

Electronics product pages are the pivots of electronics websites. They are both a destination and a major intersection of your website capabilities. By understanding the growing needs of electrical engineers and what they prioritize on a product page, electronics companies can optimize pages for conversion.

ENGINEERING PAIN POINTS

77% Of engineers are concerned with cost

78% Of engineers say that their job requires them to work quickly

72% Of engineers are working remotely

71% Of engineers say they feel pressure to do more with less

70% Of engineers are working on more projects than they did 3 years ago

Source: *Mind of the Engineer 2019*

TOP PRIORITIES FOR ENGINEERS

According to engineers, technical documentation, software development and tools, product specification data, and datasheets are the most essential components of product pages. These were the top priorities for engineers:

Technical documentation

68%

Software & development tools

57%

Product specification data

40%

Datasheets

37%

Schematics

37%

Reference designs

23%

Engineering calculators

16%

Getting Started

Contact us now at sales@EETech.com, or visit EETech.com to learn how we can help you meet the needs of your customers.