



Vs



WHY A DISTIMAN SITE IS BETTER THAN MOUSER'S WEBSITE

INTRODUCTION

THE FACTS BEHIND THIS COMPARISON

I am a content manager hired by Microwave Components LLC to populate and design their website using the DISTiMAN website platform. With a shoestring budget and about 150 hours of total content & design effort, I launched **MWC-LLC.com**.

To prove and qualify my work, I decided to compare it with one of the monster's of the B2B tech industry, Mouser. They are the worlds 7th largest electronics distributor with 1.85 billion in sales and more than 2,400 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 - DESKTOP PERFORMANCE



https://www.mwc-llc.com/

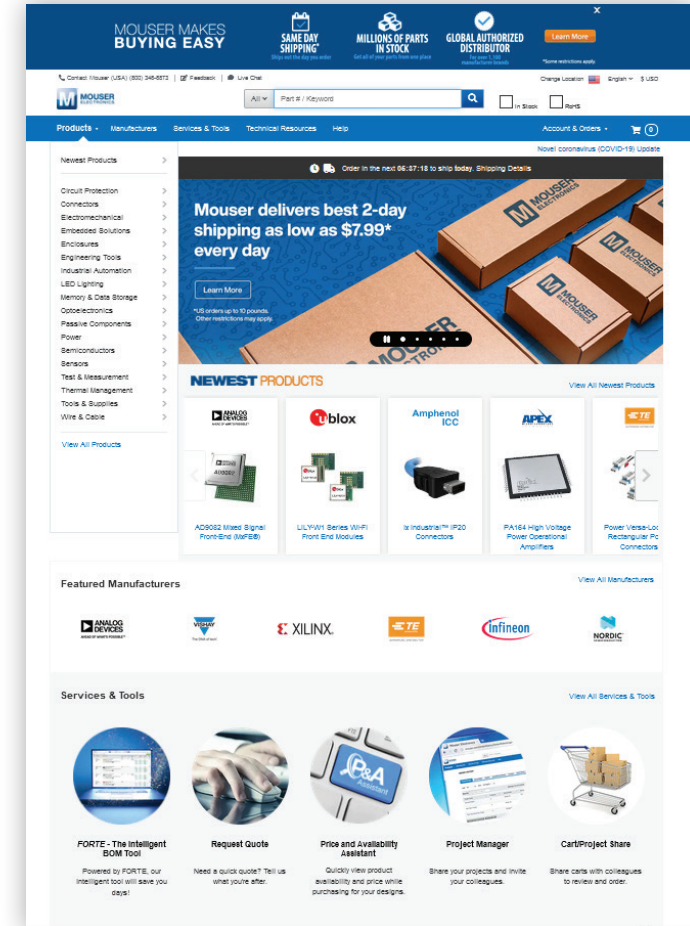
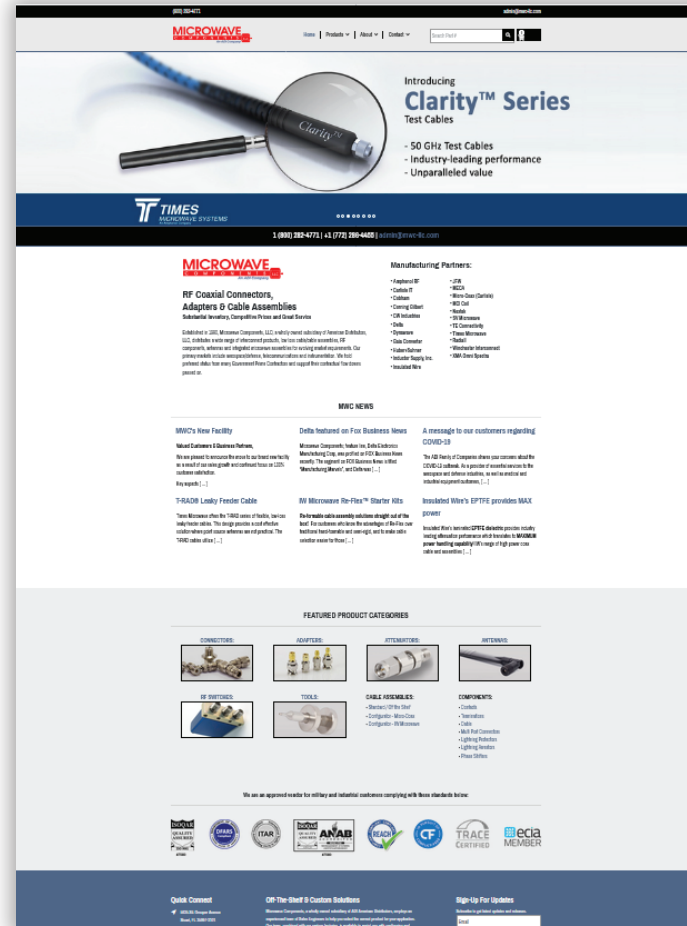
▲ First Contentful Paint	2.5 s	● Time to Interactive	2.5 s
▲ Speed Index	2.7 s	● Total Blocking Time	10 ms
▲ Largest Contentful Paint	2.9 s	▲ Cumulative Layout Shift	0.279

https://www.mouser.com/

■ First Contentful Paint	1.1 s	▲ Time to Interactive	7.9 s
▲ Speed Index	2.7 s	▲ Total Blocking Time	860 ms
▲ Largest Contentful Paint	2.5 s	● Cumulative Layout Shift	0.012

Mouser's Google Page Speed Insight test rated a 38, where DISTiMAN's rating is at 57. Mouser required 7.9 seconds "time to interactive" while DISTiMAN required a mere 2.5 seconds.

34% IMPROVED OVERALL SCORE
3.16 X FASTER TIME TO INTERACTIVE



NOTE:

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. MWC has 7 large slider images, Mouser has 5, MWC has heavier text content, etc. . . .

All performance results displayed are with one page "refresh". This ensures that Google was equally testing recent cached version of pages. Un-cached version are ~10% lower for both sites, should you run your own tests.

HOME PAGE COMPARISON

GOOGLE PAGE SPEED INSIGHTS - MOBILE PERFORMANCE

Mouser's Google Page Speed Insight test rated a 12, where DISTIMAN's rating is at 35. Mouser required 27.9 seconds "time to interactive" while DISTIMAN required a mere 8.0 seconds.

