

## ACM significantly improved user experience with Google Site Search



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**John Hatzakortzian**  
Head of Web and Marketing

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### ABOUT GOOGLE SITE SEARCH

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Google Site Search is a hosted website search solution, powered by Google.com. Google Site Search leverages the relevancy and sub-second response times of Google.com to improve your website experience. As a Software-as-a-Service (SaaS) solution, you can setup Google Site Search in just minutes; customize the look and feel of search results; apply refinement labels; enjoy reporting features; obtain email and phone support; and turn off the ads on your searchresults.

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For more information, visit  
[www.google.com/sitesearch](http://www.google.com/sitesearch)

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### Company

ACM (Advanced Currency Markets) is a world leader in online currency and precious metal trading on the Foreign Exchange (FOREX) markets. Founded in 2002, the company places innovation, efficiency, and user friendliness at the heart of its technical development strategy. ACM trading platforms are aimed at private individuals and institutional clients. A white-label solution is also available for banks or financial institutions that want to offer their customer such a service.

### Approach

The online trading business is very technology sensitive; therefore, any innovation is welcome that increases user friendliness and reliability. “A lot of our customers are looking for educational content and general information about the FOREX market,” explains Head of Web and Marketing John Hatzakortzian. “Our website is full of this kind of content.” At the same time, ACM had no internal search engine to help customers and staff easily find the information they sought.

The company completely redesigned its corporate website in 2007, and wanted to do it in a way that would reflect the company’s constant quest for improved technology: including search. In researching the best internal search engine, the ACM team came to the conclusion that any in-house developed solution couldn’t be better than a Google algorithm-based search engine, as far as relevance of the results was concerned. “In addition, for ACM, Google Site Search was clearly the search tool that would provide the most reliability, efficacy, and ease of use,” Hatzakortzian adds.

### Results

According to Hatzakortzian, the keyword search feature and the speed of Google Site Search have been invaluable. And from a web marketing point of view, Google Site Search has allowed the company to track the most sought-after content and make sure it’s easily available. “Google Site Search as a whole has enabled us to improve our user experience and user friendliness, and increase our tech legitimacy within the FOREX market,” Hatzakortzian concludes.