



VS



WHY A DISTIMAN SITE IS BETTER THAN ARROW'S WEBSITE

INTRODUCTION

THE FACTS BEHIND THIS COMPARISON

I am a content manager hired by Cofan-USA to populate and design their website using the DISTiMAN website platform. With a shoestring budget and about 40 hours of effort, I launched **Cofan-USA.com**.

To prove and qualify my work, I decided to compare it with one of the monster's of the B2B tech industry, Arrow Electronics, the #1 electronics distributor with >\$29 billion in sales and 19,000 employees.

. . . versus

- one person (designer & content manager)
- around for 40 hours of effort in excel and graphic design work
- and \$750 per month for DISTiMAN's SaaS website platform



HOME PAGE COMPARISON

GOOGLE PAGE SPEED INSIGHTS

Design being a question of taste, is an argument we will bypass - and focus on performance of the home pages that have reasonably equivalent content and images on both home pages.

Arrow's speed test rated a Google page speed score of 51, where DISTiMAN's rated a 65. "Time to Interactive" was 3.9 seconds for Arrow, versus 2.2 seconds for DISTiMAN.

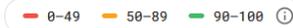
22% IMPROVED OVERALL SCORE
1.7 SECONDS LESS TIME TO INTERACTIVE

NOTE:

DISTiMAN can perform roughly 40% faster utilizing optional Cloud Army / Sucuri Content Delivery Network (CDN) available for \$250 per month.



https://www.arrow.com/



Lab Data			
First Contentful Paint	1.0 s	Time to Interactive	3.9 s
Speed Index	3.0 s	Total Blocking Time	320 ms
Largest Contentful Paint	3.6 s	Cumulative Layout Shift	0.015



https://www.cofan-usa.com/



Lab Data			
First Contentful Paint	2.2 s	Time to Interactive	2.2 s
Speed Index	2.3 s	Total Blocking Time	40 ms
Largest Contentful Paint	2.6 s	Cumulative Layout Shift	0.018



How Manufacturers Can Build Out Clear Use Cases for AI & ML

Pursuing opportunities for artificial intelligence and machine learning to improve manufacturing environments must be balanced by identifying clear, discrete use cases where budgets are tight and ROI paramount.

[LEARN MORE](#)

UL-217 Certified Smoke Detection

Cables, algorithms, and software designs for a smoke detection product development.

[LEARN MORE](#)

API Solutions

Request an API key today.

[LEARN MORE](#)

FEATURED PRODUCTS

BGM220-EK4314A
Silicon Labs
\$24.000 Bluetooth Module Explorer...
\$5.953

Stock 493 [VIEW](#)

W25N02JWSFIF | High Performan...
Winbond Electronics
High Performance CspNAND enables a data transfer rate up to 10...
\$5.272 - \$6.336 Per Unit

Stock 100 [VIEW](#)

1019698
PHOENIX CONTACT
FO connector with SC duplex
\$292.43

Stock 10 [VIEW](#)

FEATURED ARTICLES AND VIDEOS

The Ultimate Raspberry Pi Holiday Shopping List
Here at Arrow, we have stocked our inventory full of exciting and interactive toys that you or someone you

4 Benefits of Designing with Molex Off-the-Shelf Cable Assemblies
Explore how Molex's off-the-shelf cable assemblies offer a complete cable solution for building cost-

3 Challenges of Cable Design and How Engineers Can Overcome Them
Have you ever been inspired by a recent connector technology, but found the challenges of adopting the

Durable and Space-Saving Design Solutions with Molex's FFC/FFPC Connectors and Cables
Learn about the innovative solutions offered by Molex's FFC and FPC connectors and cables.



Heatsinks, Heat Pipes & Vapor Chambers

Factory direct from Cofan USA

Passive components to satisfy a broad range of thermal requirements.

25+ Years
Established in 1994

Qualified & Tested
test reports in every shipment

USA Sales & Support
engineering / prototyping / integration

2.0M / 2.3K
units / sku shipped in 2019

China Manufacturing
standard & high volume production

\$46 Million
2019 sales (USA)

Fans, Blowers, Heatsinks and Thermal Assemblies from Cofan

Established in 1994, COFAN USA provides advanced thermal solutions to customers in diverse markets. We offer USA-based engineering, fabrication and assembly services combined with our ability to transition volume production to our manufacturing locations in Taiwan or China. We deliver quick, customer- and professional solutions while adhering to the highest standards of quality and service.

