

- Best ways to maximize this handout.**
    - Each checkbox represents an opportunity for the company under which the task is listed.
    - Review tasks listed for other companies so that you can too learn how to benefit.
    - Send Doug an email to [dougdevitre@gmail.com](mailto:dougdevitre@gmail.com) in order to get this list sent by email along with the PDF of the annotations to see what everyone else is doing.
    - Call 314.496.5973 to talk directly with Doug or schedule a conversation screen to screen.
- 

**Flexible Electrical Wiring Conduits & Stripwound Hose - Mattoon, Illinois - ANAMET Electrical, Inc.**

- Consider adding more dramatic home page with strong value proposition.
- Consider adding menu labels to menu bar in addition to menu button.
- Sales representative locator homepage has Hawaii as default with no location. Consider adding most popular state as default.

<http://www.anacondasealtite.com/index.html>

ANAMET Electrical, Inc. provides a broad range of wiring conduits for military, nuclear, and commercial industries and is the leading supplier of SEALTITE® flexible liquid-tight Electrical wiring conduits.

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**Hamilton Casters and Wheels: Heavy Duty, Industrial: Custom Engineering**

- Consider switching to a mobile responsive website template.
- Add the click to callphone button to the homepage for sales and customer support.
- Consider adding case studies, example customer uses, and practical applications using video.

<http://www.hamiltoncaster.com/>

Hamilton Caster is your source for heavy duty industrial casters, stainless steel casters, pneumatic casters, caster wheels and polyurethane wheels.

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**Home - Lewis Tree Service | Vegetation Management Services**

- Consider adding case studies, example customer uses, and practical applications using video.
- Consider creating a video tutorial of how the intelligent vegetation management system works.
- Consider adding an Instagram hashtag picture widget to demonstrate before and after service response.

<http://www.lewistree.com/>

Lewis Tree Service is a leading provider of utility vegetation management services including tree trimming along power lines, clearing pipeline right of ways and storm emergency response services.

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**Prime Equipment Group, Inc.**

- Consider an Amazon like shopping cart with product videos.

- Consider updating the meta-tags for better SEO optimization.
- Consider adding frequently-used links to the footer with privacy policy, terms of condition, and address linked to Google map.

<http://www.primeequipmentgroup.com/en/>

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- Home | Woods Powr-Grip
  - Consider enabling click to call on phone number located inside header.
  - Consider A/B testing product pages to improve conversion and user-experience.
  - Consider adding suggestive search to input fields.

<http://www.wpg.com/>

Powr-Grip® Vacuum Lifters aren't Just Suction Cups! Since 1964, Wood's Powr-Grip has provided innovative equipment which uses vacuum to lift, hold, and position nonporous materials, including glass, plastics, engine valves, sheet metal, stone slabs, and appliances. We offer a broad range of hand-held vacuum cups, vacuum mounting cups and below-the-hook vacuum lifters to make material handling easier!

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- Accuform® Safety Signs, Safety Tags, and Safety Labels
  - Consider improving the user experience on the navigation menu for mobile
  - Switch to mobile responsive website template to correct formatting, alignment, and link accessibility.
  - Improve the user-experience of the virtual catalog from mobile.

<http://www.accuform.com/>

Accuform - Safely Made in USA - Fast and easy purchase of stock and custom Safety Signs and more. Free Shipping on qualified orders.

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- Carus Group
  - Consider conducting a tree jacking experiment to simplify the text version of your site structure.
  - Consider adding online chat to increase sales and customer service support responsiveness.
  - Add business contact information with links to the footer so they are accessible from every webpage.

<http://www.caruscorporation.com/>

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- Clipper
  - Consider changing copy and header to focus more on customer outcomes.
  - Add about page to website to share your competitive advantage in the marketplace with supportive video testimonials from past clients.
  - Consider creating short form video of product demonstrations with the most adorable animals.

<http://www.clipperdist.net/>

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GNP Company

- Consider switching to WordPress one page parallax responsive website for mobile responsive design.
- Consider building an email distribution list sign up that offers announcements, contests, and other value-added content to build loyalty with subscribers.
- Consider conducting social listening campaigns to curate content for social media curation, participation, and engagement.

<http://www.gnpcompany.com/>  
healthy food, families and farms

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Draft Keg Beer Equipment, Taps, Kegerators | Micro Matic USA

- Consider repurposing existing content to build a FREE "How to Serve the Best Beer" course on Udemy or self publish a "How to Serve the Best Beer" book on Amazon.
- Consider creating an interactive app of a bar environment allows customers to design their own configuration with a click to call to action inside the framework.
- Allow prospective customers to participate in live demos conducted using video conference meetings.

<http://www.micromatic.com/>  
Draft Keg Beer Dispensing Equipment. Largest selection of draft beer dispensing systems and kegerators on the web.  
Micro Matic, USA.

