



VS



**WHY A DISTIMAN SITE IS BETTER
THAN NEWARK'S WEBSITE**

INTRODUCTION

THE FACTS BEHIND THIS COMPARISON

I am a content manager hired by APS (Advanced Power Solutions) to populate and design their website using the DISTiMAN website platform. With a shoestring budget and about 40 hours of content & design effort, I launched **advpower.com**.

To prove and qualify my work, I decided to compare it against one of the industry giant websites, Newark Electronics, the 10th largest electronics distributor internationally with over \$1.5 billion in sales and 1,500 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



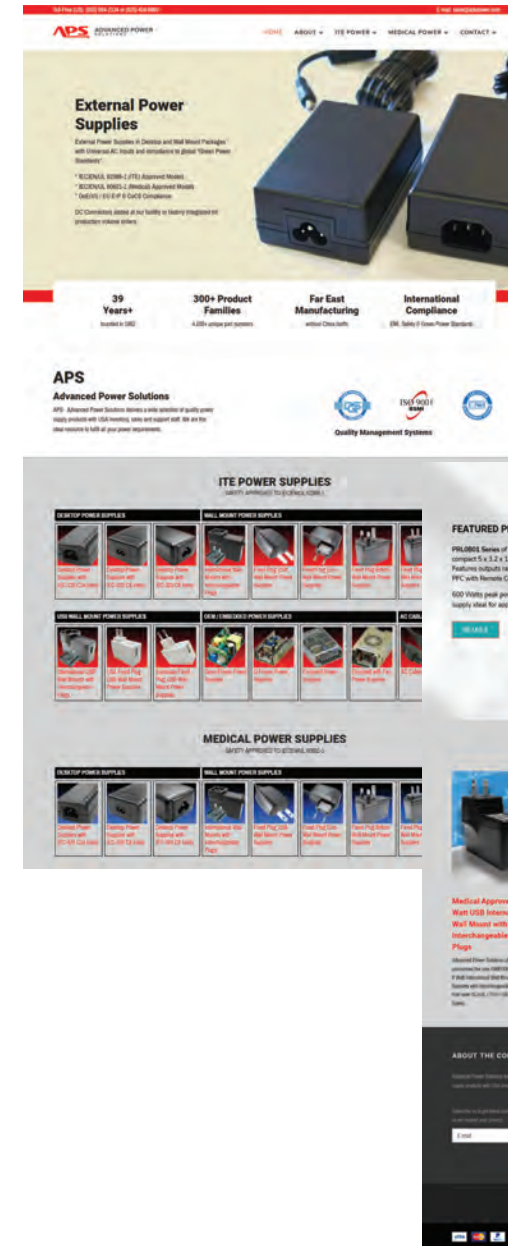
HOME PAGE COMPARISON

USABILITY / DESIGN

Design is a question of personal taste so I will not try to persuade anyone that DISTiMAN's design is better than Newark's.

The purpose of this page to is to demonstrate equivalent elements, content and links.

