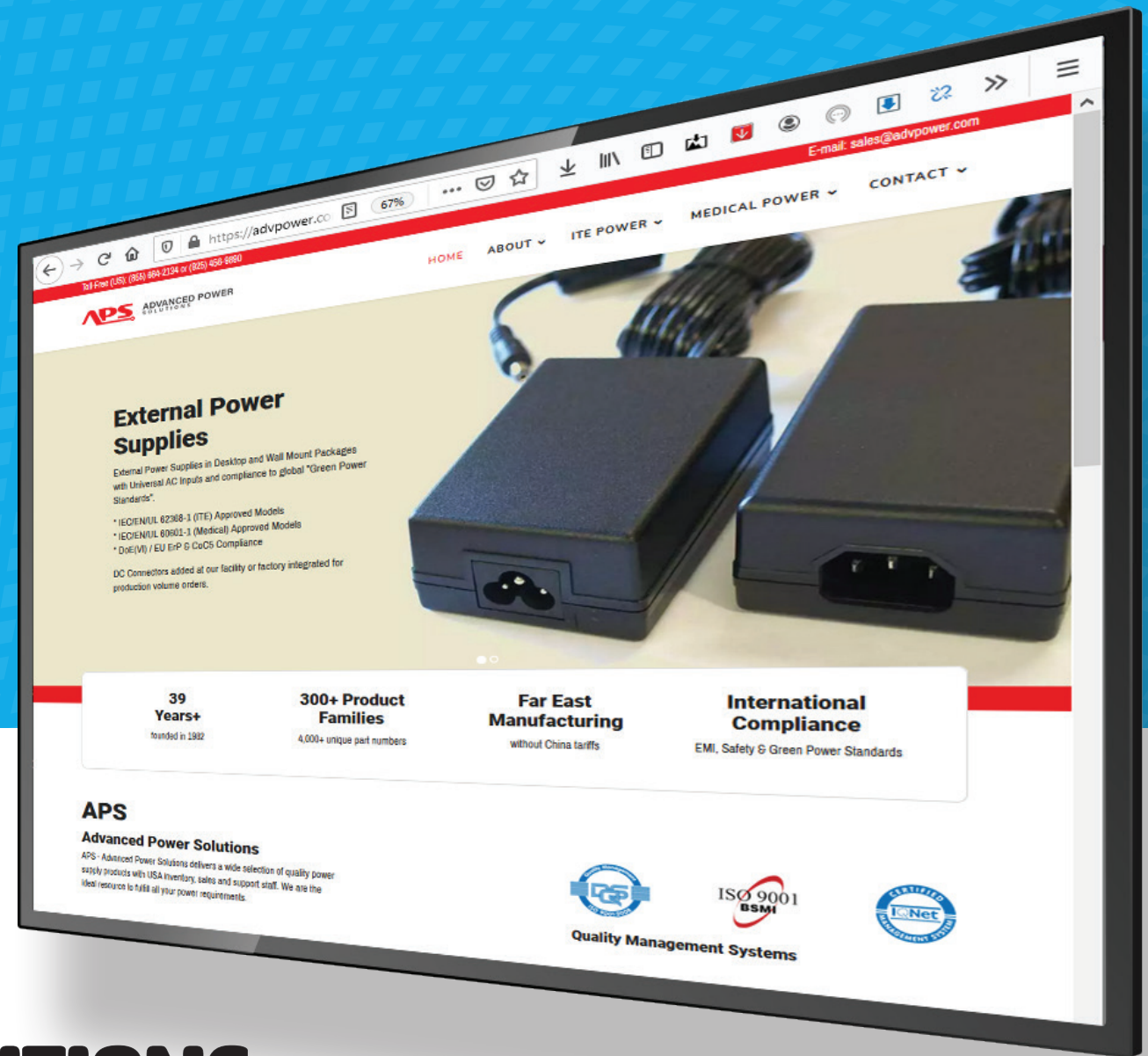




enterprise level web designs  
for companies with hundreds,  
thousands or millions of products



# MANUFACTURER CASE STUDY: ADVANCED POWER SOLUTIONS

<https://advpower.com>

# JOOMLA PLATFORM

## \$18,000 INVESTMENT

- Privately owned corporation
- Launched in 2015
- 14 Pages in total
- Category Listings
- No Product Pages
- Had Not been updated in years

