



enterprise level web designs
for companies with hundreds,
thousands or millions of products

SEO

ranking



HOW A DISTIMAN SITE BOOSTS SEO

ON-PAGE OPTIMIZATION

PERIODIC TABLE OF SEO FACTORS

This paper is written to outline the primary success factors of Search Engine Optimization and how DISTiMAN enforces the best practices and programming to improve page rank.

Displayed to the right is the “Search Engine Land Periodic Table of SEO” for most on-page techniques. This is a reference guide that search professionals rely upon to implement a winning SEO strategy.

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 |

ON-PAGE OPTIMIZATION

CONTENT CREATORS / DESIGNER RULES

DISTiMAN enforces best on-page code to satisfy HTML5, Bootstrap and CSS3 compliance. It also enforces best practices for Lighthouse 6 compliance (new usability standards from Google & Bing).

But . . .

Programming alone does not ensure results, content quality, depth and freshness while facilitated by DISTiMAN, are wholly managed by the site owner / designer.

We provide these best practices for Content Managers / Designers to follow when creating any pages on the site.

CONTENT MANAGERS MUST FOLLOW THESE GENERAL RULES FOR BEST SEO RESULTS

CRITICAL META TAGS

| | |
|---------------|--|
| <Title> | 50-60 characters in length, key words used first |
| <description> | 50-160 characters in length, key words peppered throughout |

CRITICAL TITLE TAGS

| | |
|------|---|
| <h1> | Heading 1 - shown before any lower tags, must use keyword |
| <h#> | maintain hierarchy of tags, do not go down a tag # then back up, fill with keywords |

CONTENT TAGS

| | |
|----------------------|---|
| Image / Video<alt> | to display when image is not visible (network issue and ADA compliance for the blind) |
| Image / Video<title> | pop-up text displays when hovering over an image |
| hotlink <title> | pop-up text displays when hovering over a hotlink |

ALL KEYWORDS / PARAGRAPH TEXT MUST RELATE

Keyword usage should be used throughout the page otherwise their value is greatly diminished. So if you put a word in any tag, make sure it is used well in your paragraph content as well. Just as important is to use proper grammar, don't keyword stuff content at the cost of poor grammar, that can backfire and actually harm page value.

CONTENT QUALITY / FRESHNESS / DEPTH

STATIC PAGES LIKE HOME, ABOUT, SERVICES, QUALITY, ETC. ...

QUALITY = Proper English and uniqueness / not copied from another site

FRESHNESS = new content can be found on your site regularly

DEPTH = How much content you have on your site

GENERAL RULE WHEN CONSIDERING EVERY SEO FACTOR:

Do better than your on-line competitors if you want to out-rank them

No one can manage Content for your company better than you. DISTiMAN empowers site owners with “one-click” access to content, enabling you to directly affect page Quality, Freshness and Depth, three of the most important optimization factors.

ONE-CLICK EDIT - Simply navigate to the page you want to change and click the available “edit button” to update and save.

ONE-CLICK CREATE - Administrators have an admin menu to create news, blogs, jobs or any other commonly created content as needed.

TOOLS TO HELP THE CONTENT MANAGER:

CONTENT WRITER (helps write unique content):

<https://www.semrush.com/content-marketing/swa/>

PAGE CHECKER (analyze an existing page):

<https://sitechecker.pro/on-page-seo-checker/>



PRODUCT PAGE CONTENT

AUTOMATED CONTENT OPTIMIZATION

Product pages are optimized to their highest levels automatically by DISTiMAN. The Content Manager's (CM) work here is limited to data collection. Most work in this area is via excel spreadsheets created by the CM and imported into the system.

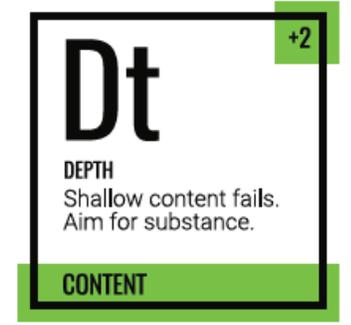
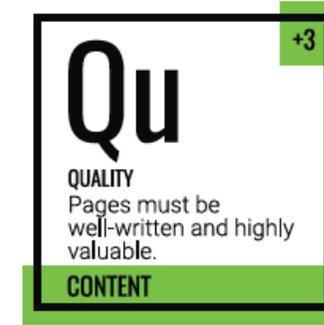
Follow these 3 basic rules to enhance SEO performance:

- Categories use keywords in their title description fields.
- Parts use keywords in their title (there is a separate sku field)
- Capture all primary fields users need to select a product (same or better than online competitors if possible).

DISTiMAN has an **IMPORT MAPPING** interface to facilitate import of product data easily and save for re-use, enabling the Content Manager to continually manage product by the spreadsheet of their own design.

Once content is in place, all categories and product pages offer a **ONE-CLICK EDIT** function to administrators, so they can directly update content as they come across it on the site.

