April, 2015

Subject: Redesign of Tempco Website

We are a Custom Industrial Manufacturer with a 960 page catalog. The size of our catalog often leads people to two misconceptions:

       1.) That we are a distributor house instead of a manufacturer

       2.) That we only make what is listed in the tables in our catalog.

However, what we show in our catalog are the possibilities of what we can make. While there are tables that list standard products, the "meat" of our book is to show our customer how we can customize a product for their specific application.

Database Driven:

We would like to see the data from our catalog put into a database that will drive our website — something that could eventually be used to populate our catalog as well.

We do not edit this data often, but it would be beneficial to be able to edit it in one place and have everywhere the data appears be corrected.

Responsive Design:

The site absolutely must have a good user experience across different devices – computer, tablets and smartphones.

Sortable, Editable Catalog Data and TIVA:

We currently have two sources of information we would like to combine to become sortable data for the user: our Catalog Standard Product Listings and our TIVA (Tempco Inventory Viewing Application) information, which is a current inventory list. We want the user to be able to manipulate this data to suit their needs. For example, they may want to show the items that are currently in stock, or narrow the list by a certain specification (wattage, voltage, physical specs).

Things to note:

       1.) The stock information is updated daily.

       2.) Our products will NOT have the same table header descriptions across the board.

Fillable Forms:
We have approximately 100 forms in our catalog that either generate an ordering code when filled out or are quote request forms. We would like to see these forms recreated on the web so that a user can go straight to these forms, fill it out and submit to Tempco directly. Right now the only form we have in this format on our website is our catalog request form. Currently a user would have to locate the catalog page they want in our PDFs, print it, fill it out and then fax it or scan it and email it.

Search Function:
We would like to have a search function on our website that searches our site only, not the entire web. We would like to be able to input data into the search function that will allow us to direct a user to our equivalent product if they were to search by a competitor's trademarked product description.
For example, one of our competitors calls their cartridge heaters Firerods®. While we don't want the text "firerod" to appear anywhere on our website, we want a search of that word on our site to produce the results of our comparable product: High Density Cartridge Heaters.

Tracking Abilities:
We would like the ability to track data of our website users to help us determine where we can improve the site.

SEO:
We think this is a given — we want our site to be as "spider" friendly as possible, so that our position within search engines is as high as it can be without paying for an upper tier position.

Site Enhancements:
This list might include application data, industries we serve information, photos and videos.
We have A LOT of images that demonstrate the unique products that we have manufactured. Often just seeing an image can spark an idea in a potential customer to begin working with us to solve their industry problem. We want to highlight these things on our site.

Spanish:

We will want a Spanish version of our site for our Mexico branch which will have a separate URL. This version may be scaled back somewhat from our English site.

Hosting/Upkeep:

We feel it is beneficial to have whoever helps us redesign this site to also host it. We would also appreciate a long term relationship in which the company we hire keeps us apprised of any web developments/advancements that could affect our site such as metadata requirements changing or Google changing the way they produce results.

This is a big important project for us that is long overdue. Extracting the data from the catalog, organizing it for the web and creating a unique web experience for our users will take asking a lot of questions so that our products are well understood. Our catalog is a QuarkXpress file with all the photos as outlined Photoshop EPS files, and all the drawings are Illustrator EPS files.

Our catalog and present web site are the blueprint for this project and should be used as such.

Sincerely,

Dennis Padlo
Joylyn Johnson
Brian Sulik

Media Production Team
Tempco Electric Heater Corp.