



VS



# WHY A DISTIMAN SITE IS BETTER THAN ARROW'S WEBSITE

# INTRODUCTION

## THE FACTS BEHIND THIS COMPARISON

I am a content manager hired by Cofan-USA to populate and design their website using the DISTiMAN website platform. With a shoestring budget and about 40 hours of effort, I launched **Cofan-USA.com**.

To prove and qualify my work, I decided to compare it with one of the monster's of the B2B tech industry, Arrow Electronics, the #1 electronics distributor with >\$29 billion in sales and 19,000 employees.

. . . versus

- one person (designer & content manager)
- around for 40 hours of effort in excel and graphic design work
- and \$750 per month for DISTiMAN's SaaS website platform



# HOME PAGE COMPARISON

## GOOGLE PAGE SPEED INSIGHTS

Design being a question of taste, is an argument we will bypass - and focus on performance of the home pages that have reasonably equivalent content and images on both home pages.

Arrow's speed test rated a Google page speed score of 51, where DISTiMAN's rated a 65. "Time to Interactive" was 3.9 seconds for Arrow, versus 2.2 seconds for DISTiMAN.

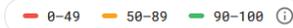
**22% IMPROVED OVERALL SCORE**  
**1.7 SECONDS LESS TIME TO INTERACTIVE**

NOTE:

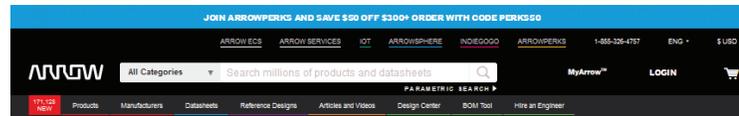
*DISTiMAN can perform roughly 40% faster utilizing optional Cloud Army / Sucuri Content Delivery Network (CDN) available for \$250 per month.*



https://www.arrow.com/



Lab Data			
First Contentful Paint	1.0 s	Time to Interactive	3.9 s
Speed Index	3.0 s	Total Blocking Time	320 ms
Largest Contentful Paint	3.6 s	Cumulative Layout Shift	0.015



### How Manufacturers Can Build Out Clear Use Cases for AI & ML

Pursuing opportunities for artificial intelligence and machine learning to improve manufacturing environments must be balanced by identifying clear, discrete use cases where budgets are tight and ROI paramount.

[LEARN MORE](#)

### UL-217 Certified Smoke Detection

Circuits, algorithms, and software designs for a smoke detection product development.

[LEARN MORE](#)

### API Solutions

Request an API key today.

[LEARN MORE](#)

#### FEATURED PRODUCTS

**BGM220-EK4314A**  
Silicon Labs  
\$24.000 Bluetooth Module Explorer...  
**\$5.953**

Stock 493 [VIEW](#)

**W25N02JWSFIF | High Perform...**  
Winbond Electronics  
High Performance CspNAND enables a data transfer rate up to 15...  
**\$5.272 - \$6.336** Per Unit

Stock 100 [VIEW](#)

#### FEATURED ARTICLES AND VIDEOS

**The Ultimate Raspberry Pi Holiday Shopping List**

Here at Arrow, we have stocked our inventory full of exciting and interactive toys that you or someone you

**4 Benefits of Designing with Molex Off-the-Shelf Cable Assemblies**

Explore how Molex's off-the-shelf cable assemblies offer a complete cable solution for building cost-

**3 Challenges of Cable Design and How Engineers Can Overcome Them**

Have you ever been inspired by a recent connector technology, but found the challenges of adopting the

**Durable and Space-Saving Design Solutions with Molex's FFC/FPFC Connectors and Cables**

Learn about the innovative solutions offered by Molex's FFC and FPC connectors and cables.



https://www.cofan-usa.com/



Lab Data			
First Contentful Paint	2.2 s	Time to Interactive	2.2 s
Speed Index	2.3 s	Total Blocking Time	40 ms
Largest Contentful Paint	2.6 s	Cumulative Layout Shift	0.018



## Heatsinks, Heat Pipes & Vapor Chambers

Factory direct from Cofan USA

Passive components to satisfy a broad range of thermal requirements.

