and we will, upon request, provide you with valuable information on their interest in your products. Statistics include: number of users who browsed your entries and how often they download your technical product literature.

**Further benefits and product details**

- Your product catalogues will be available as downloadable PDFs, making them easy to print and save onto hard drives or to project extranets
- PDFs are easier to download, more manageable to navigate and more user-friendly if kept to a smaller size with more specific subject matter
- A banner advertisement is attached to up to ten pre-defined search terms that best relate to your product
- ribaproductselector.com has an average usage of 155,686 unique users per month, based upon ABCe audit – April 2007
- We will provide you with statistics on how many times your product literature is downloaded, how many times your web link and email link are clicked and how many times your company is returned in the search results
- We fully cross-reference your entry within RIBA Product Selector
- You become a member of the RIBA Enterprises Network and receive all the associated benefits



1 A company search using the term Waterproofing (left) returns 442 hits. A banner advertisement is shown in the right hand column. Banner advertisements can be animated and are a maximum of 126 x 126 pixels



2 & 3 Every company on our database has a company overview page



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