**THESE PROCESSES ALLOW YOU TO IMPORT EASILY.
DIRECTLY UPDATE DATA BY ADMINISTRATORS**



| A1 | PRODUCT_CATEGORIES | | | | | | | | | | | | | | | | | | | | | | | | | |
|----|--------------------|----------|---------|---------|---------|---------|---------|------------|------------|----------|-----------|---------|---------|---------|---------|------------|---------|---------|-----|---|--|--|--|--|--|--|
| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | | | | | | |
| 1 | PRODUCT | SPEC_97 | SPEC_98 | SPEC_99 | SPEC_73 | SPEC_74 | SPEC_75 | variant_sk | SPEC_82 | SPEC_83 | SPEC_84 | SPEC_85 | SPEC_86 | SPEC_87 | SPEC_88 | SPEC_89 | SPEC_90 | SPEC_91 | DBA | | | | | | | |
| 2 | DC FANS | AGB04020 | 40 | 40 | 20 | X | X | X | | | | | | | | 9.4-19.8 | | | | | | | | | | |
| 3 | DC FANS | AGB04020 | 40 | 40 | 20 | X | X | X | AGB04020 B | 12 | 7.0*13.2 | 0.08 | 8000 | 0.27 | 9.4 | 8.9 | 0.35 | 33 | | | | | | | | |
| 4 | DC FANS | AGB04020 | 40 | 40 | 20 | X | X | X | AGB04020 B | 12 | 7.0*13.2 | 0.11 | 10000 | 0.33 | 11.7 | 10.1 | 0.55 | 40 | | | | | | | | |
| 5 | DC FANS | AGB04020 | 40 | 40 | 20 | X | X | X | AGB04020 B | 12 | 7.0*13.2 | 0.17 | 12000 | 0.41 | 14.3 | 14.1 | 0.79 | 44 | | | | | | | | |
| 6 | DC FANS | AGB04020 | 40 | 40 | 20 | X | X | X | AGB04020 B | 12 | 7.0*13.2 | 0.25 | 14000 | 0.48 | 16.8 | 27.3 | 1.08 | 49 | | | | | | | | |
| 7 | DC FANS | AGB04020 | 40 | 40 | 20 | X | X | X | AGB04020 B | 12 | 7.0*13.2 | 0.41 | 16000 | 0.56 | 19.8 | 36.6 | 1.44 | 53 | | | | | | | | |
| 8 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | B | 12,24 | | | | | | 13.8-24.8 | | | | | | | | | | |
| 9 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 12 | 7.0*13.2 | 0.14 | 8000 | 0.4 | 13.8 | 11.5 | 0.46 | 38 | | | | | | | | |
| 10 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 12 | 7.0*13.2 | 0.26 | 9500 | 0.45 | 15.9 | 17.6 | 0.69 | 44 | | | | | | | | |
| 11 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 12 | 7.0*13.2 | 0.35 | 11000 | 0.53 | 18.7 | 23.4 | 0.92 | 51 | | | | | | | | |
| 12 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 12 | 7.0*13.2 | 0.55 | 13000 | 0.67 | 23.8 | 33.7 | 1.32 | 54 | | | | | | | | |
| 13 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 12 | 7.0*13.2 | 0.64 | 15000 | 0.7 | 24.8 | 41.6 | 1.64 | 58 | | | | | | | | |
| 14 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 24 | 14.0*26.4 | 0.1 | 8000 | 0.4 | 13.8 | 11.5 | 0.46 | 38 | | | | | | | | |
| 15 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 24 | 14.0*26.4 | 0.15 | 9500 | 0.45 | 15.9 | 17.6 | 0.69 | 44 | | | | | | | | |
| 16 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 24 | 14.0*26.4 | 0.2 | 11000 | 0.53 | 18.7 | 23.4 | 0.92 | 51 | | | | | | | | |
| 17 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 24 | 14.0*26.4 | 0.27 | 13000 | 0.67 | 23.8 | 33.7 | 1.32 | 54 | | | | | | | | |
| 18 | DC FANS | AGB04028 | 40 | 40 | 28 | X | X | X | AGB04028 B | 24 | 14.0*26.4 | 0.29 | 15000 | 0.7 | 24.8 | 41.6 | 1.64 | 58 | | | | | | | | |
| 19 | DC FANS | AGB06038 | 60 | 60 | 38 | X | X | X | B | 12,24 | | | | | | 43.1-67.3 | | | | | | | | | | |
| 20 | DC FANS | AGB06038 | 60 | 60 | 38 | X | X | X | AGB06038 B | 12 | 7.0*13.2 | 0.52 | 8000 | 1.22 | 43.1 | 22.9 | 0.9 | 51 | | | | | | | | |
| 21 | DC FANS | AGB06038 | 60 | 60 | 38 | X | X | X | AGB06038 B | 12 | 7.0*13.2 | 0.68 | 9000 | 1.44 | 50.8 | 30.1 | 1.19 | 54 | | | | | | | | |
| 22 | DC FANS | AGB06038 | 60 | 60 | 38 | X | X | X | AGB06038 B | 12 | 7.0*13.2 | 1 | 10000 | 1.56 | 55.2 | 35.8 | 1.41 | 57 | | | | | | | | |
| 23 | DC FANS | AGB06038 | 60 | 60 | 38 | X | X | X | AGB06038 B | 12 | 7.0*13.2 | 1.38 | 12000 | 1.91 | 67.3 | 52.6 | 2.07 | 62 | | | | | | | | |
| 24 | DC FANS | AGB06038 | 60 | 60 | 38 | X | X | X | AGB06038 B | 24 | 14.0*26.4 | 0.22 | 8000 | 1.22 | 43.1 | 22.9 | 0.9 | 51 | | | | | | | | |
| 25 | DC FANS | AGB06038 | 60 | 60 | 38 | X | X | X | AGB06038 B | 24 | 14.0*26.4 | 0.4 | 9000 | 1.44 | 50.8 | 30.1 | 1.19 | 54 | | | | | | | | |
| 26 | DC FANS | AGB06038 | 60 | 60 | 38 | X | X | X | AGB06038 B | 24 | 14.0*26.4 | 0.53 | 10000 | 1.56 | 55.2 | 35.8 | 1.41 | 57 | | | | | | | | |
| 27 | DC FANS | AGB06038 | 60 | 60 | 38 | X | X | X | AGB06038 B | 24 | 14.0*26.4 | 0.75 | 12000 | 1.91 | 67.3 | 52.6 | 2.07 | 62 | | | | | | | | |
| 28 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | B | 12,24,48 | | | | | | 58.2-105.5 | | | | | | | | | | |
| 29 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 12 | 7.0*13.2 | 0.4 | 4200 | 1.65 | 58.2 | 10.4 | 0.41 | 45 | | | | | | | | |
| 30 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 12 | 7.0*13.2 | 0.76 | 5600 | 2.23 | 78.8 | 19.3 | 0.76 | 53 | | | | | | | | |
| 31 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 12 | 7.0*13.2 | 1 | 6100 | 2.4 | 84.8 | 22.7 | 0.89 | 56 | | | | | | | | |
| 32 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 12 | 7.0*13.2 | 1.5 | 7500 | 2.99 | 105.5 | 34.5 | 1.36 | 62 | | | | | | | | |
| 33 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 12 | 7.0*13.2 | 2.7 | 9000 | 3.68 | 130 | 50.9 | 2 | 66 | | | | | | | | |
| 34 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 24 | 14.0*26.4 | 0.25 | 4200 | 1.65 | 58.2 | 10.4 | 0.41 | 45 | | | | | | | | |
| 35 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 24 | 14.0*26.4 | 0.35 | 5600 | 2.23 | 78.8 | 19.3 | 0.76 | 53 | | | | | | | | |
| 36 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 24 | 14.0*26.4 | 0.45 | 6100 | 2.4 | 84.8 | 22.7 | 0.89 | 56 | | | | | | | | |
| 37 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 24 | 14.0*26.4 | 0.82 | 7500 | 2.99 | 105.5 | 34.5 | 1.36 | 62 | | | | | | | | |
| 38 | DC FANS | AGB08038 | 80 | 80 | 38 | X | X | X | AGB08038 B | 24 | 14.0*26.4 | 1.4 | 9000 | 3.68 | 130 | 50.9 | 2 | 66 | | | | | | | | |