**25+ Years**  
Established in 1994

**Qualified & Tested**  
test reports in every shipment

**USA Sales & Support**  
engineering / prototyping / integration

**2.0M / 2.3K**  
units / sku shipped in 2019

**China Manufacturing**  
standard & high volume production

**\$46 Million**  
2019 sales (USA)

### Fans, Blowers, Heatsinks and Thermal Assemblies from Cofan

Established in 1994, COFAN USA provides advanced thermal solutions to customers in diverse markets. We offer USA-based engineering, fabrication and assembly services combined with our ability to transition volume production to our manufacturing locations in Taiwan or China. We deliver quick, customer- and professional solutions while adhering to the highest standards of quality and service.

At Cofan, we stand behind every product we ship with rigorous testing and reporting included in every shipment. Inspection begins with components at our dock and concludes with system level testing of final products. Our Quality Assurance engineers and technicians are dedicated to ensure the quality designed into our processes and every product we launch.

To establish and maintain the highest quality practices, we have certified our manufacturing facilities to ISO 9001 standards for our heat sink fabrication facility to the ISO 14001 standard (environmental management). We also comply with OHSAS 18001 for employee safety. All our standard products are UL and CSA certified, and RoHS compliant.



### CAPABILITIES / DOWNLOADS



# CONTENT MANAGEMENT

## ONE-CLICK EDIT VS POSSIBLY LONG & INVOLVED PROCESS

The DISTiMAN platform offers a major advantage in ease of content management with its **one-click edit** feature, enabling direct management of practically everything on the site with little or no html skill. Additionally, an admin menu allows creation of common items like press releases and news pages with one click.

Arrow's site likely requires an administrator interface and some level of training to find, edit and create items. It is more likely that an experienced designer must be involved, possibly requiring a multi-step process . . . versus enabling the content manager the ability to directly make their own desired changes.

I would argue that **DISTiMAN offers a 5-10X improvement** considering how challenges can multiply for every extra person involved in the content process (communicate, implement, review, correct, delays, etc. . .).

The screenshot shows the COFAN USA website. At the top, there is a navigation bar with the COFAN USA logo and a menu with items: HOME, ABOUT, PRODUCTS, SERVICES, CONTACT, and ADMIN. The ADMIN item is circled in blue. Below the navigation bar is a large blue banner with the text "Engineered Thermal Solutions" and "Factory direct from Cofan USA". To the right of the text is an image of a thermal management component. In the top right corner of the banner, there is a button labeled "Edit Page" which is also circled in blue. Below the banner, there are three columns of text: "25+ Years", "USA Sales & Support", and "China Manufacturing".

# USABILITY - AT THE CATEGORY

## DC FAN LISTING FROM ARROW - 13,077 / 342 PARTS

Searching for **DC Fans** on Arrow's site, I find 13,077 results with tables and filters that do not include any primary characteristics like size or voltage, so not helpful.

Eventually I figure out that I can use the search function to include dimensions and voltage, eg: **DC FANS 60MM 12V**, why these are searchable but not filterable seems like a design oversight to me.

Now I have 342 results, with filters that are still not helpful. Why is DC blower an option? Why is 24V an option? Then a dozen more filter options that fall off the right of the page, the only useful ones being "bearing type" and "width".

Then the table itself shows purchasing data, but no product data that is helpful to identify a technical "solution".

**END RESULT IS THAT ARROW'S SELECTION PROCESS IS MOSTLY A FAILURE FOR A DESIGNING ENGINEER**

The image shows two screenshots of the Arrow Electronics website. The top screenshot shows a search for "dc fans" resulting in 13,077 products. The bottom screenshot shows a search for "DC FANS 12v 60mm" resulting in 342 products. The bottom screenshot includes a table of results with columns for Part No., Price, Stock, Manufacturer, Product Category, and Category.

PART NO.	PRICE	STOCK	MANUFACTURER	PRODUCT CATEGORY	CATEGORY
NEW! 06020SS-24N-AT-00	1+ \$3.0659 10+ \$3.0543 25+ \$3.0118 100+ \$2.9819	155 Ships today	MinebeamMistumi - NMB Technologies	Blowers and Fans	DC Fan
NEW! 2410ML-04W-B69-B00	1+ \$10.5432 10+ \$10.0257 25+ \$9.0935 100+ \$8.5571	134 Ships today	MinebeamMistumi - NMB Technologies	Blowers and Fans	DC Fan

# USABILITY AT THE CATEGORY

## DC FAN LISTING FROM COFAN - 254 PARTS

A much cleaner and intuitive look. A marketing message above the table with a link to their product catalog makes for a much better category introduction.