## HOME PAGE:

- Not an overall bad design for a small company
- Not Mobile Friendly
- Rotating banner images
- News section
- 6-10 Second page loads
- Lacked proper SEO Strategy



# Joomla Platform

\$18,000 Investment

## Menu / Categories

- Functioning Menu
- Showed 9 available Categories
- One About Page
- One Contact Page
- No need for a search function when site is this small

[HOME](#)[ABOUT APS](#)[PRODUCT SELECTION GUIDE](#)[CONTACT US](#)[SEARCH](#)

OEM / ITE Power

Open Frame Power Supplies

U-Frame / Enclosed Power Supplies

Desktop Power Supplies

Wall Mount Power Supplies

Class I & Class II approvals. We offer a wide

AC Power Cables

DC Connector Options

Dimensions

IEC Inlet Type

Medical / Healthcare

Desktop | Wall Mount Power Supply

Open Frame / U-Frame Package

Industrial / Rugged Power

Encapsulated Power Supplies

DIN Rail Mount Power Supplies

Legacy Products

This is actually a decent selection table, but . . .

- Links directly to a pdf - so lacks depth of content
- Had not been updated in 4+ years
- Makes the product offering feel small
- No way to transact except contact us form
- 6-10 second page load
- Not enough content to rank on Search Engines

Desktop Power Supplies

Desktop Power Supplies navigation and table with columns: Click Image to Enlarge, Series, Watts, Vout Range, Dimensions, C6, C8, C14, Download. Includes product images and specifications for various models like PA1015D, PA1024T, etc.

# DISTIMAN SOLUTION

\$1500 SET-UP & \$750 PER MONTH  
+40 HRS OF CONTENT & DESIGN WORK

## HOME PAGE

- Rotating Banners
- Expanded product selection brought to home page
- At a glance visitors can see company's focus
- Cage Codes below company listing
- Added a feature product area
- Expanded imagery in new products
- Loads in <3 seconds

top half of site



lower half of site



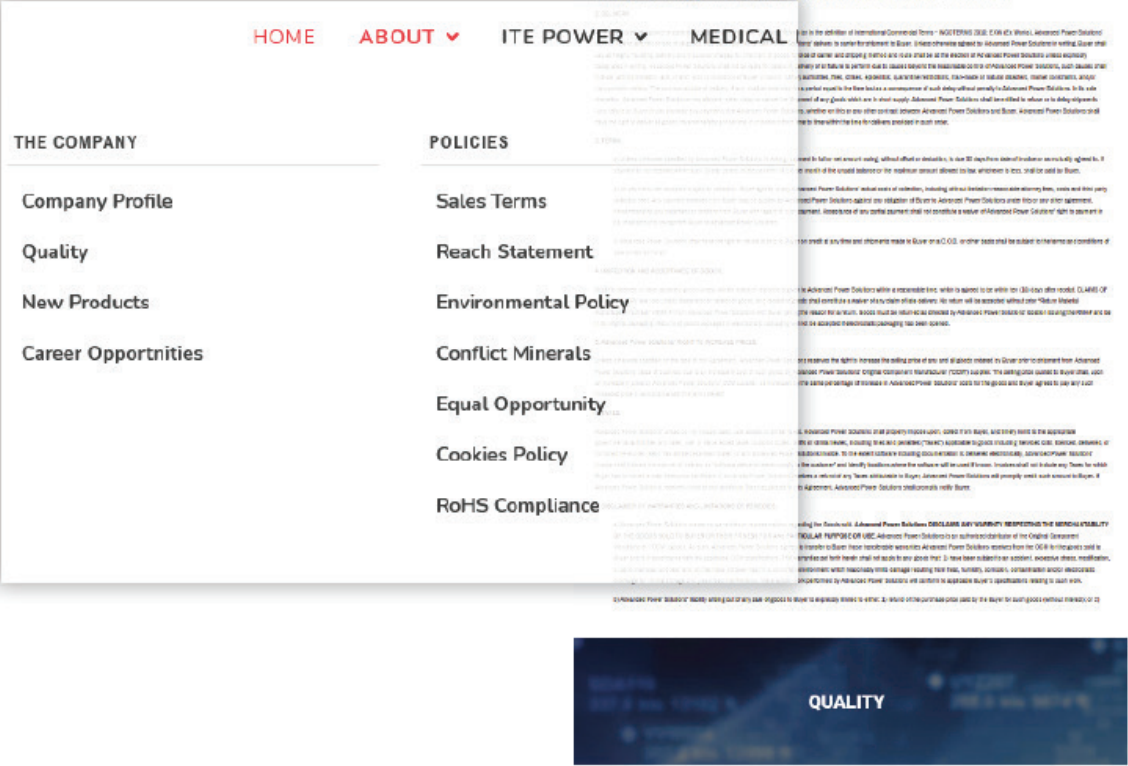
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## EXPANDED “ABOUT” CONTENT