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OFD Foods, Inc.

- Consider summarizing the customers value proposition in one sentence in header or "explore the possibilities".
- Consider fixing menu navigation to eliminate unnecessary click to access main pages.
- Consider designing an info graphic for each of the brands which include industry statistics, how customers experience using the product, and economic impact produced from each of the brands.

<http://www.ofd.com/>

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Hospital Isolated Power System - Isolated Power Healthcare | PG LifeLink

- Where appropriate, consider including brief term definition for industry language to be available in pop-up window.
- Add link to the service preparation checklist on the field service menu and where mention in other pages i.e., commissioning and recertification.
- Add existing customer testimonials to most requested products and services (record video if available).

<http://www.pglifelink.com/>  
PG LifeLink offers a complete line of patient safety equipment including Isolated Power Panels, LIMs, Portable Laser/X-Ray Panels & Digital Clocks.

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Commercial Playground Equipment | Inclusion | Child Development

- Create a process for creating video content that demonstrates the latest research, products, programs, and partnerships as content to be shared on pre-determined social media channels.
- Add request a guidebook (and other important calls to action) to the home menu.
- Consider improving the copy and offer for the three call to actions when starting a profile, receiving news, and joining email list.

<http://www.playcore.com/>

PlayCore, a leader in developing programs & education resources, knows the positive benefits of inclusive play. PlayCore is made up of brands that make commercial playground equipment, playground surfaces, site furnishings, fitness equipment, pool equipment, and recreation products.

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### Home | SEM Products

- Considering changing name of EZ Mix app to EZ Mix tool (a mobile site isn't an app).
- Consider adding products testimonials, reviews, and compare prices to move online store.
- Consider adding social share icons to blog posts in order to increase social media engagement.

<https://www.semproducts.com/>

SEM is a leading manufacturer of innovative paints, adhesives and coating products. Our products are developed to exceed your automotive, aerospace and marine repair and refinishing needs.

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### Duct Spacers, Bore Spacers & Nonmetallic Cable Racks | Underground Devices

- When using captcha for customers to submit forms, switch to picture recall instead of typing text.
- Create more videos that describe the customer experience from material selection to final installation and maintenance.
- Build a vibrant backstory that summarizes the company owner's journey from when and why he/she started the business.

<http://www.udevices.com/>

Underground Devices manufactures duct spacers and bore spacers for underground encasement of conduit and nonmetallic cable racking for use in power and communications manh

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### Engelhardt Dairy

- Outline an online conversion funnel to increase bulk purchases, subscription agreements, and more distributors.
- Post a schedule of events that deliver customer samplings of products around company branded signage.
- Deliver coupons online recommended customer relationship manager and customer segmented analytics.

<http://engelhardtdairy.com/>

- Kuss
  - Consider providing empirical-based evidence from customers that your tools, systems, and processes that solve customer problems in the copy.
  - Consider adding more in-depth product descriptions, links, and guides with stronger call to action.
  - Consider changing Zip codes to postal code on form fields since zip codes have no meaning outside the US.

<http://kussfiltration.com/>

- 
- United Conveyor Corporation - UCC
    - Test multiple website browsers at [crossbrowstesting.org](http://crossbrowstesting.org) for sales page and home page.
    - Conduct a card sorting test to determine hierarchy of information architecture.
    - Review google analytics for website visitor flow to determine if the conversion funnel is in proper order.

<http://unitedconveyor.com/>

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- Accumetric | Adhesive | Sealant | Private Label
    - Consider a mobile responsive one page theme that offers strong call to actions to set appointments.
    - Consider building a customer centric content library that demonstrates the practical application of products not limited to YouTube videos, Slideshare presentations, Instagram images, etc.
    - Consider keeping the homepage menu the same as the other pages when navigating the website.

<http://www.accumetricinc.com/Accumetric-US.asp>  
Accumetric manufactures, packages, and markets sealants for more than 2500 companies across the globe.

- 
- Ellsworth Adhesives - Home
    - Consider adding YouTube logo and link in footer of website.
    - Consider replacing the current videos on the website with YouTube playlists.
    - Consider segmenting YouTube uploads into play lists according to product or customer type.

<http://www.ellsworth.com/>  
Welcome to Ellsworth Adhesives online store. Distributor of adhesives, sealants, coatings, encapsulants, dispensing supplies & equipment, and much more!

- 
- Exline, Inc. - Salina, KS
    - Consider adding notification bar widget to make special announcements.
    - Consider adding professional photo of sales rep next to each contact record.
    - Consider adding links to downloadable vCard and professional social networks of each sales rep inside the contact record.

