

Website Review Summary

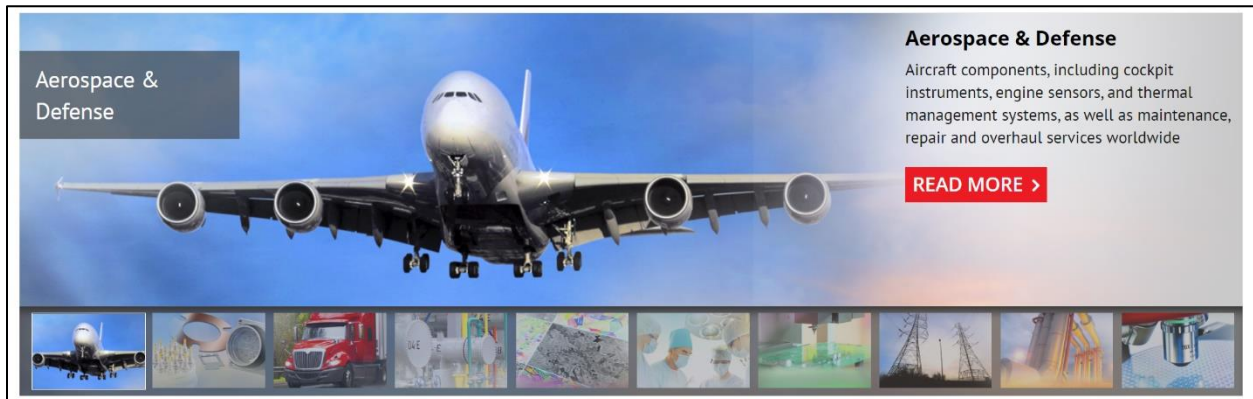
<https://www.ametek.com/>

Below you will find a summary of what I talk through in my attached video PLUS comments & screenshots from your Mobile experience. These are all my first impressions and actionable ideas to consider!

Homepage

<https://www.ametek.com/>

- Several banners rotating on homepage. I think a better way to display this would be to move it further down the page, each product with their own image and box with the Read More CTA and keep the rotating banners to the AMETEK mission statement, what AMETEK is doing next, About, etc.



- Lacking clear mission statement which should be prominent on the homepage (and About pages).
- A lot of words immediately on the homepage that is a little overwhelming. I would consider trimming this down some and directing a viewer to the “[Overview](#)” page that goes more in depth via a CTA.
- Arrow in Change (%) Stock Info on homepage not aligned

STOCK INFO	
AME (Common Stock)	
Exchange:	NYSE (USD)
Price:	\$136.84
Change (%):	0.86 (+0.63%)
Volume:	169,197
Data as of Aug 27, 2021 4:00 PM EDT	
Data Provided by Refinitiv. Minimum 15 minutes delayed.	

- Opportunities to expand on homepage (as a few examples):
 - Listing prominent partners on homepage to prove reliability
 - Expand on recent news with relevant imagery
 - A “Join our Team” type of CTA
 - Or, “Become an Investor” type of CTA
 - Sustainability is a big thing these days. This is something that could easily be expanded on here
 - Diversity and inclusion
- Add CTA below “AMETEK at a Glance” that says something like “Read More” that would take a client to the [About page](#) where more info about AMETEK could be shared in depth.
- Add CTA to “Recent News” that says something like “Read More” that would take a client to the [News page](#) where they could read more about AMETEK.