- DISTiMAN comes pre-built with 20+ product content pages to cover About US, Management, Terms, Quality, Environment, etc. . . This customer chose to use 11 of these pages, making them appear like a much larger enterprise.
- This enhances the professional presentation of your company, making designers, buyers and managers more comfortable to work with the company
- This added “Depth of Content” and more opportunities to pepper the site with key words, in creasing the page value of the over all sit for the search engines.
- All these pages load in < 2 secs



QUICK FACTS			
SET-UP \$3 Million	COVERED AREA 5000 ft <sup>2</sup>	WORKING BUILDING 1,000 ft <sup>2</sup>	PROJECTS COMPLETED 1,000 ft <sup>2</sup>
AVAILABLE PARTS 6	UNITED STATES TEAMS 3	EMPLOYEES 500k	DESIGNERS 120
INVESTMENT >99%	ANNUAL REVENUE \$500k	ROHS COMPLIANT 300+	LABOR COSTS 4,000+

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## FATTENING UP THE PRODUCT LINE-UP:

The new website actually offers fewer product categories than the previous website, we just broke out the remaining categories into more sub-categories, specifically:

Separate Industrial & Medical solution into completely separate lists, use a different color in the menu to establish greater separation.

Desktop Power Supplies was only one category on the old site, but within that one category are three types of AC inlets so we split one category into 3.

Wall Mount Power Supplies have two distinctly differently types, USB outlet or Cabled with a DC Connector. Then we can separate these even further by their geographic plug type.

OEM Embedded type supplies further separated mechanical style.










**MAKES THE OFFERING  
LOOK 4-5 TIME LARGER**










Toll-Free (US) (855) 664-2134 or (925) 456-9090 E-mail: sales@adpower.com

**APS ADVANCED POWER SOLUTIONS** HOME ABOUT ITE POWER MEDICAL POWER CONTACT

### ITE POWER SUPPLIES

SAFETY APPROVED TO IEC/EN/UL 62368-1

DESKTOP POWER SUPPLIES			WALL MOUNT POWER SUPPLIES					
 Desktop Power Supplies with IEC-320 C14 Inlets	 Desktop Power Supplies with IEC-320 C6 Inlets	 Desktop Power Supplies with IEC-320 C8 Inlets	 International Wall Mounts with Interchangeable Plugs	 Fixed Plug USA Wall Mount Power Supplies	 Fixed Plug Euro Wall Mount Power Supplies	 Fixed Plug British Wall Mount Power Supplies	 Fixed Plug Chinese Wall Mount Power Supplies	 Fixed Plug Australian Wall Mount Power Supplies










USB WALL MOUNT POWER SUPPLIES			OEM / EMBEDDED POWER SUPPLIES			AC CABLES	LEGACY	
 International USB Wall Mounts with Interchangeable Plugs	 USA Fixed Plug USB Wall Mount Power Supplies	 European Fixed Plug USB Wall Mount Power Supplies	 Open Frame Power Supplies	 U-Frame Power Supplies	 Enclosed Power Supplies	 Enclosed with Fan Power Supplies	 AC Cables	 Not suggested for new designs







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**APS ADVANCED POWER SOLUTIONS** HOME ABOUT ITE POWER MEDICAL POWER CONTACT