The table listing so simple and intuitive with all the primary characteristics. Left-hand filter and ability to filter and sort results by clicking column headers.

Secondary content displayed below the table for improved usability and increasing depth of content for better SEO page rank.

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

Clear  Apply

Height (mm)

Width (mm)

Voltage

CFM

Bearing

Tachometer (Option)

Alarm (Option)

PWM (Option)

Thermistor (Option)

Analog (Option)

Clear  Apply

Home / DC Fans (Next Gen) / Products

## DC Fans (Next Gen)

20~254mm products

COFAN has been delivering axial fan technology for more than 25 years. All our DC Fans are safety qualified to UL/cUL 62368-1 and supported by our one year warranty. Our facilities are ISO 9001:2015, ISO 14001:2015, and IATF 16949:2016 certified. Our DC brushless motor technology delivers lasting performance with our two-ball bearing life expectancy (L10 at 40°C) of 30,000 ~ 100,000 hours. Test and inspection reports ship with every order to confirm our delivered quality.



Download our DC Fan Catalog

Image	Part No	PDF	Height (mm)	Width (mm)	Voltage	CFM	Bearing	Tachometer (Option)	Alarm (Option)	PWM (Option)	Thermistor (Option)	Analog (Option)
	AGE02006F		20	6	5	0.35-1.06	F	X	X			
	AGE02510		25	10	5,12	0.52-2.41	B,F	X	X	X		
	AGE03010		30	10	5,12	2.99-5.65	B,F	X	X	X		
	AGE03510B		35	10	5,12	2.10-5.51	B	X	X	X		
	AGE03820B		38	20	12,24	6.30-10.60	B	X	X	X		
	AGE03828B		38	28	12	9.44-19.16	B	X	X	X		
	AGE04010		40	10	5,12,24							
	AGE04020		40	20	12,24							
	AGS04020		40	20	12,24							
	AGE04015B		40	15	12,24							
	AGB04020B		40	20	12							
	AGB04028B		40	28	12,24							
	AGD12038B		120	38	12,24,48	190.5-212.6	B	X	X	X	X	X
	AGV12038B		120	38	12,24,48	195-234	B	X	X	X		
	AGB12038B		120	38	12,24,48	171.4-265.8	B	X	X	X		
	AGE15051B		120	38	24,48	263-472.5	B	X	X	X	X	X
	AGE12025		120	25	12,24	40.6-85.5	B,F	X	X	X		
	AGB14038B		140	38	12,24,48	212-310	B	X	X	X		
	AGF15051B		172	51	24,48	310.6-410.5	B	X	X	X	X	X
	AGE25489B		254	89	24,48	595-747	B	X	X	X	X	X

### TECHNICAL SPECIFICATIONS FOR ALL OUR DC FANS:

**Material:** Frame, Impeller: Plastics, Aluminum, etc.

**Operation Environment:** Two ball bearing: -10°C~+70°C, Humidity: 35%~85%RH / FMB: -10°C~+50°C, Humidity: 35%~85%RH

**Storage Temperature:** -40°C +75°C (Humidity: 35%~85%RH)

**Insulation Resistance:** 5mA MAX. at 500 VAC 60Hz one minute (between frame and lead conductor)

**Vibration Resistance Test:** Applied 5.30Hz, 0.04 peak to peak amplitude, 30~500Hz, 2G peak amplitude for five minutes to all three axis/5.3Hz,0.04

**Shock Test:** Under the conditions of 60G, 22ms (1/2 sine), two times to all three axis

# CATEGORY COMPARISON

ARROW (159 PARTS) VS. DISTIMAN (254 PARTS)

## PER GOOGLE PAGE INSIGHTS DISTIMAN SCORES 38% FASTER OVERALL DISTIMAN IS 16.3 SECONDS FASTER TO INTERACTIVE



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



Lab Data



■ 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



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



Lab Data



▲ 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

# EASE OF MANAGEMENT

## LET YOUR PRODUCT MANAGERS DESIGN THE TABLES / FILTERS

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

DISTIMAN built in **one-click editing of the category** to empower product managers their ability to directly access the design of their categories. They can easily configure which columns and filters should be displayed. Snapshots of the interface are shown at right.