At Cofan, we stand behind every product we ship with rigorous testing and reporting included in every shipment. Inspection begins with components at our dock and concludes with system level testing of final products. Our Quality Assurance engineers and technicians are dedicated to ensure the quality designed into our processes and every product we launch.

To establish and maintain the highest quality practices, we have certified our manufacturing facilities to ISO 9001 standards for our heat sink fabrication facility to the ISO 14001 standard (environmental management). We also comply with OHSAS 18001 for employee safety. All our standard products are UL and CSA certified, and RoHS compliant.

ISO 9001:2015 **ISO 14001:2015** **ISO 45001:2018** **ISO 16000:2017**

ISO 9001:2015 **ISO 14001:2015** **ISO 16000:2017**

CAPABILITIES / DOWNLOADS

CONTENT MANAGEMENT

ONE-CLICK EDIT VS POSSIBLY LONG & INVOLVED PROCESS

The DISTiMAN platform offers a major advantage in ease of content management with its **one-click edit** feature, enabling direct management of practically everything on the site with little or no html skill. Additionally, an admin menu allows creation of common items like press releases and news pages with one click.

Arrow's site likely requires an administrator interface and some level of training to find, edit and create items. It is more likely that an experienced designer must be involved, possibly requiring a multi-step process . . . versus enabling the content manager the ability to directly make their own desired changes.

I would argue that **DISTiMAN offers a 5-10X improvement** considering how challenges can multiply for every extra person involved in the content process (communicate, implement, review, correct, delays, etc. . .).

The screenshot displays the COFAN USA website. At the top, there is a navigation bar with the company logo and a menu including HOME, ABOUT, PRODUCTS, SERVICES, CONTACT, and ADMIN. The ADMIN menu item is circled in blue. Below the navigation bar is a large hero section with a blue background and wavy patterns. The hero section features the text 'Engineered Thermal Solutions' and 'Factory direct from Cofan USA'. To the right of the text is an image of a thermal management component. In the top right corner of the hero section, there is a button labeled 'Edit Page', which is also circled in blue. Below the hero section, there are three columns of text: '25+ Years', 'USA Sales & Support', and 'China Manufacturing'. The website footer includes the DISTiMAN logo and the website URL www.distiman.co.

USABILITY - AT THE CATEGORY

DC FAN LISTING FROM ARROW - 13,077 / 342 PARTS

Searching for **DC Fans** on Arrow's site, I find 13,077 results with tables and filters that do not include any primary characteristics like size or voltage, so not helpful.

Eventually I figure out that I can use the search function to include dimensions and voltage, eg: **DC FANS 60MM 12V**, why these are searchable but not filterable seems like a design oversight to me.

Now I have 342 results, with filters that are still not helpful. Why is DC blower an option? Why is 24V an option? Then a dozen more filter options that fall off the right of the page, the only useful ones being "bearing type" and "width".

Then the table itself shows purchasing data, but no product data that is helpful to identify a technical "solution".

END RESULT IS THAT ARROW'S SELECTION PROCESS IS MOSTLY A FAILURE FOR A DESIGNING ENGINEER

The image displays two screenshots of the Arrow Electronics website's product catalog. The top screenshot shows a search for "dc fans" resulting in 13,077 products. The interface includes a navigation bar with "ARROW ECS", "ARROW SERVICES", "IOT", "ARROWSPHERE", "INDIEGOGO", "ARROWPERKS", "1-855-326-4757", "ENG", and "\$ USD". A search bar contains "dc fans". Below the search bar, there are filter tabs for "Power Supplies (7,833)", "Thermal Management (4,843)", "Circuit Protection (227)", "Other (76)", "Sensors (46)", "Power Management (13)", and "Fasteners and Hardware (6)". A table lists manufacturers like "4D Systems (1)", "Aavid Thermal Division of Boyd Corporation (37)", "ABB Embedded Power (49)", and "ABB Installation Products, Inc (3)". A sidebar on the right contains a message: "Selecting a category will provide you with more filters and product details." Below the table, there are columns for "PART STATUS" (In Stock (3,635), New (1,108), Top Purchased (15), Top Searched (12)), "PC/STATUS" (Acquired (11), Active (9,090), LTB (120), NRND (228), Obsolete (1,359), Preliminary (54)), and "ROHS COMPLIANT" (Compliant (9,183), Compliant with Exemption (2,859), Not Compliant (235), RoHS Not Applicable (1), Supplier Unconfirmed (188)).