<http://www.exline-inc.com/>

**Fi-Foil Company | Radiant Barriers & Reflective Insulation**

- Consider using the text on the "I am \_\_\_\_" customer page to be repurposed for the script in a video sales letter.
- Consider creating an energy or cost savings calculator with your products menu as the criteria to filter/sort/input fields.
- Repurpose project profiles (gallery) into visually appealing slide presentations or info graphics.

<http://www.fifoil.com/>

Fi-Foil Company is the industry leading manufacturer of high performance radiant barriers and reflective insulation for residential and commercial applications

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**Inventus Power - Powering Innovation Together**

- Consider adding a frequently asked questions page to each of the menus.
- Consider changing the "repetitive" call to action word explore to unique action words such as energize, fill, charge, and connect.
- Consider adding an iCal file download option to calendar events to easily allow participants to save directly into their calendar.

<http://inventuspower.com/>

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**NORD - Choose NORD constant speed reducers, gearmotors, AC Vector Drives, decentralized drive technology**

- Consider designing an info graphic that outlines the product ecosystem by industry.
- Consider linking micro site directly from website navigation and eliminating market page site. Plus add each micro site to the footer to its own category.
- Consider removing unit doc tool from menu if not available.

<https://www5.nord.com/cms/us/home-us.jsp>

NORD Drivesystems is one of the world's leading manufacturers of drive technology for mechanical and electronic solutions.

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**SCIGRIP Smarter Adhesive Solutions Homepage**

- Consider completing the customer journey map as they would experience the company from multiple devices and prioritized tasks.
- Consider prioritizing online conversion tactics over future awareness and marketing spend.
- Consider redesigning website to focus on customer task success, improving task completion time, and website satisfaction.

<http://www.scigrip.com/index.php>

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**Truck, Trailer, Box And Cart Tarping Solutions From Shur-Co®**

- Consider redesigning shopping cart experience for mobile devices.
- Consider adding online chat, empowering sales team with sitemaps and scripts to share links, and convert to phone calls to increase likelihood customer will buy more.
- Consider creating a process map that describes how to maximize the investment made in the products.

<http://www.shurco.com/>

As the largest manufacturer of tarp and cover containment systems in the United States, Shur-Co® has what you need. We have been designing and developing tarping and containment solutions for over 50 years. With multiple products in the Agriculture, Construction and Flatbed, Shur-Co® has the solution that is right for you. If our current tarping and containment systems don't meet your exact specifications, our Custom Products division can develop a solution for you!

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Webco - Fabricating Metal with Steeled Resolve

- Consider adding images and or videos two pages in order to communicate value proposition's more effectively.
- Consider adding a video to a employee pictures in featured profiles of their experience working at your company.
- Consider adding a call for quote or set an appointment web page in the menu.

<http://www.webcomfg.com/>

This is the meta description.

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Acme Industries | Beyond Precision

- Consider adding the phone number to the header, footer, or call to action inside the text.
- Consider changing read more text to specific verbs such as watch video, take quiz, and compare now.
- Consider adding email list subscription form to blog posts, sidebar, and pop-up notification delayed after 20 seconds.

<http://www.acmeind.com/>

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Custom Magnetic Components, Lamination Transformers, Custom Toroidal Components: Badger Magnetics

- Consider removing unnecessary steps required to complete by customer and receive a quote.
- Consider creating a customer login to access past purchases and store current quotes.
- Consider changing the about us page to reflect the backstory from when the company was founded to how customers benefit today across the world.

<http://www.badgermagnetics.com/index.html>

For over 55 years, Badger Magnetics has earned its position as a leader in the electromagnetic products market. Our products continue to provide both practical and creative solutions for OEM, commercial, and industrial applications.

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Trend-setting logistics // Deep-rooted values // Burris Logistics

- Consider adding self diagnostic tools to the website so customer can ask better questions and receive immediate value to the buying experience before speaking on the phone.
- Consider adding the phone as a click to call action.
- Consider curating/co-creating content with the mutual expectation of redistribution to strategic partners through their preferred channels,

<http://www.burrislogistics.com/>

Burris Logistics is a family-owned business with an 91-year history that provides food-service redistribution, public refrigerated warehousing and custom retail specialty work.

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Champlain Cable Corporation

- Consider redesigning website with a more user-friendly experience as it pertains to quickly finding the best-suited products, sales rep, and each distributor.
- Consider the repercussions of using Google Translate, which does not accurately translate for context.
- Consider adding the top ten frequently asked questions by email, phone, and social and creating videos to supply the answers for the FAQs.

<http://www.champcable.com/>

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C&M Corporation, Manufacturer of Custom Cables, Cable Assemblies and Coil Cords

- Consider adding conversion calculator to the request a quote page.
- Consider adding a map search feature to find the best-suited sales representative with their professional social network, and contact information.
- Consider listing offices with contact information on Contact page in addition to Google Map (since embedded map isn't as mobile friendly).