**BASIC INFORMATION TAB** - defines title and header images with a WYSIWYG editor for the description at the top of the category. Additional options for content above, below and within the table are included as well control of all styles (fonts, colors, borders, backgrounds).

**CUSTOM FIELDS TAB** - lets the product manager select which fields to display and in what order.

**THIS EASE OF MANAGEMENT IS HOW DISTIMAN OBTAINS A USABILITY IMPROVEMENT OF >10X**

The screenshot displays the configuration interface for a category. It includes the following fields and options:

- Category Name**: DC Fans (Next Gen)
- Alias**: dc-fans
- Parent Category**: None
- Status**: Enabled (toggle)
- Category Images**: Upload...
- Banner Images**: Upload...
- Core Fields**: A list of fields to be displayed, each with a plus icon and a trash icon:
  - Height (mm) (number)
  - Width (mm) (number)
  - Voltage (text)
  - CFM (text)
  - Bearing (text)
  - Tachometer (Option) (text)
  - Alarm (Option) (text)
  - PWM (Option) (text)
  - Thermistor (Option) (text)
  - Analog (Option) (text)

# CONFIGURATOR TOOLS!

ON A BASIC INEXPENSIVE WEBSITE!?!?

Some products have so many options that listing them in a table format is problematic. For example, if we were to create individual part numbers for every BGA Heatsink from Cofan, we would need to create 19,584 parts.

By using simple drop down selectors, we can allow a user to configure a part quickly and easily instead of navigating through 19,584 individual part numbers.

This standard feature of DISTiMAN is an outrageous value and something Arrow would be challenged to implement for one category, let alone multiple.

As a content manager, it took less than 10 minutes to create this product with all its configurator options, saving hours of time required to create 19,584 listings.

**DOCUMENT 19,584 PARTS OR ONE CONFIGURATION,  
THAT IS A HUGE TIME & COST SAVINGS**

The screenshot shows a web page for 'BGA Heatsink' with a breadcrumb trail 'Home / BGA Heatsinks / BGA Heatsink'. On the left is a 3D image of a heatsink with a chip on top. Below it are five small icons representing different views or options. On the right, the product title 'BGA Heatsink' is followed by a description: 'COFAN'S BGA heatsinks are high efficiency cooling products designed to serve today's leading edge processor and memory chip applications. Our website makes it easy to quickly configure the right solution to meet your needs.' There are two buttons: 'R.F.Q.' and 'SAMPLE'. Below them is a 'Download' button with a PDF icon and the text 'bga.pdf'. A list of specifications follows: Alloy (Aluminum or Copper), Finish (Anodized or Black Powder Coat (Consult for Custom Requests)), Type (Plate Fine, Cross Cut (loose) or Cross Cut (Tight)), Footprint (17-49mm Baseplate Footprints (standard)), Heights (10-40mm height (standard)), Interface (Optional Thermal Pad), and Mounting (Optional Screw, Spring-Loaded, Clip and Z-Clip Mounting Options). Below the specifications is a section titled 'Use the fields below to configure your part number:' with an 'ADD TO RFQ CART' button. Underneath are seven dropdown menus labeled Alloy, Finish, Type, Footprint, Height, Thermal Pad, and Mounting. The Thermal Pad dropdown is set to 'None'. At the bottom, a note reads: '\* Please be sure to follow configuration rules in the Datasheet, we will confirm your configuration with the factory as soon as possible.'

# PRODUCT MANAGEMENT

## DEVELOPER INTERACTION VS. ONE-CLICK EDITING

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

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

- write up the change and send
- receive, interpret, implement he change
- communicate change was done
- look up, review and approve
- or repeat with additional corrections

DISTiMAN product pages offer **one-click** editing for any novice user to update / fix content. So the requester can one-click edit and save.

## ONE-CLICK EDITING MUST BE AT LEAST 5X EASIER



### COFAN USA

## AGB04028B 40 x 28mm Axial DC Fan

40 x 28mm Axial DC Fan

#### Features

- UL&UL 6236B-1 Approved Axial DC Fan
- Axial DC fan frame & impeller manufactured of PBT (UL94V-0)
- 2-Ball Bearing Axial DC Fan -10°C-70°C Operating Temperature Range
- Fluid Bearing Axial DC Fan -10°C-50°C Operating Temperature Range

Height (mm)	40
Width (mm)	28
Voltage	12,24
CFM	13.9-24.8
Bearing	B
Tachometer (Option)	X
Alarm (Option)	X
PWM (Option)	X

Cofan DC cooling fans feature high airflow, high reliability, and low noise proven with test reports in every shipment.