291% IMPROVED OVERALL SCORE
3.5 X FASTER TIME TO INTERACTIVE



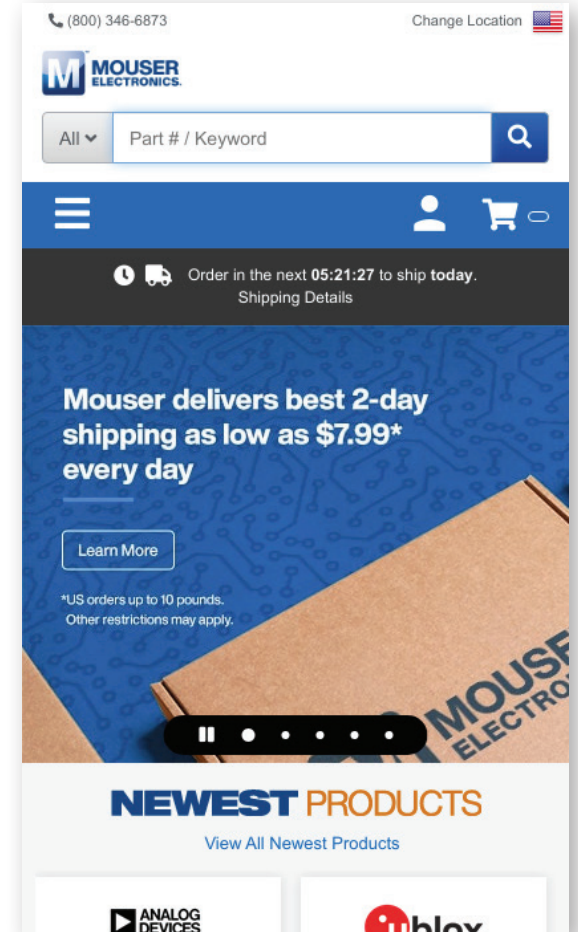
https://www.mwc-llc.com/

▲ First Contentful Paint	7.7 s	▲ Time to Interactive	8.0 s
▲ Speed Index	8.8 s	● Total Blocking Time	220 ms
▲ Largest Contentful Paint	9.4 s	▲ Cumulative Layout Shift	0.385



https://www.mouser.com/

▲ First Contentful Paint	4.7 s	▲ Time to Interactive	27.9 s
▲ Speed Index	10.3 s	▲ Total Blocking Time	6,360 ms
▲ Largest Contentful Paint	8.5 s	● Cumulative Layout Shift	0.065



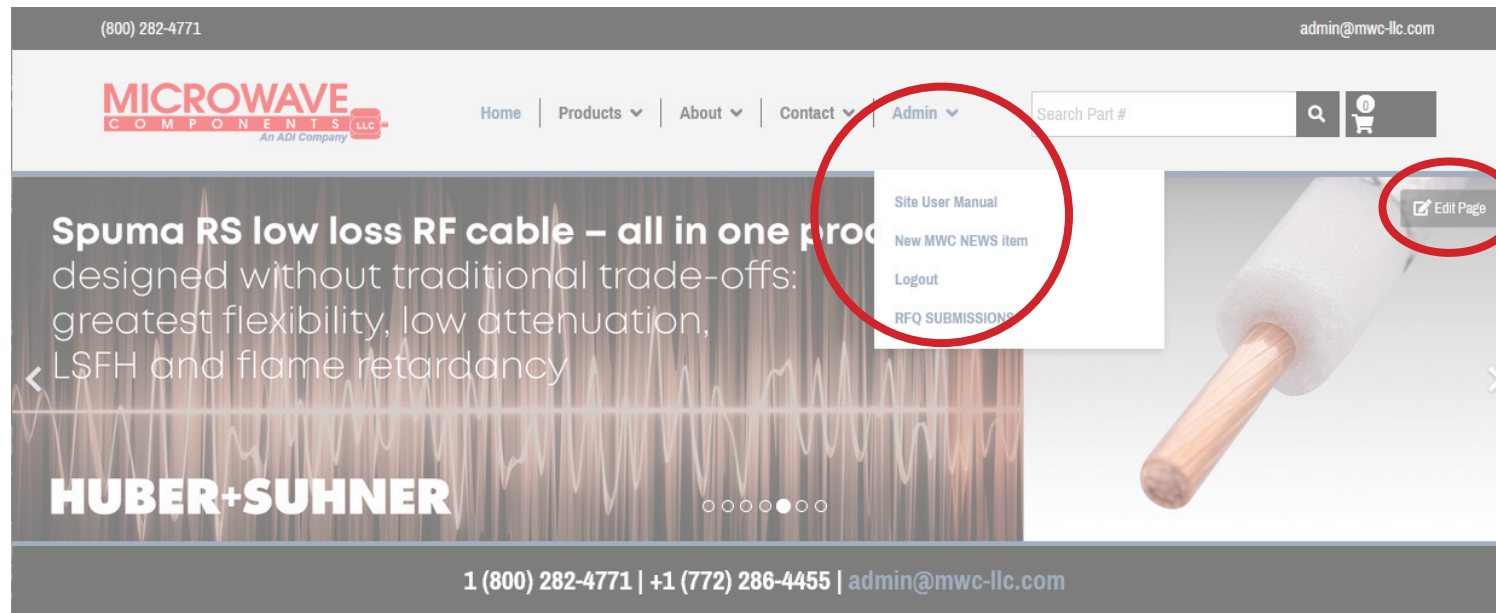
HOME PAGE - MANAGEMENT

ONE-CLICK EDIT VS POSSIBLY LONG & INVOLVED PROCESS

DISTiMAN offers a major advantage in ease management with **one-click edit** feature, enabling direct management everything on the site with little or no html skill. Additionally, an admin menu provides links to the site manual, news item creator and to a report of all quotes submitted.

Mouser'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 in all changes . . . versus giving out multiple administrator privilege sets.

I WOULD ARGUE THAT DISTIMAN OFFERS A 5-10X IMPROVEMENT IN EASE OF MANAGEMENT



USABILITY - AT THE CATEGORY

RF CONNECTOR LISTING FROM MOUSER

Searching for **RF Connector** on Mouser's site using a wide monitor, the selection table fits only 60% of the product data, you must scroll right of the page to see remaining columns.

Mouser has done a solid job of at least providing filter values that make sense and are useful. So their usability issue simply lies in their being too much data to fit on the screen. They could economized the use of horizontal space to make this page more usable.

