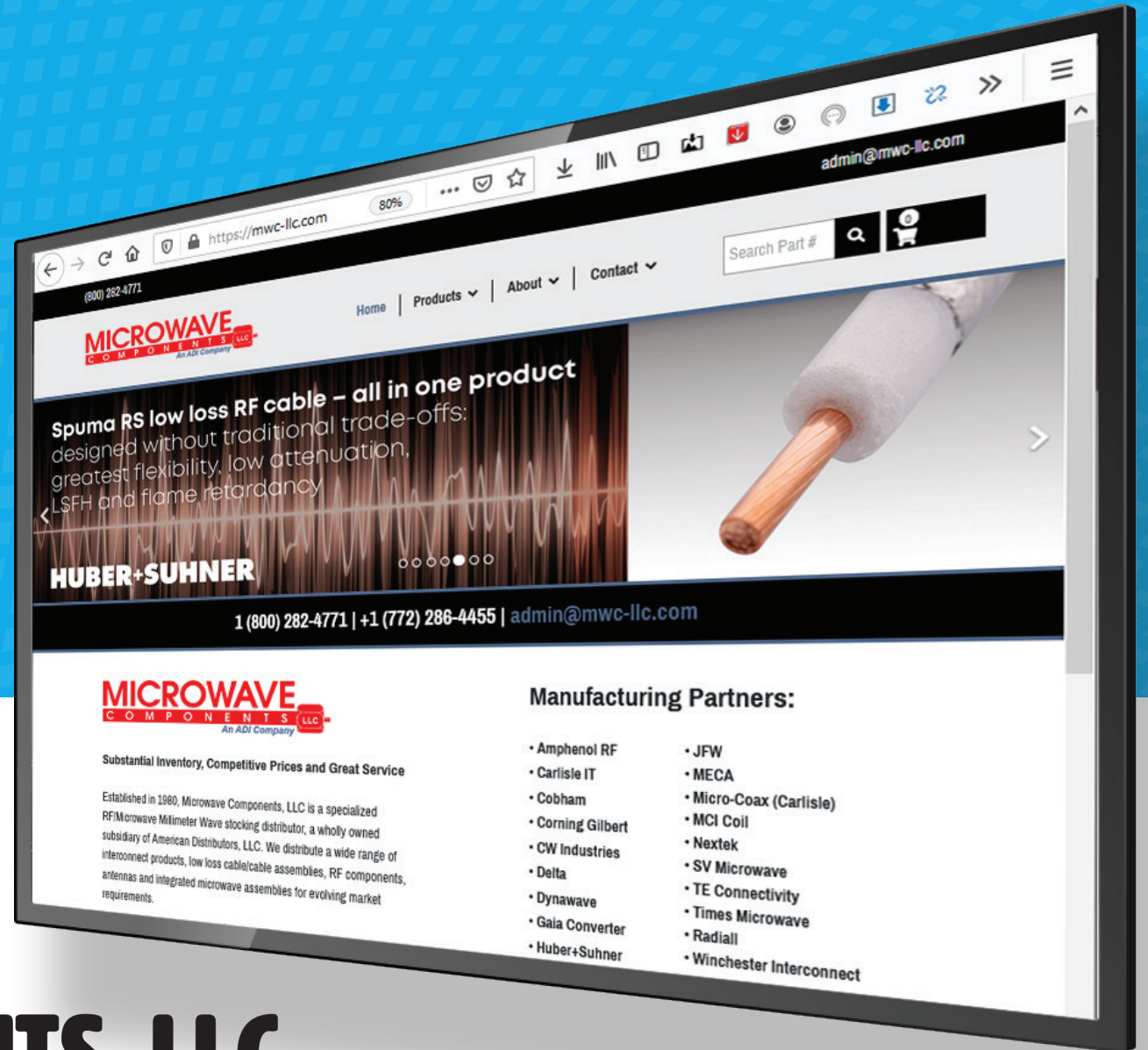




enterprise level web designs
for companies with hundreds,
thousands or millions of products