MY CLAIM IS SIMPLY THAT HOME PAGE USABILITY IS GENERALLY EQUIVALENT



HOME PAGE COMPARISON

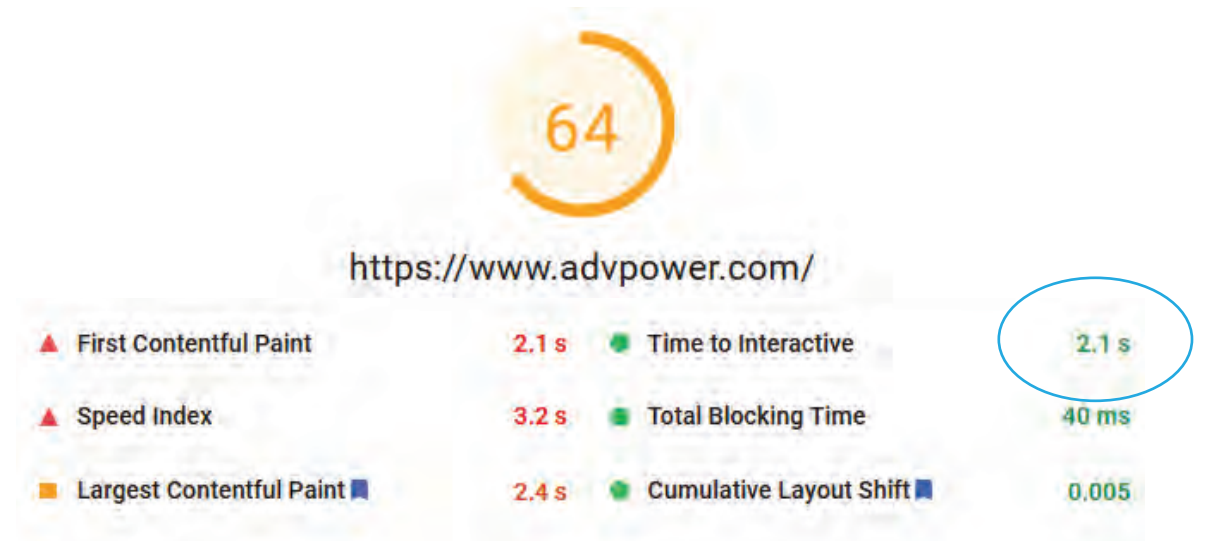
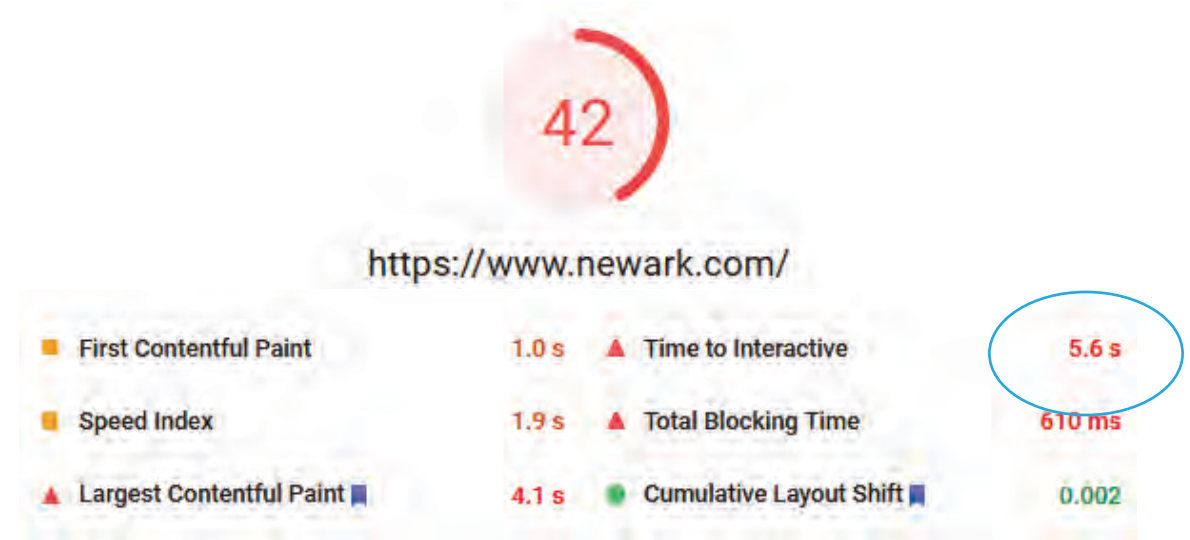
GOOGLE PAGE SPEED INSIGHTS - DESKTOP PERFORMANCE

NEWARKS's speed test rated a score of 42 while DISTiMAN rated a score of 64. DISTiMAN's time to interactive is only 2.1 seconds versus Newark's 5.6 seconds.

A 34% INCREASE OVERALL SPEED SCORE
2.6 X FASTER TO "TIME TO INTERACTIVE"

NOTE:

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



CATEGORY COMPARISON

USABILITY COMPARISON

NEWARK lists individual part numbers versus APS listing by product family. NEWARK is selling on-line while APS has chosen to sell via RFQ's. These distinct differences are design choices.

NEWARK

- Relies heavily on search filter (13 fields scrolling over 3 pages)
- Of the 13 filter fields, only 3-4 are of real value
- The table offers minimal info to elect the right technical solution

APS / DISTIMAN

- The table is so useful that available filter is disabled
- Parts are logically pre-sorted by power / watts
- All columns are sortable with a click of the header
- Primary characteristics listed in the table for quick selection
- Columns are ordered by logical priority for a designing engineer

