

- 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 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.
-

- Metal Fabricators | Hydroforming | Mills Products - Athens, TN
 - Recommend using an info graphic to outline the steps in the customer journey either by product type or customer type.
 - Recommend using YouTube to store videos that demonstrate product usage by customers.
 - Recommend always be hiring and collecting job candidates to improve bench strength.

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

Tennessee-based metal fabricator delivers superior metal fabrication parts, like decorative metal trim, using hydroforming, tubular stamping and roll forming.

- Grant Victor | Facilitating Access to Cash
 - Recommend enhancing client testimonial page with videos, pictures, and interactive elements.
 - Recommend creating an online savings Or ROI calculator for customers who want to do their own research ahead of time for each of the strategic business units.
 - Recommend creating a process map that visually outlines the integration of business units together to simplify for customers.

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

Grant Victor is a family of companies that provide a full suite of ATM services and solutions in North America.

- Recruiting Software and Services for Small and Mid-sized Businesses | NewHire
 - Consider integrating application process with LinkedIn profile's for faster user submission and completion time.
 - Consider making the application more sexy with better design and interactive elements.
 - Consider adding on the job demonstration of skills using screen share as part of the application or hiring process.
 - Consider building relationships with influencers to collaborate on new content to drive traffic online and provide value to existing customers.

<http://www.new-hire.com/>

NewHire is a recruiting software and services company. We provide the candidates, hiring tools and coaching to help small and mid-sized business hire better.

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

- Build a mobile responsive web page that he collects customer information and schedules appointments to buy products and services.
- Build a FAQs page that answers questions on the request more information page.
- Produce YouTube product demonstrations and video tutorials on how other customers use products and services.

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

For over 60 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.

OPEX Corporation

- Consider rewriting about us with more concise language structured in bulleted lists, and accordion menus to improve readability on website.
- Consider revision on design of case studies to demonstrate the economic impact and support the psychological decision making process.
- Consider adding process maps to demonstrate customer journey and workflow.

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

OPEX Corporation is a recognized global technology leader in high-speed mailroom automation, document imaging, and material handling.

AIMS, Inc. | Fuel Business Accounting Software, Jobber Software | Wholesale Petroleum Accounting Software

- Remove webinar from menu or replace with evergreen webinar used to automate lead generation.
- Consider producing a video of the president's message on the about page to address the vision, mission, and core values as it relates to employees, customers, and supplier relationships.
- Deploy online chat as a customer service front line tactic to answer customer questions, set appointments, or provide quick links to resources.
- Create mobile responsive landing pages that collect customer data and set schedule to consistently A/B test for maximum online conversion of leads.

<http://www.aims1.com/>

AIMS provides software systems for fuel inventory management & motor fuel tax accounting software including COMPAS Commander, AutoSend, AutoSIR & AutoTax.

Bazz Houston : Your Metal Forming Solutions :: Metal Forming is Our Business

- Compare the website traffic flow analytics with the results of a card sorting exercise to product the most effective labels for the website menus used to outline the order information architecture used in the customer's journey.
- Create certified labels or guarantee images using an online badge creator like Canva.com.
- Consider adding to the contact page extra channels such as online chat, Facebook Instant Messenger, Skype, or WhatsApp.

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

Metal Forming is our business. ISO 9001:2008 Registered

metal forming is our business. ISO 9001:2008 registered.

Specializing in Metal Stampings, Springs, Wire Forms, Fourslide, Assembly and Tooling. We have two facilities in US and Mexico. The Bazz Houston Company is a manufacturer of world class products.

Reata Engineering | Denver Colorado Design, Prototyping & Custom Manufacturing

- Test effectiveness of website using Hubspot's www.marketinggrader.com.
- Create multiple lead magnets to collect customer information used to schedule appointments with customers.
- Optimize management team page to include links to social profiles and video.

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

Reata | Prototype | Contract | Manufacturing

Reata provides prototypes, tooling, production machining and assembly to industries including aviation/aerospace, medical, semiconductor capital equipment, retail, automotive, industrial, optics, lighting, fluid handling, material handling and more.

Precision Sheet Metal Fabrication, High and Low Volume Metal Stampings, Complex Assemblies, Rapid Prototyping – Laystrom Manufacturing

- Create 360 degree videos of the manufacturing process so that customers can observe the environment around them as if they were there in real life (available in mobile web video, YouTube, and Google Cardboard).
- Add a minimum of one customer testimonial per market segment to demonstrate the language for why they are better off as a result.
- Link business address to Google Map.

