



Manitou

USE CASE

Capsule Code

49 rue des Noés
35510 Cesson-Sévigné
FRANCE

<http://www.seo4ajax.com>
contact@seo4ajax.com

Customer profile

- French company founded in 1958
- 19 subsidiaries
- 8 production plants
- 1,200 agents worldwide
- 3,000 people
- A catalog of 250 handling equipment references and 100+ attachments

Manitou designs, assembles and distributes professional handling equipment around the world dedicated to the Construction, Agriculture and Industry markets.

With a turnover of 1,246 M€ achieved in 2014, **Manitou** is THE reference of the handling equipment business activity.

Context

Heterogeneous infrastructure and big contents

The international scale of the Group, its heterogeneous infrastructure, a constant growth (2014 turnover +6% vs. 2013), the catalog size and diversity, make a huge volume of contents to process.

This particular context **requires the company website to be:**

- **Multilingual,**
- **Organized according each country specific product standard,**
- **Perfectly indexed by search engines,**
- **Easy to maintain,**
- **A good leads generator.**

Consequently, the navigation on the website must be simple and smooth in order to enable customers, agents and sales people to get the fast and relevant access to the information they need.

The ultimate aim to be sought is to turn complexity into a simple environment providing a full customer satisfaction.

Solution

**MANITOU
DECIDED TO
IMPLEMENT
CONTENTS AND
RESSOURCES
SMART
REORGANISATION.**

In order to cope with this challenge, Manitou decided to implement 3 complementary actions:

- **DATA DISTRIBUTION** over the most suitable platforms
>> Contents hosted according to their nature: videos on Youtube, photos on Flickr, pdf files on Scribd, etc.
- **TRANSFER OF A PART OF PROCESSING** from the server to the users' browsers
>> Design of a new website built as a single page application (Ajax based website): AngularJS
- **INTEGRATION OF A SOLUTION ABLE TO GUARANTEE THE WEBSITE INDEXATION** by search engines
>> Optimum visibility granted: SEO4Ajax

flickr

You Tube

Scribd.

ANGULARJS
FRAMEWORK

SEO4AJAX

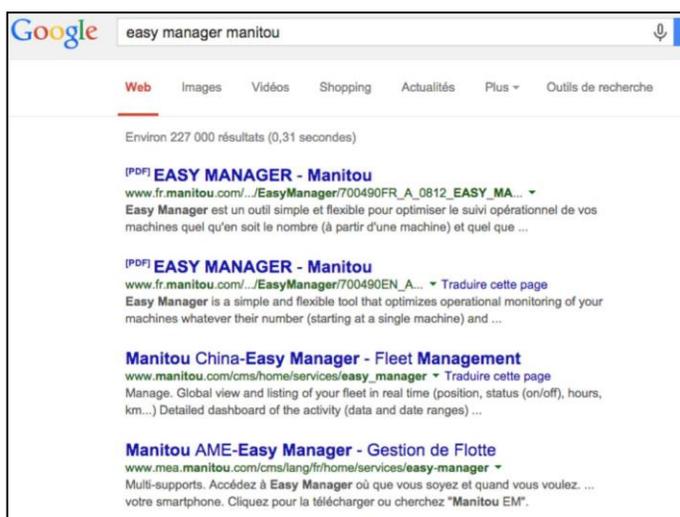
Result

**DIRECT ACCESS
TO RELEVANT
CONTENT FROM
GOOGLE
(PRODUCTS,
ATTACHMENTS,
LANGUAGES,
STANDARDS,
etc.).**

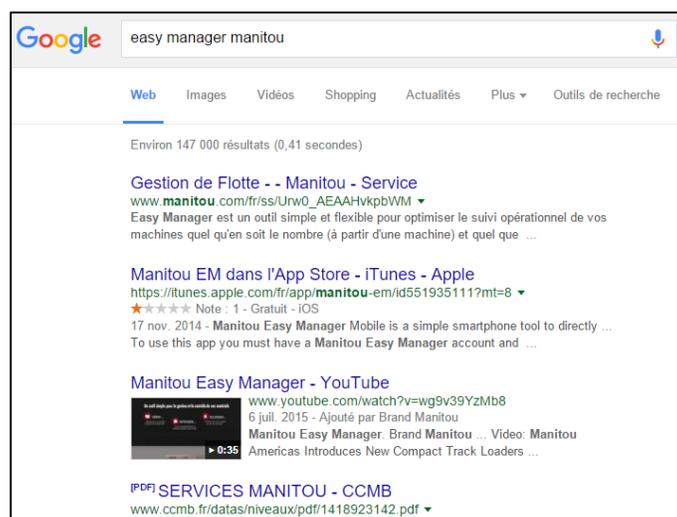
Homogeneity, smoothness and visibility: challenge coped!

- **Smooth navigation**, time saving for sales people, better customer experience,
- **No more peak loads issues**,
- **Simplified maintenance** thanks to the transition from dozens of mini websites management to only one homogeneized and perfectly distributed website,
- **Effective visibility by search engines** (Google, Bing, Facebook, Twitter, etc.),
- **Important ROI validation** which allowed the use of money saved on hosting services, CMS licensing and maintenance for a strengthened inbound marketing (purchase of AdWords, Analytics tools, etc.).

BEFORE



AFTER



Search results do not show duplicated contents anymore.

They only point out the relevant results at the top of the first page.

**THE SOLUTION
DESIGNED BY
SEO4AJAX IS
NON-INTRUSIVE,
RELIABLE AND
EASY TO
IMPLEMENT.**

**IT WARRANTEES
OPTIMUM
VISIBILITY BY
ALL SEARCH
ENGINES OF
MANITOU NEW
OPTIMIZED
WEBSITE.**

Value-added by SEO4Ajax

Alongside Manitou from the development phase to the production phase

- SEO4Ajax integrated crawler helped the team to easily check that the whole website was perfectly captured and cached.
- SEO4AJAX guarantees that the capture are up to date by automatically discovering and capturing new pages right before they are requested by the robots.
- The rewrite rule engine of SEO4Ajax allowed a smooth migration of the search results from the previous version to the new one.