WE WOULD ARGUE THAT DISTIMAN'S USABILITY IS 3-4 X BETTER FOR A DESIGNING ENGINEER

AC / AC External Plug In Adaptor Power Supplies: 30 Products Found

Filter Applied: Manufacturer: TRIAD MAGNETICS

| Manufacturer Part No | Part No | Description / Manufacturer | Availability | Price Unit | Price | Quantity |
|----------------------|----------|--|--------------------------|------------|--|----------|
| WEA12-000 | 6090001 | AC/AC Power Supply, External 48 Plug In, Fixed, 1 Output, 120 VAC, 8 W, 18 VAC, 500 mA | 17 In stock | Each | 1- \$11.78 5- \$13.31 10- \$14.87 | 1 |
| WEA24-000 | 6090043 | AC/AC Power Supply, Adjustable 24 W, 24 VAC, 1.0 A | 21 In stock | Each | 1- \$19.20 5- \$21.96 10- \$24.72 | 1 |
| WEA18-000 | 6090081 | AC/AC Power Supply, External 48 Plug In, Fixed, 1 Output, 120 VAC, 20 W, 48 VAC, 2.0 A | 5 In stock | Each | 1- \$23.00 5- \$23.00 | 1 |
| WEA24-000 | 65ACR330 | AC/AC Power Supply, Fixed, 2 Output, 120 V, 12 V, 20 W, 24 W, 24 VAC, 1.0 A | 22 In stock | Each | 1- \$29.00 5- \$32.00 10- \$35.00 25- \$16.74 | 1 |
| WEA00-000 | 65ACR331 | AC/AC Power Supply, Fixed, 1 Output, 120 V, 18 W, 9 VAC, 1.2 A | Available for back order | Each | 1- \$16.83 5- \$18.65 10- \$20.47 25- \$16.42 | 1 |
| WEA12-000 | 6090011 | AC/AC Power Supply, External 48 Plug In, Fixed, 1 Output, 120 VAC, 8 W, 18 VAC, 500 mA | 17 In stock | Each | 1- \$17.35 5- \$18.84 | 1 |
| WEA12-000 | 6090040 | AC/AC Power Supply, External 48 Plug In, Fixed, 1 Output, 120 VAC, 20 W, 24 VAC, 8.0 A | 18 In stock | Each | 1- \$21.05 5- \$26.05 10- \$31.05 | 1 |
| WEA12-000 | 6090080 | AC/AC Power Supply, External 48 Plug In, Fixed, 1 Output, 120 VAC, 24 W, 18 VAC, 1.0 A | 18 In stock | Each | 1- \$9.00 5- \$9.99 10- \$9.99 | 1 |
| WEA18-000 | 6090091 | AC/AC Power Supply, External 48 Plug In, Fixed, 1 Output, 120 VAC, 18 W, 18 VAC, 1.0 A | 18 In stock | Each | 1- \$10.00 5- \$11.00 10- \$14.00 | 1 |
| WEA00-000 | 6090004 | AC/AC Power Supply, External 48 Plug In, Fixed, 1 Output, 120 VAC, 8 W, 18 VAC, 500 mA | 18 In stock | Each | 1- \$11.00 5- \$16.73 10- \$9.88 | 1 |
| WEA00-000 | 6090000 | AC/AC Power Supply, External 48 Plug In, Fixed, 1 Output, 120 VAC, 43.2 W, 24 VAC, 1.8 A | 4 In stock | Each | 1- \$36.25 5- \$37.43 | 1 |
| WEA12-000 | 6090040 | AC/AC Power Supply, External 48 Plug In, Fixed, 1 Output, 120 VAC, 20 W, 24 VAC, 8.0 A | 18 In stock | Each | 1- \$17.43 | 1 |

Home | ITE C14 Desktop | Product

ITE External Desktop Power Supplies with C14 Inlets

DoE(V) / EU ErP & CoCs Compliance | IEC/ULEN 62368-1 Safety Approvals

Browse our broad range of ITE Industrial external power supply solutions in desktop packages with IEC-320 C14 Inlets for Class I operation. All our ITE Industrial desk top power supplies feature Universal AC Input, High Efficiencies and reduced no-load power consumption for DoE(V) / EU ErP & CoCs Compliance and are safety approved to IEC/EN/UL 62368-1 Safety standards for use in medical applications. Listed below are our standard models, please contact us to discuss any modification and customization requirements you may have.

| Image | Product | Power (W) | Output Voltage (V) | Output Current (A) | Dimensions (mm) | Weight (kg) | Efficiency (%) | | | |
|-------|--|-----------|--------------------|--------------------|---------------------------|---------------------|-------------------|---------------------|-------|-------|
| | APSU12A ITE C14 Desktop Power Supply | 12 W | 3.3-48 | 1 | 87 x 50.8 x 33.8mm | 3.43 x 2.00 x 1.33" | 0.1 W | 83.1% | | |
| | APSU15A ITE C14 Desktop Power Supply | 15 W | 3.3-48 | 1 | 87 x 50.8 x 33.8mm | 3.43 x 2.00 x 1.33" | <0.1 W | 84.1% | | |
| | GPSU13A ITE C14 Desktop Power Supply | 15 W | 3.3-48 | 1 | 100 x 58.5 x 32.8mm | 3.94 x 2.30 x 1.29" | <0.1 W | 84.1% | | |
| | APSU18A ITE C14 Desktop Power Supply | 18 W | 3.3-48 | 1 | 87 x 50.8 x 33.8mm | 3.43 x 2.00 x 1.33" | 0.1 W | 81.4% | | |
| | GPSU18A ITE C14 Desktop Power Supply | 18 W | 3.3-48 | 1 | 100 x 58.5 x 32.8mm | 3.94 x 2.30 x 1.29" | <0.1 W | 85% | | |
| | HEM20-C14 ITE & Medical C14 Desktop Power Supply | 24 W | 5-24 | 1 | 110 x 58 x 32.3mm | 4.33 x 2.28 x 1.27" | 0.1 W | 90% | | |
| | PA120T1A ITE C14 Desktop Power Supply | 24 W | 3.3-48 | 1 | 85.986 x 50.292 x 34.768 | 3.37 x 1.98 x 1.37" | 0.5 W | 82% | | |
| | GPSU25A ITE C14 Desktop Power Supply | 25 W | 3.3-48 | 1 | 100 x 58.5 x 32.8mm | 3.94 x 2.30 x 1.29" | <0.1 W | 87% | | |
| | APSU25A ITE C14 Desktop Power Supply | 25 W | 3.3-48 | 1 | 87 x 50.8 x 33.8mm | 3.43 x 2.00 x 1.33" | <0.1 W | 87% | | |
| | GPSU25A ITE C14 Desktop Power Supply | 25 W | 3-3 | 5-18 | 12-48 | 5-18 | 107.5 x 67 x 30mm | 4.23 x 2.64 x 1.42" | 0.3 W | 83.3% |
| | MPDU5A ITE C14 Desktop Power Supply | 30 W | 3.3-48 | 1 | 107.5 x 67 x 30mm | 4.23 x 2.64 x 1.42" | <0.3 W | 75% | | |
| | PA120T1A ITE C14 Desktop Power Supply | 30 W | 3.3-48 | 1 | 84.996 x 48.006 x 33.02 | 3.74 x 1.89 x 1.30" | 0.3 W | 75% | | |
| | GPSU40A ITE C14 Desktop Power Supply | 40 W | 3.3-48 | 1 | 100 x 58.5 x 32.8mm | 3.94 x 2.30 x 1.29" | <0.1 W | 87.6% | | |
| | PA140T3A ITE C14 Desktop Power Supply | 45 W | 1-12-48 | 1 | 115.062 x 46.99 x 34.036 | 4.53 x 1.85 x 1.34" | 0.3 W | 86% | | |
| | PA140T3B ITE C14 Desktop Power Supply | 45 W | 1-12-48 | 1 | 115.062 x 46.99 x 34.036 | 4.53 x 1.85 x 1.34" | 0.3 W | 86% | | |
| | HEM50-C14 ITE & Medical C14 Desktop Power Supply | 50 W | 5-48 | 1 | 110 x 58 x 32.3mm | 4.33 x 2.28 x 1.27" | 0.1 W | 90% | | |
| | PA120T1A ITE C14 Desktop Power Supply | 50 W | 1-9-48 | 1 | 106.882 x 54.102 x 30.888 | 4.33 x 2.13 x 1.22" | 0.3 W | 75% | | |
| | GPSU50A ITE C14 Desktop Power Supply | 50 W | 2-3 | 5-28 | 12-48 | 5-28 | 148 x 71.5 x 43mm | 5.78 x 2.97 x 1.69" | 0.3 W | 86% |
| | APSU50A ITE C14 Desktop Power Supply | 50 W | 1-12-48 | 1 | 106.882 x 54.102 x 30.888 | 4.33 x 2.13 x 1.22" | 0.3 W | 75% | | |
| | APSU80A ITE C14 Desktop Power Supply | 80 W | 1-5-48 | 1 | 100 x 58.5 x 32.8mm | 3.94 x 2.30 x 1.29" | <0.1 W | 85% | | |
| | PA120-T1A ITE C14 Desktop Power Supply | 120 W | 2 | 5-48 | 166.826 x 87.056 x 36.088 | 6.60 x 2.84 x 1.42" | 0.3 W | 87% | | |