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

Laystrom is a full-service provider of precision sheet metal fabrications and component parts, value added assemblies, and low and high volume metal stampings.

Home | Summit BodySummit Body | At the top of quality, innovation and value.

- Produce proprietary business software that allows customer to build their own quote (like you can order a dominos pizza online).
- Write a case study for each truck body style that demonstrates the economic impact, intangible benefits, and perceived ROI.
- Add a notification bar website template to make company announcements, advertise special offers, or market select services.

<http://summitbody.com/>

Channellock Tools - Pliers, Wrenches and Screwdrivers

- Create a contest for participants to demonstrate their creative application of using channel lock tools to produce a project. This would be used to launch special offers, new products, and attract new customers.

- Conduct recorded video interviews of professionals talking about how they use Channel Lock tools to feed relevant content marketing for lead generation and customer engagement.
- Consider posting popular projects from customers and provide a checklist of materials to which Channel Lock tools and supplies were used.

<https://www.channellock.com/default.aspx>

Channellock has been making quality tools since 1886. Find out why our tools continue to outperform the competition.

Nexus Software

- Consider summarizing the business process of using the products as a visual.
- Consider adding a footer to direct visitors to frequently used links.
- Consider changing the copy of the website to create urgency in contacting a sales rep or scheduling an appointment.

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

Horizon Ag-Products | Leader in plant health products and technology

- Consider replacing the existing website design to a mobile responsive page designed for conversion.
- Promote call to actions to schedule appointments.
- Incorporate data visualization to demonstrate increase or decrease in KPIs as a result of using the product.

<http://horizonag.com/>

Sustainable products and technology for increasing crop yield and boosting profits by improving nutrient use efficiency and plant health.

Fey Promotional Products Group: 4 Great Brands, 1 Innovative Resource

- Rethink the website according to the customer journey using evidence from web analytics, mouse tracking, user testing, and real time web feedback.
- A/B test alternative methods of using the product catalog form in order to increase customer conversions.
- Consider the rebrand of product brochures so they are more sexy using a tool like Canva.com or graphicriver.net.

<http://fey-line.com/>

Sioux

- Consider changing online store front similar to Amazon to embrace best practices used in ecommerce to boost sales.
- Produce video demonstrations of each product like a sales letter so that after watching, customers are more inclined to order.
- Consider finding an alternative to Google translate so that translations have correct contextual meaning.

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

Industrial pressure washers, steam cleaners, steam generators, water heaters, chillers, solution heaters and other

generators, water heaters, boilers, condensation heaters and other custom equipment manufactured by Sioux.

Prime Equipment Group, Inc.

- Consider integrating the Internet of things to track product efficiency standards, send customer alerts, and upgrade opportunities in the future.
- Consider creating 360° videos of the manufacturing process as customers would visit the live demo or floor.
- Tell the story on behalf of a fictitious chicken that validates how efficient and effective the process is and why prime equipment has the best equipment.

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

SDC Technologies | Chemical, Scratch & Abrasion Resistant Coating

- Improve the website performance grade by using <https://tools.pingdom.com/#!/djfT48/http://www.sdctech.com>
- Consider reposting PDF brochures on channels such as TradePub, Slideshare, or Scribd for extra exposure and SEO.
- Consider changing line card PDFs to search, sort, and filter database with links to terms, products or comparable pricing.

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

SDC Technologies is the recognized market leader in the development and manufacturing of premium and abrasion, scratch, and chemical resistant coatings.

Microbiologics® : Largest and Most Diverse Line of QC Microorganisms

- Switch to a mobile responsive ecommerce website design that simplifies the checkout process.
- Consider changing locate a distributor to a global map search that populates a more complete description with direct links and contact information.
- Consider adding a video story sales letter for each product to describe why customers need to order now.
- Consider adding clicktale.com analytics to measure customer behavior to demonstrate what's working.
- Considering conducting a tree testing experiment to determine the optimal website structure and order of clicks.

<http://microbiologics.com/site/index.html>

VEGA - Level - Switching - Pressure

- Consider producing a visually stimulating infographic to highlight the decision making process and business benefit by ordering your products.
- Consider adding stronger click to call and/or add live chat to increase number of meaningful conversations with customers.
- Consider adding a video tutorial about common mistakes, example configurations and helpful tips next to the project configurator.

https://www.vega.com/home_us

VEGA develops and manufactures sensors for the measurement of level, point level and pressure as well as equipment and software for integration into process control

systems.

