

Project Overview:

OEM Site for Wilmad-LabGlass

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Wilmad-LabGlass (WLG) is an SP Industries brand providing stock and customized laboratory glassware, NMR and EPR tubes and accessories, and OEM/custom glass usually from precision bore tubing and manufactured for analytical instruments and other applications. This new web site is to specifically promote the third competency WLG's OEM/custom manufacturing capabilities.

Objectives:

Increase overall quotes and win/loss ratio by

- Developing a specific site to drive awareness of WLG OEM manufacturing capabilities
- Ability for interested parties to 'Request a Quote' and 'Upload Drawings'
- Ability for site to stand alone and integrate with current or future wilmad-labglass.com
- SEO optimization particularly for core target industries:
 - Analytical instruments – specifically Flow Cytometry, Flow Cells for Spectrophotometers
 - Dissolution Vessels
 - Rheology Testing

Context:

The current brand web site is **wilmad-labglass.com** built in 2011 on an Ektron platform. The site is e-commerce enabled for standard WLG offerings and also has an information section for OEM glass with the ability to request a quote and upload drawings. Issues with the current solution:

- Look and functionality of overall site are somewhat outdated. Expect to reboot wilmad-labglass.com in the near future (1-2 years.) Platform will not be Ektron.
- OEM section does not have good visibility to general site visitor. Customer for WLG standard glassware/nmr offering is not the same customer as OEM business
- No specific SEO being done for this segment. Emphasis does not communicate emphasis/importance that we give to this aspect of the business
- Content is a 'laundry list' with no expanded information
- Upload for drawings is 'hinky'

New Site Scope:

Target Customers:

- Engineers (Product Design)
- Procurement specialists
- Operations personnel

Site Content: Initially we are looking to create a fairly 'basic site' but will need ability to grow and add pages/content

- Home Page - including associations and certifications; Links to relevant social media (Linked-In, You Tube), Download of brochure, email sign-up, prominent links to WLG main site

- Standard Products
- Markets Served
- Capabilities
- Manufacturing
- Materials
- About Us
- Contact Us - On-line quote form with ability to upload drawings; instant email

Other:

- Site theme will be customized for WLG, e.g., theme name, CSS.
- New Responsive website design which will make the site device compatible.
- CMS so WLG can make all basic updates with training provided
- Hosting solution and SEO as an add-on service
- Metrics including links
- All code, themes and content will belong to Wilmad-LabGlass. Documentation from the themes will be provided. Code customization documentation - what was customized, why it was customized where it interacts with the site and where / how it interacts with other code pieces will be provided to Wilmad-LabGlass as part of this project. Where themes / modules/ plugins were purchased or downloaded and what they are and why they were chosen will be provided to Wilmad-LabGlass.
- Ensure that SEO elements for both humans and search engines are “baked into” the architecture – including metadata, sitemaps, ease to create our own page titles, meta description, alt text for images, anchor text for links, search engine friendly URL's, control over URL rewrites; need to address trends towards voice activated search
- Sitemap - both xml and html updated when pages change
- Optional: would like to discuss google translate or similar solution