Part No	Bearing	Voltage	V Range	Rated Current	RPM	m3/min	CFM	mm/H2O	in/H2O	dBa		
AGB04028B12H	B	12	7.0-13.2	0.35	11000	0.53	18.7	23.4	0.92	51	R.F.Q.	SAMPLE
AGB04028B12L	B	12	7.0-13.2	0.14	8000	0.4	13.8	11.5	0.46	38	R.F.Q.	SAMPLE
AGB04028B12M	B	12	7.0-13.2	0.26	9500	0.45	15.9	17.6	0.69	44	R.F.Q.	SAMPLE
AGB04028B12U	B	12	7.0-13.2	0.55	13000	0.67	23.8	33.7	1.32	54	R.F.Q.	SAMPLE
AGB04028B12V	B	12	7.0-13.2	0.64	15000	0.7						
AGB04028B24H	B	24	14.0-26.4	0.2	11000	0.53						
AGB04028B24L	B	24	14.0-26.4	0.1	8000	0.4						
AGB04028B24M	B	24	14.0-26.4	0.15	9500	0.45						
AGB04028B24U	B	24	14.0-26.4	0.27	13000	0.67						
AGB04028B24V	B	24	14.0-26.4	0.29	15000	0.7						

**Product: AGB04028B** Save Save & Close Save & New Close

Currently editing for Seller: COFAN USA

<ul style="list-style-type: none"> <li>Basic Information</li> <li>Sellers</li> <li>Dimension</li> <li>Specifications</li> <li>Variants</li> <li>Inventory</li> <li>Pricing</li> <li>Shipping</li> <li>SEO</li> <li>Related Products</li> <li>Configurator</li> <li>Detail Page Options</li> <li>Detail Page Style</li> </ul>	<p>ID <span style="font-size: small;">*</span> 755</p> <p>Marketplace SKU <span style="font-size: small;">*</span> <input type="text" value="CCB0989662211F6"/></p> <p>Product Category <span style="font-size: small;">*</span> <input type="text" value="DC Fans (Next Gen)"/></p> <p>Product Name <span style="font-size: small;">*</span> <input type="text" value="AGB04028B"/></p> <p>Parent Product <span style="font-size: small;">*</span> <input type="text" value=""/></p> <p>Product SKU <span style="font-size: small;">*</span> <input type="text" value=""/></p> <p>Short Description <span style="font-size: small;">*</span> <input type="text" value=""/></p> <p>Primary Image <span style="font-size: small;">*</span> <input type="text" value=""/></p> <p>Product Quantity <span style="font-size: small;">*</span> <input type="text" value=""/></p> <p>Title/Label <span style="font-size: small;">*</span> <input type="text" value="Default (from language key)"/></p> <p>Description <span style="font-size: small;">*</span> <input type="text" value=""/></p>
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# PRODUCT CONTENT

... OR DRAG & DROP IMPORT MAPPING

When you need to update multiple parts, DISTiMAN's import mapping function is extremely useful. You can use our one-click exported file or your own spreadsheet.

When ready to import, DISTiMAN's import mapping auto-syncs matching headers and then "drag & drop" the remaining into their matching fields. You can then save your "import template" for re-use again at any time in the future.

A common everyday use is to import price and inventory data for e-commerce. I create an import map that matches the ERP export data which is exported to a network location. DISTiMAN automatically imports the file, automating daily price and inventory values with minimal effort or cost.