The bottom screenshot shows a search for "DC FANS 12v 60mm" resulting in 342 products. The search bar contains "DC FANS 12v 60mm". Below the search bar, there are filter tabs for "Blowers and Fans (342)". A table lists manufacturers like "ADDA (2)", "CUI Devices (62)", "Delta Electronics (53)", "ebm-papst (28)", "MinebeamMistumi - NMB Technologies (67)", and "ORION FANS (31)". A sidebar on the right contains a message: "Selecting a category will provide you with more filters and product details." Below the table, there are columns for "PART STATUS" (In Stock (96), New (5)), "CATEGORY" (DC Blower (6), DC Fan (336)), "VOLTAGE RATING" (12V (320), 24V (22)), "OPENING INPUT VOLTAGE RANGE" (4 to 13.8V (11), 4.5 to 13.8V (51), 5 to 13.8V (5), 6 to 13.2V (3)), "LINE CURRENT" (0.026A (3), 0.029A (3), 0.03A (2), 0.04A (4), 0.06A (1)), "POWER RATING" (0.32W (3), 0.35W (3), 0.36W (1), 0.4W (4), 0.48W (3)), and "NOMINAL SPEED" (1800r/min (2), 2200r/min (3), 2250r/min (1), 2300r/min (1), 2600r/min (7)).

Both screenshots show a table with columns for "PART NO.", "PRICE", "STOCK", "MANUFACTURER", "PRODUCT CATEGORY", and "CATEGORY". The table lists products like "OD127AP-24HTB" (DC Fan Ball Bearing 24V 0.58A 3350RPM 140CFM 48dB Flange...), "OD6025-24HB" (DC Fan Axial Ball Bearing 24V 24CFM 33dB 60 X 60 X 25mm High...), "OD8025-12HB02A" (DC Fan Axial Ball Bearing 12V...), "06020SS-24N-AT-00" (DC Fan Axial Sleeve Bearing 24V 12V to 27.0V 20.48CFM 30.5dB 60 X...), and "2410ML-04W-B69-B00" (DC Fan Axial Ball Bearing 12V 6V to 13.0V 25CFM 36dB 60 X 60 X 25mm).

USABILITY AT THE CATEGORY

DC FAN LISTING FROM COFAN - 254 PARTS

A much cleaner and intuitive look. A marketing message above the table with a link to their product catalog makes for a much better category introduction.

The table listing so simple and intuitive with all the primary characteristics. Left-hand filter and ability to filter and sort results by clicking column headers.

Secondary content displayed below the table for improved usability and increasing depth of content for better SEO page rank.

I WOULD ARGUE A >10X IMPROVEMENT IN USABILITY AS COMPARED TO ARROW

Clear X Apply

Height (mm)

Width (mm)

Voltage

CFM

Bearing

Tachometer (Option)

Alarm (Option)

PWM (Option)

Thermistor (Option)

Analog (Option)

Clear X Apply

Home / DC Fans (Next Gen) / Products

DC Fans (Next Gen)

20~254mm products

COFAN has been delivering axial fan technology for more than 25 years. All our DC Fans are safety qualified to UL/cUL 62368-1 and supported by our one year warranty. Our facilities are ISO 9001:2015, ISO 14001:2015, and IATF 16949:2016 certified. Our DC brushless motor technology delivers lasting performance with our two-ball bearing life expectancy (L10 at 40°C) of 30,000 ~ 100,000 hours. Test and inspection reports ship with every order to confirm our delivered quality.