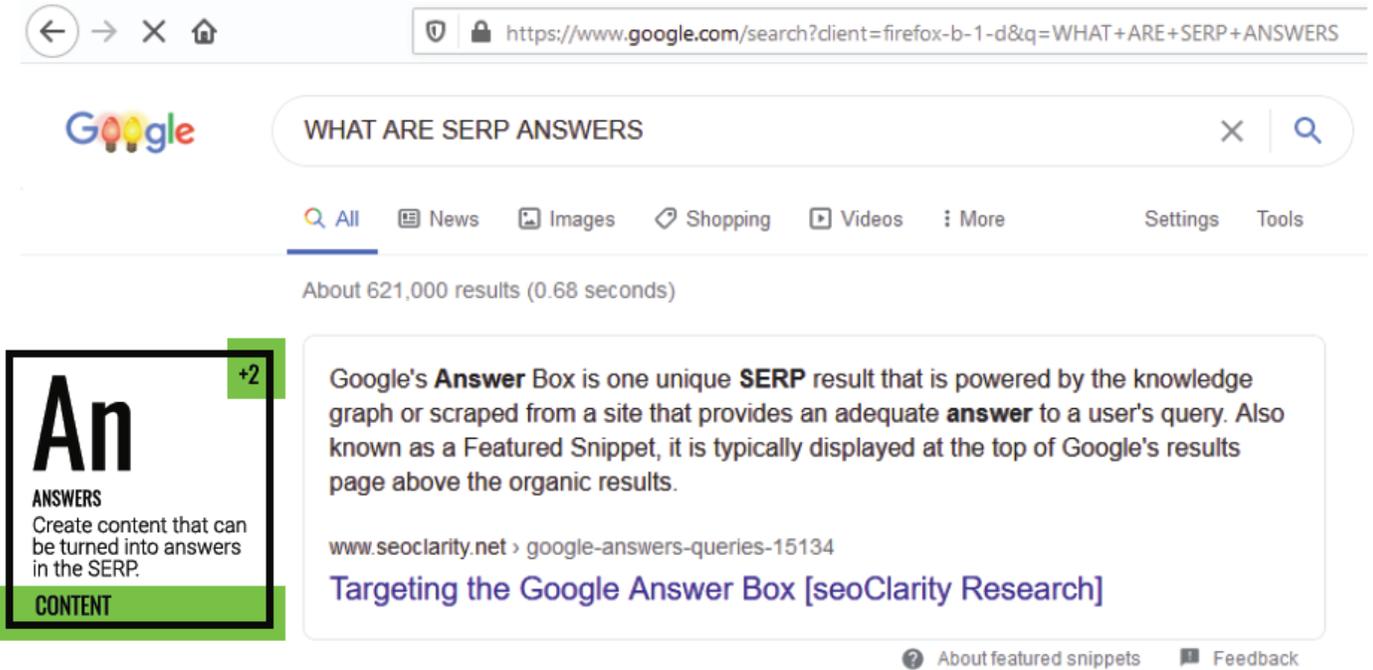
SERP QUESTIONS & ANSWERS

WRAPPED WITH SCHEMA / RICH SNIPPET CODE

This is a relatively new technique which can bring you right to the top of the search engines when people type in similar questions. Your products or services likely have many FAQ's. We simply boost them with "schema" code.

see: <https://developers.google.com/search/docs/data-types/faqpage>

DISTiMAN includes an **FAQ** page and a **"KNOWLEDGE CENTER"** or forum where questions and answers are wrapped with the appropriate schema to optimize this content for SERP.



The image shows a screenshot of a Google search page. The search query is "WHAT ARE SERP ANSWERS". The search results show "About 621,000 results (0.68 seconds)". A featured snippet is displayed, titled "An" (likely "Answers") with a "+2" icon. The snippet text reads: "Google's **Answer** Box is one unique **SERP** result that is powered by the knowledge graph or scraped from a site that provides an adequate **answer** to a user's query. Also known as a Featured Snippet, it is typically displayed at the top of Google's results page above the organic results." Below the snippet, the source is listed as "www.seoClarity.net > google-answers-queries-15134" and the title of the page is "Targeting the Google Answer Box [seoClarity Research]". At the bottom right of the snippet area, there are links for "About featured snippets" and "Feedback".

