

Xeltek Device Support Search Engine Distributor Instructions

Introduction

The Xeltek device support search engine is an on-line tool that allows users to rapidly identify which Xeltek Superpro® universal programmer and universal programming adapters are required to support their desired devices. The search results are delivered in seconds and the user never has to leave the distributors website to complete the programmer ordering process.

This document describes how to establish links to the search engine and how to redirect the user from the search engine results back to your own product pages and/or online store.

Xeltek Device Support Search Engine Logo

The search engine is hosted on Xeltek's own servers. It's accessed from your own website when users click on the Xeltek device search logo shown below.



The logo can be downloaded from the Xeltek website by opening up our home page www.xeltek.com, right clicking on the logo and saving it as a JPEG file. The logo should be linked to the search engine using a distributor specific link provided by Xeltek.

The logo should be prominently displayed wherever users are most likely to find it as they look for programming solutions on your website. Typical locations could be various combinations of your:

1. Home page
2. Programmer product line page (All vendors)
3. Programmer product line page (Xeltek specific)
4. Xeltek product pages (individual pages for each Xeltek programmer)
5. Xeltek Manufacturers page (e.g. www.you.com/xeltek)

Users won't normally think to open your Xeltek Manufacturer's page when they are searching for programmers. However, it's a convenient place from which your customers can launch the search engine when directed from your catalog product pages. Simply display the logo in your catalog page and put the following line in the catalog page product descriptions:

- Device support on www.you.com/Xeltek

Search Engine Results

The search results contain links to programmer product pages and adapter photographs. Both reside on the Xeltek server. Since Xeltek's programmer product pages contain links to our own on-line store, you will want to have these links changed to point to your own Xeltek product pages. Even if you don't customarily have a web page for each product, you will want to take advantage of this mechanism to direct the user back to your own website, on-line catalog pages or on-line store.

Xeltek can provide web page content and templates to simplify this process. If you are unable to have Xeltek specific product web pages, you must still create an HTML file for each product, then redirect the user from those "dummy pages" to another location on your website.

Figure 2. Search Results List Programmer and Adapter Combinations for Desired Device

The screenshot shows a web browser window titled "Xeltek: Device Support Search - Microsoft Internet Explorer". The address bar shows the URL: http://www.xeltek.com/device_search/page2.php?from_page=0&orig=27C256&search_str=AT27C256R&package=PLCC32&prog_type=1000&manufacturer=ATMEL&com. The page content includes the Xeltek logo and a search results table.

Manufacturer	Device	Device Type	Programmer	Progr. Type	Adapter	Adapter description
ATMEL	AT27C256R-PLCC32	E(E)PROM/FRAM/NVRAM	SuperPro 3000U	USB	A015A	PLCC 32 - Universal Adapter - Auto Eject
ATMEL	AT27C256R-PLCC32	E(E)PROM/FRAM/NVRAM	SuperPro 3000U	USB	S412	PLCC 32 - Universal Adapter - Clamshell
ATMEL	AT27C256R-PLCC32	E(E)PROM/FRAM/NVRAM	SuperPro 580U	USB	A015A	PLCC 32 - Universal Adapter - Auto Eject
ATMEL	AT27C256R-PLCC32	E(E)PROM/FRAM/NVRAM	SuperPro 580U	USB	S412	PLCC 32 - Universal Adapter - Clamshell
ATMEL	AT27C256R-PLCC32	E(E)PROM/FRAM/NVRAM	SuperPro 280U	USB	A015A	PLCC 32 - Universal Adapter - Auto Eject
ATMEL	AT27C256R-PLCC32	E(E)PROM/FRAM/NVRAM	SuperPro 280U	USB	S412	PLCC 32 - Universal Adapter - Clamshell
ATMEL	AT27C256R-PLCC32	EPROM & EEPROM	SuperPro 580	Parallel	A015A	PLCC 32 - Universal Adapter - Auto Eject
ATMEL	AT27C256R-PLCC32	EPROM & EEPROM	SuperPro 580	Parallel	S412	PLCC 32 - Universal Adapter - Clamshell
ATMEL	AT27C256R-PLCC32	EPROM & EEPROM	SuperPro 680	Parallel	A015A	PLCC 32 - Universal Adapter - Auto Eject
ATMEL	AT27C256R-PLCC32	EPROM & EEPROM	SuperPro 680	Parallel	S412	PLCC 32 - Universal Adapter - Clamshell
ATMEL	AT27C256R-PLCC32	EPROM & EEPROM	SuperPro 2000	Parallel	A015A	PLCC 32 - Universal Adapter - Auto Eject
ATMEL	AT27C256R-PLCC32	EPROM & EEPROM	SuperPro 2000	Parallel	S412	PLCC 32 - Universal Adapter - Clamshell

The search engine result links are made distributor specific by a pointer contained in the search engine's distributor database. It points to the directory on your website that contains your Xeltek product pages. Product pages within that directory are launched when the user clicks on the programmer link. The distributor specific search engine link assigned to you by Xeltek contains a database index number that references the pointer for your website.

Implementation Steps

Step 1. Send the following information to morye@xeltek.com

1. Home page URL
2. Complete path to directory that will contain programmer product pages
3. File extension for programmer pages

Step 2. Xeltek will respond with a distributor specific link for the search engine logo

Step 3. Download search engine logo

The logo can be downloaded from the Xeltek website by opening up our home page www.xeltek.com, right clicking on the logo and saving it as a JPEG file. Link it to the Xeltek search engine with the link provided in step 2.

Step 4. Create Product Pages

Product pages should be created for each programmer using the following page names. The page names cannot be modified. All product pages must reside in the same directory and use the same file extension.

Programmer	Web Page Name
Superpro 3000U	sp3000u
Superpro 580U	sp580u
Superpro 280U	sp280u
Superpro 680	sp680
Superpro 580	sp580
Superpro 280	sp280
Superpro LX	Splx
Superpro Z	Spz
Superpro 8000	sp8000

The following products are “Legacy Product” and are no longer being sold through distribution. In some cases the products are still sold by Xeltek until the remaining inventory is depleted.

Programmer	Web Page Name
Superpro 2000	sp2000
Rommaster II	rm2
Superpro	Sp
Superpro II	sp2
Superpro IIP	sp2p
Superpro III	sp3
Superpro IIIL	sp3l
Superpro F	Spf
Superpro L	Spl
Superpro V	Spv

It's suggested that you create a standard web page for each of these products with the following information:

“This product is no longer being sold. Please choose another Xeltek programmer.”

Step 5. Update website with Xeltek programmer product pages and device search logo

If you have any difficulties at all, contact Morye Kim – morye@xeltek.com, 408-588-9942