

Turn Your Website into an Online Sales Channel

Deliver the detailed information industrial buyers want

"96% of buyers are more likely to contact suppliers who provide detailed product information online."

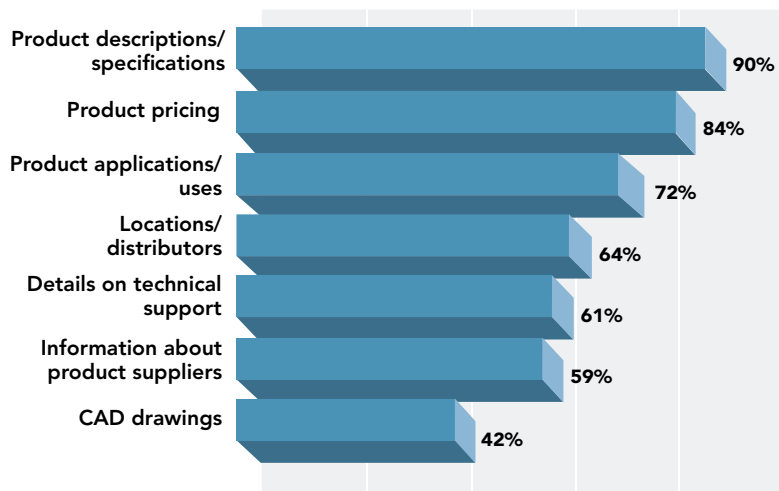
Buyer Behavior E-mail Study, ICR Research

"The chance of a visitor contacting a supplier doubles when product information is in a searchable format on their website versus a PDF."

Content Solutions User Needs Survey

ThomasNet helps you use detailed product information to increase sales conversions on your website.

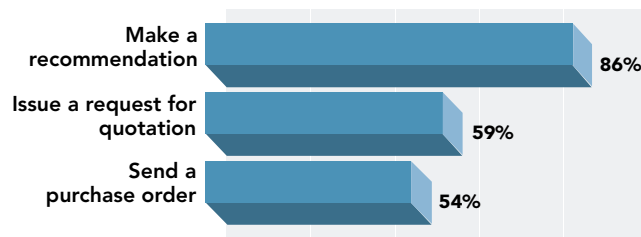
The Information Industrial Buyers Look for on Your Website



Source: ThomasNet / Google Survey

What Buyers Do When They Find the Right Information

97% of industrial buyers who research and compare products on supplier websites take one or more of these actions:



Source: Industrial Purchasing Barometer Survey

ThomasNet offers a wide range of Web Solutions: from basic websites to complete website redesigns, searchable online catalogs and downloadable CAD drawings.

Website Solutions for Industrial Companies

The keys to good website development:

✓ The Right Vendor

Industrial companies need a website vendor who has a track record creating industrial websites. Drawing from our experience with thousands of industrial companies, ThomasNet will build your website to meet the demanding search and navigation needs of industrial buyers.

✓ A Proven Process

ThomasNet follows a proven process for creating websites that get results for industrial businesses:

Define. We'll help you define a strategy that aligns your website to your business and marketing objectives.

Design. We design using best practices of web usability and sales conversion, including customer-centric site architecture, page design, and navigation.

Develop. Following the implementation plan for your site, we'll develop your industrial-focused website including online catalogs, e-commerce, CAD drawings and website tracking.

Deliver. Your final website will be tested for usability and published to the domain (URL) of your choice. Hosting, linking and search engine optimization consulting are also available.

✓ Quality Standards

Each website ThomasNet creates is tested against a 120+ point review of quality standards in design, architecture, content, and sales conversion techniques.



Examples of websites created by ThomasNet

Increase Sales Conversions with SEO and Website Tracking

Advanced SEO Services

Be sure the right buyers can find you online. ThomasNet offers search engine optimization (SEO) consulting from an industrial business angle.

We'll customize your website's most important pages so they're optimized for the search engines according to the keywords your customers search.

Web Traxssm


Measure how well your website is converting visitors into customers. ThomasNet's website tracking solution, Web Traxs, help you monitor how individual visitors interact with your website.

We'll not only help you find out what needs to be improved, we help you tap into what's working on your website – so you can do more of it.

Get the Sales Results You Want from Your Industrial Website

 **"Since we launched Catalog Navigator our orders have increased by 270%."**


*Kimberly Freisheim
Sales Promotion Manager
Oriental Motor U.S.A. Corp*

 **"Since Thomas helped us put up our latest website, we've received \$6 million in sales from people who would not have found us otherwise."**


*Jeff Hurst
Vice President
Hurst Boiler*

 **"Our Catalog Navigator is like a 24/7 outside salesperson – especially for international business."**

*Carmen DeLeo, Jr.
General Manager
CDM Electronics*

 **"ThomasNet was able to take our very complex part numbers and put them together in a way that people can search by part number, which we've never been able to offer before."**

*Heather Rhodes
Marketing Communications Manager
Watlow Electric Manufacturing Co.*

 **"The types of inquiries we're receiving through Catalog Navigator have primarily been looking for specific products that we supply, which makes it easier for us to service them."**

*Maria Neclario
Marketing Manager
Thermax CDT*

Don't Miss Out on Sales Opportunities – Take Your Website to the Next Level Today

A website that has detailed product information makes it easier for buyers to get the information they need to buy from you, so you can achieve a greater return on your Internet marketing investment.

Find out how ThomasNet Web Solutions can help you build a website that converts more website visitors into customers:

- Contact your local ThomasNet representative
- Go to ThomasNet.com/goodcustomers
- Call 1-800-879-6757

 **ThomasNet.com**TM
We Bring You Good Customers