Download our DC Fan Catalog

Image	Part No	PDF	Height (mm)	Width (mm)	Voltage	CFM	Bearing	Tachometer (Option)	Alarm (Option)	PWM (Option)	Thermistor (Option)	Analog (Option)
	AGE02006F		20	6	5	0.35-1.06	F	X	X			
	AGE02510		25	10	5,12	0.52-2.41	B,F	X	X	X		
	AGE03010		30	10	5,12	2.99-5.65	B,F	X	X	X		
	AGE03510B		35	10	5,12	2.10-5.51	B	X	X	X		
	AGE03820B		38	20	12,24	6.30-10.60	B	X	X	X		
	AGE03828B		38	28	12	9.44-19.16	B	X	X	X		
	AGE04010		40	10	5,12,24							
	AGE04020		40	20	12,24							
	AGS04020		40	20	12,24							
	AGE04015B		40	15	12,24							
	AGB04020B		40	20	12							
	AGB04028B		40	28	12,24							
	AGD12038B		120	38	12,24,48	190.5-212.6	B	X	X	X	X	X
	AGV12038B		120	38	12,24,48	195-234	B	X	X	X		
	AGB12038B		120	38	12,24,48	171.4-265.8	B	X	X	X		
	AGE15051B		120	38	24,48	263-472.5	B	X	X	X	X	X
	AGE12025		120	25	12,24	40.6-85.5	B,F	X	X	X		
	AGB14038B		140	38	12,24,48	212-310	B	X	X	X		
	AGF15051B		172	51	24,48	310.6-410.5	B	X	X	X	X	X
	AGE25489B		254	89	24,48	595-747	B	X	X	X	X	X

TECHNICAL SPECIFICATIONS FOR ALL OUR DC FANS:

Material: Frame, Impeller: Plastics, Aluminum, etc.

Operation Environment: Two ball bearing: -10°C~+70°C, Humidity: 35%-85%RH / FMB: -10°C~+50°C, Humidity: 35%-85%RH

Storage Temperature: -40°C +75°C (Humidity: 35%-85%RH)

Insulation Resistance: 5mA MAX. at 500 VAC 60Hz one minute (between frame and lead conductor)

Vibration Resistance Test: Applied 5.30Hz, 0.04 peak to peak amplitude, 30~500Hz, 2G peak amplitude for five minutes to all three axis/5.3Hz,0.04

Shock Test: Under the conditions of 60G, 22ms (1/2 sine), two times to all three axis

CATEGORY COMPARISON

ARROW (159 PARTS) VS. DISTIMAN (254 PARTS)

PER GOOGLE PAGE INSIGHTS DISTIMAN SCORES 38% FASTER OVERALL DISTIMAN IS 16.3 SECONDS FASTER TO INTERACTIVE



<https://www.arrow.com/en/products/search?cat=Process+Control>



Lab Data



■ First Contentful Paint	3.4 s	▲ Time to Interactive	19.3 s
▲ Speed Index	8.5 s	▲ Total Blocking Time	4,660 ms
■ Largest Contentful Paint	4.0 s	■ Cumulative Layout Shift	0.199



<https://www.cofan-usa.com/dc-fans-next-gen>



Lab Data



▲ First Contentful Paint	3.0 s	■ Time to Interactive	3.0 s
▲ Speed Index	5.1 s	● Total Blocking Time	140 ms
▲ Largest Contentful Paint	3.6 s	● Cumulative Layout Shift	0.001

EASE OF MANAGEMENT

LET YOUR PRODUCT MANAGERS DESIGN THE TABLES / FILTERS

Arrow's category listing failed because their **design process is too far removed from their product managers**. Crippling the ability for PM's to directly manage their layouts.

DISTIMAN built in **one-click editing of the category** to empower product managers their ability to directly access the design of their categories. They can easily configure which columns and filters should be displayed. Snapshots of the interface are shown at right.

BASIC INFORMATION TAB - defines title and header images with a WYSIWYG editor for the description at the top of the category. Additional options for content above, below and within the table are included as well control of all styles (fonts, colors, borders, backgrounds).

CUSTOM FIELDS TAB - lets the product manager select which fields to display and in what order.

THIS EASE OF MANAGEMENT IS HOW DISTIMAN OBTAINS A USABILITY IMPROVEMENT OF >10X

The screenshot displays the configuration interface for a category. It includes the following fields and options:

- Category Name**: DC Fans (Next Gen)
- Alias**: dc-fans
- Parent Category**: None
- Status**: Enabled (toggle switch)
- Category Images**: Upload...
- Banner Images**: Upload...
- Core Fields**: A list of fields to be displayed in the category table, each with a plus icon and a trash icon for removal. The fields are:
 - Height (mm) (number)
 - Width (mm) (number)
 - Voltage (text)
 - CFM (text)
 - Bearing (text)
 - Tachometer (Option) (text)
 - Alarm (Option) (text)
 - PWM (Option) (text)
 - Thermistor (Option) (text)
 - Analog (Option) (text)

CONFIGURATOR TOOLS!

ON A BASIC INEXPENSIVE WEBSITE!?!?

Some products have so many options that listing them in a table format is problematic. For example, if we were to create individual part numbers for every BGA Heatsink from Cofan, we would need to create 19,584 parts.