END RESULT IS THAT MOUSER'S SELECTION PROCESS IS PRETTY GOOD FOR A DESIGNING ENGINEER

Products (19,512) | Datasheets (13,093) | Images (8,600) | Newest Products

Results: 19,512 | Smart Filtering

Applied Filters: Connectors > RF Interconnects > RF Connectors / Coaxial Connectors

Manufacturer	Product	RF Series	Gender	Impedance	Maximum Frequency	Termination Style	Orientation	Polarity	Mounting Type	Cable Type
Amphenol	Accessories	1 mm	-	32 Ohms	26.5 m	-	45 Degree Angle	-	Cable	50 PPD
Cinch Connectivity Solutions	Cable Connectors	1.85 mm	Female / Female	49 Ohms	2 MHz	Cable - Clamp	-	Negative	Panel	0.8 mm Cable
TE Connectivity	Connectors	2.2 mm	Female / Male	50 Ohms	100 MHz	Cable - Crimp	45-Degree Angle	Normal	PCB	0.81 mm Coax
Radiall	Contacts	2.4 mm	Jack	50 Ohms	110 MHz	Cable - Press Fit	Bulkhead	Panel	PCB - Pre-tinned	1.13 mm
Molex	Couplers	2.5 mm	Jack (Female)	50 Ohms, 75 Ohms	200 MHz	Cable - Solder	End Launch	Polarized		1.13 mm Coax
HUBER+SUHNER	Detectors	2.92 mm	Jack (RP - Male)	51 Ohms	300 MHz	Cable - Twist On	Panel	Reverse		1.32 mm Micro-Cable
Hirose Electric	Kits	3.5 mm	Male / Female	75 Ohms	500 MHz	Clamp	Right Angle	Standard		1.37 mm Micro-Cable
Rosenberger	Module Assemblies	7 mm	Male / Male	78 Ohms	750 MHz	Compression	Panel			0.085 in Coax
	Multi-Port Connectors	1.65/6	Male / Male	78 Ohms, 124 Ohms	850 MHz	Crimp	Right Angle			0.085 in Semi-Rigid
	Panel Receptacles	7/16	Pin	80 Ohms	900 MHz	Edge Mount	Tea			0.086 in Coax
Adafruit	PCB Connectors	4.1/9.5	Pin (Male)	100 Ohms	1 GHz	End Launch	Vertical			0.141 in Coax
Amphenol	PCB Receptacles	1.02/3	Plug	-	1.2 GHz	Female Contact				0.141 in Semi-Rigid
Anaren	Power Dividers	1.02/3 CS0	Plug (Male)	Non-Constant	1.4 GHz	Fiat Tab				0.141 in Semi-Rigid
API Technologies	Single Port Connectors	1.35	Plug (RP - Female)		1.5 GHz	PCB - Surface Mount				1/4 in Helical
Airtsyn Embedded Technologies	Switches	1553	Socket		2 GHz	PCB - Through Hole				3/8 in H
Avx	Washers	-	Socket (Female)							1/2 in Annular

Reset All | Apply Filters

if coaxial connectors

In Stock Active RoHS Compliant

Normally Stocked New Products

Buy Selected | Compare Selected (up to 20) | Download Table (CSV)

Select	Image	Part #	Mfr.	Description	Datasheet	Availability	Pricing (USD)	Qty.	RoHS	ECAD Model	Product	RF Series	Gender	Impedance	Maximum Frequency	Termination Style
<input type="checkbox"/>		Mfr. Part # R201L00010W Mouser Part # 501-R201L00010W	Radiall	RF Connectors / Coaxial Connectors SMP4-LOCK RCPFT FOR PCB LIMITED DETENT	Datasheet	250 In Stock	1: \$112.85 5: \$109.51 10: \$106.20 25: \$102.88 50: View	Min: 1 Mult: 1		Build or Request PCB Footprint or Symbol	Panel Receptacles	SMP	Pin (Male)	50 Ohms	65 GHz	Solder
<input type="checkbox"/>		Mfr. Part # TC-240-SM-RA-SS-D Mouser Part # 523-TC-240-SM-RA-SSD	Amphenol Times Microwave Systems	RF Connectors / Coaxial Connectors SMA-Male (plug) crimp right angle connector	Datasheet	279 In Stock	1: \$19.85 10: \$18.42 25: \$16.53 50: \$16.04 100: View	Min: 1 Mult: 1		Build or Request PCB Footprint or Symbol		SMA	Plug (Male)			
<input type="checkbox"/>		Mfr. Part # 603052 Mouser Part # 523-603052	Amphenol Scapex	RF Connectors / Coaxial Connectors ENSEMBLE COAX FEMALE T12 75 OHMS	Datasheet	50 In Stock	1: \$167.99 10: \$125.98 100: \$110.24 500: View	Min: 1 Mult: 1		Build or Request PCB Footprint or Symbol	Contacts	Coaxial	Jack (Female)	75 Ohms		Crimp
<input type="checkbox"/>		Mfr. Part # 1056462-1 Mouser Part # 571-2837-7388-02	TE Connectivity	RF Connectors / Coaxial Connectors PLUG R/A COAXIAL	Datasheet	1,000 In Stock	1: \$12.21 10: \$11.09 25: \$9.98 100: \$9.43 250: View	Min: 1 Mult: 1		3D Model	Connectors	SMA	Plug (Male)	50 Ohms	12.4 GHz	Solder
<input type="checkbox"/>		Mfr. Part # 1052565-1 Mouser Part # 571-1052565-1	TE Connectivity	RF Connectors / Coaxial Connectors 2052 1618 00	Datasheet	398 In Stock	1: \$15.53 10: \$14.12 25: \$12.71 100: \$12.00 250: View	Min: 1 Mult: 1		3D Model	Connectors	SMA	Jack (Female)			
<input type="checkbox"/>		Mfr. Part # SMP-MSSB-PCT-5T Mouser Part # 523-SMP-MSSB-PCT-5T	Amphenol RF	RF Connectors / Coaxial Connectors RF Connector SMP 5x 50 Ohm Tape and Reel	Datasheet	547 In Stock	1: \$6.15 10: \$5.17 100: \$4.92 250: \$4.31 500: View	Min: 1 Mult: 1		Build or Request PCB Footprint or Symbol	PCB Connectors	SMP	Jack (Female)	50 Ohms		Solder
<input type="checkbox"/>		Mfr. Part # 1051052-1 Mouser Part # 571-2006-5013-00	TE Connectivity	RF Connectors / Coaxial Connectors JACK STR COAX CABLE	Datasheet	66 In Stock	1: \$38.74 5: \$36.65 10: \$34.97 25: \$33.51 50: View	Min: 1 Mult: 1		3D Model	Connectors	SMA	Jack (Female)	50 Ohms	12.4 GHz	

USABILITY AT THE CATEGORY

RF CONNECTOR LISTING FROM MWC - 1,960 PARTS

The available information and functionality is equivalent to Mouser with a much cleaner and intuitive design. Includes a well marketing message at the top of the page and easily fits . . . within standard 1100px screen width.

