



# Website Case Study

[www.grinding.com](http://www.grinding.com)

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United Grinding offers dozens of machines from eight brands, each with their own history, culture, and markets



How do we capitalize on United Grinding's broad technical knowledge, while making it easy for diverse web visitors to find the right information and engage?



Visually divide the brands into product categories, using space, iconic images, and color

The screenshot shows the website for grinding.com, powered by United Grinding. The top navigation bar includes links for Home, About Us, and Contact Us. A search bar is located below the navigation. The main content area is divided into three columns based on product categories:

- CYLINDRICAL GRINDING** (pink background):
  - Navigation menu: CYLINDRICAL GRINDING, PROFILE GRINDING, TOOL GRINDING, APPLICATIONS, SPECIAL PROMOTIONS, SERVICE & SUPPORT, PARTS & ACCESSORIES, TRAINING, NEWS, EVENTS, DISTRIBUTORS, JOB OPPORTUNITIES, INDUSTRY LINKS, CONTACT US.
  - Featured brands: MIKROSA, SCHAUDT, STUDER.
  - Featured article: NIMS Big Winner in IMTS Charity Auction! (with image of a machine and eagle).
- PROFILE** (blue background):
  - Featured brands: BLOHM, JUNG, MÄGERLE.
  - Featured article: Blohm REDLINE S: High Performance Precision at an Affordable Price (with image of a dial).
- TOOL** (orange background):
  - Featured brands: EWAG, WALTER.
  - Featured article: Reliable new Fanuc control (with image of a control panel). Subtext: The rock solid, super reliable.

# Offer multiple entry points that address different perceptions and needs

The screenshot shows the homepage of grinding.com, which is powered by United Grinding. The website features a navigation bar with links for Home, About Us, and Contact Us. A search bar is located below the navigation bar. The main content area is divided into three columns: CYLINDRICAL, PROFILE, and TOOL. Each column displays a list of brands and featured news items. A rotating image of a team member is shown in the top left corner. A sidebar on the left contains a search bar and a list of common items in the field. Callouts provide additional context for various elements on the page.

Rotating images of team members

Search for content

Common items in this field

Click type, image, or brand

Featured news for each division

grinding.com  
POWERED BY UNITED GRINDING

Home | About Us | Contact Us

CYLINDRICAL GRINDING  
PROFILE GRINDING  
TOOL GRINDING  
APPLICATIONS  
SPECIAL PROMOTIONS  
SERVICE & SUPPORT  
PARTS & ACCESSORIES  
TRAINING  
NEWS  
EVENTS  
DISTRIBUTORS  
JOB OPPORTUNITIES  
INDUSTRY LINKS  
CONTACT US

CYLINDRICAL

MIKROSA  
SCHAUDT  
STUDER

PROFILE

BLOHM  
JUNG  
MÄGERLE

TOOL

EWAG  
WALTER

Grinding Journal  
Intelligent tools from Dauphin Precision

NIMS Big Winner in IMTS Charity Auction!

Blohm REDLINE S: High Performance Precision at an Affordable Price

Reliable new Fanuc control  
The rock solid, super reliable

Within a given product type, the side bar uses *that* group's color and shows *that* group's news, events, etc.

Header image for *this* product area

grinding.com  
POWERED BY UNITED GRINDING

Home | About Us | Contact Us

MIKROSA SCHAUDT STUDER | BLOHM JUNG MÄGERLE | EWAG WALTER

Search

CYLINDRICAL GRINDING  
PROFILE GRINDING  
TOOL GRINDING  
APPLICATIONS  
SPECIAL PROMOTIONS  
SERVICE & SUPPORT  
PARTS & ACCESSORIES  
TRAINING  
NEWS  
EVENTS  
DISTRIBUTORS  
JOB OPPORTUNITIES  
INDUSTRY LINKS  
CONTACT US

**Walter Helitronic Vision**

**For fast & precise tool manufacturing**

The Helitronic Vision 5-axis tool grinder is a major advancement based on the internationally renowned Helitronic Power, of which over 3,000 are in service.

**Benefits of the Walter Helitronic Vision :**

- Up to **30% more productive**

**Tool Contacts**

540-898-3700 x2: Sales  
540-898-3700 x1: Service  
540-898-3700 x1: Parts

[Product Information Form](#)

**Catalogs & More**

- [Heli Vision, Power, Mini catalog](#)
- [Helitronic Vision video](#)
- [Walter Company video](#)
- [Internal Measuring System & automatic wheel sticking](#)

[More...](#)

**Applications**

- [Porting tool \(step tool\)](#)
- [Drill, surgical](#)
- [Step drill, thru-hole coolant](#)
- [Endmill, ballnose, variable helix](#)

[More...](#)

Contact info just for *this* product type

Related material for *this* product

Events etc for *this* group below

Grinding Journal  
Long's Machine performs on the track and in the shop

A sure way to make the site “sticky” for this audience is to include things like case studies and applications examples

The image displays two screenshots of the grinding.com website. The left screenshot shows the 'Applications' page with a list of items: Bevel Gear Cutting Blade, Blade, Chipper, Blade, Turbine (Bucket), Blade, Turbine (Bucket) - Mfg Cell, Blade, Turbine (Bucket) - Z-Notch, and Boring Bar. A yellow callout bubble points to the list with the text "Case studies can use video". The right screenshot shows a detailed view of the 'Boring Bar' application, including technical specifications and a contact form. A yellow callout bubble points to the contact information with the text "Right contact info always handy".