Phone Number and VoIP Phone Service | Small Business Phone System | MightyCall

- Consider adding a robust customer service response tracking like Zendesk.com.
- Set up schedule to A/B testing home page and/or landing pages for optimal conversions to join email newsletter, start with a free number, or schedule appointment with larger company prospect.
- Consider increasing the font size on website in the description text.

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

Small business phone system. We provide phone number with easy-to-use VoIP phone service. Get virtual phone number for sales and customer service. MightyCall virtual phone system takes care of phone, email and social media with business VoIP.

Gun Safes - Fireproof Safes - Home Safes | Cannon Safe

- Consider showing strategic partner list, in the media list, and customer testimonials for demonstration of credibility on website.
- Consider beefing up product catalog with relevant articles and cross promotion of strategic partners using the Canva magazine templates.
- Recommend adding related products to each product page.

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

Cannon Safes provides stability, protection, and security in home safes, gun safes, and fireproof safes.

RoMan Manufacturing Inc. | Resistance Welding Transformers, MFDC / Inverter and DC Power Supplies

- Consider adding testimonials, badges, associations, or strategic partners with logos on website.
- Consider being more aggressive in collecting email addresses by repurposing content as lead magnets along with opt-in tactics like notification bar, exit pop up, or pop up 20 second delay.
- On events page, consider adding feature for users to add each event to their calendar with notes emphasizing expo location, literature, and in booth promotions.

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

Resistance Welding AC transformers, MFDC / Inverters and DC Power Supplies from RoMan Manufacturing for resistance welding, glass, furnace, resistance heating, plating and solar applications

Precision Machining Services, Precision Metal Stampings, Precision Slide Forming - Smith & Richardson Inc.

- Consider adding descriptive text to the feature call to actions that appear on the home page slider to increase conversions.
- For YouTube channel, consider adding YouTube playlists for better organization of videos, links to individual videos to increase subscribers, and adding links inside YouTube descriptions to increase online traffic to website.

- Consider building an infographic picture summary that outlines the products and services in a way that aids the customer buying process.

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

Smith and Richardson Inc. headquartered in Geneva Illinois, with a subsidiary manufacturing operation located in Taichang, China is a manufacturer of precision machined parts, precision stamped parts and precision slide formed parts.

CABLCON - Copper & Fiber Cables

- Consider adding pictures to each of the product pages which represent an employee in action, customer usage, or process map that demonstrates the product in action.
- Consider adding a terms of use page, privacy policy page, and link to Google Map address in the footer of the website template.
- Consider adding a first time here page that hosts a video trailer, outlines links to collapsable menu with FAQs, and strong call to action to ask for appointments.

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

Hedge Trackers | Hedge Program Solutions

- Consider adding more lead magnets in addition to the “guiding to the top” infographic by repurposing existing content from IP and seeding it throughout the website to increase the number of leads.
- Consider changing the word “newsletter” to a more enticing deliverable such as “expert insights”.
- Consider adding social media share buttons for LinkedIn, Facebook, Twitter, etc. to increase reach, social shares, and customer engagement.
- Consider adding a more compelling call to action at the end of each blog post to schedule customer appointments.

<http://hedgetrackers.com/>

Solutions for FX, interest rate & commodity hedge program management. Software, consulting & outsourced derivative accounting.

Hospital Isolated Power System - Isolated Power Healthcare | PG LifeLink

- Consider adding YouTube video pop ups for most requested products that describe the economic impact it has for customers, benefits, and features.
- Consider adding to the “request a quote page” non clickable image thumbnails which show sample drawings, schedules and diagrams to increase the number of conversions.
- Consider adding a comprehensive footer which links to the frequently used links for easier website navigation.

<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.

- Mobile Home - Centracore LLC
 - Consider conducting user testing <http://usertesting.com> to solicit feedback from 3rd party visitors in order to improve website visitor experience.
 - In the case studies, mention the economic impact the Centracore product has made compared to a competitor, industry standard, or instead of trying to perform by oneself.
 - On request a quote form, add a checkbox for visitors to subscribe to the email newsletter.

<http://centracore.com/mobile-home/>

-
- Micropac-Home
 - Consider a branding makeover to make company and products more sexy using Canva design tool.
 - Consider complete website makeover to address mobile responsiveness, stronger copy/ call to actions to increase # of sales appointments, and more usable contact directory.
 - Load up the website full of customer testimonials for each market and product type.