CATEGORY COMPARISON

NEWARK'S 30 PARTS
VS.
DISTIMAN 21 FAMILIES

PER GOOGLE PAGE SPEED INSIGHTS
DISTIMAN SCORES 21.2% BETTER
3.1 SECONDS FASTER TIME TO INTERACTIVE

41

<https://www.newark.com/c/power-line-protection/power-supplies/ac-ac-external-plug-in-adaptor-power-supplies?brand=triad-magnetics>

| | | | |
|----------------------------|-------|---------------------------|----------|
| ■ First Contentful Paint | 1.0 s | ▲ Time to Interactive | 6.1 s |
| ▲ Speed Index | 2.8 s | ▲ Total Blocking Time | 1,310 ms |
| ■ Largest Contentful Paint | 2.2 s | ■ Cumulative Layout Shift | 0.004 |

52

<https://www.advpower.com/power-supplies/ite-c14-desktops-power-supplies>

| | | | |
|----------------------------|-------|---------------------------|--------|
| ▲ First Contentful Paint | 3.0 s | ■ Time to Interactive | 3.0 s |
| ▲ Speed Index | 3.3 s | ■ Total Blocking Time | 120 ms |
| ▲ Largest Contentful Paint | 3.4 s | ■ Cumulative Layout Shift | 0.001 |

PRODUCT PAGE COMPARISON

USABILITY / INTUITIVE DESIGN COMPARISON

NEWARK's listing includes price and inventory while APS has chosen to sell via RFQ's. These distinct differences are design choices.

NEWARK

- First impression of the Newark page is a little confusing,
- the specs are listed in drop down fields and check boxes
- selecting values in one field disables all the others . . . ???
- Technical docs is below the first page scroll
- Overview is even further below that

APS / DISTIMAN

- Product Family and short description in h1 tag at the top
- Pdf download at the top of the page
- Features below that using SEO keywords
- Primary Specifications below that
- Then a simple table of available parts and RFQ button
- Admittedly, I should spend a few more minutes to improve style

I WOULD ARGUE THAT DISTIMAN'S USABILITY IS 2-3 X BETTER

Home > Power & Line Protection > Power Supplies > AC / AC External Plug In Adapter Power Supplies

WAU12-2000
AC/AC Power Supply, External Plug In, Fixed, 1 Output, 120 VAC, 24 W, 12 VAC, 2 A

TRiAD MAGNETICS
Manufacturer
Manufacturer Part No: WAU12-2000
Newark Part No.: 9640299
Product Range: WAU Series
Technical Datasheet: WAU12-2000 Datasheet
See All Technical Docs