IMAGES & VIDEOS

TAGGED FOR OPTIMIZATION

The search engines are looking for reasons to refer their “searchers” to your site. Text alone is not rich enough. Adding images and videos enhances the value of a page.

IMAGES - Images are boosted when they include a **title tag** (displays when you hover over the image) and **alt description** which provides ADA compliance for the blind. DISTiMAN provides an easy interface to add these tags.

YOUTUBE VIDEO PLAYER - YouTube videos, a platform owned by Google, provides more value than directly embedding your videos. This also allows you to establish a YouTube channel for some off-site value. DISTiMAN provides a simple interface to embed videos on your pages.

These items must be wrapped by keyword rich alt and title tags to increase their SEO value.

Mm +2

MULTIMEDIA
Images, video and audio can set your content apart.

CONTENT

CONTENT FRESHNESS

BLOGS / RELEASES / APPLICATION STORIES / FORUM

Freshness of content requires some amount of research to estimate what your online competitors are doing and then meet or beat their efforts.

Search engines crawl and re-index the entire world wide web every 3-4 weeks. If your site never offers new content, it can damage your page rank. DISTiMAN's **“one-click”** create function makes it easy to create news, product releases, blog posts, application stories, etc. . .

KNOWLEDGE CENTER PAGES - We highly encourage our customers take advantage of our KNOWLEDGE CENTER function which is basically a forum where your customers can post questions and you can post answers about your products and services.

- Free and always increasing content
- “Schema” wraps each post for the Search Engines SERP
- Becomes a resource available 24/7 where users can find answers
- Becomes part of your FAE's service / support function

Fr

+2

FRESHNESS

Create timely content;
refresh or retire
stagnant pages.

CONTENT

SEARCH ENGINE FRIENDLY URLS

KEYWORDS DIRECTLY INTO YOUR URL ADDRESSES

DISTiMAN automates the url address, pulling them from the title of static content pages, category names or product titles. DISTiMAN also allows manual overrides if needed.



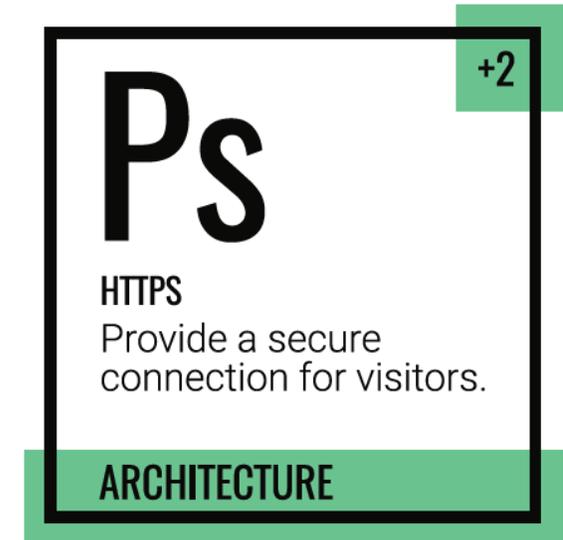
SECURED PLATFORM

SSL CERTIFICATES AND ANTIVIRUS PROTECTION

DISTiMAN is hosted on our servers where we maintain SSL certificates for all our sites. SSL Certificates / HTTPS protocols establish connections between a site and the user, ensuring any transmitted truly secure.

Viruses protection is equally critical, Search engines may see invisible yet unsafe code on your site and penalize your site without you even knowing you have a problem. Severe cases result in “unsafe” warnings as people enter your site, when it gets that bad your site can be blacklisted until fixed, and then remains on dozens of directories as an unsafe site which can affect both traffic and page rank.

DISTiMAN protects all websites with SUCURI Antivirus / Anti-hacking software to continually scan and remove unwanted code and viruses. Staying off the infected list keeps your page rank from possible penalties that can be long-lasting.



PAGE LOAD SPEED - HOW FAST?

LIGHTNING FAST PAGE LOAD SPEEDS

Per a “WebSiteBuilderExpert” study of 5 million websites, the average page load speed of websites on a desktop browser is 10.3 seconds.

DISTiMAN's is hosted on server using “LiteSpeed” architecture which provides 5X increase in speed over Linux or Apache. The server is configured with 26 Dual Core Processors, 2TB of RAM and 10GBs Communication Ports. Typical page load speed to fully interactive is **2-3 SECONDS (MAXIMUM).**

In some markets that may still not be fast enough. DISTiMAN offers an additional level of service utilizing Cloud Army software to compress and optimize all content combined with the Sucuri Content Delivery Network (CDN). This extra level of service will **REDUCE PAGE LOAD SPEEDS ANOTHER 30% (TYPICAL).**

A 5X IMPROVEMENT IN PAGE LOAD SPEED

- LiteSpeed Infrastructure
- 16 Dual Core Processors
- Sucuri Antivirus / Anti Hacking



- 2 TB of Ram
- 10GBs Ports
- RAID5 Backup



CLOUD CONTENT DELIVERY
A GLOBAL CLOUD

Sp

+2

SPEED

Your site should load quickly on any device.

ARCHITECTURE

PAGE LOAD TIME

LIGHTHOUSE 6 & CRAWL BUDGETS

Page load time and crawl budget are now one of the most important SEO factors. Lighthouse 6 is the new standard that search engines use to determine Page Load Speed and Usability of site content. Lighthouse 6 performance is easily measured with Googles on-line tool:

<https://developers.google.com/speed/pagespeed/insights/>

Additionally, Search Engine Spiders / Robots are allotted a fixed period of time to crawl your site (Crawl Budget). Our 2-3 second page loads allow indexing 5X more pages than typical sites, enhancing the Depth of Content perceived by the search engines.