<http://www.micropac.com/>
Micropac Home Page

-
- C&M Corporation, Manufacturer of Custom Cables, Cable Assemblies and Coil Cords
 - Consider changing the font format of the company phone number on footer since blue linked text does not appear well on black background.
 - Consider adding online chat for visitors to get specific questions answered, book sales appointments, and get quick access to links.

<http://www.cmccorporation.com/>
Custom Cable Manufacturer, C&M Corporation designs and manufactures cables, cable assemblies, and coil cords to meet custom specifications.

-
- GeoSpatial Innovations, Inc. (GSI)
 - Consider producing videos of the software and systems in action so that customers can see the interface and how it works.
 - Consider adding stronger call to action to book appointments on website visitor form instead of direct link to send email company.
 - Consider adding case studies, whitepapers, and customer testimonials to each product and/or service.

<http://www.gsiworks.com/>
Welcome to GSI's home page. We delivers software to electric and natural gas utilities.

-
- Milwaukee - PCBA & Electronic Design & Manufacturing Since 1954
 - Consider building a content marketing strategy, social media editorial calendar, and using bufferapp.com to publish pictures, powerpoints, PDFs, and blogs through social media channels.
 - Consider adding a strong call to action to book an appointment with sales to each web page.

- Collect email addresses using an opt-in in exchange for lead magnets such as process maps, whitepapers, and/or infographics.

<http://m.milwaukeeelectronics.com/>

From printed circuit board assembly - PCBA, electronic design and beyond. Milwaukee Electronics™ - Integrated design & mfg. since 1954. Click to learn more.

- Majesco - Insurance Technology Systems & Solutions**

- Consider adding image to report download as an element to test to improve online lead generation.
- Consider repurposing thought leadership content into a self published ebook on Amazon.
- Consider testing page descriptions by changing text to bulleted lists, rather than lengthy paragraph text.

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

Majesco specializes in providing insurance technology & core system software solutions to over 120 insurance carriers globally.

- ATEK Companies | ATEK Access Technologies | ATEK Metal Technologies**

- Consider changing from focus on the company to the customer with better copy, site structure, and less focus on technology.
- Consider changing employee testimonials to notable customer testimonials.
- Consider using website to generate online leads with the use of lead magnets, opt-in alternatives, and conversion techniques.
- Consider adding LinkedIn or other social media and contact information to individuals listed on website.

<http://atekcompanies.com/>

ATEK Companies is Metal Technologies with superior aluminum castings and Access Technologies with Datakey, Larco and TankScan offering M2M solutions.

- ChemQuest Chemicals | Sulfuric Acid | Ferrous Sulfate | Custom Chemicals Blenders Houston**

- Consider creating an immersive, augmented, or experiential virtual tour that shows off the facilities, capabilities, and responsibilities.
- Redesign website by properly creating personas, outlining the online customer journey and rebuilding the information architecture in improve the user experience in a mobile friendly environment.
- Consider creating product pages to improve SEO and increase number of sales appointments with strong call to actions.

<http://chemquestchemicals.com/>

Custom Chemical Blenders in Houston.

- Open Design Alliance | Open Design Alliance**

- Consider hosting a contest for users to submit the most fascinating designs representing industry specific categories in order to foster user adoption, customer retention, and strength of the community.
- Consider investing in a video trailer to demonstrating customer benefits, product advantages, and customer testimonials.
- Consider building a user library of YouTube videos either produced internally, or collected in a playlist from users.

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

Unitec Trade Show Schedule

- Consider changing experience on website to offer more than a menu.
- Consider adding a call to action every page to join email list, speak with a representative or set an appointment.
- Consider adding product videos to demonstrate the ease of use and differentiated features and benefits.

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

InkCycle, Inc. - Worldwide Leadership In Remanufacturing Technology.

- Consider replacing the design of the website with a mobile friendly, responsive theme.
- Consider showing products prior to login to generate more interest and increase online conversions.
- Consider changing careers page to always be hiring with application to maintain access to fresh talent.
- Consider filming employee and customer interviews to talk about the business process, case studies, or satisfaction.

<http://www.inkcycle.com/>
Welcome to TonerCycle InkCycle.

