

1. What Is Labface.com?

Think of Labface as a targeted and fully optimised 'shop window' for suppliers and manufacturers of scientific products.

2. Why Is It Different?

The internet is full of directories & websites with cluttered content. A lot of this content is a 'word for word' copy of material that already exists on the web. This includes your own news, press releases & product descriptions and this content may not show in search engine results.

However, all content on Labface is rewritten and fully optimised. It is therefore seen as unique content and can be easily found by search engine spiders/crawlers and ultimately potential buyers of your products.



More from this supplier: | More from this category: [General Lab Equipment](#)
More from this subcategory: [Microscopy](#)

Laboratory Microscopes From Nikon

Date Added: 27th September 2009

Nikon is one of the world's biggest names in optical equipment, from cameras to **laboratory microscopes**. The company manufactures a range of microscopes and other optical equipment for the laboratory, notably their Eclipse range of microscopes. Nikon's years of expertise in precision optics and user friendly design have come to fruition in the Nikon Eclipse 50i, a microscope which features the advanced technology that Nikon is known for and makes microscopy simple, easy and comfortable. It's the perfect marriage of next-generation optics, ergonomic design and digital imaging functionality.

The Eclipse 50i features a stay in position stage handle and one of a kind Nikon ergonomic eyepiece tube to offer the perfect viewing angle and spectacular results every time. Since this model is built around the Nikon CF160 optical system, it provides the very best in optics and is compatible with a wide variety of accessories which allow you to customize these laboratory microscopes for the requirements of nearly any application in the laboratory.

Features of the Nikon Eclipse 50i microscope include:

- CF160 Infinity Optics with LED illumination for outstanding image quality; 60 mm parfocal distance provides clear images and minimal flare
- Ergonomic eyepiece tube with 10 to 30 degree adjustable incline and extendable up to 40 mm for comfortable viewing
- Refocusing stage eliminates the need to manually adjust in between specimen changes

3. How Do People Find Labface?

75% of visitors find labface.com by searching for a mixture of general and specific search phrases. General terms include lab products, laboratory equipment and lab suppliers. More specific terms include scanning stages, bench reactor, lab incubator and many others. It is these specific search terms that we optimise each product page for. Do a search for 'laboratory microscope' on google and you'll see labface on page 1.

4. Why Do We Do So Well In The Search Engines?

We make it easy for search engines and visitors to find what they are looking for. There is no clutter, no complicated code and no adverts. Our internal navigation and structure is excellent and our external SEO work guarantees that we are well positioned in the organic search results. Here you can see the term '**laboratory mill**' on page 1 of google out of 8 million results.



laboratory mill Search

About 8,710,000 results (0.22 seconds) Advanced search

Retsch Laboratory Mill ✓ Ads
Solutions for sample preparation of solids & optimal quality control
www.retsch.com

Lab Mill ✓
High Capacity Ultrasonic Mills for Particle Dispersion and Wet-Milling
www.hielscher.com

Laboratory Ball Mill ✓
Rotor Vibration Planetary mill for Material research at low cost
www.mtixtl.com

Hosokawa Alpine 100 UPZ Multi-purpose Laboratory Mill ✓ ☆ 🔍
Designed to provide a comprehensive multi-purpose lab milling system. Mill internals are quick and easy to remove for cleaning or to exchange for ...
www.hosokawa.co.uk/100upzlab.php - Cached - Similar

Laboratory Mill Range From Fritsch ✓ ☆ 🔍
8 Feb 2010 ... The planetary ball mills in Fritsch's laboratory mill range are designed for quick, efficient comminution of dry samples, ...
www.Labface.com/suppliers/LaboratoryMill114 - Cached



*10 simple facts
about labface.com*

5. There Is A Lead Generation System

Buyers can contact suppliers via contact forms on the site. If a buyer clicks on the 'ask supplier' icon they will be directed to a page with a contact form. If they click on the 'get PDF' link, they can download a PDF file. In both cases, we ask them to give us their contact details and then this information is passed onto the supplier as a sales lead. It is then up to the supplier to get in touch with the potential buyer.

6. Buyers Can Click Through To A Supplier's Website

There is a web link on every profile page across the site. What's more, it will link directly to the specific product page on your website, so no more general home page links here!

7. Video Options Are Also Available

If you have a video, you can add it to labface.com. If you don't, we can create a simple image video for you at no extra cost. We can then place it on the most appropriate product pages and even add it to YouTube. We also have an additional video production service for customers who require a more targeted product/corporate video.

8. Community Tools Add To The Experience

There are two systems on labface for people that want to save their favourite products and events to their own admin area. Registered buyers can view your profile pages and then add them as a favourite product via the 'make a star' link.

They can also go to the events section and add multiple events to their list. Buyers will then be able to see which suppliers are attending and network with them. We check to see which events and exhibitions suppliers are attending and then we assign those events to each supplier. This way the events list is always up to date and suppliers don't need to worry about updating it.

9. Content Is Added Regularly

Search engines and visitors want to see updated and new content and that is a main priority for us. Websites that don't do this will lose out as their credibility diminishes and they get a lower quality score and rank.



*10 simple facts
about labface.com*

10. Last But Not Least!...

Our blog at www.bloghazard.com is linked directly to labface and is generating a huge amount of interest. Here we can link posts back to your profile pages and create a better user experience for buyers and casual browsers. Bloghazard is edited by Dr Terry Newman, Andrew Long and Sue MacGreggor.

Suppliers Can Book A Package...

Unrivalled in terms of value and visibility, labface gives suppliers and manufacturers an effective 'shop window' for their products and services.

Suppliers Get:

1. X4 Product profile pages (in the first month!), which are researched for keyphrases, search volumes and overall levels of visibility and relevancy.
2. PDF file uploads - we add PDF's to your profile pages and create covers to display on the download page. Buyers must fill out form fields to get your PDF files and their contact details are then sent to you.
3. A 'ask the supplier' form link so people can ask you questions about your products and services. Buyers must fill out form fields to contact you.
4. Live web link to each of your targeted products on separate pages of your website, ensuring that visitors get to the most relevant page quickly.
5. Video files of your own can be added to your pages, or we can create a simple image video if you don't have any available. Other options available.
6. Up to 12 product profile pages, applications, or news items per year with images, downloads etc, so we are always adding content for you.
7. Events listings on labface + comments/links from our blog.
8. A full and ongoing optimisation service. We research and include the keywords and phrases that your potential customers are typing into the search box when looking for your products on google, yahoo or bing.

OK, how much?

£1500 per year. That's it. No hidden fees. Just loads of great unique content for the search engines and your potential customers! Call us today on 0044 1480 357357 or email info@labface.com to find out more.