By using simple drop down selectors, we can allow a user to configure a part quickly and easily instead of navigating through 19,584 individual part numbers.

This standard feature of DISTiMAN is an outrageous value and something Arrow would be challenged to implement for one category, let alone multiple.

As a content manager, it took less than 10 minutes to create this product with all its configurator options, saving hours of time required to create 19,584 listings.

**DOCUMENT 19,584 PARTS OR ONE CONFIGURATION,
THAT IS A HUGE TIME & COST SAVINGS**

The screenshot shows a web page for 'BGA Heatsink' with a breadcrumb trail 'Home / BGA Heatsinks / BGA Heatsink'. On the left is a 3D image of a heatsink with a chip on top. Below it are five small icons showing different views or options. On the right, the product title 'BGA Heatsink' is followed by a description: 'COFAN'S BGA heatsinks are high efficiency cooling products designed to serve today's leading edge processor and memory chip applications. Our website makes it easy to quickly configure the right solution to meet your needs.' There are two buttons: 'R.F.Q.' and 'SAMPLE'. Below them is a 'Download' button with a PDF icon and the text 'bga.pdf'. A list of specifications follows: Alloy (Aluminum or Copper), Finish (Anodized or Black Powder Coat), Type (Plate Fine, Cross Cut), Footprint (17-49mm Baseplate Footprints), Heights (10-40mm height), Interface (Optional Thermal Pad), and Mounting (Optional Screw, Spring-Loaded, Clip and Z-Clip Mounting Options). At the bottom, a section titled 'Use the fields below to configure your part number:' contains an 'ADD TO RFQ CART' button and seven dropdown menus labeled Alloy, Finish, Type, Footprint, Height, Thermal Pad, and Mounting. A disclaimer at the bottom reads: '* Please be sure to follow configuration rules in the Datasheet, we will confirm your configuration with the factory as soon as possible.'

PRODUCT MANAGEMENT

DEVELOPER INTERACTION VS. ONE-CLICK EDITING

We can only guess how hard it is to manage product content for Arrow. We assume product managers are not given direct access and they must funnel change requests to a developer resource.

We assume that ever additional person involved in the complicates the process by a factor of 5, specifically:

- write up the change and send
- receive, interpret, implement he change
- communicate change was done
- look up, review and approve
- or repeat with additional corrections

DISTiMAN product pages offer **one-click** editing for any novice user to update / fix content. So the requester can one-click edit and save.

ONE-CLICK EDITING MUST BE AT LEAST 5X EASIER



COFAN USA

AGB04028B 40 x 28mm Axial DC Fan

40 x 28mm Axial DC Fan

Features

- UL&UL 6236B-1 Approved Axial DC Fan
- Axial DC fan frame & impeller manufactured of PBT (UL94V-0)
- 2-Ball Bearing Axial DC Fan -10°C-70°C Operating Temperature Range
- Fluid Bearing Axial DC Fan -10°C-50°C Operating Temperature Range

Height (mm)	40
Width (mm)	28
Voltage	12,24
CFM	13.9-24.8
Bearing	B
Tachometer (Option)	X
Alarm (Option)	X
PWM (Option)	X

Cofan DC cooling fans feature high airflow, high reliability, and low noise proven with test reports in every shipment.

Part No	Bearing	Voltage	V Range	Rated Current	RPM	m3/min	CFM	mm/H2O	in/H2O	dBa		
AGB04028B12H	B	12	7.0-13.2	0.35	11000	0.53	18.7	23.4	0.92	51	R.F.Q.	SAMPLE
AGB04028B12L	B	12	7.0-13.2	0.14	8000	0.4	13.8	11.5	0.46	38	R.F.Q.	SAMPLE
AGB04028B12M	B	12	7.0-13.2	0.26	9500	0.45	15.9	17.6	0.69	44	R.F.Q.	SAMPLE
AGB04028B12U	B	12	7.0-13.2	0.55	13000	0.67	23.8	33.7	1.32	54	R.F.Q.	SAMPLE
AGB04028B12V	B	12	7.0-13.2	0.64	15000	0.7						
AGB04028B24H	B	24	14.0-26.4	0.2	11000	0.53						
AGB04028B24L	B	24	14.0-26.4	0.1	8000	0.4						
AGB04028B24M	B	24	14.0-26.4	0.15	9500	0.45						
AGB04028B24U	B	24	14.0-26.4	0.27	13000	0.67						
AGB04028B24V	B	24	14.0-26.4	0.29	15000	0.7						

