



## Job Shop & Contract Manufacturer’s Marketing Guide – Web Site Content Tune Up

This quick guide is for you if you’re:

- building the first Web site for your business
- replacing one with something better, or
- need a tune up to attract more business.

Following these steps will help you to focus on the most valuable asset of your online presence – your content. And for you, that means the information about you that buyers, sourcing professionals and other manufacturers want to know: “What have you done for others that can help someone like me?”

Your Web site’s content is what differentiates you from your competition as prospects research their sourcing options online. And it helps play to your strengths, by attracting buyers that are specifically interested in your specialties and competence.

### FIRST, LIST WHAT YOU DO & WHAT YOU’VE DONE

- Make a list for each of the following categories
- List as many as you can for each column below
- Only list those which you have tangible examples of work for – not what you’d like to do, or did but don’t do anymore
- Along with your standard navigation (Home, Equipment, Facilities, Contact Us), these will become **an important part of your Web site’s navigation**

Industries (Medical, Aerospace, Automotive, Defense, Energy, Consumer)	Applications (5-axis Machining, Milling, Turning, OD Grinding)	Materials (Aluminum, Titanium, Steel, Exotics, Plastics)

### NEXT, CREATE PAGES FOR PAST JOBS YOU’VE DONE

- Following the form below, create a details sheet for each job you’ve done for others
- List as much information as you can
- Sure, some information or whole projects are proprietary – but include as much as you can without compromising a customer’s trust
- Partial information is better than none
- Include pictures of parts & assemblies; if you can’t show a whole unit, show details that still portray its complexities without divulging the entire piece – i.e., deep pockets, threads, high tolerance features, etc.
- Keep descriptions short – Buyers & Prospects go to the Web to work, not to read. Make these descriptions easy to review, share and repurpose into documents or presentations for Buyers to share with their management teams
- Be creative – add your own items to the form below, or pare it down
- Note that by filling in forms for each job consistently, you are putting your strengths in the context that buyers are looking for AND feeding your site with the keywords & phrases they search for

**NAME OF PART**

Customer Description (or Name): \_\_\_\_\_

Location (State, Country, Region): \_\_\_\_\_

Part/Assy Name or Description: \_\_\_\_\_

Industry (or Industries): \_\_\_\_\_

Materials: \_\_\_\_\_

Quality per Cycle/Contract: \_\_\_\_\_

Part/Assy Size/Dimensions/Tolerances: \_\_\_\_\_

Applications Used: \_\_\_\_\_

Cycle Time & History: \_\_\_\_\_

Engineering/Software Requirements: \_\_\_\_\_

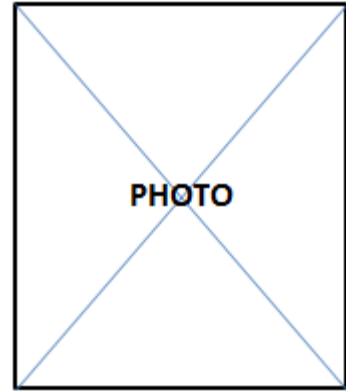
\_\_\_\_\_

Quality Details & Requirements: \_\_\_\_\_

\_\_\_\_\_

Project Milestones: \_\_\_\_\_

\_\_\_\_\_



**NOW, GET THEM ON YOUR SITE AND LINK TO 'EM LIKE IT'S YOUR J-O-B**

- Post these product descriptions on your Web server/site
- Augment your existing navigation to include the topics from the first form
- Think of these categories as 'buckets' to 'store' descriptions in
- Each descriptions can (and should) be assigned to multiple categories/'buckets'
- Include your main navigation on each page
- Include your contact information on EVERY page of your site – buyers share and even print pages from the Web
- As you receive or complete new jobs, add its description to your site
- As you reach new milestones for an existing project, update its related product description page