DISTRIBUTOR CASE STUDY: MICROWAVE COMPONENTS, LLC

<https://mwc-llc.com>



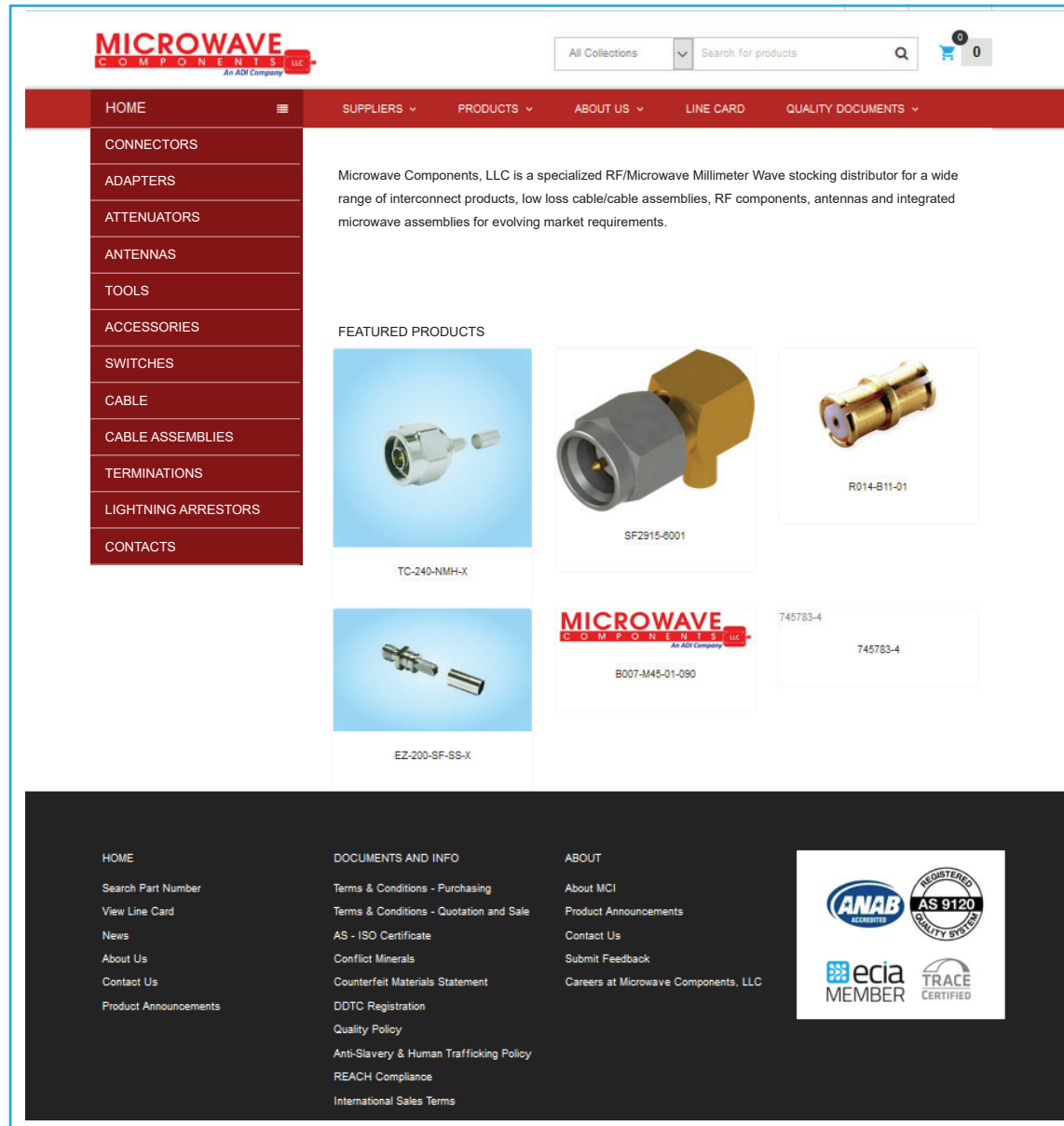
SHOPIFY PLATFORM

\$17,000 INVESTMENT
+ 120 HOURS OF EFFORT

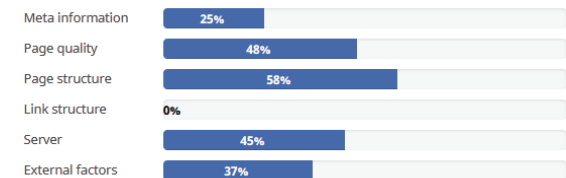
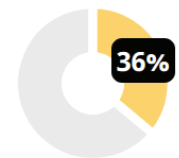
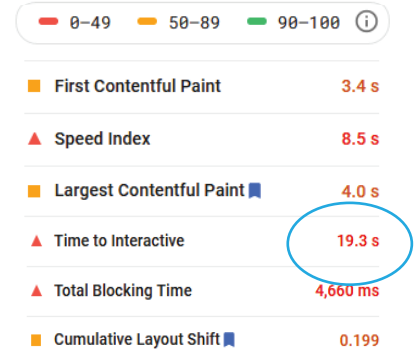
- 8,000 Part Numbers
- 27 Manufacturing Lines
- < 20 Employees
- Launched in mid 2018
- Operated Horribly On Mobile Browsers
- Search By Part # Function Only
- Simple Contact Us Form
- Basic E-Commerce
- Multi-Level pricing (price breaks)
- Inventory Uploaded Manually Weekly
- <2 year lifespan

