



**Add demographically targeted news, social media and other business intelligence to portals, intranets, websites and applications.**

- **Search in near-real-time on any news topic**  
Access breaking news and business information from over 32,000 news sources, covering virtually any industry, profession or interest
- **Search and serve the Web's best blogs and other social media**  
Search and link to 320,000-plus of the Web's most influential social media sources
- **Add related news and social media content**  
Provide targeted, related content to your website and application
- **Personalize results for every user**  
Select and offer search engine options, so your visitors can find exactly the content that matters most to them
- **Find RSS feeds on any topic**  
Choose from hundreds of pre-built feeds, or create your own
- **Access global coverage and top sources**  
Find news and social media in 50 languages from more than 100 countries
- **Use a simple and flexible API**  
Enjoy complete control over integration scope and scale, from simple news feeds to full-blown news portals

## Data Sheet: **Search Engine Toolkit (SET)**

Moreover Technologies' Search Engine Toolkit (SET) makes it possible to add powerful and targeted search engine functionality to your portal, website or application. It also lets you add related content on practically any topic. With direct access to more than 32,000 global news sources, along with the latest posts from more than 320,000-plus of the Web's best social media sources, the Toolkit can be configured to match your information needs.

Our customers include publishers, vertical portals, search engines, and networking sites that use Moreover Technologies' SET to complement their original content, link out to authoritative sources, and attract readership.

### **Targeted news for your audience**

With over 32,000 news sources in its index, Moreover Technologies covers practically every industry, topic and interest, catering equally well to B2B and B2C audiences. What's more, spanning 100+ countries and dozens of languages means that with Moreover Technologies' SET, you can provide your audience not just "news," but finely targeted and demographically tuned content, right down to the individual user level.

### **Link to the Web's best social media**

Along with news, the Toolkit also provides access to [user-generated content](#) with the latest posts from over 320,000-plus social media sources, including the Web's most influential bloggers. Run keyword searches across the posts and create custom blog feeds on any topic.

### **Your scope, your scale**

The SET is inherently flexible, and will scale to your exact requirements. Whether it's providing complementary headline links, a customized search tool, a full-blown news portal or an entirely novel application—as the customer, you have complete control over the topics, volume, options and GUI integration.

### **Easy API access – no installs, start right away**

Simple calls over the Web to Moreover Technologies' servers will return the news feeds in RSS format on the desired topics for integration into your portal or application. You can specify the topics through keywords and a variety of search filters. In addition, options to specify news content can be provided directly on the portal, so end-users of the service can choose and run individual searches for information.

### **Cost effective**

Moreover Technologies links back to articles already on the Web, eliminating extra usage-based charges that you may encounter with a syndicated service. The result is a fixed, predictable cost structure that scales across your implementation.

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## Contact Moreover:

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Customers log into Moreover Technologies' SET portal for search engine instructions, news filtering options, a gallery of customer examples, support and feedback.



Moreover Search Engine Toolkit Screen Shot

These filtering options let customers target news content:

- Full Boolean search options (AND, OR, NOT, parentheses, quotes)
- Proximity, wildcard (stemming), and word weighting
- Date filter, back-paging through earlier results
- Search across or exclude individual sources
- Source ranks (top sources, sub-top sources, etc.)
- Sources by country and region
- Search by language (50 languages supported)
- Relevancy slider bar, and "articles like this" option
- Clip and remove individual articles

News content covered by Moreover Technologies runs deep and wide:

- Over 5,100 financial sources
- Over 5,200 technology sources
- Over 5,200 medical and health sources
- Over 4,000 government and political sources
- Over 1,000 energy sector sources
- Over 1,300 science sources
- Over 10,000 sports sources\*

And more than 320,000 social media sources including the Web's most influential voices!

\*counts include topically focused sub-sections from larger, general sources, e.g. syndicated networks

## Further information

For further information, and to request a product demonstration or access to a live trial, please contact us through [contact@moreover.com](mailto:contact@moreover.com).