# DISTIMAN

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

## **DISTRIBUTOR CASE STUDY: MICROWAVE COMPONENTS, LLC** https://mwc-llc.com

## 80% ····♡☆ ⊻ II\ Ü & II @ @ ⑦ € 22 >> Search Part # Q 9 Home | Products ~ | About ~ | Contact ~ Spuma RS low loss RF cable – all in one product without traditional trade-offs HUBER+SUHNER

1 (800) 282-4771 | +1 (772) 286-4455 | admin@mwc-llc.com



Substantial Inventory, Competitive Prices and Great Service

Established in 1980, Microwave Components, LLC is a specialized RF/Mcrowave Millimeter Wave stocking distributor, a wholly owned subsidiary of American Distributors, LLC. We distribute a wide range of interconnect products, low loss cable/cable assemblies, RF component/ antennas and integrated microwave assemblies for evolving market

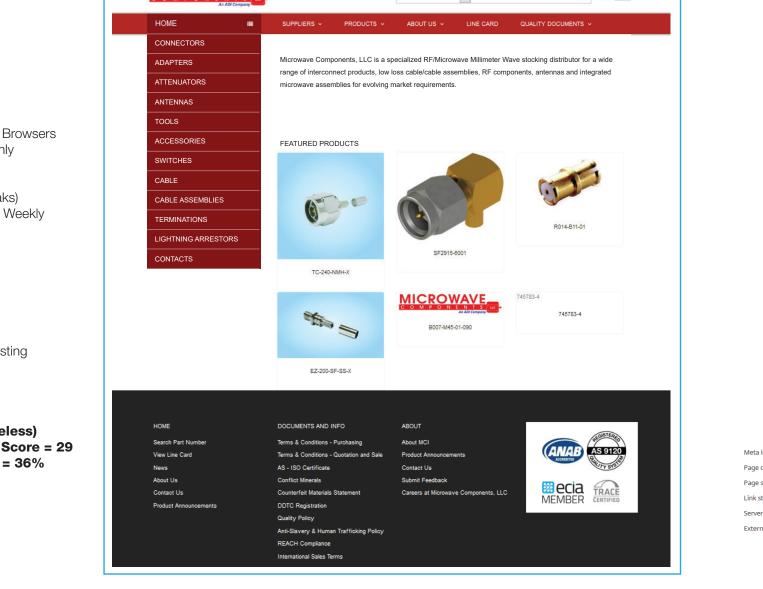
### Manufacturing Partners:

Amphenol RF	• JFW
Carlisle IT	• MECA
Cobham	• Micro-Coax (Carlisle)
Corning Gilbert	· MCI Coil
CW Industries	Nextek
• Delta	<ul> <li>SV Microwave</li> </ul>
• Dynawave	TE Connectivity
Gaia Converter	<ul> <li>Times Microwave</li> </ul>
	Radiall
Huber+Suhner	Winchester Interes

hester Interconnect

### **SHOPIFY PLATFORM** \$17,000 INVESTMENT + 120 HOURS OF EFFORT

- 8,000 Part Numbers
- 27 Manufacturing Lines
- < 20 Employees
- Launched in mid 2018
- Operated Horribly On Mobile Browsers
- Search By Part # Function Only
- Simple Contact Us Form
- Basic E-Commerce
- Multi-Level pricing (price breaks)
- Inventory Uploaded Manually Weekly
- <2 year lifespan



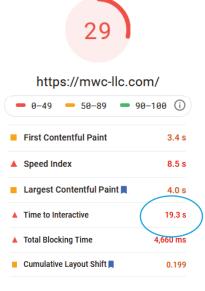
All Collections

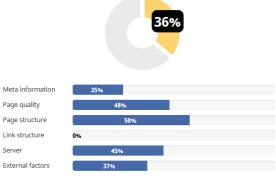
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Q