19 In stock [View Stock](#)
Order before 8pm EST Standard Shipping
Same day shipping

\$18.04
Stock Qty: Each
Multiple: 1 Minimum: 1
Quantity: Price
1: \$18.04
3+: \$17.01
Request a quote for higher quantities

Qty: 1 [Add to Cart](#)

Enter Your Part No./Line No. [Add to Favorites](#)

Product Range Selector (WAU Series) [View all from this product range](#)

Output Power: 24W
Output Voltage VAC: 12VAC
Output Current: 2A
Output Connector: Barrel Plug Center Pos.
Input Voltage AC Max: 120VAC
Power Supply Output Type: Fixed

Product Information

Power Supply Approvals: -
 No. of Outputs: 1 Output
 Output Power: 24W
 Output Voltage VAC: 12VAC
 Output Current: 2A
 Plug Type: US

Output Connector: Barrel Plug Center Pos./DIN 2.1mm x 3.5mm x 1.1mm
 Input Voltage AC Max: 120VAC
 Power Supply Output Type: Fixed
 Product Range: WAU Series

Choose and modify the attributes above to find similar products: [Find Similar Products](#)

Technical Docs (5)

[Technical Data Sheet](#)
[Technical Data Sheet](#)
[Product Change Notice](#)

Product Overview

The WAU12-2000 is a 12VAC/24W 1-output mini plug-in Power Supply decrease product design time. This plug-in power source eliminates the need for internal power supply cooling devices, thereby reducing the total level, size and weight of the end product. In addition, these compact power sources keep heat away from sensitive circuits and supply a safer lower output to the end product. All plug-in power sources are completely enclosed to prevent tampering and since they carry many required agency listings, their use aids in getting agency approvals. Offered in a wide range of popular voltages, the plug-in power sources are in AC to AC unregulated models with generous six foot cord lengths and 60Hz.

- Thermoplastic molded enclosure
- Class-2 protection
- -10 to 60°C Operating temperature range
- Double insulated
- 24AWG Output cord
- 4KVDC for one minute Dielectric Isolation

Applications

Power Management

Related Categories

LINEAR POWER SUPPLIES
AC / DC ENCLOSED POWER SUPPLIES
AC / AC EXTERNAL PLUG IN ADAPTOR POWER SUPPLIES
AC / DC EXTERNAL PLUG IN ADAPTOR POWER SUPPLIES
AC / DC OPEN FRAME POWER SUPPLIES
AC / DC DIN RAIL MOUNT POWER SUPPLIES
AC / DC CONVERTERS
AC / DC PCB MOUNT POWER SUPPLIES

Legislation and Environmental

RoHS Compliant: Yes
RoHS Materials Compliant: Yes
SVHC: No SVHC (15-Jun-2020)

Customer Q&A Exchange

Questions [Ask A Question](#)

RemarkTechSupport - 7 years ago
Suggested part number for 2.1mm DC Jack to 2.5mm DC power plug is 36-1833 from Multicomp.

Community

Like to see information about this product from other customers?
[Read Discussions, Blogs, Documents](#) from our community members.
Post a question to one of our experts or start a discussion and get responses from supplier experts and fellow engineers in our community.

Home | ITE C14 Desktop | APSU15A ITE C14 Desktop Power Supplies

APSU15A ITE C14 Desktop Power Supplies

Download: [B PDF/AJAX](#)

Features

- UL (C2M-1) approved desktop power supplies
- FCC (V) compliant desktop power supplies
- CE (EMC) compliant desktop power supplies
- CE (EMC) 2 compliant desktop power supplies

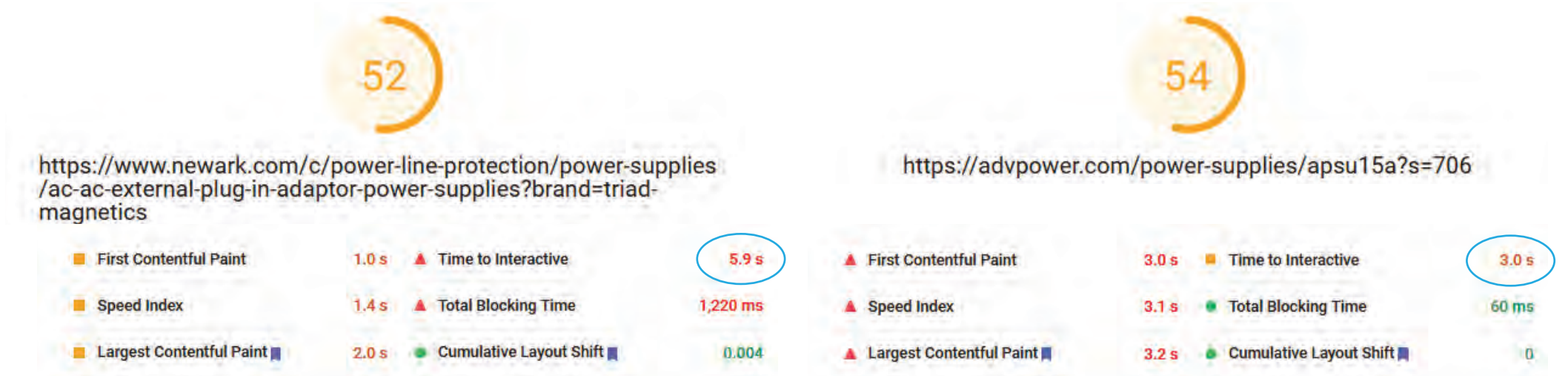
Watts (Connection) 15
Outputs 1
Vs Min 1.5-adj
Dimensions (mm) 87 x 50 x 20mm
Dimensions (inches) 3.43 x 2.00 x 1.18"
No Load Power Efficiency >81%

