

Bulletin: 59-18

TO: All Greenheck Representatives
FROM: Tony Rossi,
Vice President, Marketing
DATE: December 6, 2018
SUBJECT: Important benefits of the new greenheck.com



The new greenheck.com website was designed for you and your customers! We have received many rave reviews about the new greenheck.com and wanted to take this opportunity to elaborate on a few of the benefits of the new site for you our rep partners, and your customers.

When customers search on the internet for air movement, control and conditioning equipment we want Greenheck to appear on the very top of the list!

In order to remain at the top of the rankings, we needed to transform our website in order to keep pace with digital and technology advances. In the 10 years since greenheck.com had its last major update, there have been significant advancements in web design and technology that enhance user experience. We have incorporated many of those into the design of the new greenheck.com including enhanced search functionality.

Additionally, the internet search engines (Google, Bing, etc.) have incorporated in their search algorithms result rankings based upon websites that are a *-responsive design*. A responsive website is one that adjusts to the device screen size of the user (i.e. desktop, tablet, and phone). A mobile friendly site is a requirement if you want your site to appear towards the top of the rankings.

Many engineers are using devices that have touchscreens and they are expecting to scroll around sites.

Scrolling on websites is a result of the *"touchscreen experience"* of using mobile devices. Site visitors scroll or swipe to consume content. Hence responsive design utilizing scrolling on websites is a standard that all users will experience as more and more companies update their websites like the new greenheck.com.

Internet browsers are all different... be sure to use the preferred one with greenheck.com.

The preferred internet browser to use with greenheck.com (and most websites) is Google Chrome. If you changed the zoom setting on your browser to a number other than 100% the site will appear weird. Greenheck.com (like most sites) is designed for a zoom setting of 100%.

The new greenheck.com is a result of our commitment of continuous improvement in all we do, including providing a state-of-the art digital experience of the content on our vast product offering.

We appreciate all feedback on Greenheck.com and thank you for your continued sales effort!