

IEN's WebReviews: Test & Measurement

Welcome to IEN's WebReviews, formerly OnSite. We've made the ratings areas easier to understand by using a simplified ratings chart and assigning a clear overall

percentage rating by site. Each month our editors review a different product or market segment. This month it's Handheld Test & Measurement.

...details, along with direct links, are available at www.ien.com/webreviews

Companies featured in this month's Handheld Test & Measurement Webreviews clearly understand how forming relationships with customers ultimately leads to a healthy sales environment. It's refreshing to see that an increasing number of companies are making deep content freely available, rather than requiring detailed registration information to access even the most basic information.

Generally speaking, the sites highlighted present excellent, though brief, descriptions of products, along with application information, operating ranges and images. Visitors need this type of basic information as they search for just the right devices. It's a far cry from the numerous sites out there that still organize their products only by model numbers. That approach may make sense to people who work with particular model numbers every day, but it leaves most visitors clueless, bored, and wandering off to other, more user-friendly venues on the Web.

While each site featured in the Handheld Test & Measurement category offers its own unique benefits to users, top honors for the month go to the **Extech Instruments** website--www.extech.com/instruments. Don't let the simple, easy-to-use homepage deceive you. A great deal of thought, planning, and effort must have gone into the development of this superb site, according to our editors.



Highest Rated Site of the Month

About Our Rating System

Only sites that are considered Good or above are included in IEN's WebReviews. Nine areas are analyzed for each site. Individual areas are rated Good, Better, or Best. The overall site percentage takes into account the individual scoring and the judgment of the reviewer.

Good **Better** **Best**
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COMPANY/RATING	WEBSITE/IN BRIEF	REGISTRATION FRIENDLY	EASE of USE/ NAVIGATION	GENERAL PRODUCT INFORMATION	WHITE PAPERS & CASE STUDIES	ENGINEERING/ TECHNICAL CONTENT	DOWNLOADS/ KNOWLEDGE BASE	ENGINEERING TOOLS	SUPPORT/ USER FORUM	PURCHASING INFO/ ASSISTANCE
Extech Instruments 98%	www.extech.com/instruments : We gave this one a bit of a break just because it's <i>that</i> good. Perfect score next time around? One can dream.	●●●●	●●●●	●●●●	●●○○	●●●●	●●●●	●●●●	●●●●	●●○○
Cole-Parmer 97%	www.coleparmer.com : First-class site. This one could be perfect with a few minor tweaks and user forums.	●●●●	●○○○	●●●●	●●●●	●●●●	●●●●	●●●●	●●○○	●●●●
Raytek 93%	www.raytek.com : Parent company Fluke would do well to check out this site. Well done.	●●●●	●●●●	●●●●	●●○○	●●○○	●●●●	●○○○	●○○○	●●○○
Simpson Electric 93%	www.simpsonelectric.com : No registration required. Very, very user friendly. Many links and downloads to detailed product and spec info. Clearly one of the best.	●●●●	●●●●	●●●●	●●○○	●●●●	●●●●	●●○○	●●●●	●●○○
Hanna Instruments 92%	www.hannainst.com : Excellent site for analytical instrumentation. Specs, order info, downloads, and purchasing options are plentiful.	●●●●	●●●●	●●●●	●●●●	●●●●	●●○○	●○○○	●●○○	●●●●
FLIR Systems 91%	www.goinfraed.com : Worthwhile site with good content. Better if organized by descriptors instead of model numbers.	●●○○	●●●●	●●○○	●●●●	●●○○	●●○○	●○○○	●●○○	●○○○
AEMC Instruments 88%	www.aemc.com : No registration required. A very good site with logical navigation. A wealth of product and technical info. Some issues via Firefox.	●●●●	●●○○	●●●●	●●●●	●●●●	●●●●	●○○○	●●○○	●●○○
Ametek Calibration Instruments 88%	www.ametekcalibration.com : Worthwhile destination if you need basics and a bit more. Structure would easily support deeper content.	●●●●	●●●●	●●●●	●●○○	●○○○	●○○○	●○○○	●○○○	●○○○
Dwyer Instruments, Inc 88%	www.dwyer-inst.com : Site includes extensive product info and manuals in bite-sized pieces.	●●●●	●●●●	●●●●	●○○○	●○○○	●●○○	○○○○	●○○○	●●●●
Fluke Corp. 88%	http://us.fluke.com/usen/home/default.htm : Good content and underlying structure, but needs a fresh front end to support so many elements.	●●●●	●○○○	●○○○	●●●●	●●●●	●●○○	●○○○	●○○○	●○○○
Amprobe Test Tools 85%	www.amprobe.com : The basics are presented in a clean, easy-to-use format.	●●●●	●●●●	●●●●	●○○○	●○○○	●●●●	○○○○	●○○○	●●○○
Ideal Industries, Inc. 83%	www.idealindustries.com : Easy to navigate. Product info abundant. "Where to Buy" search requires precise city, zip, or area code.	●●●●	●●●●	●●●●	●○○○	●○○○	●●○○	●○○○	●●○○	●●●●
Palmer Wahl Instrumentation Group 83%	www.palmerwahl.com : Buying products couldn't be simpler on this site with shopping cart function.	●●●●	●●○○	●●●●	●●○○	●○○○	○○○○	○○○○	●○○○	●●●●
Meterman 82%	www.metermantesttools.com : Product data easy to find, but requires several clicks. Organized well. Glossary of terms a nice touch.	●●●●	●●○○	●●●●	●●●●	●○○○	●○○○	●○○○	●○○○	●●○○
Cooper Instruments, Inc. 81%	www.cooperinstruments.com : Includes handy features like conversion calculators and product comparison tools.	●●●●	●●●●	●●●●	○○○○	●○○○	●○○○	●●○○	○○○○	●○○○
Triplett Corp. 81%	www.triplett.com : No registration required except for distributor access. Overall a good site. Products easy to locate. Detailed info on many items.	●●●●	●●○○	●●●●	●○○○	●○○○	●○○○	●○○○	●○○○	●●●●
Greenlee Textron Inc. 80%	www.greenlee.com : Animated product demonstrations are sleek but could use more detailed information.	●●●●	●●●●	●●●●	○○○○	○○○○	●●○○	○○○○	●○○○	●●○○
Megger Ltd. 79%	www.megger.com/us : Quicker registration process would improve navigation and usability.	●○○○	●○○○	●●○○	●○○○	●○○○	●●●●	○○○○	●●○○	●○○○

Fresh opinions from IEN editors every Monday

Feel free to shout! [ien.com/blogs](http://www.ien.com/blogs)

Your comments welcome everyday