| Part No. | Vs Min | Vs Output Range | Vs Output Current | Efficiency | No Load Power | RFQ |
|-----------|--------|-----------------|-------------------|------------|---------------|---------------------|
| APU004-6 | 3.3V | (1-4V) | 3.40-3.44 A | 76.1% | -0.1W | RFQ |
| APU004-5 | 5V | (1-4V) | 2.79-3.04 A | 78.1% | -0.1W | RFQ |
| APU004-01 | 7.5V | (1-4V) | 2.20-3.04 A | 81% | -0.1W | RFQ |
| APU004-2 | 5V | (1-0.5V) | 1.80-3.04 A | 81.1% | -0.1W | RFQ |
| APU004-1 | 2.5V | (1-0.5V) | 1.20-3.04 A | 81.1% | -0.1W | RFQ |
| APU004-4 | 3.3V | (1-0.5V) | 1.10-3.04 A | 81.1% | -0.1W | RFQ |
| APU004-3 | 5V | (1-0.5V) | 0.80-3.04 A | 81.1% | -0.1W | RFQ |
| APU004-8 | 3.3V | (1-0.5V) | 0.75-3.04 A | 81.1% | -0.1W | RFQ |
| APU004-7 | 2.5V | (1-0.5V) | 0.50-3.04 A | 81.1% | -0.1W | RFQ |
| APU004-6 | 5V | (1-0.5V) | 0.40-3.04 A | 81.1% | -0.1W | RFQ |

PRODUCT PAGE COMPARISON

NEWARK VS. APS / DISTIMAN

PER GOOGLE PAGE SPEED INSIGHTS
DISTIMAN SCORES 3.8% BETTER
2.9 SECONDS FASTER TIME TO INTERACTIVE



EASE OF MANAGEMENT

LET YOUR PRODUCT MANAGERS DESIGN THE TABLES / FILTERS

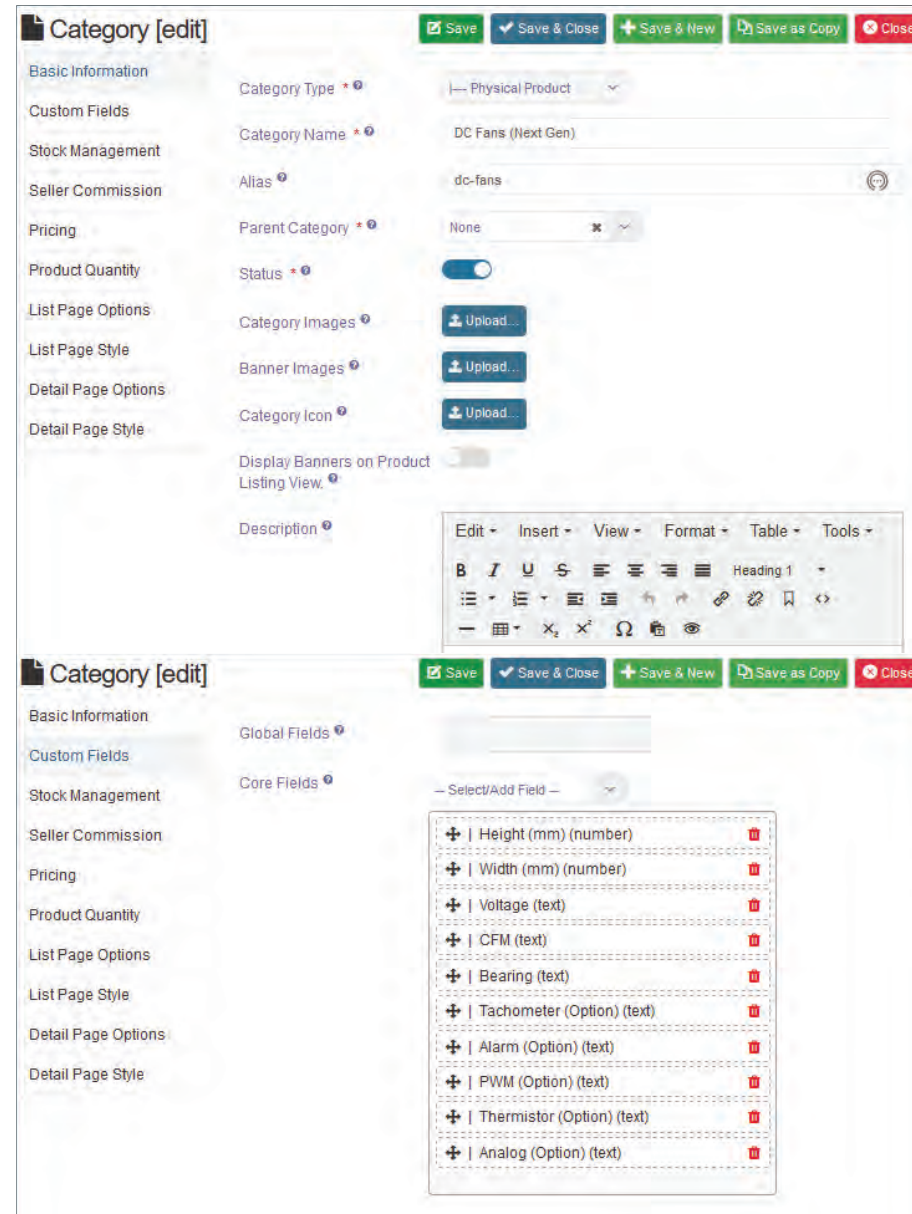
NEWARK's category listing failed because their **design process is likely too far removed from their product managers**. Crippling the ability for PM's to directly manage website category layouts.