Product: AGB04028B

Currently editing for Seller: COFAN USA

Basic Information

Sellers

Dimension

Specifications

Variants

Inventory

Pricing

Shipping

SEO

Related Products

Configurator

Detail Page Options

Detail Page Style

ID: 755

Marketplace SKU: CCB0989662211F6

Product Category: DC Fans (Next Gen)

Product Name: AGB04028B

Parent Product:

Product SKU:

Short Description:

Primary Image: Upload... Add URL

Product Quantity Title/Label: Default (from language key)

Description: Edit - Insert - View - Format

PRODUCT CONTENT

... OR DRAG & DROP IMPORT MAPPING

When you need to update multiple parts, DISTiMAN's import mapping function is extremely useful. You can use our one-click exported file or your own spreadsheet.

When ready to import, DISTiMAN's import mapping auto-syncs matching headers and then "drag & drop" the remaining into their matching fields. You can then save your "import template" for re-use again at any time in the future.

A common everyday use is to import price and inventory data for e-commerce. I create an import map that matches the ERP export data which is exported to a network location. DISTiMAN automatically imports the file, automating daily price and inventory values with minimal effort or cost.

Live / API integrations with ERP systems are available with support from DISTiMAN as needed.

The image shows a spreadsheet at the top with columns labeled E through AA. The spreadsheet contains data for various product specifications, including DC FANS, AGB04020B, and AGB04028B. Below the spreadsheet is a screenshot of a web application interface. The interface has a dark sidebar on the left with a navigation menu containing items like Dashboard, Shop, Transactions, User Profile, Categories, Messages, Additional attribute, Reporting, Import Utility, Languages, Settings, and Distiman. The main content area is a mapping tool with a grid of fields. The fields are organized into two columns. The left column contains fields like SPEC_84_V_RANGE, SPEC_85_RATED_CURRENT, SPEC_86_RPM, SPEC_87_M3_MIN, SPEC_88_CFM, SPEC_89_MM_H2O, SPEC_90_IN_H2O, SPEC_91_DBA, SPEC_92_FREQUENCY, SPEC_93_MOTOR, SPEC_94_WATTS, SPEC_95_M3_H, SPEC_96_CMM, SPEC_97_LENGTH_MM, SPEC_98_HEIGHT_MM, SPEC_99_WIDTH_MM, SPEC_101_ALLOY, SPEC_102_FINISH, SPEC_103_TYPE, SPEC_104_FOOTPRINT, SPEC_105_HEIGHTS, SPEC_106_MOUNTING, and SPEC_107_INTERFACE. The right column contains fields like SPEC_84_V_RANGE, SPEC_85_RATED_CURRENT, SPEC_86_RPM, SPEC_87_M3_MIN, SPEC_88_CFM, SPEC_89_MM_H2O, SPEC_90_IN_H2O, SPEC_91_DBA, SPEC_92_FREQUENCY, SPEC_93_MOTOR, SPEC_94_WATTS, SPEC_95_M3_H, SPEC_96_CMM, SPEC_97_LENGTH, SPEC_98_HEIGHT, SPEC_99_WIDTH, SPEC_73_TACH, SPEC_74_ALARM, SPEC_75_PWM, SPEC_77_THERMISTOR, SPEC_76_ANALOG, SPEC_80_IP55, variant_sku, max Current, and M3/HR. A blue circle highlights the 'variant_sku' field in the right column. At the bottom of the interface, there are buttons for 'CACHE', 'AUTO FIX', 'DOCUMENTATION', 'Start Import', and 'Cancel Import'. There is also a 'Save as Template' section with a text input field and a 'Save Mapping as New Template' button.

OPTIMIZATION

ON-PAGE SEARCH ENGINE OPTIMIZATION

WHAT YOU CAN CONTROL AND WHAT WE HAVE ENGINEERED

Giving Product Managers direct access to content improves quantity, quality and timeliness of content. With a little guidance, you'll be able to write content with ideal key word densities and best use of content tags (hotlinks, meta title, meta description, heading, alt, title, image).

DISTiMAN programmatically manages the rest:

SEF - Search Engine Friendly urls

PAGE INTERLINKING - menus, breadcrumbs and more

MOBILE FRIENDLY - with Bootstrap, HTML5 & CSS3

HTTPS / SECURITY - secure connection for your customers

SCHEMA - structured data for all product content

SITE MAPS - auto-generated and published to the search engines

... AND SO MUCH MORE.