AMETEK AT A GLANCE	RECENT NEWS	STOCK INFO
<p>AMETEK, Inc. is a leading global manufacturer of electronic instruments and electromechanical devices with annual sales of approximately \$5 billion.</p> <p>AMETEK has 17,000 colleagues at more than 150 operating locations, and a global network of sales, service and support locations in 30 countries around the world.</p> <p>The AMETEK Growth Model combines its four growth strategies of Operational Excellence, Strategic Acquisitions, Global & Market Expansion, and New Product Development, with a disciplined focus on cash generation and capital deployment. By executing the AMETEK Growth Model, the company seeks to generate shareholder value by doubling earnings per share over the course of each business cycle.</p> <p>AMETEK consists of two operating groups, both with highly-differentiated technology and leading positions in niche markets:</p> <ul style="list-style-type: none"> • Electronic Instruments - a worldwide leader in the design and manufacture of advanced analytical, test and measurement instrumentation for the energy, aerospace, power, research, medical and industrial markets. • Electromechanical - a differentiated supplier of automation and precision motion control solutions, and highly engineered electrical interconnects, specialty metals and thermal management systems. 	<p>Corporate News Sheldon Thorpe Elected Vice President of Human Resources</p> <p>Financial News AMETEK Declares Quarterly Dividend</p> <p>Financial News AMETEK Announces Record Second Quarter Results and Raises 2021 Guidance</p>	<p>AME (Common Stock)</p> <p>Exchange: NYSE (USD)</p> <p>Price: \$136.84</p> <p>Change (%): 0.86 (+0.63%)</p> <p>Volume: 169,197</p> <p>Data as of Aug 27, 2021 4:00 PM EDT</p> <p>Data Provided by Refinitiv. Minimum 15 minutes delayed.</p>

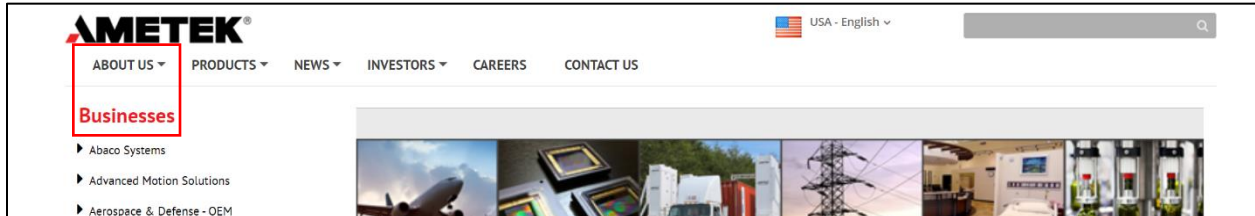
- “Contact Us” in footer is not clickable or anything below it that allows someone to contact AMETEK.

ABOUT US	PRODUCTS	NEWS	INVESTORS	CAREERS	SOCIAL NETWORK
Businesses Sustainability at AMETEK AMETEK Growth Model Management Team Supplier Responsibilities	Aerospace & Defense Engineered Materials Heavy Vehicle and OEM Products Industrial Products Materials Analysis and Imaging Medical Motors / Motion Control Oil & Gas / Power Process Instruments Measurement, Communications & Testing	News at a Glance Product and Business News Corporate and Financial News Trade Shows	Overview News & Events Financial Information Stock Information Governance Contact	Careers at AMETEK	FACEBOOK LinkedIn TWITTER YOUTUBE
<div style="border: 1px solid red; padding: 2px; display: inline-block;">CONTACT US</div>					

About Us

<https://www.ametek.com/products/businessunits/businessdivisionpage>

- When clicking “About Us” in top navigation it takes you to the “Businesses” page. I believe a better user experience would be to take the viewer to a landing page that summarizes the “About Us” sub-categories with the mission statement and about information front and center.



- Maybe even create areas for “Who We Are,” “What We Do,” etc so viewers could easily navigate to your mission vs competitors, what you are working on, what the future holds, etc.
- Other opportunity – Diversity & Inclusivity participation within in the company of AMETEK.

About Us > Businesses

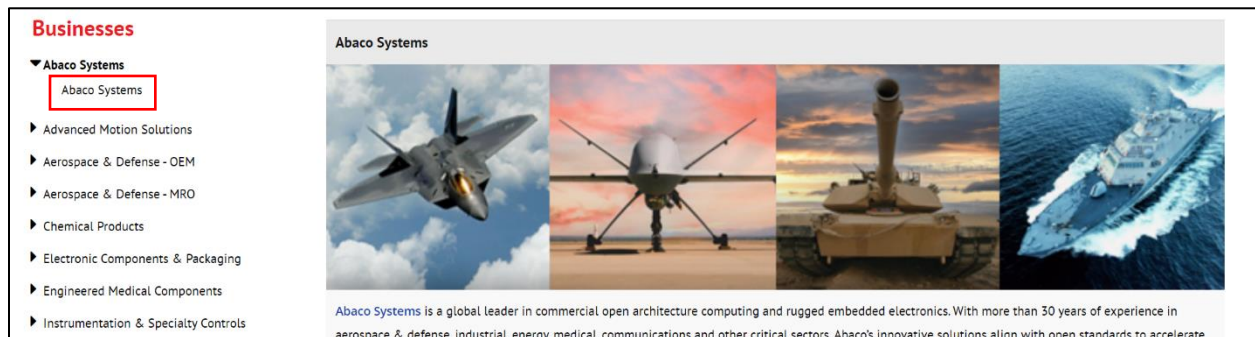
<https://www.ametek.com/products/businessunits/businessdivisionpage>