DISTIMAN built in **one-click editing of categories** to empower product managers an ability to directly access the design of their categories. One-click opens up the interface shown at right.

BASIC INFORMATION TAB - defines title and header images with a WYSIWYG editor for the description at the top and bottom of each category as well as control of all styles (fonts, colors, borders, backgrounds).

CUSTOM FIELDS TAB - lets the product manager select which fields to display and drag-/drop them into any preferred order.

THIS EASE OF MANAGEMENT IS HOW DISTIMAN OBTAINS SUBSTANTIAL USABILITY IMPROVEMENTS



PRODUCT MANAGEMENT

DEVELOPER INTERACTION VS. ONE-CLICK EDITING

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

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

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

DISTiMAN product pages offer **one-click** editing for any user to directly update / fix content.

ONE-CLICK EDITING MUST BE AT LEAST 5X EASIER

The screenshot shows a product page for the APSU12A ITE C14 Desktop Power Supplies. A blue circle highlights the 'Edit Product in Sellacious Backend' button, with a red arrow pointing to a 'Download: APSU12A.pdf' button. Below the product image, there is a table of specifications and a table of product variants.

Eljintek
APSU12A ITE C14 Desktop Power Supplies

Features

- UL 82368-1 approved desktop power supplies
- DoE(VI) compliant desktop power supplies
- ErP Ready external desktop power supplies
- CoC tier 2 compliant desktop power supplies

| | |
|----------------------------|---------------------|
| Watts (Convection) | 12 |
| Outputs | 1 |
| V1 Nom | 3.3-48 |
| Dimensions (mm) | 87 x 50.8 x 33.8mm |
| Dimensions (inches) | 3.43 x 2.00 x 1.33" |
| No Load Power | 0.1 |
| Efficiency | 83.1 |

| Part # | V1 Nom | V1 Setpoint Range | V1 Output Current | Efficiency | No Load Power | RFQ |
|-------------|--------|-------------------|-------------------|------------|---------------|-----|
| APSU12A-0 | 3.3 V | { 3-5 V } | 2.00-1.20 A | 75 % | <0.1 W | RFQ |
| APSU12A-1 | 5 V | { 5-8 V } | 2.00-2.00 A | 79.9 % | <0.1 W | RFQ |
| APSU12A-1.1 | 7.5 V | { 5-8 V } | 0.00-1.50 A | 85.1 % | <0.1 W | RFQ |

Marketplace SKU 333CB763FACC6CE

Product Category RF Connectors

Product Name SF2906-6002

Parent Product

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. Our one-click export file can get you started, or use your own spreadsheet.

When ready to import, DISTiMAN's import mapping auto-syncs matching headers to the system, regardless of order on the spreadsheet. Non-matched fields can simply be "dragged" into the appropriate places, called "Import Mapping". You can then save your "import map" for re-use again at any time in the future.

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

The image shows a spreadsheet at the top and a web application interface below it. The spreadsheet has columns labeled E through AA and rows of product data including 'PRODUCT', 'PRODUCT_TITLE', 'SPEC_97', 'SPEC_98', 'SPEC_99', 'variant_sku', 'SPEC_82', 'SPEC_83', 'SPEC_84', 'SPEC_85', 'SPEC_86', 'SPEC_87', 'SPEC_88', 'SPEC_89', 'SPEC_90', 'SPEC_91', and 'IS'. The web application interface is a 'selacious' dashboard with a sidebar menu containing 'Dashboard', 'Shop', 'Transactions', 'User Profile', 'Categories', 'Messages', 'Additional attribute', 'Reporting', 'Import Utility', 'Languages', 'Settings', and 'Distiman'. The main content area shows a mapping tool with two columns of fields. 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, which is being mapped from the 'SPEC_103_TYPE' field in the left column. At the bottom of the interface, there are buttons for 'CACHE', 'AUTO FIX', 'DOCUMENTATION', 'SUPPORT', 'Start Import', and 'Cancel Import', along with 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.