MICROWAVE,





### HOME PAGE:

- No marketing message
- Product menu to Category Listing
- Search by Part # Function
- Links to Static pages
- Extremely Low:
  - Usability (mostly useless)
  - Page Speed Insight Score = 29
  - Seobility.com score = 36%



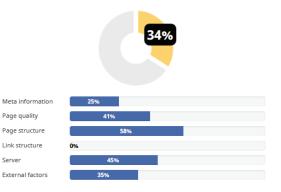
### **SHOPIFY PLATFORM** \$17,000 INVESTMENT + 120 HOURS OF EFFORT

### **CATEGORY LISTING:**

- Main RF Connector Category
- 3,184 Part Numbers
- 16 Pics / Part Numbers per page
- No Sort or Filter Capability
- 199 pages
- No Details / Inventory / Price listed
- Search by Part Number Only
- Extremely Low:
  - Usability (mostly useless)
  - Page Speed Insight Score = 25
  - Seobility.com score = 34%









### **OLD SHOPIFY DESIGN \$17,000 INVESTMENT** + 120 HOURS OF EFFORT

### **PRODUCT DETAIL PAGE:**

- Not Mobile Friendly
- Part Number (no manufacturer name)
- One Picture (no drawing)
- Available Inventory
- Short Description at the very bottom of the page
- No Specifications
- No Downloads
- Not enough info to support a designer's need to qualify part as a solution
- Extremely Low:
  - Usability (mostly useless)
  - Page Speed Insight Score = 29
  - Seobility.com score = 36%

### **CHECKOUT PROBLEMS:**

- Could not manage non-taxable orders, every order was taxable
- Could not input a purchase order #
- Shipments were calculated at a flat price, con consideration for box weight / size
- Could not handle addresses in foreign formats
- Could not exclude orders in unwanted Countries
- Could not add handling costs for Europe



ADAPTER SMA BLKH J/J W/O-RING

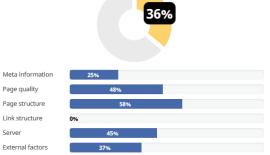
?13

DESCRIPTION

SF2990-6002	
QUICK OVERVIEW ADAPTER SMA BLKH	https://
We have 60 in stock.	<b>—</b> 0-49 <b>—</b>
Buy 1 \$18.92 ea	First Contentful
Buy 10 \$18.02 ea Buy 25 \$17.16 ea	Speed Index
Buy 50 \$16.34 ea Buy 100 \$15.56 ea	Largest Conten
· · · · · · · · · · · · · · · · · · ·	<ul> <li>Time to Interac</li> <li>Total Blocking</li> </ul>
\$18.92	Cumulative Lay
- 1 +	
R ADD TO CART	
CONTACT US FOR PRICING (SUBJECT TO CHANGE WITHOUT NOTICE) OR TECHNICAL INFORMATION: Phone:	
1-800-282-4771 Phone: 1-772-288-4455 Email: admin@microwavecomponentsinc.com	
	Meta information 25%

Home / Adapters / SF2990-6002





Server



### **OLD SHOPIFY DESIGN** \$1500 SETUP / \$750 PER MONTH **200 HOURS OF EFFORT**

≡

- 13.000 Part Numbers
- 23 Manufacturing Lines
- Launched in Dec 2020
- Outsourced Service
- 30 Hours Design and Static Pages
- 170 Hours Creating Product Data
- Mobile Friendly
- Automated News Area
- Certifications / Qualifications above Footer
- Newsletter Sign-Up in Footer

### **HOME PAGE:**

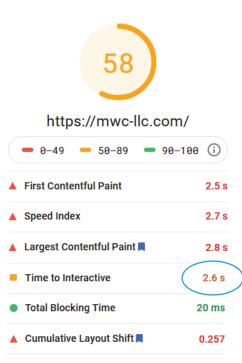
- 7 Rotating Banner Images (2400 x 700 pixels)
- Rich Menu Navigation
- News Area
- Could not handle addresses in foreign formats
- Could not exclude orders by unwanted Geographies
- Could not add handling costs for Europe