I WOULD ARGUE A >3-5X IMPROVEMENT IN USABILITY AS COMPARED TO MOUSER

Search Filter

Clear X Apply

Shop By Manufacturer Name

All

Connector A Series

Connector A Gender

Orientation

Mounting Type

Cable Termination

Cable Type

Connector Style

Clear X Apply

Home / RF Connectors / Products

RF Connector Products

IN STOCK FOR SAME DAY SHIPMENT




	Image	Part No	Qty in Stock	Price Range	PDF	Connector Series	Connector Gender	Orientation	Connector Style	Cable Type	Cable Termination	Mounting Type
BUY RFQ		SV Microwave SF2906-6002	19883	\$3.11 - \$3.78		SMA	Male	Straight	Cable	.085	Solder	Cable
BUY RFQ		Corning Gilbert A014-D11-02	14782	\$9.30 - \$15.52		GPO	Female	Straight	Cable	.085	Solder	
BUY RFQ		TE Connectivity 2052 1201 02	9050	\$5.67 - \$7.75		SMA	Female	Straight	Receptacle			Flange
BUY RFQ		TE Connectivity 2001 5032 02	7838	\$3.70 - \$5.05		SMA	Male	Straight	Cable	RG405	Solder	
BUY RFQ		Huber + Suhner Inc 11 MMCX-50-1-1/1110H	7665	\$2.17 - \$4.00		MMCX	Male	Straight	Cable	RG178	Crimp	
RFQ		Delta Electronics Mfg 1301-094-G003-001	6654			SMA	Male	Straight	Cable	.085	Solder	
RFQ		Radiall 7405-1821-102	6604			SSMB	Female	Right Angle	Cable	RG178	Crimp	
BUY RFQ		TE Connectivity 2001 5032 00	6197	\$3.62 - \$4.94		SMA	Male	Straight	Cable	RG405	Solder	
BUY RFQ		Corning Gilbert A015-B71-01	5997	\$25.61 - \$46.57		GPO	Female	Right Angle	Cable	.047	Solder	
RFQ		Corning Gilbert A010-L14-02-T	5056			GPO	Male	Straight	Receptacle			PCB Mount
RFQ		Delta Electronics Mfg 1301-031-G003-006	4471			SMA	Male	Straight	Cable	.141	Solder	
BUY RFQ		Delta Electronics Mfg 1003-017-A00E-007	4301	\$14.64 - \$56.71		BNC	Male	Straight	Cable	RG58	Crimp	
BUY RFQ		Huber + Suhner Inc 85 MMCX-S50-0-55/1190M	4071	\$1.80 - \$1.97		MMCX	Female	Straight	Receptacle		Solder	PCB Mount
RFQ		Radiall 8146-8521-075	3364					Straight	Cable	TFC 2545		PCB Mount
BUY RFQ		Corning Gilbert B012-P95-01	3348	\$18.51 - \$38.11		GPPO	Male	Straight	Receptacle			PCB Mount

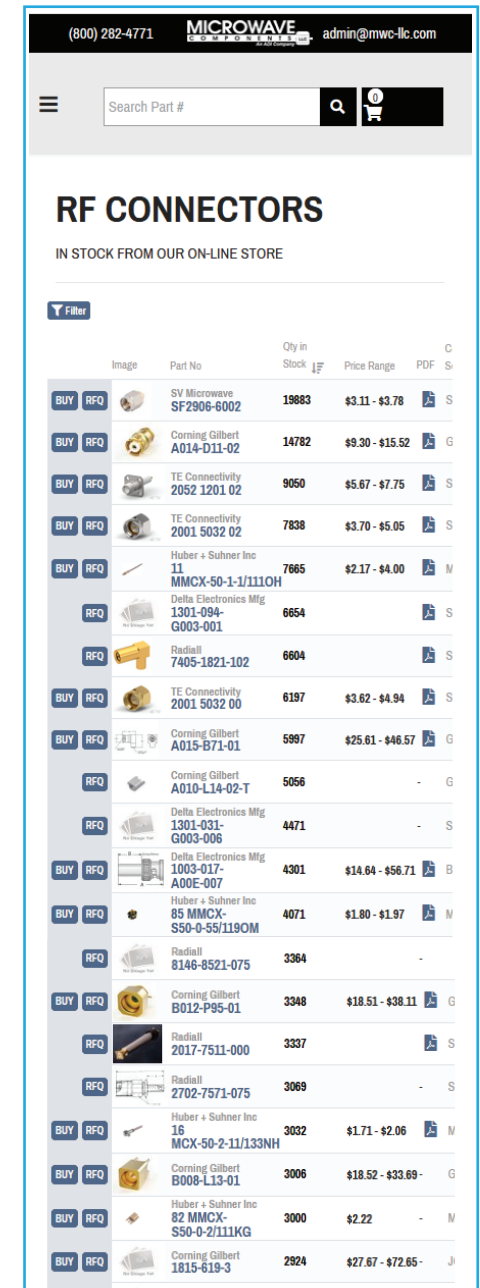
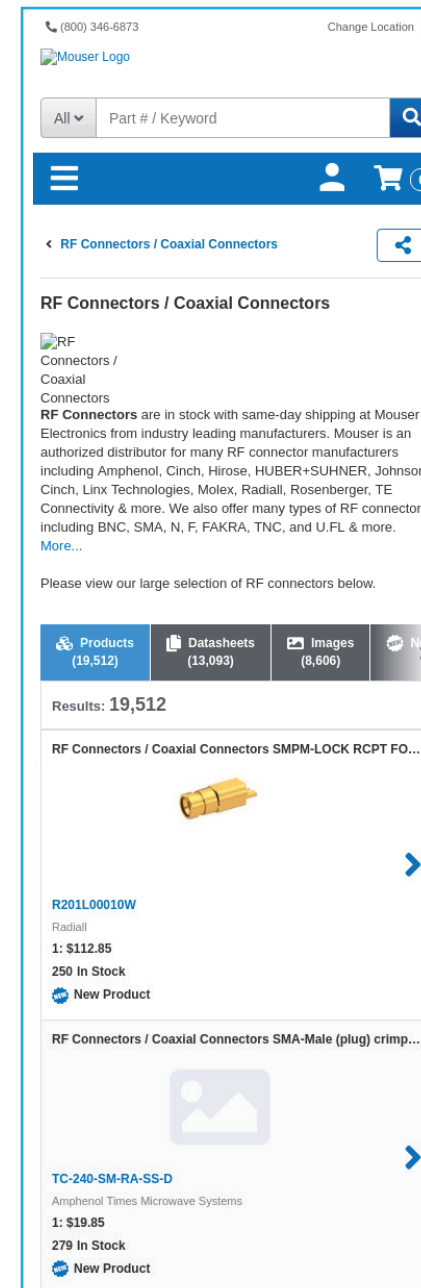
USABILITY AT THE CATEGORY

MOBILE VIEW

Mouser's usability on a mobile platform falls off greatly. The search filter is no longer present and you are left with an unsorted / unfiltered list of parts, which is not helpful to browse for a solution.