PERIODIC TABLE OF SEO FACTORS

Qu +3 QUALITY Pages must be well-written and highly valuable. CONTENT	Cr +3 CRAWL Search engines must easily crawl your pages. ARCHITECTURE	Tt +3 TITLES Build keywords into your titles. HTML
Rs +3 RESEARCH Investigate keywords people may use to find your content. CONTENT	Mo +3 MOBILE Optimize for today's smartphones and tablets. ARCHITECTURE	Ds +2 DESCRIPTIONS Meta tags should describe what pages are about. HTML
Kw +2 KEYWORDS Build target keywords into your pages. CONTENT	Dd +2 DUPLICATE Be smart. Use canonicals, redirects. ARCHITECTURE	St +2 STRUCTURE Use Schema and more to turn data into enhanced listings. HTML
Fr +2 FRESHNESS Create timely content; refresh or retire stagnant pages. CONTENT	Sp +2 SPEED Your site should load quickly on any device. ARCHITECTURE	Hd +2 HEADINGS Build keywords into your H1 - H2 tags, especially H1. HTML
Mm +2 MULTIMEDIA Images, video and audio can set your content apart. CONTENT	Ps +2 HTTPS Provide a secure connection for visitors. ARCHITECTURE	Am +1 AMP Google's mobile page format is built for speed. HTML
An +2 ANSWERS Create content that can be turned into answers in the SERP. CONTENT	Ur +1 URLS Build keywords into your page addresses. ARCHITECTURE	
Dt +2 DEPTH Shallow content fails. Aim for substance. CONTENT		

ON-PAGE SEO TECHNIQUES

STACKED AGAINST OTHER DC FAN MANUFACTURERS

For a more accurate Test of on-page Search Engine Optimization, we are comparing against similar manufacturers focused on the same product type using Seobility.

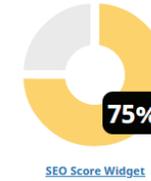
Most companies sacrifice usability to gain improved on page SEO. Our on page SEO beat every competitor while delivering the best in usability.

Note - should take 6-8 weeks for Cofan to actually overtake their competitors on the search engines (by March 2020).

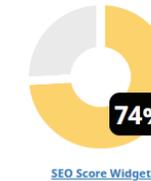
DISTIMAN BEATS IT'S LEADING COMPETITORS IN SEO VALUE WITHOUT SACRIFICING USABILITY

seobility

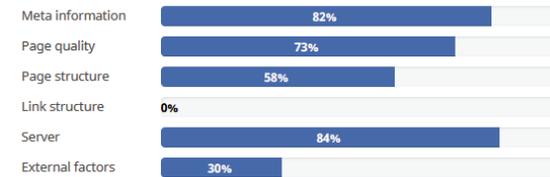
DISTIMAN / COFAN-USA.COM



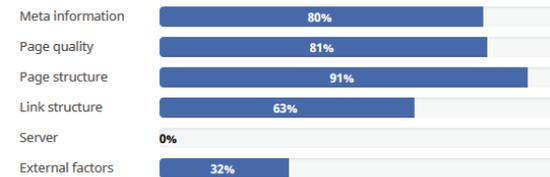
YSTECHUSA.COM



ORIONFANS.COM



COMMAIRROTRON.COM



IN SUMMARY

DISTIMAN VS. ARROW WEBSITE

FEATURE	ARROW	DISTIMAN	DIFFERENCE
CAPABILITY	Millions of SKUs	Millions of SKUs	Equivalent
HOME PAGE SPEED SCORE	51	65	+22% Improvement
CATEGORY PAGE SPEED SCORE	29	47	+38% Improvement
CONTENT MANAGEMENT EASE OF USE	Likely requires developer support	One-click or Mapped Imports	I would argue >10X easier
USABILITY	Not very Intuitive or easy to find solutions	much easier to find or configure solutions	I would argue >10X easier
CONFIGURATORS	n/a	built-in	no comparison
OPTIMIZATION	good	great	Worth Tens of Thousands in Social Media Marketing Value
COST	Assuming >\$1M+ and ongoing	\$750 per Month	Estimate well over 95% savings
TIME	Months? / Years? >3 Million parts	One person < 40 hrs ~23,000 parts	Estimate well over 95% less time