5X FASTER FOR LATEST SEO FACTOR / STANDARDS
5X IMPROVED INDEXING OF CONTENT



Sp +2

SPEED
Your site should load quickly on any device.

ARCHITECTURE

Cr +3

CRAWL
Search engines must easily crawl your pages.

ARCHITECTURE

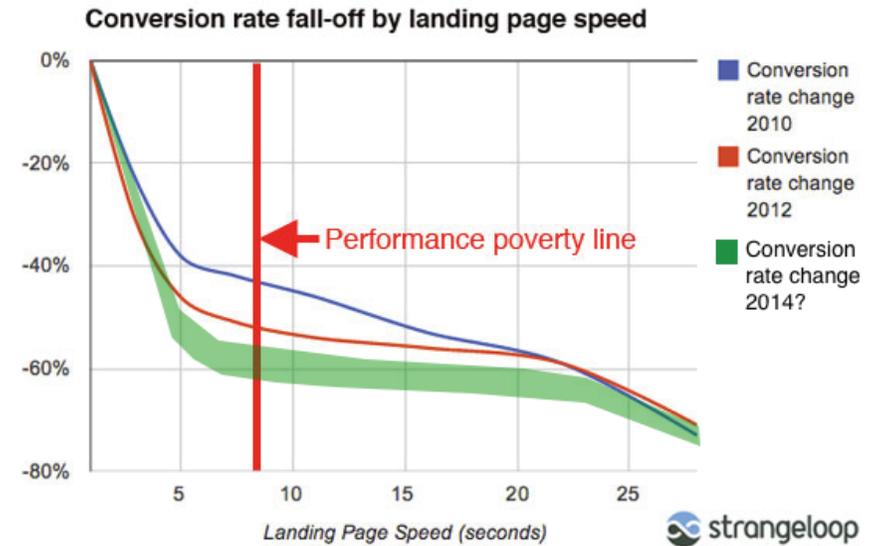
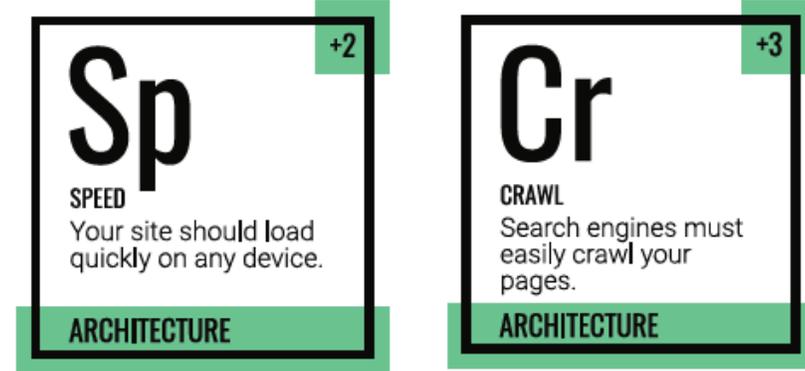
PAGE LOAD TIME

THE MONETARY EFFECT

Google Studies demonstrate that:

- 40% of users abandon sites with >3 sec page loads
- each 1 sec increase reduces satisfaction & confidence by 16%.
- 79% are less likely to return to unsatisfactory websites
- every 1 sec increase raise bounces rate by 10-15%.
- every 1 sec decrease improves conversion rate by 2%
- every 100ms improvement grew sales revenue by 1%

5X FASTER EFFECTS VISITORS RETURN RATE AND CONVERTING VISITORS INTO TRANSACTORS



PAGE LOAD SPEED SCORES

HOME PAGE LOAD SPEED COMPARISONS USING:

<https://developers.google.com/speed/pagespeed/insights/>

These actual site results demonstrate DISTiMAN's typical page speed performance versus industry giants.

“LIGHTHOUSE 6 STANDARD” OVERALL SCORES:

DISTiMAN vs NEWARK = 36% Improvement
DISTiMAN vs MOUSER = 34% Improvement
DISTiMAN vs ARROW = 22% Improvement

TIME TO INTERACTIVE

DISTiMAN vs NEWARK = 3.5 secs improvement
DISTiMAN vs MOUSER = 5.7 secs improvement
DISTiMAN vs ARROW = 1.7 seconds improvement