<http://www.cmccorporation.com/>

Custom Cable Manufacturer, C&M Corporation designs and manufactures cables, cable assemblies, and coil cords to meet custom specifications.

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Liquid & Vapor Handling Components | Essentra Porous Technologies

<http://www.essentraporoustechnologies.com/>

Essentra Porous Technologies develops and manufactures customized liquid and vapor handling components designed for quality and reliability.

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JARP Industries, Inc. | Wisconsin Custom Cylinder Solutions

- Consider home page redesign with picture icons under header by add labels to the images and/or find a better responsive website template that adjusts picture sizes.
- Consider enhancing case study by using words quoted directly from customers that support the economic impact of the business relationship.
- Consider creating lead magnets so good that customers would pay, and exchange the content for their contact information in order to set an appointment.

<http://www.jarpind.com/>

JARP Industries produces custom hydraulic cylinders and other fluid power products for equipment manufacturers in several industries. Call 715-359-4241

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LEMAN | Your personal link to global transportation and logistic

- Consider decreasing mobile website load speed to under 4 seconds. Currently it is 7.7  
<http://tools.pingdom.com/fpt/#!/bCYkOx/us.leman.com>

- Consider creating video tutorials for using the specific forms found on the downloads/links section.
- Consider changing the pop-up from the social media connection buttons to a call to action which collects customer data or elicits a response.

<http://us.leman.com/>

- 
- Oetiker - Connecting Technology**
    - Add company contact information to home page header and/or footer in addition to the company contact page.
    - Consider replacing current facts and figures infographic with more data visualization that is most important to the customer.
    - Consider investing at least as much in your website as you would your best employee.

<http://www.oetiker.com/>

Main Page or simply the root from the Oetiker website.

- 
- Home - PenrayPenray | The Penray Companies continue to grow strong after 60 years of service in the heavy-duty and automotive chemical industry**
    - Consider A/B testing the homepage carousel to use the best performing call to action images.
    - Consider adding YouTube channel and embedding videos into most appropriate web pages.
    - Consider removing Facebook/Twitter widget from home page of website.

<http://penray.com/>

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- Contract Sewing Companies | RF Sealing & Welding | Industrial & Custom Sewing Contractors**
    - Consider using better language than request information to increase the conversion rate on setting customer appointments.
    - Design an info graphic to describe the average economic impact from customer customer benefits.
    - Add a subscribe by email call to action button on blog articles.

<http://www.polocustomproducts.com/>

Polo Custom Products specializes in custom industrial sewing, RF welding, and thermoforming for several OEM markets including medical, fire & safety, industrial and government & defense. For more details call (888) 827-2476 or Email: [polo@polocustomproducts.com](mailto:polo@polocustomproducts.com).

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- Rockland Manufacturing - Bedford, PA | Heavy Construction Equipment Attachments**
    - Consider optimizing mobile website menu into single button dynamic menu.
    - Consider replacing Rockland equipment guide catalog link on website to a PDF file download.
    - Consider building a repository of case studies, white papers, and reports that demonstrate improved results by doing business with the company.

<http://www.rocklandmfg.com/>

Rockland heavy construction equipment attachments - buckets, grapples, rakes, blades, forks, thumbs, and more for excavators, loaders, dozers, and grapples.

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Home | Specialty Polymers | Innovative Responsive Flexible

- Consider using dynamic menus to improve speed of website visitor flow.
- Consider using a thumbnail to promote picture of product (even if it's the can).
- Consider changing contact us button to send email to customer - to reply by email - to contact page with links to click to call, google map, and sales representative personal contact information.

<http://www.specpoly.com/>

Specialty Polymers Inc., is a dynamic, innovative, highly responsive and flexible manufacturer of water-based polymers and adhesives.

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TQL - Total Quality Logistics, Freight Brokerage Services

- Consider using real names instead of job titles in company or office specific location contact information.
- Consider connecting to LinkedIn for job application submission from prospective candidates.
- Consider organizing YouTube videos into playlist and linking each video to a specific call to action.

<http://www.tql.com/>

TQL is a fast-paced, energetic sales organization in the third party logistics industry. We arrange B2B freight movements across North America, connecting companies needing products hauled with truck carriers delivering goods. By delivering the highest level of professional service, reliability and peace of mind to shippers and carriers 24/7/365, TQL has become one of the most successful freight brokerage firms in the nation.

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TSSi

- Consider adding the request a quote form to the homepage navigation.
- Consider organizing brands you use by having a database organized by product type, category, or specific feature.
- Consider implementing a more user-friendly brand name database with filter/sort features for categories.

<http://www.tssi-ops.com/>

We provide mission-focused, time-sensitive, value-added equipment and logistics services solutions, delivered with uncompromising integrity - anytime, anywhere.