# A frequent news feed is another way to engage customers and prospects

The screenshot shows the grinding.com website with a news feed. The header includes the logo 'grinding.com POWERED BY UNITED GRINDING' and navigation links for Home, About Us, and Contact Us. A search bar is located below the logo. The main navigation menu lists various categories: CYLINDRICAL GRINDING, PROFILE GRINDING, TOOL GRINDING, APPLICATIONS, SPECIAL PROMOTIONS, SERVICE & SUPPORT, PARTS & ACCESSORIES, TRAINING, NEWS, EVENTS, DISTRIBUTORS, JOB OPPORTUNITIES, INDUSTRY LINKS, and CONTACT US. The news feed features three articles:

- Up to 3,500 tools unmanned!?**  
You bet! Helitronic machines can now be equipped with a robot capable of handling up to 3,500 tools, plus a traveling worktable for a variety of flexible support options. The machine can also automatically correct form tool errors.  
Download: [Click here for more](#)  
Visit URL: [Check out our webinar on new tool grinding solutions introduced at IMTS](#)
- In the News: Walter Helitronic Vision & True Cut Tool**  
The Walter Helitronic Vision gives True Cut Tool Co. (New Carlisle, Ohio) the flexibility and automation it needs to serve customers with either rapid-response or high-volume jobs. *As printed in the December 2010 issue of Modern Machine Shop.*  
[More...](#)
- Automatic, non-contact measurement at half the price**  
The new Helicheck Basic 2 costs half as much other optical measuring machines, yet it's capable of setting up tight tolerance forms tools in minutes with FTC. It's great for measuring wheels too. And it's much better than a comparator at roughly the same price. But one thing the linked flier does NOT point out is the fact that in addition to tool profiles, diameters, and step lengths, clearance angles can also be measured with a backlight alone. That means the Basic 2 *might be* the only machine you need for both easing your setup and QC-ing your tools. For more demanding applications, we still offer a three-camera Helicheck Basic (now called the Basic 3) and of course the Helicheck Pro and Plus.  
Download: [Click here for more](#)  
Visit URL: [Check out our webinar on new tool grinding solutions introduced at IMTS](#)

At the bottom of the news feed, there is a section for 'New Features for Grinding Drills, Step Tools, Endmills'.

Sign up for e-news

Looks engaging & organized

Get item details plus related content



The site supported United Grinding's seminar series, trade shows, etc. and offered previous webinars in an archive

Event header

The screenshot shows the grinding.com website. At the top right is the logo 'grinding.com POWERED BY UNITED GRINDING'. Below the logo is a search bar and navigation links: Home, About Us, Contact Us. A secondary navigation bar lists brands: MIKROSA, SCHAUDT, STUDER, BLOHM, JUNG, MÄGERLE, EWAG, WALTER. On the left is a vertical sidebar menu with categories: CYLINDRICAL GRINDING, PROFILE GRINDING, TOOL GRINDING, APPLICATIONS, SPECIAL PROMOTIONS, SERVICE & SUPPORT, PARTS & ACCESSORIES, TRAINING, NEWS, EVENTS, DISTRIBUTORS, JOB OPPORTUNITIES, INDUSTRY LINKS, CONTACT US. The main content area is titled 'Grinding Events' and includes a 'List All' link and two dropdown filters: 'List by: Division' and 'Brand'. Below this is a table of events with columns for Date, Event, and Location. The table lists three 'Archived Webcast' events. At the bottom left of the main content area, there is a link for back issues and a sign-up form for future electronic issues with an 'Email Address' field and a 'Go' button.