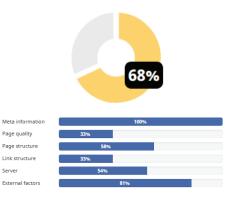
### • Greatly Improved:

**DIST**MAN

- Usability / Marketing Message
- Page Speed Insight Score = 58
- Seobility.com score = 68%







Serve

### **CATEGORY PAGES:**

- 13 x More Content Delivered
- Manufacturer Name
- Price Range
- Quantity On Hand
- PDF Link
- Two Transaction Buttons
- Seven Specification Fields
- Mobile Friendly
- Sortable Table Columns
- Advanced Search Filter
- Marketing Message at Top of Table
- Secondary messaging below product table

### • Greatly Improved:

**DIST**MAN

- Usability / Marketing Message
- Content Provide (13 x more)
- Page Speed Insight Score = 48
- Seobility.com score = 76%

Use the Search Filter below
to narrow down the results
displayed.

Use the

**RF CONNECTORS** 

IN STOCK FROM OUR ON-LINE STORE

Clear X	Apply
Shop By Manufa	cturer Name
All	*

Connector Series

Connector Gender

Orientation

Connector Style

Cable Type

Cable Termination

Mounting Type

Clear X

Microwave Components LLC (MWC) stocks more than 1,600 RF Coaxial Connectors for same day delivery. As a franchised distributor for more than 20 manufacturers of RF connectors, MWC can help you source any connector to meet your need. Our RF connectors are available in 1.0/2.3, 1.6/5.6, 1.85mm, 10-32, 2.4mm, 2.92mm, 3.5mm, 3/4"-20, 7/16, banana, BNC, BNC twinax, C, D-Sub, F Type, FAKRA, FME, GR874, HN, LC, MC-Card, MCX, MHV, mini SMB, mini SMP, mini UHF, MMCX, N Type, OMA, ON, RCA, SC, SHV, SMA, SMB, SMC, SMP, SSMA, SSMB, TNC, UHF or UMCX connector series.

### Qty in Connector Connector Connector Cable Stock JF Price Range Image Part No PDF Series Gende Orientation Style Type BUY RFQ SV Microway 60 Male Straight Cable SF2908-6002 Coming Gilbe BUY RFQ 0 085 14782 \$0 30 . \$15 52 Di GPO Female Straight Cable A014-D11-02 BUY RFQ 2 \$5.87.\$7.75 B SMA Straight Receptacle 9050 Female 2052 1201 02 TE Connectivity 2001 5032 02 BUY RFQ 6 7838 \$3.70 - \$5.05 📑 SMA Male Straight Cable luber + Suhner In BUY RFQ 7665 \$2.17 - \$4.00 MMCX Male Straight Cable 11 MMCX-50-1-1/1110H Delta Electropics Mfd RFQ 8854 SMA Male Straight Cable 1301-094-G003-001 RFQ 8804 SSMB Female 7405-1821-102 (800) 282-4771 BUY RFQ 6197 \$3.82 - \$4.94 🔎 SMA Male . 2001 5032 00 ■ Search Part # BUY RFQ Coming Gilbert \$25.81 - \$48.57 📠 GPO 5897 Female A015-B71-01 Coming Gilbert GPO Male RFQ 5058 $\phi$ A010-L14-02-T Delta Electronics Mfg RFQ 4471 - SMA Male Apply 1301-031-G003-008 Delta Electronics Mfg BUY RFQ 4301 \$14.64 - \$58.71 📠 BNC Male 1003-017-A00E-007 Huber + Suhner Inc BUY RFQ \$180-\$197 🗾 MMCX 85 MMCX-4071 Female S50-0-55/119OM **T**Filter Radial RFQ 3384 8148-8521-075 **Coming Gilbert** BUY RFQ \$18.51 - \$38.11 🔓 GPPO Male 3348 B012-P95-01 Radiali 2017-7511-000 RFQ 3337 SMB Male Radiali RFQ FT 1 3069 SMB Male 2702-7571-075 Delta Electronics Mfg BUY RFQ 2480 \$12.97 - \$54.85 BNC Male 1001-015-A00E-000