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

The image shows a spreadsheet at the top with columns labeled E through AA. The spreadsheet contains data for various product specifications, including columns for 'PRODUCT', 'PRODUCT\_TITLE', 'SPEC\_97', 'SPEC\_98', 'SPEC\_99', 'variant\_sku', 'SPEC\_82', 'SPEC\_83', 'SPEC\_84', 'SPEC\_85', 'SPEC\_86', 'SPEC\_87', 'SPEC\_88', 'SPEC\_89', 'SPEC\_90', and 'SPEC\_91'. Below the spreadsheet is a screenshot of a web browser displaying the 'sellacious' application. The browser address bar shows 'https://www.cofan-usa.com/sellacious/'. The application interface features a dark sidebar menu with options like 'Dashboard', 'Shop', 'Transactions', 'User Profile', 'Categories', 'Messages', 'Additional attribute', 'Reporting', 'Import Utility', 'Languages', 'Settings', and 'Distiman'. The main content area shows a mapping interface with two columns of fields. The left column contains fields like 'SPEC\_84\_V\_RANGE', 'SPEC\_85\_RATED\_CURRENT', 'SPEC\_86\_RPM', 'SPEC\_87\_M3\_MIN', 'SPEC\_88\_CFM', 'SPEC\_89\_MM\_H2O', 'SPEC\_90\_IN\_H2O', 'SPEC\_91\_DBA', 'SPEC\_92\_FREQUENCY', 'SPEC\_93\_MOTOR', 'SPEC\_94\_WATTS', 'SPEC\_95\_M3\_H', 'SPEC\_96\_CMM', 'SPEC\_97\_LENGTH\_MM\_', 'SPEC\_98\_HEIGHT\_MM\_', 'SPEC\_99\_WIDTH\_MM\_', 'SPEC\_101\_ALLOY', 'SPEC\_102\_FINISH', 'SPEC\_103\_TYPE', 'SPEC\_104\_FOOTPRINT', 'SPEC\_105\_HEIGHTS', 'SPEC\_106\_MOUNTING', and 'SPEC\_107\_INTERFACE'. The right column contains fields like 'SPEC\_84\_V\_RANGE', 'SPEC\_85\_RATED\_CURRENT', 'SPEC\_86\_RPM', 'SPEC\_87\_M3\_MIN', 'SPEC\_88\_CFM', 'SPEC\_89\_MM\_H2O', 'SPEC\_90\_IN\_H2O', 'SPEC\_91\_DBA', 'SPEC\_92\_FREQUENCY', 'SPEC\_93\_MOTOR', 'SPEC\_94\_WATTS', 'SPEC\_95\_M3\_H', 'SPEC\_96\_CMM', 'SPEC\_97\_LENGTH', 'SPEC\_98\_HEIGHT', 'SPEC\_99\_WIDTH', 'SPEC\_73\_TACH', 'SPEC\_74\_ALARM', 'SPEC\_75\_PWM', 'SPEC\_77\_THERMISTOR', 'SPEC\_76\_ANALOG', 'SPEC\_80\_IP55', 'variant\_sku', 'max Current', and 'M3/HR'. A blue circle highlights the 'variant\_sku' field in the right column. At the bottom of the interface, there are buttons for 'CACHE', 'AUTO FIX', 'DOCUMENTATION', 'SUPPORT', 'Start Import', and 'Cancel Import'. A 'Save as Template' section is also visible with a text input field and a 'Save Mapping as New Template' button.

# OPTIMIZATION

## ON-PAGE SEARCH ENGINE OPTIMIZATION

### WHAT YOU CAN CONTROL AND WHAT WE HAVE ENGINEERED

Giving Product Managers direct access to content improves quantity, quality and timeliness of content. With a little guidance, you'll be able to write content with ideal key word densities and best use of content tags (hotlinks, meta title, meta description, heading, alt, title, image).

DISTiMAN programmatically manages the rest:

**SEF** - Search Engine Friendly urls

**PAGE INTERLINKING** - menus, breadcrumbs and more

**MOBILE FRIENDLY** - with Bootstrap, HTML5 & CSS3

**HTTPS / SECURITY** - secure connection for your customers

**SCHEMA** - structured data for all product content

**SITE MAPS** - auto-generated and published to the search engines

... AND SO MUCH MORE.