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%



<https://mwc-llc.com/>

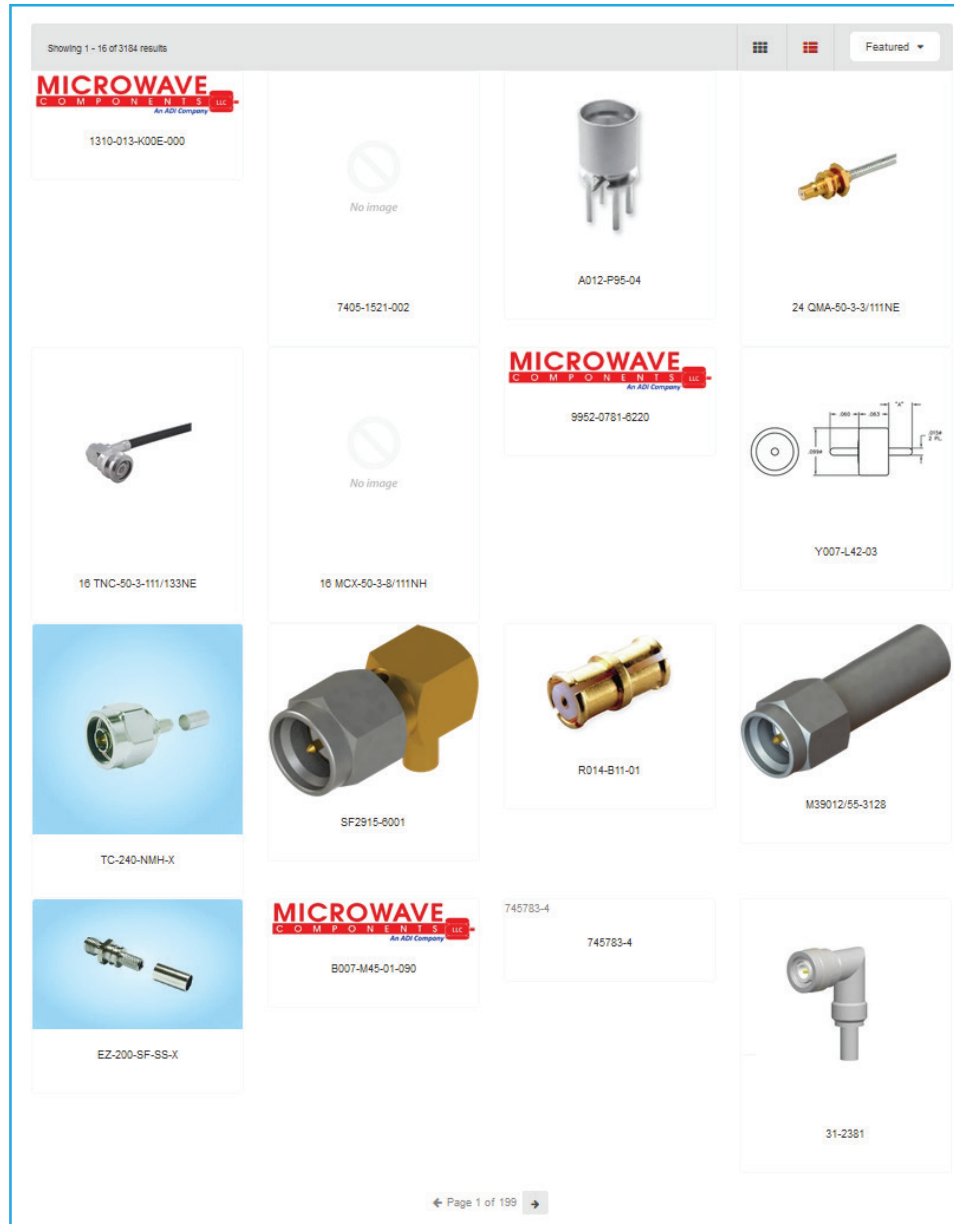


SHOPIFY PLATFORM

\$17,000 INVESTMENT
+ 120 HOURS OF EFFORT

CATEGORY LISTING:

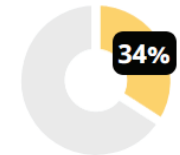
- Main RF Connector Category
- 3,184 Part Numbers
- 16 Pics / Part Numbers per page
- No Sort or Filter Capability
- 199 pages
- No Details / Inventory / Price listed
- Search by Part Number Only
- **Extremely Low:**
 - Usability (mostly useless)
 - Page Speed Insight Score = 25
 - Seobility.com score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



25

<https://mwc-llc.com/>

0-49	50-89	90-100	i
●	▲	▲	▲
First Contentful Paint	2.3 s		
Speed Index	6.5 s		
Largest Contentful Paint	16.3 s		
Time to Interactive	15.9 s		
Total Blocking Time	1,350 ms		
Cumulative Layout Shift	0.273		



Meta information	25%
Page quality	41%
Page structure	58%
Link structure	0%
Server	45%
External factors	35%

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, no 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

PRODUCT DETAIL

Home / Adapters / SF2990-6002



SF2990-6002

QUICK OVERVIEW

ADAPTER SMA BLKH...

We have 60 in stock.

QTY	PRICE
Buy 1	\$18.92 ea
Buy 10	\$18.02 ea
Buy 25	\$17.16 ea
Buy 50	\$16.34 ea
Buy 100	\$15.56 ea

\$18.92

1

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

DESCRIPTION

ADAPTER SMA BLKH J/J W/O-RING

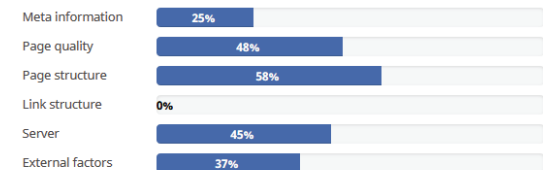
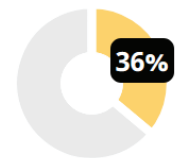
76



https://mwc-llc.com/



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



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

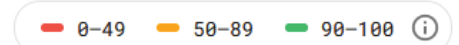
HOME PAGE:

- 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

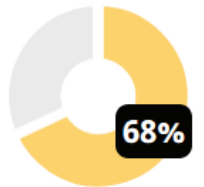
- **Greatly Improved:**
 - Usability / Marketing Message
 - Page Speed Insight Score = 58
 - Seobility.com score = 68%



<https://mwc-llc.com/>



▲ First Contentful Paint	2.5 s
▲ Speed Index	2.7 s
▲ Largest Contentful Paint	2.8 s
■ Time to Interactive	2.6 s
● Total Blocking Time	20 ms
▲ Cumulative Layout Shift	0.257



Meta information	100%
Page quality	33%
Page structure	58%
Link structure	33%
Server	54%
External factors	81%

DISTIMAN DESIGN

\$1500 SET-UP / \$750 PER MONTH
200 HOURS OF EFFORT (CONTENT)

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%**

The image displays two overlapping screenshots of the Microwave Components website product page for the SF2906-6002 connector. The background screenshot shows the desktop version, featuring a large product image, a specifications table, and a pricing section. The foreground screenshot shows the mobile version, which is more compact and includes a search bar and navigation menu. Both versions include a footer with contact information and a subscription form.

Desktop Version Details:

- Header: (800) 282-4771, admin@mwc-llc.com, Home, Products, About, Contact, Search Part #
- Breadcrumbs: Home / RF Coaxial Connectors / SF2906-6002
- Product Image: SF2906-6002
- Specifications Table:

SPECIFICATIONS:	
Connector Series	SMA
Connector Gender	Male
Orientation	Straight
Connector Style	Cable
Cable Type	.085
Cable Termination	Solder
Mounting Type	Cable
- Pricing Table:

Quantity	Price
1 or above	\$3.78
10 or above	\$3.80
50 or above	\$3.43
100 or above	\$3.27
2500 or above	\$3.11
- Buttons: ADD TO CART, REQUEST QUOTE, DATASHEET: 2906-6002.pdf
- Footer: © 2020 ADI | American Distributors LLC All rights reserved. Design by DISTIMAN.co

Mobile Version Details:

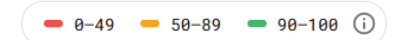
- Header: (800) 282-4771, admin@mwc-llc.com, Home, Products, About, Contact, Search Part #
- Breadcrumbs: Home / RF Coaxial Connectors / SF2906-6002
- Product Image: SF2906-6002
- Specifications Table:

SPECIFICATIONS:	
Connector Series	SMA
Connector Gender	Male
Orientation	Straight
Connector Style	Cable
Cable Type	.085
Cable Termination	Solder
Mounting Type	Cable
- Pricing Table:

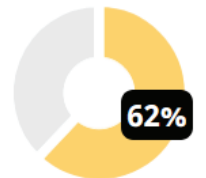
Quantity	Price
1 or above	\$3.78
10 or above	\$3.80
50 or above	\$3.43
100 or above	\$3.27
2500 or above	\$3.11
- Buttons: ADD TO CART, REQUEST QUOTE, DATASHEET: 2906-6002.pdf
- Footer: © 2020 ADI | American Distributors LLC All rights reserved. Design by DISTIMAN.co



<https://mwc-llc.com/product/sf2906-6002>



▲ First Contentful Paint	3.0 s
▲ Speed Index	3.2 s
▲ Largest Contentful Paint	3.3 s
■ Time to Interactive	3.0 s
● Total Blocking Time	50 ms
● Cumulative Layout Shift	0.02




Meta information	95%
Page quality	31%
Page structure	64%
Link structure	73%
Server	54%
External factors	23%

DISTIMAN DESIGN

\$1500 SET-UP / \$750 PER MONTH
200 HOURS OF EFFORT (CONTENT)

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%



Cartisle / Micro-Coax

Cartisle / Microcoax Assemblies

RF Cable Configurator for Cartisle / Microcoax Cable Assemblies.

Configurable RF Cable assemblies using Cartisle's UTFLEX cable. High performance flexible microwave cables. The UTFLEX 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 sacrificing mechanical integrity. CartisleIT has greatly increased connector reliability through a unique connector attachment that withstands mechanical and thermal stresses far better than standard connectors. With UTFLEX assemblies, the connector is no longer the weak link in your flexible cable assembly.

REQUEST QUOTE

Download Datasheet

cartisle_configurator.pdf

CABLE CONFIGURATION - Build your Cable assembly on-line

Use the fields below to configure your part number:

UFA125A 2 300 3 2 0- 3 2 0

ADD TO RFQ CART

UFA125A

Polyurethane

300

SMA

Straight Jack

0-

SMA

Straight Jack

0

Cable

Inner Code

Length (inches)

Connector 1

Type 1

Connector 2

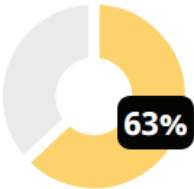
Type 2

* Please be sure to follow configuration rules in the Datasheet, we will confirm your configuration with the factory as soon as possible.

CONNECTOR SERIES HELP							
Plug/Male	Jack/Female	Description	Compatible With	Rated Frequency	Maximum Frequency	Footnotes	
3 - SMA		The "Subminiature A". This is one of the most common interconnects in the industry. The male includes a gasket yielding a weatherproof interface. Design variations allow some versions to perform above 30 GHz.	PO-2.92, K, PO-3.5, APO-3.5	18 GHz	24, 27, 34 GHz	1, 3, 4	
(model https://www.micro-coax.com/web_store_images/Connectors/series00.jpg)		This series uses an air dielectric with support beads. The inner diameter of the outer conductor is 3.5 mm. This is the industry standard for testing SMA components.	SMA, APO-3.5, PO-2.92, K	26.5 GHz	38 GHz	1, 3, 4	
4 - PO-7		This series uses an air dielectric with support beads. It is one of the few genderless connectors. (Note photos are identical) It is common on test systems operating to 18 GHz.	APO-7	18 GHz	18 GHz	1, 4	
7 - N		The "Nell" connector is a rugged, medium power connector that has been in use since the 1940's. The male includes a gasket yielding a weatherproof interface.	Precision N	12.4 GHz	13 GHz	1	
5 - Precision N		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	
6 - Precision TNC		This is a precision version of the TNC or "Threaded Nell-Connexman" 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%

DISTIMAN DESIGN

\$1500 SET-UP / \$750 PER MONTH

200 HOURS OF EFFORT (CONTENT)

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 increase 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

- 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

PRODUCT PAGE

- 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

CONFIG PAGE

- Replaces 100k+ Part Numbers
- Simply not an option on standard sites
- Could be a Differentiator from Competitors