- Direct to a landing page with the business options listed in a grid-like, interactive way with relevant imagery/graphics and CTA’s to the different business pages.

About Us > Businesses > Abaco Systems

<https://www.ametek.com/products/businessunits/abaco-systems/abaco-systems>

- I would remove the sub-categories listed in the left-navigation for each business. List any business information on the actual business page instead. Removes an extra click required of the browser.



About Us > Businesses > Advanced Motion Solutions

<https://www.ametek.com/products/businessunits/advancedmotionsolutions>

- I would remove the sub-categories listed in the left-navigation for each business. List any business information on the actual business page instead. Removes an extra click required of the browser.



About Us > Sustainability at AMETEK

<https://www.ametek.com/aboutus/sustainability>

- Good information that could be featured on homepage. Sustainability is a big concern and priority for many.
- Could expand here by including Sustainability related articles, innovation of product and services for a better future, environmental safety, etc

About Us > Management Team

<https://www.ametek.com/aboutus/managementteam>

- To show more inclusivity, expanding on this page by also showcasing the hard-working people who are *not* just in management/executive suite. The everyday people within AMETEK. This could include articles of their successes and accomplishments, gallery of “the people of AMETEK,” employee appreciation, teams/departments, etc.
- This information was on the [Career page](#) but would not be visible to anyone unless they were specifically looking for a job. Showcasing collaborations, team building, etc provides a further push of trust to AMETEK, even for investors or partners.

About Us > Supplier Responsibilities

<https://www.ametek.com/aboutus/supplier-responsibilities>

- A lot of white space here. Either expand in text and imagery on each of these supplier responsibilities with the downloadable attachment or shorten side bar Twitter on only this page to get rid of extra white space.

ABOUT US

- Businesses
- Overview
- Sustainability at AMETEK
- AMETEK Growth Model
- Management Team
- Supplier Responsibilities**

Supplier Responsibilities

- Conflict Minerals
- Environmental Health & Safety Policy
- Human Trafficking Statement
- Human Rights Policy
- AMETEK Supplier Code of Conduct

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Tweets by @AMETEKInc

AMETEK Inc. @AMETEKInc

Watch this: AMETEK PDS released Part 1 of their Secondary Power Distribution Demo videos. Learn about these highly configurable and flexible aerospace circuit and wiring protection systems. #aerospace #aerospaceengineering #aerospaceanddefense #aviation [lnkd.in/dnyY56i7](https://www.linkedin.com/company/ametek)

YouTube @YouTube

Secondary Power Distribution Demo Part 1: Overview

Aug 27, 2021

AMETEK Inc. @AMETEKInc

From Industrial equipment to wearables, Storyboard by @cranksoftware helps #embeddedGUI design &

Products (from top navigation)

- Directs straight to the first product page. This page could be displayed in a more creative way as a landing page by listing each of the products in a grid-like format with appealing and appropriate images for each. Include a CTA that takes someone to the product sub-categories. If someone clicks on the just “Products” from the top navigation, it makes more sense to take them to a catch-all type of page rather than a product page they didn’t click on.
- Towards bottom of page add a Contact form or CTA to [Contact page](#)

Products > Aerospace & Defense

<https://www.ametek.com/products/productcategories/aerospaceanddefense>

- Blurry images
- Could use a Contact form or CTA that directs to the Contact page on product page. Making this easily accessible = conversion.
- Don’t need “Sub categories” listed on this page unless they are clickable.
- OR get rid of sub categories all together. All sub-cat information could be listed on each product page. Too many clicks to get down to more product information.