DISTiMAN's filter function is tucked into an expandable button, and all the fields are still present, just going off the screen to the right and viewable by scrolling, or tilting the phone horizontally.

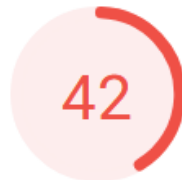
I WOULD ARGUE A >10X IMPROVEMENT IN USABILITY AS COMPARED TO MOUSER



CATEGORY COMPARISON

MOUSER (2,670 PARTS) VS. DISTIMAN (2,360 PARTS)

PER GOOGLE PAGE INSIGHTS DISTIMAN SCORES 11.9% BETTER OVERALL AND 1.6 SECONDS FASTER TIME TO INTERACTIVE



https://www.mouser.com/Semiconductors/Integrated-Circuits-ICs/Embedded-Processors-Controllers/Microprocessors-MPU/_/N-a86qz

■ First Contentful Paint	1.2 s	▲ Time to Interactive	4.9 s
▲ Speed Index	2.6 s	▲ Total Blocking Time	460 ms
▲ Largest Contentful Paint ■	4.1 s	● Cumulative Layout Shift ■	0.012



<https://mwc-llc.com/category/rf-connectors>

▲ First Contentful Paint	3.2 s	■ Time to Interactive	3.3 s
▲ Speed Index	4.0 s	● Total Blocking Time	100 ms
▲ Largest Contentful Paint ■	3.9 s	■ Cumulative Layout Shift ■	0.107

NOTE:

(1) Mobile performance is equal.

(2) DISTIMAN offers an option for Cloud Army optimization with Sucuri Content Delivery Network (CDN) that would improve these page load speeds by 40% (typical) for an additional \$250 per month.

EASE OF MANAGEMENT

LET YOUR PRODUCT MANAGERS DESIGN THE TABLES / FILTERS

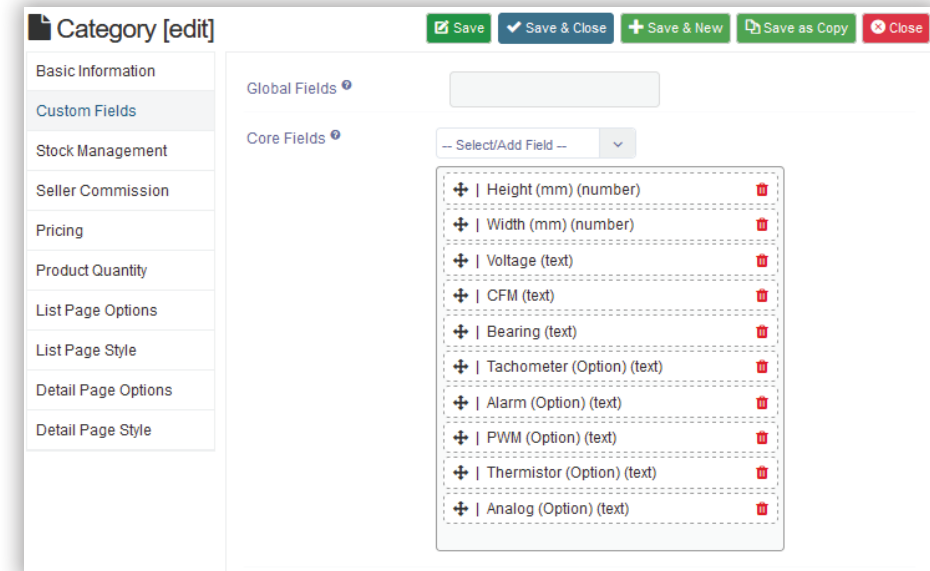
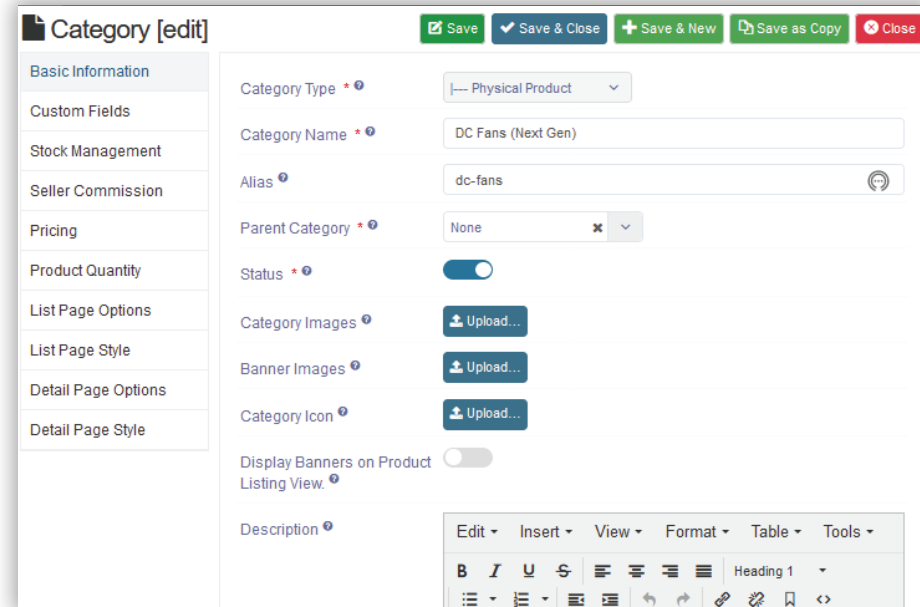
Mouser's category listing failed because their **design process is too far removed from their product managers**. Crippling the ability for PM's to directly manage their layouts.

DISTIMAN **one-click editing of categories** empowers product managers an ability to directly design categories themselves. They can easily configure the marketing message above and below selection tables, which columns and filters display and more. 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 GREATLY IMPROVED USABILITY



PRODUCT PAGES USABILITY

Two trains of thought on display here, Every possible bit of information with cross-selling features versus just the right information. These are design decisions and content availability limitations, not a limitation of the platform.

MOUSER TAKES THE WIN HERE BECAUSE THEY INVESTED MORE INTO CONTENT ... BUT THE CAPABILITY IS EQUIVALENT


DISTIMAN offers multiple tabs for information, videos, images, downloads, related products, etc. . . .