### MEDICAL POWER SUPPLIES

SAFETY APPROVED TO IEC/EN/UL 60601-1

DESKTOP POWER SUPPLIES			WALL MOUNT POWER SUPPLIES					
 Desktop Power Supplies with IEC-320 C14 Inlets	 Desktop Power Supplies with IEC-320 C6 Inlets	 Desktop Power Supplies with IEC-320 C8 Inlets	 International Wall Mounts with Interchangeable Plugs	 Fixed Plug USA Wall Mount Power Supplies	 Fixed Plug Euro Wall Mount Power Supplies	 Fixed Plug British Wall Mount Power Supplies	 Fixed Plug Chinese Wall Mount Power Supplies	 Fixed Plug Australian Wall Mount Power Supplies

OEM / EMBEDDED POWER SUPPLIES				AC CABLES	LEGACY
 Open Frame Power Supplies	 U-Frame Power Supplies	 Enclosed Power Supplies	 Enclosed with Fan Power Supplies	 AC Cables	 Not Suggested for New Designs

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## CATEGORY OF PRODUCT FAMILIES:

- SEO being a primary factor in the re-design of this site, All the product titles include a surot Keyword friendly description of the product
- Selection table is fully sortable with default set to Wattage
- Advanced Filter / Search is not published as entire product offering is visble on one page
- Link to product Deatil Page
- Download PDF Link
- Hover over image for expanded view
- Includes the latest “Schema” identifying product category and field data to search engines
- Ranks a 75% Seobility score which is very high, could gain another 5% with optional Cloudy Army / CDN Hosting, remianing 20% would have to be affected by Social Media Marketing efforts.
- Loads in < 3 secs

## ITE External Desktop Power Supplies with C14 Inlets

DoE(VI) / EU ErP & CoCS Compliance | IEC/UL/EN 62368-1 Safety Approvals

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

Image	Product	PDP	Watts (Conversion)	THD	Output	V1 NOM	V2 NOM	V3 NOM	Dimensions (mm)	Dimensions (inches)	No Load Power	Efficiency
	APSL12A ITE C14 Desktop Power Supplies	2	12 W	1	3.3~40				67 x 56.8 x 33.8mm	3.43 x 2.00 x 1.33"	0.1 W	83.1 %
	APSL23A ITE C14 Desktop Power Supplies	2	13 W	1	3.3~40				67 x 56.8 x 33.8mm	3.43 x 2.00 x 1.33"	<0.1 W	84.1 %
	GPSL15A ITE C14 Desktop Power Supplies	2	15 W	1	3.3~40				109 x 58.5 x 32.8mm	3.94 x 2.30 x 1.29"	<0.1 W	84.1 %
	APSL18A ITE C14 Desktop Power Supplies	2	18 W	1	3.3~40				67 x 56.8 x 33.8mm	3.43 x 2.00 x 1.33"	0.1 W	81.4 %
	GPSL18A ITE C14 Desktop Power Supplies	2	18 W	1	3.3~40				109 x 58.5 x 32.8mm	3.94 x 2.30 x 1.29"	<0.1 W	86 %
	HEIMG28-C14 ITE & Medical C14 Desktop Power Supplies	2	24 W	1	5~24				116 x 58 x 32.3mm	4.33 x 2.28 x 1.27"	0.1 W	90 %
	PA1045T1A ITE C14 Desktop Power Supplies	2	24 W	1	3.3~40				65.060 x 60.202 x 34.708	3.37 x 1.69 x 1.37	0.5 W	82 %
	GPSL23A ITE C14 Desktop Power Supplies	2	23 W	1	3.3~40				109 x 58.5 x 32.8mm	3.94 x 2.30 x 1.29"	<0.1 W	87 %
	APSL25A ITE C14 Desktop Power Supplies	2	25 W	1	3.3~40				67 x 56.8 x 33.8mm	3.43 x 2.00 x 1.33"	<0.1 W	87 %
	GPSN25A ITE C14 Desktop Power Supplies	2	25 W	2~3	5~18	12~48	-5~-18		107.5 x 67 x 36mm	4.23 x 2.64 x 1.42"	0.3 W	83.3 %
	MPN25A ITE C14 Desktop Power Supplies	2	30 W	1	3.3~40				107.5 x 67 x 36mm	4.23 x 2.64 x 1.42"	<0.3 W	78 %
	PA1030T1 ITE C14 Desktop Power Supplies	2	30 W	1	3.3~40				64.860 x 40.300 x 33.02	3.74 x 1.69 x 1.30	0.3 W	75 %
	GPSL40A ITE C14 Desktop Power Supplies	2	40 W	1	3.3~40				109 x 58.5 x 32.8mm	3.94 x 2.30 x 1.29"	<0.1 W	87.6 %
	PA1045T1A ITE C14 Desktop Power Supplies	2	45 W	1	12~48				115.062 x 46.69 x 34.036	4.53 x 1.85 x 1.34	0.3 W	86 %
	PA1045T1B ITE C14 Desktop Power Supplies	2	45 W	1	12~48				115.062 x 46.69 x 34.036	4.53 x 1.85 x 1.34	0.3 W	86 %
	HEIMG30-C14 ITE & Medical C14 Desktop Power Supplies	2	50 W	1	0~40				116 x 58 x 32.3mm	4.33 x 2.28 x 1.27"	0.1 W	90 %
	PA1090T1A ITE C14 Desktop Power Supplies	2	60 W	1	0~40				109.602 x 54.102 x 33.860	4.33 x 2.13 x 1.22	0.3 W	75 %
	GPSN50A ITE C14 Desktop Power Supply	2	50 W	2~3	5~28	12~58	-5~-28		168 x 75.5 x 43mm	5.75 x 2.97 x 1.69"	0.3 W	86 %
	PA1090-T1A ITE C14 Desktop Power Supplies	2	60 W	1	12~48				109.602 x 54.102 x 33.860	4.33 x 2.13 x 1.22	0.3 W	75 %
	APSL60A ITE C14 Desktop Power Supplies	2	60 W	1	5~48				109 x 58.5 x 32.8mm	3.94 x 2.30 x 1.29"	<0.1 W	86 %
	PA1120-T1A ITE C14 Desktop Power Supplies	2	120 W	2	5~48				109.620 x 67.006 x 38.068	8.86 x 2.64 x 1.42	0.3 W	87 %