Product Categories

- ▼ **Aerospace & Defense**
 - Maintenance Repair Overhaul - MRO
 - Original Equipment Manufacturer - OEM
 - Test Equipment, Components, Materials
- ▶ Engineered Materials
- ▶ Heavy Vehicle and OEM Products
- ▶ Industrial Products
- ▶ Materials Analysis and Imaging
- ▶ Medical
- ▶ Motors / Motion Control
- ▶ Oil & Gas / Power
- ▶ Process Instruments
- ▶ Test and Measurement

Aerospace & Defense

An industry innovator in aircrew data management and engine performance monitoring, AMETEK Aerospace has developed a comprehensive line of sophisticated multi-parameter cockpit indicators and display systems, engine and aircraft condition monitoring systems, data acquisition and signal processing systems, fuel and fluid gauging mass fuel flow measurement, engine sensors and cable harness assemblies. The Maintenance, Repair, Overhaul (MRO) group offers 24-hour worldwide Aircraft On Ground and MRO provider with authorized global service centers.

Sub categories: Maintenance Repair Overhaul - MRO, Original Equipment Manufacturer - OEM, Test Equipment, Components, Materials

Products > Engineered Materials

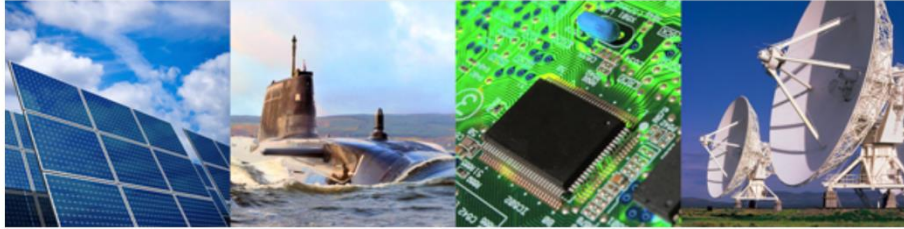
<https://www.ametek.com/products/productcategories/engineeredmaterials>

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Product Categories

- ▶ Aerospace & Defense
- ▼ **Engineered Materials**
 - Heat Exchangers and Tubing
 - Interconnects Packaging and Electronic Components
 - Specialty Metals
- ▶ Heavy Vehicle and OEM Products
- ▶ Industrial Products
- ▶ Materials Analysis and Imaging
- ▶ Medical
- ▶ Motors / Motion Control
- ▶ Oil & Gas / Power

Engineered Materials



Hermetic glass-to-metal-sealed connectors and electronic packaging. Cable assemblies, splice blocks, penetrators, gigabit ethernet and glass-sealed fiber-optic feed thrus for naval, energy and industrial markets. Specialty metal powders, foils, titanium alloys, clad metals and wire and strip products. Custom electronic cable assemblies, specialty wiring assemblies, precision interconnections for medical applications, and Polymers, resins and plastics compounding.

Sub categories: Heat Exchangers and Tubing, Interconnects, Packaging and Electronic Components, Specialty Metals

Products > Heavy Metal and OEM Products

<https://www.ametek.com/products/productcategories/heavyvehicleandoemproducts>

- Blurry images
- Could use a Contact form or CTA that directs to the Contact page on product page. Making this easily accessible = conversion.
- Don't need "Sub categories" listed on this page unless they are clickable.
- OR get rid of sub categories all together. All sub-cat information should be listed on each product page. Too many clicks to get down to more product information.
- Some of this information could be easier to read and skim through by utilizing bullet-point formatting instead of listing with commas (goes for all product category pages)

Product Categories

- ▶ Aerospace & Defense
- ▶ Engineered Materials
- ▼ **Heavy Vehicle and OEM Products**
 - Heavy Truck and Transportation Products
 - OEM Components
- ▶ Industrial Products
- ▶ Materials Analysis and Imaging
- ▶ Medical
- ▶ Motors / Motion Control
- ▶ Oil & Gas / Power
- ▶ Process Instruments

Heavy Vehicle and OEM Products



Heavy vehicle custom instrumentation, engineered connectors, motors, blowers and pumps for transportation and off highway equipment. Custom connectors and interconnects, static grounding reels, pressure transducers, heat exchangers, cabin filters and motion control and cursor control devices also available.