Speed test comparison is not fair to Mouser as they are pulling related products, customer's also bout content (below what is currently shown on this page).

All Products > Connectors > RF Interconnects > RF Connectors / Coaxial Connectors > Amphenol / SV Microwave 2911-40023 See an Error?

[Return to Search Results](#)

2911-40023



Mouser #: 523-2911-40023
Mfr. #: 2911-40023
Mfr.: Amphenol / SV Microwave
Customer #:

Description: RF Connectors / Coaxial Connectors SMA Male Normmag Conn for 08S cable
Lifecycle: New Product: New from this manufacturer.
Datasheet: [2911-40023 Datasheet \(PDF\)](#)
ECAD Model: [Build or Request PCB Footprint or Symbol](#)
Download the free Library Loader to convert this file for your ECAD Tool. Learn more about ECAD Model.
More Information [Learn more about Amphenol / SV Microwave 2911-40023](#)

Compare Product [Add To Project](#) | [Add Notes](#)

In Stock: 45

Stock: 45 Can Ship Immediately
Factory Lead-Time: 11 Weeks

Enter Quantity: Minimum: 1 Multiples: 1 [Buy](#)

Pricing (USD)

Qty.	Unit Price	Ext. Price
1	\$70.35	\$70.35
6	\$68.27	\$341.35
10	\$66.20	\$662.00
25	\$64.13	\$1,603.25
60	\$59.99	\$3,599.50
100	\$56.69	\$5,669.00
250	Quote	

Order in the next 08:17:00 to ship today. [Shipping Details](#)


NEWEST PRODUCTS AMPHENOL

- Pre-Tinned PCB Connectors**
Offers a 50Ω impedance rating, 400MHz frequency, and 500Vrms electric withstanding voltage. [Learn More](#)
- Non-Magnetic RF Connectors**
Provides high performance, reliable solutions for a variety of applications. [Learn More](#)
- 2.92mm Right Angle Connectors & Cable Assemblies**
Features a 50Ω impedance rating and DC to 40GHz maximum frequency range. [Learn More](#)
- Right Angle SMA Connector & Assembly**
Offers true broadband 40GHz performance and a space saving design. [Learn More](#)
- LMR Cables**
Flexible, low loss 50Ω coaxial communication cables designed for use in wireless communications. [Learn More](#)

Specifications

Product Attribute	Attribute Value	Search Similar
Manufacturer:	Amphenol	<input type="checkbox"/>
Product Category:	RF Connectors / Coaxial Connectors	<input checked="" type="checkbox"/>
Roll #:	Details	
Product:	Cable Connectors	<input type="checkbox"/>
RF Series:	SMA	<input type="checkbox"/>
Gender:	Plug (Male)	<input type="checkbox"/>
Impedance:	50 Ohms	<input type="checkbox"/>
Maximum Frequency:	12 GHz	<input type="checkbox"/>
Termination Style:	Cable	<input type="checkbox"/>
Orientation:	Straight	<input type="checkbox"/>
Polarity:	Normal	<input type="checkbox"/>
Mounting Type:	Cable	<input type="checkbox"/>
Cable Type:	0.047 Flexible Coax	<input type="checkbox"/>
Body Material:	Beryllium Copper	
Body Style:	Straight	
Contact Plating:	Gold	
Frequency:	0 Hz to 12 GHz	
Brand:	Amphenol / SV Microwave	
Contact Material:	Beryllium Copper	
Mounting Style:	Free Hanging	
Body Finish:	Gold over Copper	
Coupling Mechanism:	Threaded	
Mating Cycles:	500 Cycles	
Maximum Operating Temperature:	+ 165 C	
Minimum Frequency:	DC	
Minimum Operating Temperature:	- 65 C	

Home / RF Coaxial Connectors / SF2906-6002



[DATASHEET: SF2906-6002.pdf](#)

SV Microwave
SF2906-6002

SPECIFICATIONS:

Connector Series: SMA
Connector Gender: Male
Orientation: Straight
Connector Style: Cable
Cable Type: Cable
Cable Termination: Solder
Mounting Type: Cable

INVENTORY: 19883 AVAILABLE

QUANTITY: [Increment of 1](#)

[ADD TO CART](#) \$3.78

Pricing:

1 or above **\$3.78**
10 or above **\$3.60**
50 or above **\$3.43**
100 or above **\$3.27**
2500 or above **\$3.11**

[REQUEST QUOTE](#)

CONFIGURATOR TOOLS!

ON A BASIC INEXPENSIVE WEBSITE!?!?!

Some products have so many options that listing them in a table is problematic. It simply is not possible to create part numbers for custom cable assemblies considering the numerous options for cable, two connectors, armor and mounting with unlimited lengths.

DISTIMAN's configure tool can build a part quickly and easily instead of navigating through thousands of individual part numbers.

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 tens of thousands of possible listings.

ONE CONFIGURATION VERSUS TENS OF THOUSANDS OF PARTS

The screenshot shows the website for MICROWAVE COMPONENTS LLC, An ADI Company. The page is titled "IW Microwave Configurable Cable Assemblies". It features a navigation bar with "Home", "Products", "About", and "Contact" links, along with a search bar and a shopping cart icon. The main content area includes a product image of several cable assemblies, a "REQUEST QUOTE" button, and a "Download Datasheet" button with a PDF icon. Below the image, there is a section titled "USE THE CONFIGURATOR BELOW TO BUILD YOUR CABLE ASSEMBLY" which contains a form with dropdown menus and input fields for configuring a part number. The configured part number is "S J S - RF085 1 NX - 300 - S J R". Below the part number, there is an "ADD TO RFQ CART" button. The configurator options are: Connector A (SMA), Type A (Jack), Style A (Straigh), Cable (RF085), Differentiator (Solid c), Option (Fire res), Length (tenths of inch) (300), Connector B (SMA), Type B (Jack), and Style B (Right a). A disclaimer at the bottom states: "* 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 Mouser. We assume product managers are not given direct access and must funnel changes to a developer resource.

Assuming that every additional person involved in the update process increases complexity by a factor of 5, specifically:


- write up the change and submit
- receive, interpret, implement the change
- communicate the change was completed
- look up, review and approve the change
- and maybe repeat with additional corrections

DISTiMAN's **one-click edit** function allows any novice user to directly update content issues as they find it.