### 1 2 3 4 5 6 7 8 9 10

RF coaxial connectors transmit analog signals while minimizing RF (radio frequency) signal losses. RF Coaxi frequencies and typically paired with coaxial cable to match the shielding that the coaxial cable provides. A co by a concentric conducting sleeve, with the conductor and shield separated by an insulating material. Our po gualified for M39012, M55339, M83517. These connectors are used in television receivers, communications, communications, and industrial or scientific measurement instruments that use RF.



Cable

Solder

Termination

Mounting

Type

Cable

### **RF CONNECTORS** IN STOCK FROM OUR ON-LINE STORE

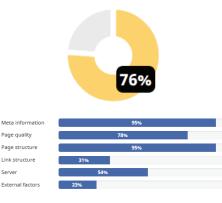
Microwave Components LLC (MWC) stocks more than 1,600 RF Coaxial Connectors for same day delivery. As a franchised distributor for more than 20 manufacturers of RE connectors, MWC can help you source any connector to meet your need. Our RF connectors are available in 1.0/2.3, 1.8/5.6, 1.85mm, 10-32, 2.4mm, 2.92mm, 3.5mm 3/4"-20, 7/16, banana, BNC, BNC twinax, C, D-Sub, F Type, FAKRA, FME, GR874, HN, LC, MC-Card, MCX, MHV, mini SMB, mini SMP, mini UHF, MMCX, N Type, OMA, ON, RCA, SC. SHV, SMA, SMB, SMC, SMP, SSMA, SSMB, TNC, UHF or UMCX connector series.

_								
	Image	Part No	Oty In Stock 17	Price Range	PDF	Connector Series	Connector Gender	on
n nd	ø	SV Moroweve SF2908-6002	19583	\$3.11 - \$3.78	Å	SMA	Male	St
u, stđ	0	Coming Gilbert A014-D11-02	14782	\$9.30 - \$15.52	ł	GPO	Female	st
N MO	8	TE Connectivity 2052 1201 02	9050	\$5.67 - \$7.75	k	SMA	Fenale	SI
nu, lito	¢	TE Connectivity 2001 5032 02	7838	\$3.70 - \$5.05	ł	SMA	Male	St
ur RFQ	/	Huber + Suhner Inc 11 MMCX-50-1-1/1110F	7665	\$2.17 - \$4.00	£	MMCX	Male	SI
RFQ		Delta Electronics Mtg 1301-094- G003-001	8654		Å	SMA	Male	St
and	9	Rediall 7405-1821-102	6604		ľ	SSMB	Female	Rį
JY RFQ	0	TE Connectivity 2001 5032 00	6197	\$3.62 - \$4.94	ž	SMA	Male	SI
u, stđ	(Q).	Coming Gilbert A015-B71-01	5997	\$25.61 - \$46.57	ß	GPO	Female	Rį
RFQ	÷	Coming Gilbert A010-L14-02-T	5058		-	GPO	Male	SI
pus		Delta Electronics Mtg 1301-031- G003-006	4471		-	SMA	Male	St
ni md		Delta Electronics Mig 1003-017- A00E-007	4301	\$14.84 - \$58.73	ß	ENC	Male	St
n. md	•	Huber + Subner Inc 85 MMCX- \$50-0-55/119OM	4071	\$1.80-\$1.97	ß	MMCX	Female	St
RFQ		Radial 8146-8521-075	3384		-			St
	-	Coming Gilbert			-			