Sub categories: Heavy Truck and Transportation Products, OEM Components

News

<https://www.ametek.com/pressreleases/newsatglance>

- Generic and gets the point across. Way to make this more exciting to read is with imagery and filling in the entire page with news. Looks empty towards bottom of page.
- Add “Trade Shows” to this page like the other two subcats.

NEWS

News at a Glance

- Product and Business News
- Corporate and Financial News
- Trade Shows

News at a Glance

Recent Product and Business News

Tuesday, July 20, 2021

Telguard Announces First 5G LTE-M Communicators with Internet and Cellular Dual Path

Telguard, a leader in security and life safety communications, is pleased to announce today its first line of dual path communicators with an Internet pathway. These new offerings also make Telguard the first company to offer a dual path communicator that combines 5G LTE-M with Internet connectivity for commercial fire use.

[Keep Reading](#)

Monday, July 19, 2021

AMETEK Powervar Announces New Local Area Power Center Engineered to Provide Total Site Protection from a Single UPS

AMETEK Powervar, a leading supplier of power conditioning and uninterruptible power supplies designed to maximize the performance of mission-critical equipment across multiple industries, today announced the launch the new Powervar LAPC PROTm to provide Quick Service Restaurants (QSRs) and Convenience Store customers with single-source power protection for an entire site

[Keep Reading](#)

Friday, July 16, 2021

AMETEK Powervar Announces Enhanced

Recent Corporate and Financial News

Friday, August 6, 2021

Sheldon Thorpe Elected Vice President of Human Resources

[Keep Reading](#)

Friday, August 6, 2021

AMETEK Declares Quarterly Dividend

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Tuesday, August 3, 2021

AMETEK Announces Record Second Quarter Results and Raises 2021 Guidance

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Tweets by @AMETEKInc

AMETEK Inc. @AMETEKInc

Watch this: AMETEK PDS released Part 1 of their Secondary Power Distribution Demo videos. Learn about these highly configurable and flexible aerospace circuit and wiring protection systems. #aerospace #aerospaceengineering #aerospaceanddefense #aviation Inkd.ln/dryY56t7

YouTube @YouTube

Secondary Power Distribution Demo Part 1: Overview

Aug 27, 2021

AMETEK Inc. @AMETEKInc

From industrial equipment to wearables, Storyboard by @cranksoftware helps #embeddedGUI design & development teams work together to deliver sophisticated #UX that wins markets.

Investors

<https://investors.ametek.com/>

- Good. Looks updated and clean. More modern than the official AMETEK website. So, lack of consistency here for that reason.