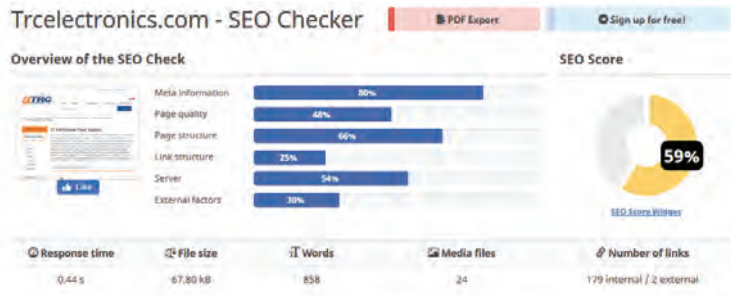
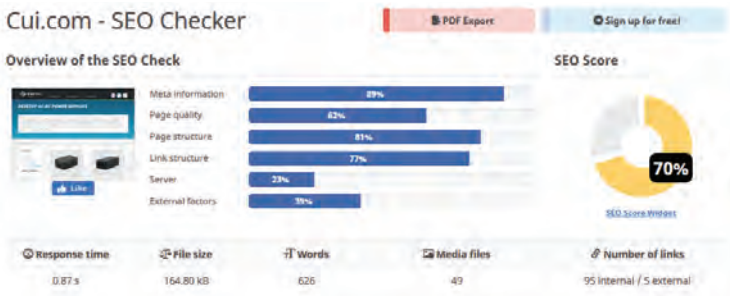
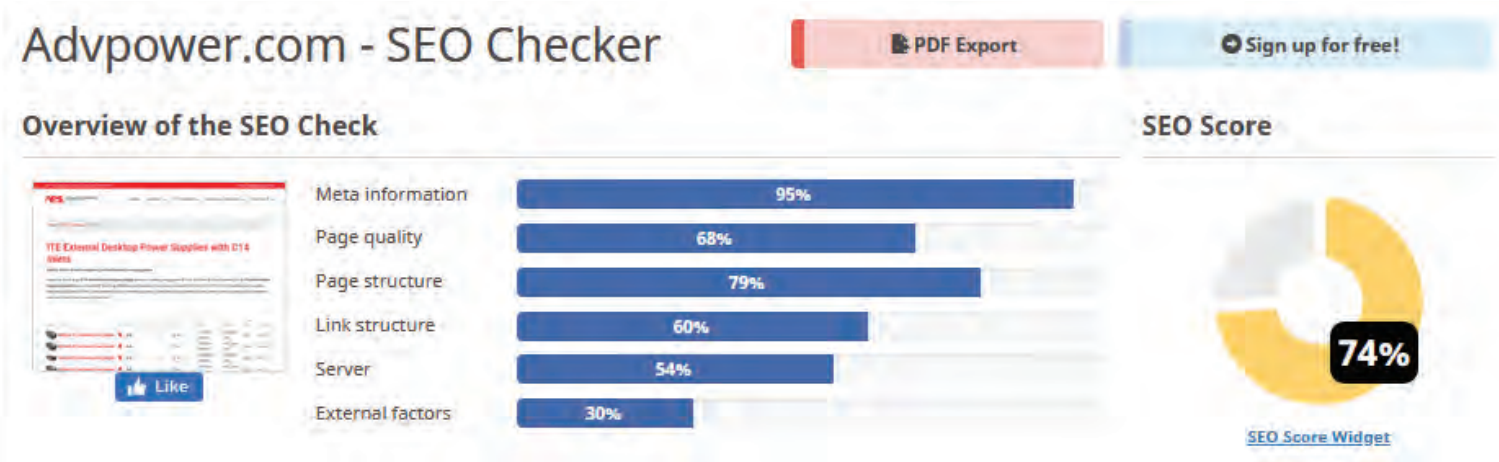
PERIODIC TABLE OF SEO FACTORS

| | | | | | | |
|--|--|--|--|--|---|---|
| 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 | Voi VOICE Say hi to Alexa, Google, Siri. EMERGING VERTICALS | Au +3 AUTHORITY Authority is everything. Cover links, shares and other signals. TRUST | Va +3 VALUE Seek links from trusted, quality websites. LINKS | Co +2 COUNTRY Consider the country of your searcher. USER |
| 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 | Img IMAGE Photos, illustrations are rising in the SERP. EMERGING VERTICALS | En +2 ENGAGEMENT Visitors should spend time with your pages, not bounce. TRUST | Ac +2 ANCHORS Seek links from pages that use similar keywords. LINKS | Lo +2 LOCALITY Consider the region of your searcher. USER |
| 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 | Loc LOCAL Listings, reviews, maps and more EMERGING VERTICALS | Re +1 REPUTATION Sites operating the same way for years carry weight. TRUST | Ba +1 BACKLINKS The more high-quality links, the better. LINKS | Ux +2 USER EXPERIENCE Experience matters more every day. USER |
| 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 | Vid VIDEO Searchers are looking for live action. EMERGING VERTICALS | | | Hs +1 HISTORY Consider how regularly someone has visited your site. USER |
| 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 | | | | In +1 INTENT Consider why someone is conducting a specific search. USER |
| 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 EXTERNAL DESKTOP POWER SUPPLY MANUFACTURERS

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



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 | Likeley 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 |
| SEO SCORE VS COMIETITORS | and ongoing | Assuming >\$1M+ | \$750 per Month 95% savings Estimate well |
| TIME | Months? / Years? >3 Million parts | One person < 100 hrs ~13,000 parts | Estimate well over |