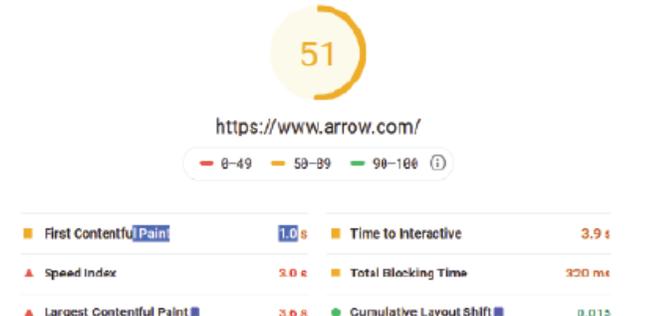
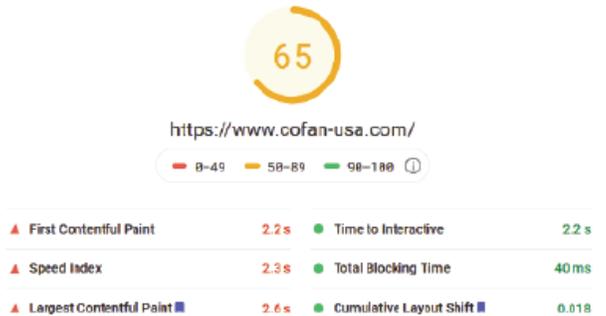
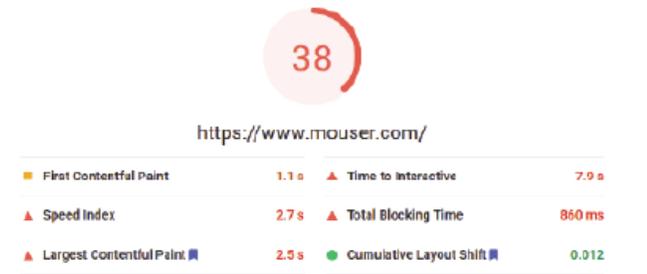
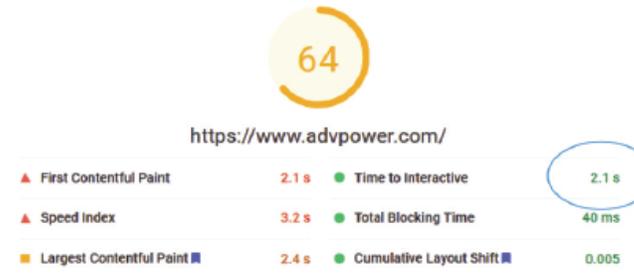
NOTE: An additional 30% increase in page speed is available using our optional Cloud Army / Sucuri Content Delivery Network (CDN) services for particularly competitive markets.



DISTiMAN SITES

versus

INDUSTRY GIANTS



PAGE LOAD SPEED SCORES

CATEGORY PAGE LOAD SPEED COMPARISONS USING:

<https://developers.google.com/speed/pagespeed/insights/>

These actual site results demonstrate DISTiMAN's typical page speed performance at the category versus industry giants. To be as fair as possible, the categories used from the Industry Giants have similar quantity of results displayed.

“LIGHTHOUSE 6 STANDARD” OVERALL SCORES:

- DISTiMAN vs NEWARK = 21.2% Improvement
- DISTiMAN vs MOUSER = 11.9% Improvement
- DISTiMAN vs ARROW = 38% Improvement

TIME TO INTERACTIVE

- DISTiMAN vs NEWARK = 3.1 secs improvement
- DISTiMAN vs MOUSER = 1.6 secs improvement
- DISTiMAN vs ARROW = 16.3 seconds improvement

NOTE: An additional 30% increase in page speed is available using our optional Cloud Army / Sucuri Content Delivery Network (CDN) services for particularly competitive markets.



DISTiMAN SITES

versus

INDUSTRY GIANTS

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<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 |

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<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 |

47

<https://mwc-lc.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 |

42

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 |

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

Legend: 0-49 (red), 50-89 (orange), 90-100 (green)

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

29

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

Legend: 0-49 (red), 50-89 (orange), 90-100 (green)

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

DUPLICATE CONTENT PENALTIES

CANONICAL REDIRECT / NON-DUPLICATED PAGES

THIS COMMON OVERSIGHT HALVES PAGE VALUE & INCURS PENALTIES

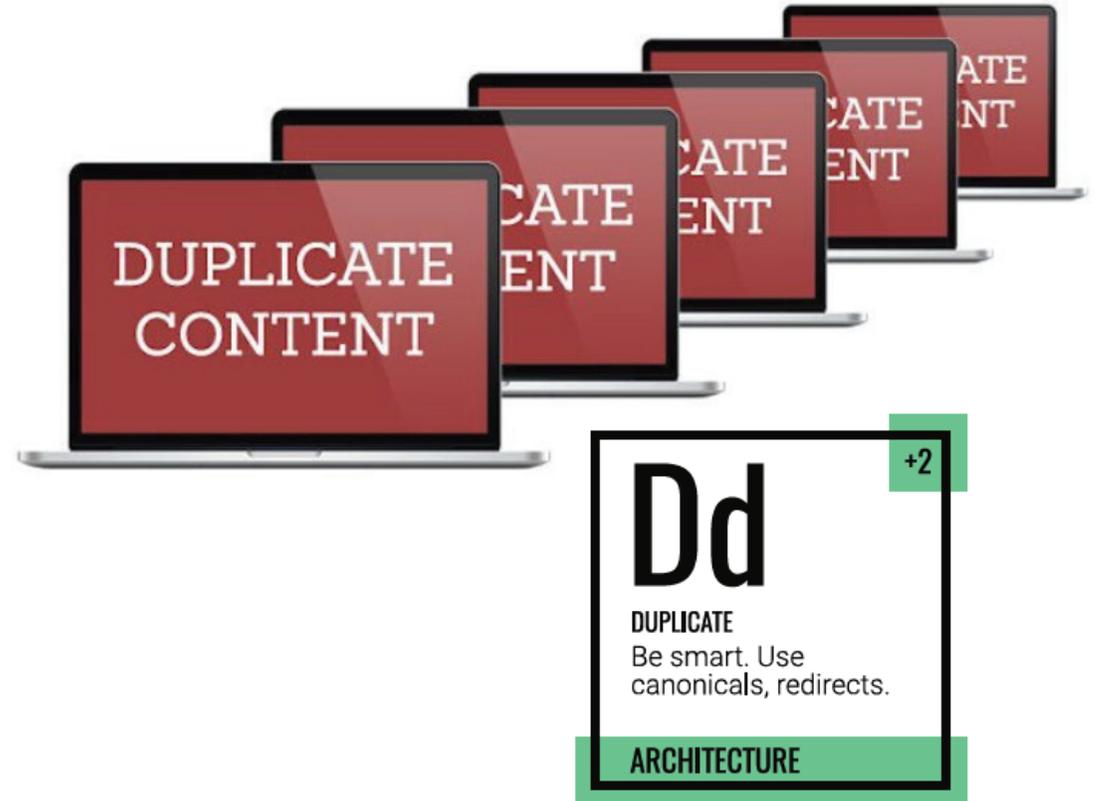
Websites are accessible with and without the “www”. If your site does not re-direct one to the other, then the search engines consider every page as having a duplicate twin, halving their page value and applying a duplicate content penalty. Most websites are guilty of this quick and easy fix called a Canonical Redirect.