ONE-CLICK EDITING MUST BE AT LEAST 5X EASIER

Home / RF Connectors / SF2906-6002

Edit Product in Sellacious Backend



SF2906-6002

SPECIFICATIONS:

Connector Series	SMA
Connector Gender	Male
Orientation	Straight
Connector Style	Cable
Cable Type	.085
Cable Termination	Solder
Mounting Type	Cable

INVENTORY: 19883 AVAILABLE

QUANTITY: 1
Increments of 1

ADD TO CART TOTAL **\$3.78**

Pricing:

1 or above	\$3.78
10 or above	\$3.60
50 or above	\$3.43
100 or above	\$3.27
2500 or above	\$3.11

REQUEST QUOTE

DATASHEET: 2906-6002.pdf

Marketplace SKU: 333CB763FACC6CE

Product Category: RF Connectors

Product Name: SF2906-6002

Parent Product: [dropdown]

Manufacturer: SV Microwave (SV-MICROWAVE)

Product SKU: SF2906-6002

Primary Image: sf2906-6002.jpg

Other Product Images: sf2906-6002.jpg

Attachments: 2906-6002.pdf

SPECIFICATIONS:

Connector Series	SMA
Connector Gender	Male
Orientation	Straight
Connector Style	Cable
Cable Type	.085
Cable Termination	Solder
Mounting Type	Cable

PRODUCT CONTENT

... OR DRAG & DROP IMPORT MAPPING

When you need to update multiple parts, DISTiMAN's import mapping function is extremely useful. Simply one-click export the products you want to update, make your changes and re-import back in to the system.

Have a new spreadsheet? DISTiMAN's import mapping auto-syncs matching headers (regardless of order on the spreadsheet) and then you can "drag & drop" the non-matched fields into the appropriate slots. You can then save your "import map" for re-use again at any time in the future.

E	F	G	H	I	Q	R	S	T	U	V	W	X	Y	Z	AA	
PRODUCT	PRODUCT TITLE	SPEC_97	SPEC_98	SPEC_99	variant_sku	SPEC_82	SPEC_84	SPEC_85	SPEC_86	SPEC_87	SPEC_88	SPEC_89	SPEC_90	SPEC_91	IS	
DC FANS	AGB04020B	40	40	20	X	B	12				9.4-19.8					
DC FANS	AGB04020B	40	40	20	AGB04020 B		12	7.0	13.2	0.08	8000	0.27	9.4	8.9	0.35	33
DC FANS	AGB04020B	40	40	20	AGB04020 B		12	7.0	13.2	0.11	10000	0.33	11.7	14	0.55	40
DC FANS	AGB04020B	40	40	20	AGB04020 B		12	7.0	13.2	0.17	12000	0.41	14.3	20.1	0.79	44
DC FANS	AGB04020B	40	40	20	AGB04020 B		12	7.0	13.2	0.25	14000	0.48	16.8	27.3	1.08	49
DC FANS	AGB04020B	40	40	20	AGB04020 B		12	7.0	13.2	0.41	16000	0.56	19.8	36.6	1.44	53
DC FANS	AGB04028B	40	40	28	X	B	12,24				13.8-24.8					
DC FANS	AGB04028B	40	40	28	AGB04028 B		12	7.0	13.2	0.14	8000	0.4	13.8	11.5	0.46	38
DC FANS	AGB04028B	40	40	28	AGB04028 B		12	7.0	13.2	0.26	9500	0.45	15.9	17.6	0.69	44
DC FANS	AGB04028B	40	40	28	AGB04028 B		12	7.0	13.2	0.35	11000	0.53	18.7	23.4	0.92	51
DC FANS	AGB04028B	40	40	28	AGB04028 B		12	7.0	13.2	0.55	13000	0.67	23.8	33.7	1.32	54
DC FANS	AGB04028B	40	40	28	AGB04028 B		12	7.0	13.2	0.64	15000	0.7	24.8	41.6	1.64	58
DC FANS	AGB04028B	40	40	28	AGB04028 B		24	14.0	26.4	0.1	8000	0.4	13.8	11.5	0.46	38
DC FANS	AGB04028B	40	40	28	AGB04028 B		24	14.0	26.4	0.15	9500	0.45	15.9	17.6	0.69	44
DC FANS	AGB04028B	40	40	28	AGB04028 B		24	14.0	26.4	0.2	11000	0.53	18.7	23.4	0.92	51
DC FANS	AGB04028B	40	40	28	AGB04028 B		24	14.0	26.4	0.27	13000	0.67	23.8	33.7	1.32	54
DC FANS	AGB04028B	40	40	28	AGB04028 B		24	14.0	26.4	0.29	15000	0.7	24.8	41.6	1.64	58
DC FANS	AGB06038B	60	60	38	X	B	12,24				43.1-67.3					
DC FANS	AGB06038B	60	60	38	AGB06038 B		12	7.0	13.2	0.52	8000	1.22	43.1	22.9	0.9	51
DC FANS	AGB06038B	60	60	38	AGB06038 B		12	7.0	13.2	0.68	9000	1.44	50.8	30.1	1.19	54
DC FANS	AGB06038B	60	60	38	AGB06038 B		12	7.0	13.2	1	10000	1.56	55.2	35.8	1.41	57
DC FANS	AGB06038B	60	60	38	AGB06038 B		12	7.0	13.2	1.38	12000	1.91	67.3	52.6	2.07	62
DC FANS	AGB06038B	60	60	38	AGB06038 B		24	14.0	26.4							
DC FANS	AGB06038B	60	60	38	AGB06038 B		24	14.0	26.4							
DC FANS	AGB06038B	60	60	38	AGB06038 B		24	14.0	26.4							
DC FANS	AGB08038B	80	80	38	X	B	12,24,48									
DC FANS	AGB08038B	80	80	38	AGB08038 B		12	7.0	13.2							
DC FANS	AGB08038B	80	80	38	AGB08038 B		12	7.0	13.2							
DC FANS	AGB08038B	80	80	38	AGB08038 B		12	7.0	13.2							
DC FANS	AGB08038B	80	80	38	AGB08038 B		24	14.0	26.4							
DC FANS	AGB08038B	80	80	38	AGB08038 B		24	14.0	26.4							
DC FANS	AGB08038B	80	80	38	AGB08038 B		24	14.0	26.4							

The screenshot shows the Sellacious import mapping tool. On the left is a sidebar with navigation options: Dashboard, Shop, Transactions, User Profile, Categories, Messages, Additional attribute, Reporting, Import Utility, Languages, Settings, and Distiman. The main area displays a mapping grid with source fields on the left and target fields on the right. A blue circle highlights the 'variant_sku' field in the source list, which is being mapped to the 'Pa' field in the target list. Other fields include 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. At the bottom, there are buttons for 'Start Import' and 'Cancel Import', and a 'Save Mapping as New Template' button.

