Cludo just killed the 404 Page as you know it.

Intelligent 404 pages moved 1,510 visitors every month on average, from a broken link to a relevant page for each of our beta customers.

404

SUGGESTED PAGES

Site Search Features
https://www.cludo.com/site-search-features/

Why Your CMS Search May Not Be Good Enough
https://www.cludo.com/blog/cms-search-not-good-make-better/

Goodbye Google Site Search, Hello Cludo Search
https://www.cludo.com/blog/goodbye-google-site-search-hello-cludo-search/

The Definitive Site Search Buyers Guide
https://www.cludo.com/definitive-site-search-buyers-guide/

Search vs. navigate: How people behave on websites – do they search or do they navigate?
https://www.cludo.com/blog/search-vs-navigate-people-behave-websites-search-navigate/

Powered by Cludo

Stop losing frustrated customers due to broken links. Cludo's Intelligent 404 pages learn and adapt based on visitor behavior, creating smart pathways to content that is relevant to website visitors, when the page they land on no longer exists.

- Offer pathways to content that is relevant to website visitors, even when the page they land on no longer exists.

- Create a better visitor experience that leads to more conversions.

- Get more out of the same powerful AI technology that's been proven to work in our search solution.

- Track how many 404s are being generated on your site, where visitors are migrating to from those pages, and what their success rate is.

404s hurt more than you may realize...

73.72%
of people who reach a 404 page will leave your website and not return.

79%
of visitors dissatisfied with website performance say they are less likely to buy from the same site again.

Only 17%
of the 404s people encounter can be fixed by crawling your own website.

A better visitor experience. Smarter analytics.
More Conversions.

A lot of organizations aren't even aware of the number of 404s being generated by their websites, but every one of those is a missed opportunity for better customer engagement.

404 analytics will help you track how many 404s are being generated on your site, where visitors are migrating to from those pages, and what the success rate is for those being diverted.

By diving into this data, you can gain a clearer picture of what content is working on your site, and where your gaps are.

404 Analytics   Help

Total 404 Visits	Total Clicks	CTR
67	**4**	**9.5%**

Url	Visits	Clicks	CTR
http://cludo404/tests/demo.html?debug=pricing/products	16	0	0.0%
http://cludo404/tests/demo.html?debug=asdfasdfasdf	12	0	N/A
http://cludo404/scripts/404/demo/cludo-404-bofe.html?item=asdfasdfasdf	5	0	N/A
https://www.cludo.com/gsa-alternative/	5	0	0.0%
http://cludo404/tests/demo.html?debug=asdfasdf	4	0	N/A
http://cludo404/scripts/404/demo/cludo-404-bofe.html?item=pricing	3	0	0.0%
https://www.cludo.com/analytic	3	0	0.0%
http://cludo404/tests/demo.html?debug=asdfasdfasdf&cludo-no-track=1	2	0	N/A
https://www.cludo.com/en/siteimprove-analytics-integration/	2	1	50.0%
https://www.cludo.com/en?ref=www.rother.gov.uk	2	0	0.0%
http://cludo404/tests/demo.html	1	0	0.0%

Cute pictures saying sorry don't cut it anymore.

Cludo's Intelligent 404 pages help your visitors get to where they want to go.