

Everything's Related

We've recently completed a major redesign of the *powertransmission.com* website.

I know what you're thinking. Big deal, right? Websites are redesigned every day. It's not really news. You're right, of course. We're *in* the news business, and when companies send *us* press releases about their newly redesigned websites, our first instinct as editors is to respond the same way. So what. Big deal. Moving on.

So why am I making a big deal about our *own* redesign? Well, for starters, it's not so much about the look and feel of the website – although, believe me, those are vastly improved. It's more about the information, how it's organized and how you can access it. And since our job is to give you the best possible information on mechanical power transmission components and motion control, I figure it's part of my job to tell you about the best ways to get that information.

Over the past eight years, we've accumulated some really good content in *PTE*, and although we like to believe that all of you read the magazine religiously, we acknowledge that some of you might have missed an issue or two along the way. But fear not. One of the ways we've tried to help you find this valuable past information is through the new focused content areas on our home page. Each month, we'll highlight some specific subjects where we think the archives contain valuable articles. Right now, if you go to the site, you'll see "Bearings" and "Motors" as our featured topics on the home page. Under those headings you'll see a small selection of relevant articles, as well as links to even more.



Of course, you could simply type "Bearings" or "Motors" into the search box on any page, and you'd get to the same articles. Or maybe you're interested in "Linear Motion" or "Efficiency." Just type what you're looking for into the search box.

Because all of our articles are tagged with keywords, we're also able to suggest related articles, news items and other content on our site. So, if you happen to be online reading this issue's article on motor efficiency, you'll find quick links to other articles on both motors and efficiency. You'll even find links to relevant categories and companies in our comprehensive online buyers guide. Everything's related.

In addition to all these changes, we've also made sure that the site is properly formatted for mobile devices. That way, you'll get the same great experience no matter if you're visiting *powertransmission.com* by using your desktop, your tablet or your mobile phone.

As I said earlier, our job is to get the information in your hands. The latest version of *powertransmission.com* is a giant step forward. But if you have any other suggestions about how we can do that job better — in terms of specific content, the way it's presented or how to find it — we'd love to hear them. Send your ideas and comments to wrs@powertransmission.com.

The screenshot shows the homepage of Power Transmission Engineering. At the top, there are navigation links for HOME, ADVERTISE, SUBSCRIBE, REGISTER, and LOGIN. The main header features the site's logo and a secondary navigation bar with links for HOME, CURRENT ISSUE, PAST ISSUES, BUYERS GUIDE, NEWS LETTER, PRODUCT ALERTS, BLOG, NEWS & EVENTS, and GEARTECHNOLOGY.COM. Below the navigation, there are social media icons for Subscribe, LinkedIn, and Twitter. The main content area is divided into several sections: a featured article titled "The True Cost of Bearing Lubrication" with a sub-headline "Dont Tap the Glass", a sidebar with a "BUYERS GUIDE" search bar and a list of categories and companies, and a bottom section for "GEAR EXPO 2015" and "THE DRIVE TECHNOLOGY SHOW".