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

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

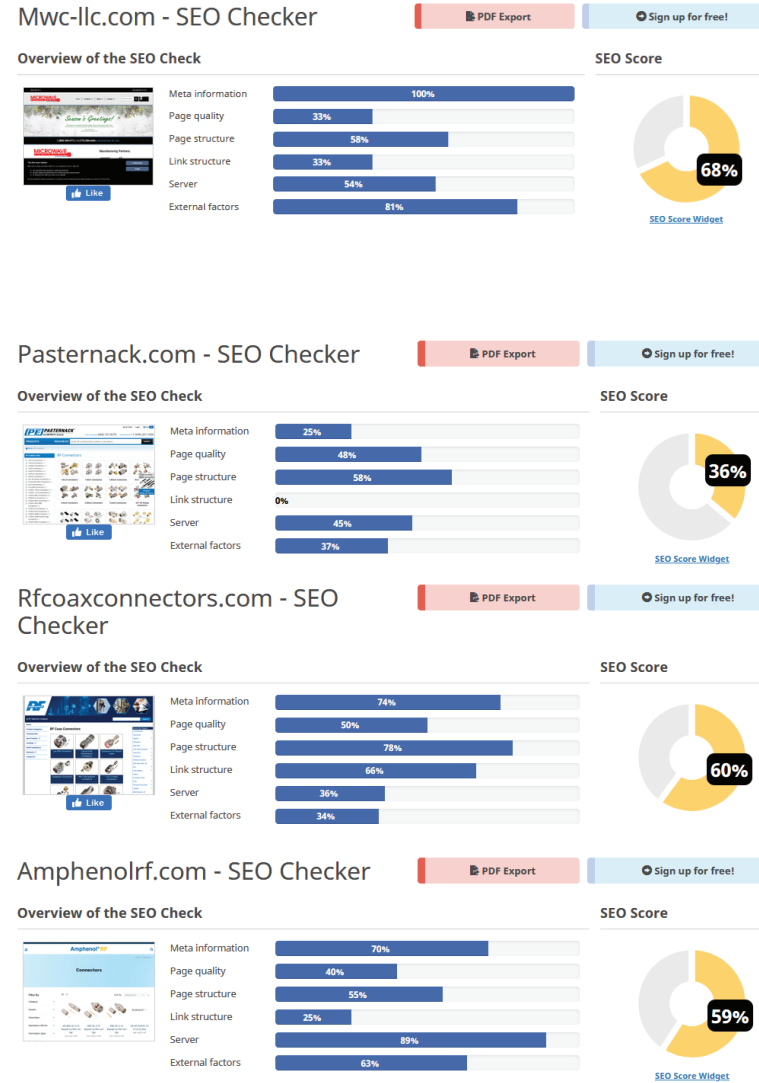
STACKED AGAINST OTHER RF CONNECTOR COMPANIES

We are not testing SEO against Mouser for two reasons, one their focus is not the same as MWC and technically we can't, as Mouser blocks robots from crawling their site making it impossible to run such a test.

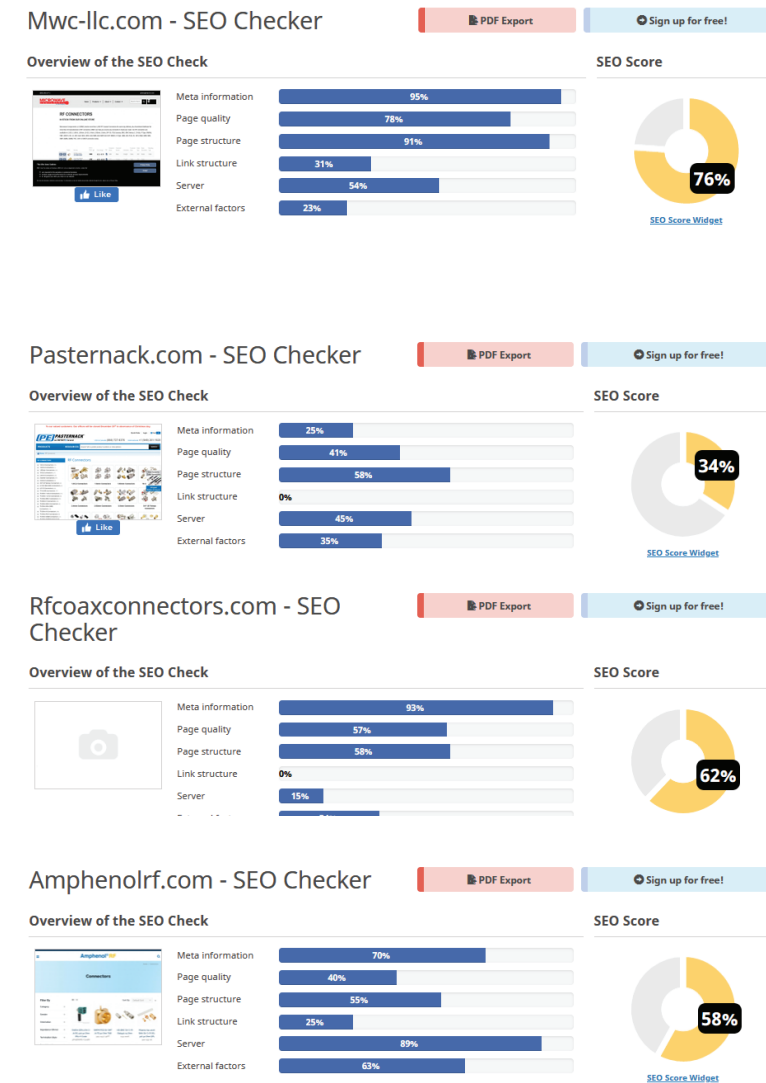
For an accurate Test of on-page Search Engine Optimization, we are comparing MWC / DISTIMAN against to Google competitors of similar product type.

DISTIMAN HOME PAGE SCORE: 68% vs 36-60%
DISTIMAN CATEGORY PAGE SCORE: 76% vs 34~62%

HOME PAGE



CATEGORY PAGE



IN SUMMARY

DISTIMAN VS. ARROW WEBSITE

FEATURE	ARROW	DISTIMAN	DIFFERENCE
CAPABILITY	Millions of SKUs	Millions of SKUs	Equivalent
HOME PAGE SPEED SCORE			
- DESKTOP	38	57	+34% Improvement
- MOBILE	12	35	+191% Improvement
CATEGORY PAGE SPEED SCORE	42	47	+11.9% Improvement
CONTENT MANAGEMENT EASE OF USE	Likely requires developer support	One-click or Mapped Imports	I would argue >3X easier (desktop) I would argue >10X easier (mobile)
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
SEO CATEGORY SCORE VS COMPETITORS	can't test (robots blocked)	76% vs. 34~62%	