. . . and modern websites being mobile friendly, usually have one menu for desktop browsers and another for mobile browsers. Oftentimes, the urls used in these menus have slight differences, once again dividing the page value and applying a further penalty.

. . . and news items, blog entries, technical articles and other documents may have one link on the home page, and yet others link from other possible pages. If these have any deviation in the url used, their page value is also divided and penalized.

DISTIMAN has tools to identify and auto-correct these problems from occurring.

ALL PAGES SHOULD ONLY BE ACCESSIBLE VIA ONE URL ADDRESS TO AVOID HALVING VALUE AND INCURRING DUPLICATE CONTENT PENALTIES



RESPONSIVE DESIGN + MOBILE SPEED

DESKTOP / TABLET / SMART PHONE BROWSERS

Today's websites usually require three design processes, one primary design process for the desktop and two more secondary efforts for tablets and smart phones.

DISTiMAN recognizes the screen width of the browser being used and automatically adjusts content and template options, to best fit the browser window size, this capability is referred to as Responsive Design.

DISTiMAN being a pre-built platform includes most of what is needed for not only the primary design but also the secondary tablet / mobile designs as well. This minimizes the design work required to go live with a usable and responsive site.

DISTiMAN's Responsive Design combined with our page load speeds satisfy the AMP metric to aggressively support 3G ~ 5G browsers with optimized content, designs and page load speeds.

Mo

+3

MOBILE
Optimize for today's smartphones and tablets.

ARCHITECTURE

Am

+1

AMP
Google's mobile page format is built for speed.

HTML



TAGS - HEADING / ALT / TITLE / META

AUTOMATICALLY BUILT IN OR EASY TO USE INTERFACE

STATIC PAGES - pages written by your Content Manager / Designer (not product pages). The interface for creating / editing pages offers WYSIWYG editor / interfaces to easily insert tags as to enhance the SEO value of your content, such as:

HEADING - H1~H6 Tags that announce their importance to the search engines while adjusting their appearance (size / font / weight /color).

ALT - alternative text used to describe items that may not be visible for any reason, additionally used to assist the visually impaired for ADA compliance

TITLE - provides a “tooltip” popup with more descriptive text when you hover over an image or a link.

META - Title, description and keywords kept in hidden meta tags to declare to the search engines how you want this page to be indexed.

ALL PRODUCT PAGES - are programmatically optimized for all the above techniques.

Ds +2

DESCRIPTIONS
Meta tags should describe what pages are about.

HTML

Hd +2

HEADINGS
Build keywords into your H1 - H2 tags, especially H1.

HTML

Tt +3

TITLES
Build keywords into your titles.

HTML

STRUCTURED DATA / SCHEMA

DEFINE PRODUCT CHARACTERISTICS WITH RICH SNIPPETS

Just like FAQs using schema to identify questions and answers, we optimize all our product content to meet the latest “Structured Data” requirements. Structured Data defines “Any offered product or service. For example: a pair of shoes; a concert ticket; the rental of a car; a haircut; or an episode of a TV show streamed online” per Schema.org.

DISTIMAN WRAPS ALL PRODUCT CONTENT WITH APPROPRIATE SCHEMA, declaring each field as:

- belong to this category
- manufactured by
- having this part number
- having x amount in stock
- and that characteristic
- for this type of application
- sold by
- having a price of
- having this characteristic
- etc. . . .

St

STRUCTURE

Use Schema and more to turn data into enhanced listings.

HTML

+2

PAGE INTERLINKING

FOLLOW / NO FOLLOW - GOOGLE JUICE FLOW

Your site is allotted X amount of “Juice” from the search engines. Every link on the page leaks like a sieve, passing its juice amongst all the links on its page. If unchecked, all pages should share a roughly equal “SEO” page value.

Decisions can be made to keep juice from flowing to unimportant pages (contact, terms, conditions, policies, rep maps, etc. . .), distributing their page value to the remaining important pages like Home & Category pages.

Category pages can disallow Juice from flowing down to its many product pages while all product pages can allow their juice to flow up to the category page, causing the category page to act like a bucket, catching and retaining all the value from all the product pages.

These are decisions that can be made and implemented by a qualified designer to implement a follow / no-follow interlink scheme.

A WELL DESIGNED INTERLINKING STRUCTURE CAN RE-DIRECT SEO VALUE TO THEIR TARGETED PAGES



ON-PAGE SEO TECHNIQUES

COFAN-USA.COM VS. OTHER DC FAN MANUFACTURERS DC COAXIAL FAN CATEGORY

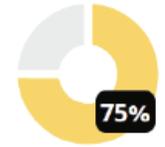
75% vs. **59~74%**

NOTE:

These SEO scores measure the structure of the page not the content itself. This tool does not measure of keyword usage and depth of content on the page.

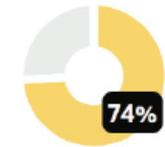
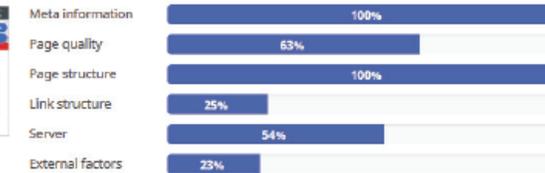
The purpose of this comparison is to illustrate our site offers the best SEO structure for you to fill with keyword rich content.

