

EtherCAT Technology Group website revised to expand useful content and enhance user-friendliness

In parallel to its marketing preparations for Hanover Fair 2014, the website run by the EtherCAT Technology Group (ETG) – www.ethercat.org – just received a facelift. The changes focused on the publicly accessible information as well as the ETG member area sections of the website, making visits to the ETG homepage even more user-friendly and information-packed than before.

The redesign of www.ethercat.org focused on enhancing service for ETG members as well as those interested in EtherCAT and the ETG: the display of content is now clearer and better structured than before. “The different organizational activities of the ETG are very versatile and are developing continuously. To guarantee a structured overview on all details, it was time for a general overhaul of different parts of our website,” explained Oliver Fels from ETG technology marketing who was responsible for this project.

The central search function as well as the “download,” “events,” and “product” sections of the website have been markedly enhanced. Newly inserted filters help website visitors access content, documents and product information from ETG members even faster and more easily now. Additionally, the visitors of the access-controlled ETG member area can find an optimized display of the developer’s forum and the knowledge base – the latter has also been expanded with new content to guarantee a more detailed and structured overview on EtherCAT technology.

The implementation of the project was quite thorough and took about six months – the positive results can already be seen. “Compared to the previous version of the website we now count many more downloads on our homepage than before,” says Oliver Fels. The website is an enabling factor in the work of the EtherCAT Technology Group: besides the presentation of EtherCAT technology and the ETG itself, the homepage is a daily-updated information hub regarding events, technical updates, official documents, etc. Additionally, the website is the ideal platform for ETG members to promote their EtherCAT products free of charge in the authoritative EtherCAT learning environment.

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About EtherCAT Technology Group (ETG):

The EtherCAT Technology Group is an organization in which key user companies from various industries and leading automation suppliers join forces to support, promote and advance the EtherCAT technology. With over 2,700 members from 56 countries the EtherCAT Technology Group has become the largest fieldbus organization in the world. Founded in November 2003, it is also the fastest growing fieldbus organization.

About EtherCAT®:

EtherCAT is the Industrial Ethernet technology which stands for high-performance, low-cost, ease of use and flexible topology. It was introduced in 2003 and has been an international IEC standard and a SEMI standard since 2007. EtherCAT is an open technology: anyone can implement or use it.

➔ For further information please see: www.ethercat.org

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