Home - Flower City Printing

- Consider redesigning product gallery to contain useful elements such as links to product guides, specifications, and case studies.
- Consider creating a Pinterest page to optimize SEO around different types of products with links to contact sales.
- Create a video to demonstrate capabilities as real world problem solving to create best fit products.
- Consider building Pinterest page and boards for categories of products to develop SEO for label types and increase number of new customer contacts.
- Consider adding logos, certifications, badges or stamps to increase online credibility.

<http://www.fcp.biz/>
Flower City Printing is your full service print provider.

APC ~ American Packaging Corporation ~ Corrugated Packaging - HOME

- Consider fixing issue that website performance is not dependent upon the latest version of flash.

- Consider adding ecommerce as a way to increase sales and decrease cost to obtain revenue per employee.
- Consider adding multimedia, useful tools, or interactive media that bring website to life.

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

American Packaging Corporation ~ We proudly service customers in Kansas, Nebraska, Oklahoma, and Missouri. We welcome the opportunity to be your packaging supplier of choice!

AgriLabs Making a Healthy Difference

- Consider adding related products, shopping cart to create quote, or stronger call to action to speak with sales representative.
- Consider renaming "Join our mailing list" to "get insider info" or create a campaign around email follow up to be in sync with brand.
- Promote other products in the same fashion as VetGun.

<http://agrilabs.com/>

AgriLabs is the largest marketing and sales distribution company in the United States for food animal products.

HealthCare Information Management, Inc. (HCIM)

- Consider testing website usability across multiple web browsers <https://crossbrowsertesting.com/>
- Add the company phone number as a click to call link on the website.
- Consider changing call to action button from "learn more" to specify verbiage as to the actionable result the visitor will receive.

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

HCIM provides business process automation solutions and consulting services to the managed care and health care payer industry.

Home - Restek Chromatography Products and Solutions

- Consider adding social media share icons to blog posts in order to increase reach, shares, and awareness.
- Consider adding calendar appointment downloads for customers to directly save events, seminars, and appointments directly into their own calendar software.
- Consider eliminating header and footer on call to action pages to avoid customers from getting distracted from opting in.
- Consider adding online chat to set sales appointments, handle ecommerce order questions, and increase customer responsiveness.

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

Restek develops and manufactures GC and LC columns, reference standards, sample prep materials, and accessories for the international chromatography industry. Our unbeatable Plus 1 customer service and top-quality products are known world-wide.

- Garage Doors from Overhead Door include residential garage doors and commercial doors.
 - Consider adding email optin to get notified upon release of design tool, product updates, and announcements.
 - Consider creating an Amazon ebook/CreateSpace to educate consumers about the value proposition and cross sell other products, services, and warranties.

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

- Home - Bongarde.com
 - Consider adding a footer menu to reveal the most frequently used links for customers and build internal links for SEO.
 - Consider building mobile responsive landing pages for each of the call to actions to set appointments, request free trial, etc.
 - Consider adding a search feature for visitors to quickly find existing content on website.
 - Consider adding a frequently asked questions page to address customer concerns they didn't know they had.

<https://bongarde.com/>

- Escape Technology
 - Consider the consolidation of navigation menus by observing online visitor flow and/or conducting a tree testing experiment to see what users prefer most.
 - Consider using stronger call to actions to schedule more sales appointments/demos.
 - Consider producing a video trailer that capture emotional experiences of customers to promote user conference.

<http://www.escape.technology/>

Powerful fund accounting and HR/payroll system for education! An intuitive, comprehensive system designed from the ground up specifically for the unique needs of education. Escape is not just a collection of individual modules. This system was designed as a complete, fully integrated solution, running in an online/real-time environment.

- Mobile Virtual Private Network Solutions (MVPN) | Radio IP
 - Consider a website design overhaul to simplify customer choices on devices with multiple screen sizes.
 - Consider using online conversion tactics to generate more leads from website such as notification bar, pop up after 20 seconds, and or exit pop up with cookies enabled.
 - Consider writing for the web by using concise copy, bulleted lists, and, and minimize industry jargon.

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

Radio IP delivers mobile virtual private network (MVPN) solutions that provide mobile workforces with secure, real-time access to a wide range of networks

time access to a wide range of networks.

- Crystal Packaging | high speed, high volume packaging services
 - Consider adding customer testimonials to each product and service page.
 - Consider using collapsible and expansive menus for text descriptions so customers can expand the website to learn more on page and collapse to have focus.
 - Consider adding industry white papers produced internally or externally from associations who support products and services.

<http://crystalpackaging.com/>

- 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.