COFAN-USA.COM - DISTIMAN SITE



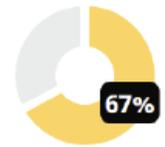
SEO Score Widget

YSTECHUSA.COM



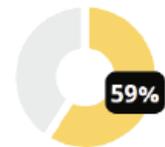
SEO Score Widget

ORIONFANS.COM



SEO Score Widget

COMMAIRROTRON.COM



SEO Score Widget

ON-PAGE SEO TECHNIQUES

MWC-LLC.COM VS. ONLINE COMPETITORS OF RF CONNECTORS RF CONNECTOR CATEGORIES

HOME PAGE SCORE:
68% vs 36-60%

CATEGORY PAGE SCORE:
76% vs 34~62%

NOTE:

These SEO scores measure the structure of the page not the content itself. This tool does not measure of keyword usage and depth of content on the page.

The purpose of this comparison is to illustrate our site offers the best SEO structure for you to fill with keyword rich content.

HOME PAGE

DISTIMAN SITE:

Mwc-llc.com - SEO Checker

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Overview of the SEO Check



SEO Score



CATEGORY PAGE

DISTIMAN SITE:

Mwc-llc.com - SEO Checker

PDF Export

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Overview of the SEO Check



SEO Score



Pasternack.com - SEO Checker

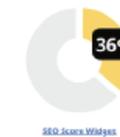
PDF Export

Sign up for free!

Overview of the SEO Check



SEO Score

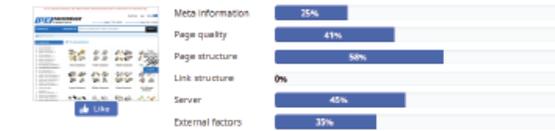


Pasternack.com - SEO Checker

PDF Export

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Overview of the SEO Check



SEO Score



Rfcoaxconnectors.com - SEO Checker

PDF Export

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Overview of the SEO Check



SEO Score

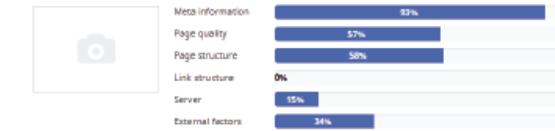


Rfcoaxconnectors.com - SEO Checker

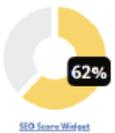
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Overview of the SEO Check



SEO Score



Amphenolrf.com - SEO Checker

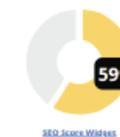
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Overview of the SEO Check



SEO Score

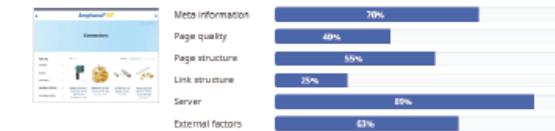


Amphenolrf.com - SEO Checker

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Overview of the SEO Check



SEO Score



ON-PAGE SEO TECHNIQUES

ADVPOWER.COM VS. ONLINE COMPETITORS OF EXTERNAL / DESKTOP POWER SUPPLIES

CATEGORY COMPARISON:

74% vs **59~70%**

NOTE:

These SEO scores measure the structure of the page more. This tool does not measure of keyword usage and depth of content on the page.

The purpose of this comparison is to illustrate our site offers the best SEO structure for you to fill with keyword rich content.

DISTIMAN SITE: Advpower.com - SEO Checker

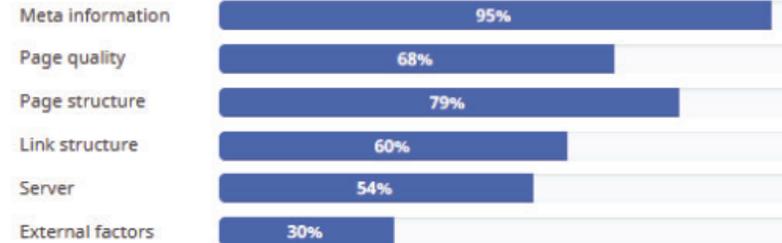
PDF Export

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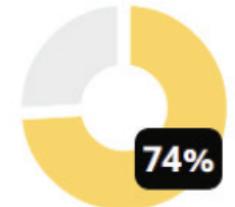
Overview of the SEO Check



Like



SEO Score



SEO Score Widget

Cui.com - SEO Checker

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Overview of the SEO Check



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SEO Score



SEO Score Widget

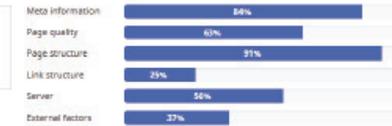
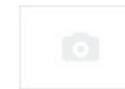
| Response time | File size | Words | Media files | Number of links |
|---------------|-----------|-------|-------------|--------------------------|
| 0.87 s | 164.80 kB | 626 | 49 | 95 Internal / 5 external |

Emea.lambda.tdk.com - SEO Checker

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Overview of the SEO Check



SEO Score



SEO Score Widget

| Response time | File size | Words | Media files | Number of links |
|---------------|-----------|-------|-------------|----------------------------|
| 10.22 s | 99.50 kB | 1549 | 10 | 126 Internal / 22 external |

Xppower.com - SEO Checker

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Like



SEO Score



SEO Score Widget

| Response time | File size | Words | Media files | Number of links |
|---------------|-----------|-------|-------------|----------------------------|
| 3.38 s | 450.30 kB | 1506 | 187 | 281 Internal / 10 external |

Trcelectronics.com - SEO Checker

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Overview of the SEO Check



Like



SEO Score



SEO Score Widget

| Response time | File size | Words | Media files | Number of links |
|---------------|-----------|-------|-------------|---------------------------|
| 0.44 s | 67.80 kB | 858 | 24 | 179 Internal / 2 external |