Careers

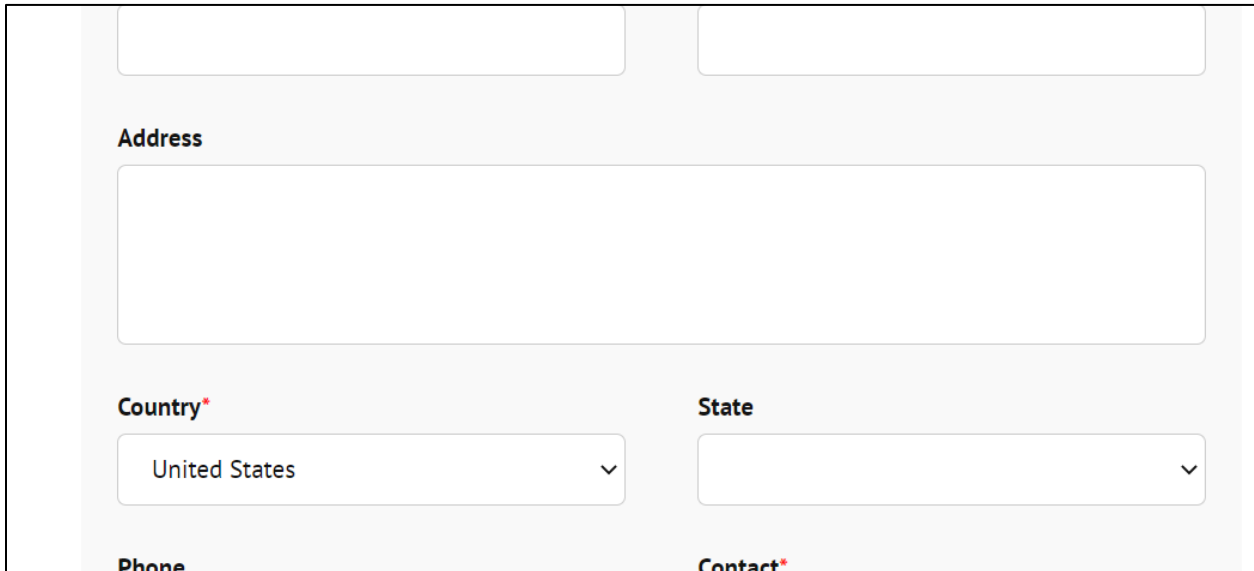
<https://careers.ametek.com/>

- This page also looks good. Modern, updated and clean. Good CTA's, color scheme and information provided.

Contact

<https://www.ametek.com/contactusform>

- The least amount of information to have to ask someone to provide, the better. Not sure that Address is necessary to ask someone who could be a potential partner up front.



The image shows a contact form with the following fields and labels:

- Two empty text input fields at the top.
- A label "Address" above a large empty text input field.
- Two dropdown menus: "Country*" with "United States" selected, and "State" which is empty.
- Labels "Phone" and "Contact*" at the bottom of the form area.

- Could also add an interactive map on this page for the AMETEK headquarters office. Just something else to spruce up the page.

Desktop Summary

Consistent text font and color scheme which is good. It is obvious that the Careers and Investors page came later in the development of AMETEK because it looks much more modern and updated than the official site. So, some inconsistency there.

I see quite a bit of opportunity on the homepage to improve user engagement and conversion. This includes creating more actionable CTA's throughout the page, making a mission statement front and center, creating a more navigation-friendly way to layout the products featured on the homepage, and more.