# 48

### https://mwc-llc.com/connectors

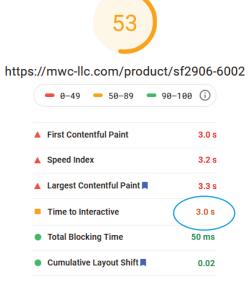
	<b>—</b> 0-49 <b>—</b> 50-89 <b>—</b> 90-100	i
•	First Contentful Paint	3.1 s
•	Speed Index	3.8 s
	Largest Contentful Paint 📕	3.6 s
	Time to Interactive	3.2 s
•	Total Blocking Time 12	20 ms
	Cumulative Layout Shift	D.114

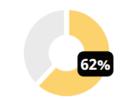


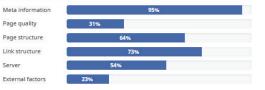
### **PRODUCT PAGES:**

- 13 x More Content Delivered
- Manufacturer Name
- Price Range
- Quantity On Hand
- PDF Link
- Two Transaction Buttons
- Seven Specification Fields
- Mobile Friendly
- Sortable Table Columns
- Many more opportunities for content
- Short Description Field
- Long Description Field
- More Pictures / Downloads
- More fields
- Greatly Improved:
- Usability / Marketing Message
- Content Provided (13 x more)
- Page Speed Insight Score = 53
- Seobility.com score = 62%

(800) 282-4771				admin@mwc-llc.com	
MICROWAVE COMPONENTS An AD Company	Home   Products 🗸	About 🗸 📔 Contact 🗸	Search Part #	(800) 282-4771 MICROWAN	Admin@mwo-lic.com
Home / RF Coaxial Connectors / SF29	06-6002			Home / RF Coaxial Connectors / SF2906-	8002
DATASHEET: 12 2006-00	SV Microwave SF2906-6002 SPECIFICATIONS: Connector Series Connector Gender Orientation Connector Style Cable Type Cable Type Cable Termination Mounting Type	SMA Male Straight Cable .085 Solder Cable	INVENTORY: QUANTITY: Increments of 1 ADD TO CART Pricing: 1 or above 10 or above 50 or above 2500 or above 2500 or above	SV Microwawe SF2906-6002	NBS AVAL ABLE 1 [€] 1 [€] 100 \$3.76 \$1.75 \$1.85 \$1.43 \$1.27
	This shop is power			2500 or above REQUEST QU DATASHEET: 2	
Quick Connect 5035 SE Grouper Avenue Stuart, FL 34067-3101	Off-The-Shelf & Custom Solutions Microwave Components, a wholy owned subsidiary of ADI. experienced team of Sales Engineers to help you select the Our team, combined with our parter factories, is available 1	American Distributors, employs an correct product for your application.	Sign-Up Fo Subscribe to get fait Email	SPECIFICATIONS: Connector Series Connector Gender Orientation Connector Style Cable Type Cable Type Cable Type	SMA Male Straight Cable .065 Solder Cable
<ul> <li>(800) 282-4771 (US Toll Free)</li> <li>1(772) 288-4455 (International)</li> <li>admin@mwc-lb.com</li> </ul>	Our ream, commerce with our partner actiones, is available to designing custom solutions to suity our specific requirement position provides customers with immediate delivery of off-th	t. Our company's extensive inventory	Name	SUBSCRIBE	
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### **CONFIGURATOR PAGES:**

### • Replaces >100k Part Numbers

- Makes Product Line Transactional
- Simply Not Possible on Typical Websites
- Incredible Usability
- Company Differentiation
- Page Speed Insight Score = 49
- Seobility.com score = 63%



RF Cable Configurator for Carlisle / Microcoax Cable Assemblies. Configurable RF Cable assemblies using Carlisle's UTIFLEX8 cable, high performance flexible microwave cables. The UTIFLEX product line is constructed using a low or ultra low density PTFE dielectric offering excellent loss characteristics, outstanding phase stability, and unsurpassed flexibility compared to standard flexible cables - all without saprificing mechanical integrity. CarlisleiT has greatly increased connector reliability through a unique connector attachment that withstands mechanical and thermal stresses far better than standard connectors. With UTIFLEX assemblies, the connector is no longer the weak link in your flexible cable assembly.