Upcoming events sort by date

Filter events to match your interest

# A fun webinar listing from a jolly December



The screenshot shows the grinding.com website interface. At the top right is the logo "grinding.com" with "POWERED BY UNITED GRINDING" underneath. Below the logo is a navigation bar with "Home | About Us | Contact Us" and a list of brands: "MIKROSA SCHAUDT STUDER | BLOHM JUNG MÄGERLE | EWAG WALTER". A search bar is located below the navigation bar. On the left side, there is a vertical menu with categories: "CYLINDRICAL GRINDING", "PROFILE GRINDING", "TOOL GRINDING", "APPLICATIONS", "SPECIAL PROMOTIONS", "SERVICE & SUPPORT", "PARTS & ACCESSORIES", "TRAINING", "NEWS", "EVENTS", "DISTRIBUTORS", "JOB OPPORTUNITIES", "INDUSTRY LINKS", and "CONTACT US". The main content area features a webinar listing titled "Notes from Santa's workshop". The text describes the webinar as a collection of tips and tricks for tool grinders, presented by Markus Stolmar, Simon Manns, and others. It includes contact information for Ed Sinkora (540-710-2408, edward.sinkora@grinding.com) and a link to view the archived webcast. Below the text is a photograph of a Santa Claus mascot. At the bottom left of the screenshot, there is a "Grinding Journal" subscription form with a "Go" button and social media sharing options for Del.icio.us and Digg.

**grinding.com**  
POWERED BY UNITED GRINDING

Home | About Us | Contact Us

MIKROSA SCHAUDT STUDER | BLOHM JUNG MÄGERLE | EWAG WALTER

Search

CYLINDRICAL GRINDING  
PROFILE GRINDING  
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INDUSTRY LINKS  
CONTACT US

**Notes from Santa's workshop**

The best ideas we've heard all year for making you a happier and more productive tool grinder! We'll cover something for everyone, including software tricks, notes on new wheels, PM tidbits, setup hints, and even sales aids. So whether you own the business or operate the machine, join Markus Stolmar, Simon Manns, and other elves at Walter-EWAG for an enjoyable review. It's our little gift to you.

**Date/Time information**  
**This is an Archived Webcast**

**Location:**  
Webinar

**Contact:**  
Ed Sinkora  
540-710-2408  
[edward.sinkora@grinding.com](mailto:edward.sinkora@grinding.com)

[Click here](#) to view the archived webcast.

**Grinding Journal**  
True stories of tools & teamwork!

[Click](#) for back issues.  
Sign up to receive future electronic issues.

**Email Address:**

**ADD TO:**  
 Del.icio.us  
 Digg



Sections like “Contacts,” “Service,” and “Parts” kept the product divisions clear

The screenshot shows the grinding.com website layout. At the top right is the logo "grinding.com" with "POWERED BY UNITED GRINDING" underneath. Below the logo is a search bar and navigation links for "Home", "About Us", and "Contact Us". A horizontal menu lists product divisions: MIKROSA, SCHAUDT, STUDER, BLOHM, JUNG, MÄGERLE, and EWAG, WALTER. The main content area is a grid of three columns. The first column is a vertical menu with links for CYLINDRICAL GRINDING, PROFILE GRINDING, TOOL GRINDING, APPLICATIONS, SPECIAL PROMOTIONS, SERVICE & SUPPORT, PARTS & ACCESSORIES, TRAINING, NEWS, EVENTS, DISTRIBUTORS, JOB OPPORTUNITIES, INDUSTRY LINKS, and CONTACT US. The second and third columns each have three rows corresponding to the product divisions. Each row contains a header, an image, and contact information for "Machine sales", "Service", and "Parts". The "Machine sales" section includes phone and fax numbers and a link for "Info Request or Comments". The "Service" section includes phone and fax numbers and a link for "Service Request". The "Parts" section includes phone and fax numbers and a link for "Parts Request". At the bottom of each row is a photo of a factory building and a link for "Directions" and "Map with Hotels".

Product Division	Machine sales	Service	Parts
MIKROSA SCHAUDT STUDER	Phone: 937-847-1214 Fax: 937-859-1115 <a href="#">Info Request or Comments</a>	Phone: 937-847-1234 Fax: 937-859-1475 <a href="#">Service Request</a>	Phone: 937-847-1234 Fax: 937-859-6915 <a href="#">Parts Request</a>
BLOHM JUNG MAEGERLE	Phone: 937-847-1214 Fax: 937-859-1115 <a href="#">Info Request or Comments</a>	Phone: 937-847-1234 Fax: 937-859-1475 <a href="#">Service Request</a>	Phone: 937-847-1234 Fax: 937-859-6915 <a href="#">Parts Request</a>
EWAG WALTER	Phone: 540-898-3700 ext.2 Fax: 540-898-6819 <a href="#">Info Request or Comments</a>	Phone: 540-898-3700 ext.1 Fax: 540-329-9911 <a href="#">Service Request</a>	Phone: 540-898-3700 ext.1 Fax: 540-329-9911 <a href="#">Parts Request</a>

Custom forms automatically routed to right contact

Directions & maps to specific locations

# The results?

- Over 600 unique visitors per day (in a niche business in which prospective customers number in the low thousands)
- Top 3 positions in Google for all key search terms
- Decreased cost-per-inquiry and enabled 35% cut in advertising while *boosting* sales to record levels