Among the product and about us pages, minimizing unnecessary extra clicks where you can by consolidating information to a single page in an easy to read format.

Mobile Review Summary

Much of what was mentioned/showed as areas of opportunity for the desktop experience also applies to the Mobile experience. In addition to those already mentioned, there are a few more things I'd have you look into on Mobile to ensure ease of customer navigation and experience:

Homepage

<https://www.ametek.com/>

- Text on Mobile seems like a lot more text than on Desktop due to it having to be scrunched up on a smaller screen. The text on the homepage looks lengthy. If you were to summarize this section on desktop, it'd help with the Mobile experience as well.

I



- Just like on Desktop, CTA's for "AMETEK at a Glance," "Recent News," and "Stock Info" that drive to their respective pages would create a better navigation experience on the homepage.

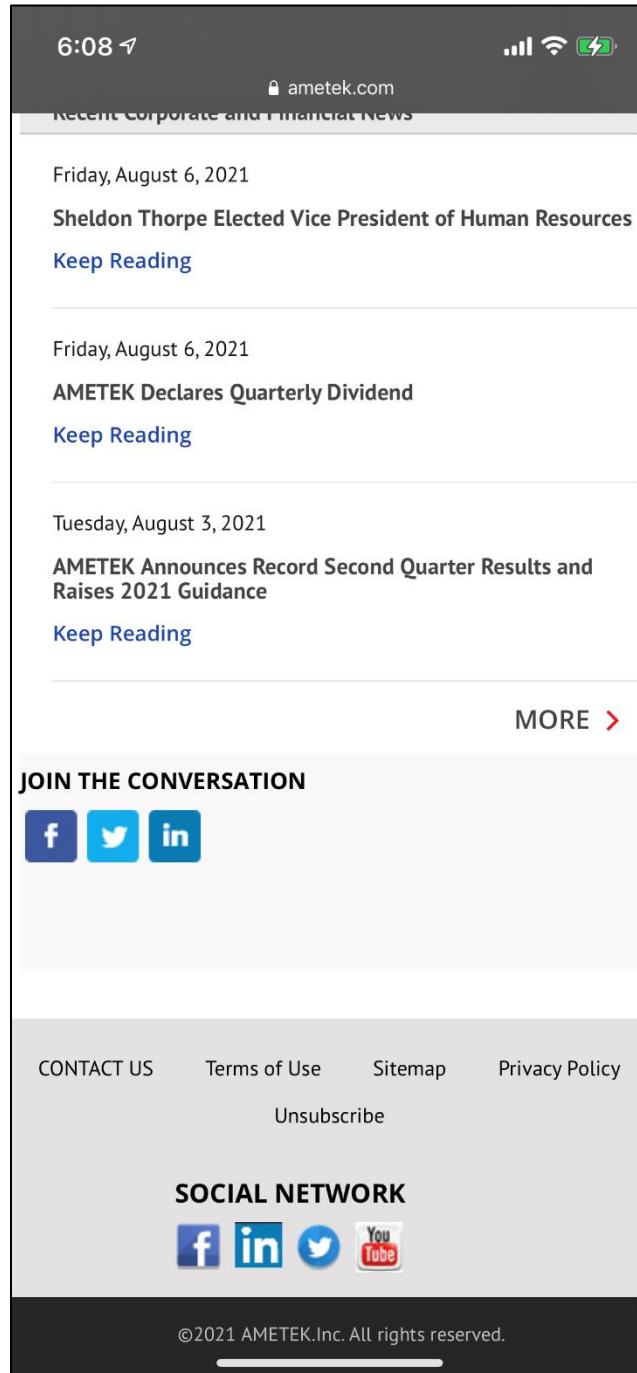
On Mobile, CTA's may be even more critical. The built-in navigation at the top of the page is collapsed and requires extra scrolling to get there so maximizing CTA's would help the experience here.