Download Datasheet 🛛 📔 carlisle\_configurator.pdf

Carlisle / Microcoax Assemblies



### CABLE CONFIGURATION - Build your Cable assembly on-line

Carlisle / Micro-Coax



### CONNECTOR SERIES HELP

	PlugiMale	Jack/Female	Description	Compatible With	Rated Frequency	Maximum Frequency	Footnote
	©))== (modal Hips: jitosy mitro-coax.com/web_store_images (Comediors)series(C0.jpg) ●))==	•)=	The "Submittature A". This is one of the most sommon hieroconnecks in the hidustry. The male includes a glocket yielding a warehieron bientace. Desgit variations allow some versions to perform above 30 GHz. This series uses an a deleticiti with support beactiop. The inner damater of the outer conductor is 3.5 mm. This is the inclustry stamator for testing SMA.	PD-2.92, K, PD-3.5, APD-3.5 SMA, APD-3.5, PD-2.92, K	25.5 GHz	24, 27, 34 GHz 38 GHz	1, 3, 4 1, 3, 4
4 - PO-7	۵۳۰	0)	components. This series uses an air dielectric with support bead(s). It is one of the few genderless connectors. (Note photos are identical) it is common on test systems operating to 18 eHz.	APC-7	18 GHz	19 GHz	1,4
'-N	0	•••	The "Nell" connector is a rugged, medium power connector that has been in use since the 1840's. The male includes a gasket yielding a weatherproof interface.	Precision N	12.4 GHz	13 GHz	1
) - Precision N	0-		This is a precision version of the N or "Nell" connector. Design changes and additional manufacturing controls allow the connector to operate at higher frequencies.	N	18 GHz	18 GHz	1
3 - Precision INC	©	e	This is a precision version of the TNC or "Threaded Nell-Concelman" connector. The extended frequency range usually comes at the expense of lower voltage handling,	TNC, TNCA	18 GHz	21 GHz	1



First Contentful Paint	3.5 s
Speed Index	3.6 s
🔺 Largest Contentful Paint 📕	3.7 s
Time to Interactive	3.6 s
Total Blocking Time	60 ms
Cumulative Layout Shift	0.004



Meta information	75%	
Page quality	55%	
Page structure	87%	
Link structure	52%	
Server	54%	
External factors	23%	



### **THE COMPARISON:**

Note: Optional "Cloud Army" with "Sucuri CDN" would shave an additional 40% of page load speed. (typical).

"Cloud Army" software compresses images, scripts and css files then delivers cached version of web content to "Sucuri" to host on their global "Content Delivery Network (CDN)".

Increased page load speed combined with less code on the web pages would not only increases page load speeds by 40% but should gain an extra 6-10% in Seobility score.

The only negative with utilizing this optional service is that updates can take 3-4 days to be processed and propagate through the global network.

### HOME PAGE

- 200% Google Page Speed Score
- 16.7 secs less for fully interactive page
- 188% SEO Page Value
- Many times Improved Brand & Marketing
- CATEGORY PAGE

**PRODUCT PAGE** 

**CONFIG PAGE** 

- 192% Google Page Speed Score- 12.7 secs less for fully interactive page
- 223% SEO Page Value
- 13 x More Product Data Listed
- Sortable Fields
- Advanced Filter / Search
- Many times improved Usability
- 200% Google Page Speed Score
  - 16.7 sec less for fully interactive page
  - 188% SEO Page Value
  - 13 x More Product Data Listed
  - Many times improved Usability
  - Replaces 100k+ Part Numbers
  - Simply not an option on standard sites
  - Could be a Differentiator from Competitors

DISTIMAN