DISTIMAN SOLUTION

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PRODUCT PAGE:

- Showing one image (could show more)
- PDF Download Link
- RFQ Action Button on each row of part numbers
- Features stuffed with keywords
- Primary Characteristic fields
- Part Number table with sortable columns
- loads in < 3 secs

APSU15A ITE C14 Desktop Power Supplies



Eljintek

Features

- UL 62368-1 approved desktop power supplies
- DoE(VI) compliant desktop power supplies
- ErP Ready external desktop power supplies
- CoC tier 2 compliant desktop power supplies

Watts (Convection)	15
Outputs	1
V1 Nom	3.3~48
Dimensions (mm)	87 x 50.8 x 33.8mm
Dimensions (inches)	3.43 x 2.00 x 1.33"
No Load Power	<0.1
Efficiency	84.1

Download: APSU15A.pdf

Part No	V1 Nom	V1 Setpoint Range	V1 Output Current	Efficiency	NoLoad Power	
APSU15A-0	3.3 V	(3~5 V)	2.40~1.48 A	78.4 %	<0.1 W	REQUEST QUOTE
APSU15A-1	5 V	(5~8 V)	2.70~2.00 A	79.9 %	<0.1 W	REQUEST QUOTE
APSU15A-1-1	7.5 V	(8~8 V)	2.50~1.80 A	83 %	<0.1 W	REQUEST QUOTE
APSU15A-2	9 V	(8~11 V)	1.80~1.36 A	84.1 %	<0.1 W	REQUEST QUOTE
APSU15A-3	12 V	(11~13 V)	1.38~1.15 A	84.1 %	<0.1 W	REQUEST QUOTE
APSU15A-4	15 V	(13~16 V)	1.10~0.84 A	84.1 %	<0.1 W	REQUEST QUOTE
APSU15A-5	18 V	(18~21 V)	0.94~0.72 A	84.1 %	<0.1 W	REQUEST QUOTE
APSU15A-6	24 V	(21~27 V)	0.72~0.55 A	84.1 %	<0.1 W	REQUEST QUOTE
APSU15A-7	28 V	(27~33 V)	0.55~0.45 A	84.1 %	<0.1 W	REQUEST QUOTE
APSU15A-8	48 V	(33~58 V)	0.45~0.28 A	84.1 %	<0.1 W	REQUEST QUOTE

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- Users can add multiple parts from multiple manufacturers into one common RFQ cart
- Submission is saved in the database and auto-distributed to each manufacturer for processing

Go Back Send