News

<https://www.ametek.com/pressreleases/newsatglance>

- Good to see “More” at the ends of “Recent Product and Business News” and “Recent Corporate and Financial News” but there is no way to access “Trade Shows” on this page on Mobile unless collapsing the site navigation. Creating a CTA here for “Trade Shows” would help with user-navigation.



Trade Shows

<https://www.ametek.com/pressreleases/tradeshows>

- Calendar graphics on Trade Shows page is not distinguishable

6:11 📶 🔋

🔒 ametek.com

postponed events will be rescheduled, we will update our event calendar accordingly. We thank you for your patience.

Filter your search by:

Business
View all ▼

Trade Shows
View all ▼

Location
View all ▼

Search By Date

To

SEARCH

UPCOMING EVENTS

Sunday, August 29, 2021 -
Wednesday, September 1, 2021

NAFEM 2021

BOOTH# 2836
FL- Orlando
[NAFEM 2021](#)

PDS, Southern Aeroparts, Drake Air

Friday, September 10, 2021

Products > Aerospace & Defense, Engineered Materials, et al.

<https://www.ametek.com/products/productcategories/aerospaceanddefense>

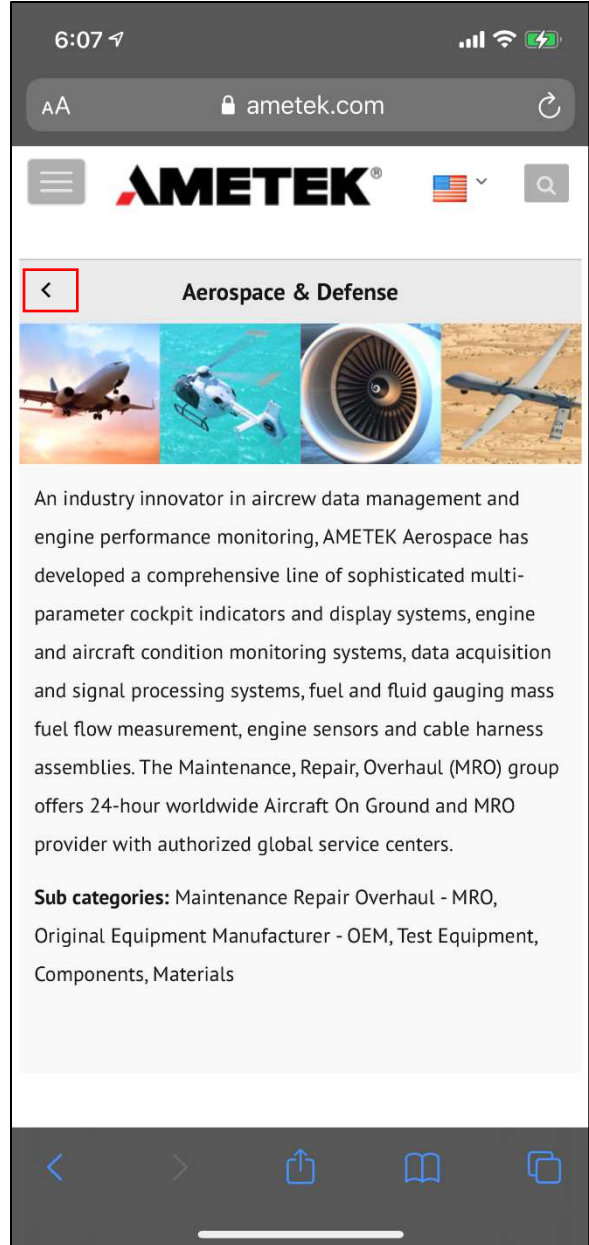
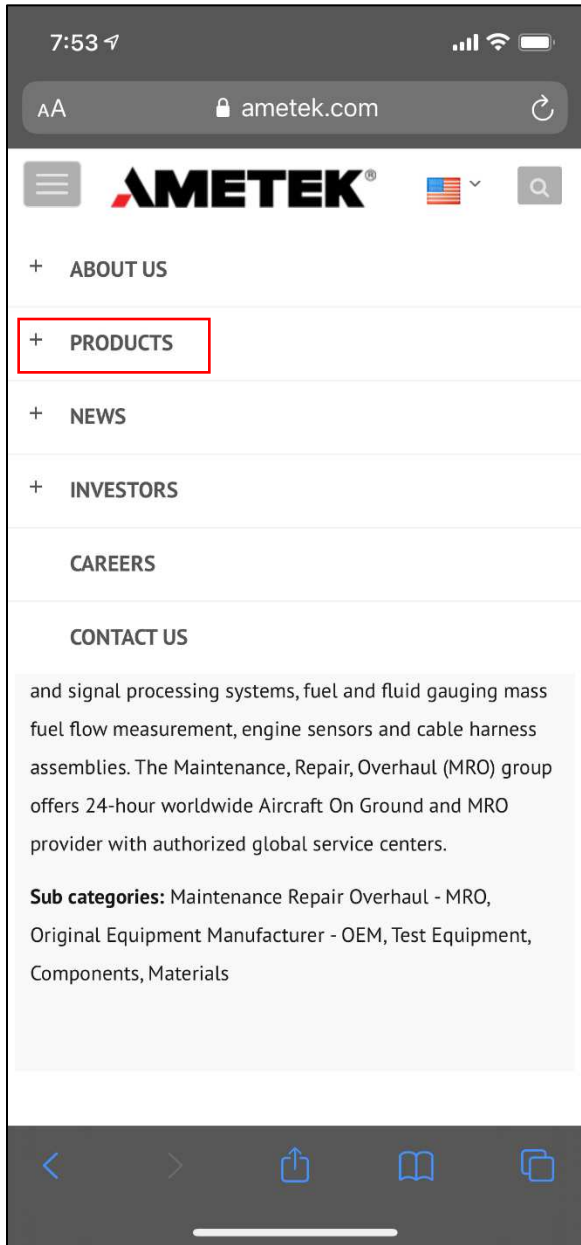
<https://www.ametek.com/products/productcategories/engineeredmaterials>

- Because I don't think its very clear that a viewer could click the little back arrow to see the sub-categories listed, I'd link the listed sub cats on the product page to their respective pages and list them in a bullet-point format



Products (from left navigation)

- Same as the product pages, if a user just clicks “Products” from the left-navigation without expanding the menu with the + sign, you are taken straight to “Aerospace & Defense.” Another reason a landing page would be a better experience so the browser could choose from an available list of products vs having to figure out how to back track to the navigation.



Mobile Summary

Due to the nature of browsing on Mobile, there are many opportunities to make navigation easier in this experience. This mostly includes:

- Adding more CTA's
- Adding direct links on Product and About pages that direct to the sub-categories vs the user having to backtrack to find it in the navigation
- Creating landing pages (especially useful for the mobile experience)
- Limiting lengthy text on the homepage