## PERIODIC TABLE OF SEO FACTORS

<b>Qu</b> +3 QUALITY Pages must be well-written and highly valuable. CONTENT	<b>Cr</b> +3 CRAWL Search engines must easily crawl your pages. ARCHITECTURE	<b>Tt</b> +3 TITLES Build keywords into your titles. HTML
<b>Rs</b> +3 RESEARCH Investigate keywords people may use to find your content. CONTENT	<b>Mo</b> +3 MOBILE Optimize for today's smartphones and tablets. ARCHITECTURE	<b>Ds</b> +2 DESCRIPTIONS Meta tags should describe what pages are about. HTML
<b>Kw</b> +2 KEYWORDS Build target keywords into your pages. CONTENT	<b>Dd</b> +2 DUPLICATE Be smart. Use canonicals, redirects. ARCHITECTURE	<b>St</b> +2 STRUCTURE Use Schema and more to turn data into enhanced listings. HTML
<b>Fr</b> +2 FRESHNESS Create timely content; refresh or retire stagnant pages. CONTENT	<b>Sp</b> +2 SPEED Your site should load quickly on any device. ARCHITECTURE	<b>Hd</b> +2 HEADINGS Build keywords into your H1 - H2 tags, especially H1. HTML
<b>Mm</b> +2 MULTIMEDIA Images, video and audio can set your content apart. CONTENT	<b>Ps</b> +2 HTTPS Provide a secure connection for visitors. ARCHITECTURE	<b>Am</b> +1 AMP Google's mobile page format is built for speed. HTML
<b>An</b> +2 ANSWERS Create content that can be turned into answers in the SERP. CONTENT	<b>Ur</b> +1 URLS Build keywords into your page addresses. ARCHITECTURE	
<b>Dt</b> +2 DEPTH Shallow content fails. Aim for substance. CONTENT		

# ON-PAGE SEO TECHNIQUES

## STACKED AGAINST OTHER DC FAN MANUFACTURERS

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

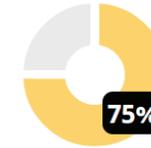
Most companies sacrifice usability to gain improved on page SEO. Our on page SEO beat every competitor while delivering the best in usability.

Note - should take 6-8 weeks for Cofan to actually overtake their competitors on the search engines (by March 2020).

### DISTIMAN BEATS IT'S LEADING COMPETITORS IN SEO VALUE WITHOUT SACRIFICING USABILITY

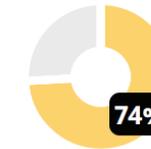
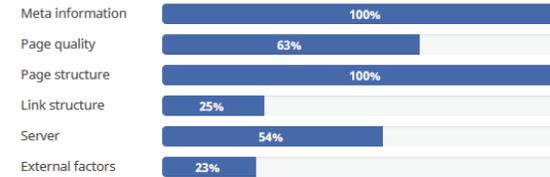
## seobility

### DISTIMAN / COFAN-USA.COM



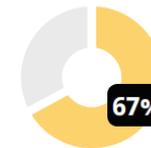
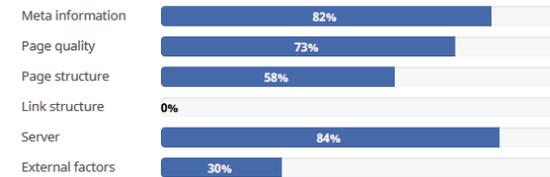
SEO Score Widget

### YSTECHUSA.COM



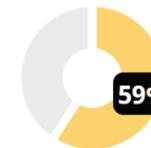
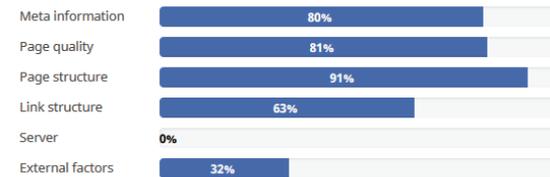
SEO Score Widget

### ORIONFANS.COM



SEO Score Widget

### COMMAIRROTRON.COM



SEO Score Widget

# IN SUMMARY

## DISTIMAN VS. ARROW WEBSITE

FEATURE	ARROW	DISTIMAN	DIFFERENCE
<b>CAPABILITY</b>	Millions of SKUs	Millions of SKUs	Equivalent
<b>HOME PAGE SPEED SCORE</b>	51	65	+22% Improvement
<b>CATEGORY PAGE SPEED SCORE</b>	29	47	+38% Improvement
<b>CONTENT MANAGEMENT EASE OF USE</b>	Likely requires developer support	One-click or Mapped Imports	I would argue >10X easier
<b>USABILITY</b>	Not very Intuitive or easy to find solutions	much easier to find or configure solutions	I would argue >10X easier
<b>CONFIGURATORS</b>	n/a	built-in	no comparison
<b>OPTIMIZATION</b>	good	great	Worth Tens of Thousands in Social Media Marketing Value
<b>COST</b>	Assuming >\$1M+ and ongoing	\$750 per Month	Estimate well over 95% savings
<b>TIME</b>	Months? / Years? >3 Million parts	One person < 40 hrs ~23,000 parts	Estimate well over 95% less time