DPMP

How to Build Bridge Page
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Introduction

Background

The Defense Parts Management Portal (DPMP) was created in response to recommendations from the DoD Parts Management Reengineering Working Group and found in its report "Better Serving the Warfighter." This report can be found on the Defense Standardization Program (DSP) web site (http://dsp.dla.mil) in the library section.

The DPMP was created by the Parts Standardization and Management Committee (PSMC) to better serve the Parts Management Community.

Parts Standardization and Management Committee (PSMC)

The PSMC is chartered by the Defense Standardization Program Office (DSPO) to advise in the development of policy, procedures, and guidance related to parts management. Our goal is to establish parts management best practices across DoD to increase weapon system operational availability and reduce life-cycle costs. The committee provides a forum to influence and support parts management reengineering and standardization through commonality and expertise. The PSMC promotes effective parts management through information sharing between government and industry organizations.
**Defense Parts Management Portal (DPMP)**

The DPMP is made available through the PSMC as a free and public service to the parts management community. The portal objective are:

**Improve parts management throughout DoD**
- Eliminate duplication
- Improve data accuracy
- Reduce errors
- Decrease costs
- Enable effective data system management

**Promote and support increased standardization**
- Lower life-cycle costs
- Shorten customer wait times
- Reduce future DMSMS events
- Increase quality, reliability, and efficiency

**Promote data sharing and parts-related research**
- Enable easy and effective data exchange and research capabilities

**Permit greater integration of government and industry parts data resources**
- Promote and facilitate increased win-win voluntary data sharing

**Provide a single point of entry for parts management data and tools**
- Promote and facilitate creation of a shared parts management network

**Invitation**

The Government and Defense Industry members of the PSMC invite you to join the Parts Management Community and become a DPMP user and member.

The DPMP design concept is based on continuous improvement. The DPMP will evolve and be shaped by its users and members. Through your help and feedback the DPMP will only get better.

We will be responsive to the needs of the community. If there are improvements that could make the portal more useful for you – tell us. If there are tools, services, or information that should be included in the portal – ask that they be included.

This portal belongs to the parts management community. Use it. Promote it. Direct your employees and your supply chain to it. The DPMPs ultimate value to you will be what you make it. Finally, usage matters, the DPMP will only thrive and survive if you, the members of the community make it part of your routine – Use it or lose it.
**Who should own a Bridge Page?**

Within the DPMP, the Community Connections area is essentially a directory containing all stakeholder organizations in the Parts Management community. Community Connections menu has a number of different categories of organizations. These include:

- Government
- OEMs and Systems Integrators
- Supply Chain Organizations
- Veteran Owned Small Businesses and other Small Businesses
- Defense Support Contractors and Service Providers
- Non-Government Standards Bodies

Organizations that fall into these various categories have different motivations or reasons for owning a DPMP Bridge Page. However, regardless of category, every organization that has interest or involvement with parts and components has good reasons to participate.

**Why should your organization have a bridge page?**

In the following pages we will explore some business reasons why various types of organization should have a DPMP presence and the primary relationships among the various types of organizations. Perhaps the easiest way to understand the motivations and relationships is to view the parts management community as a large and complex business enterprise. Each organization should own a bridge page for purely business reasons. The DPMP provides an electronic “marketplace” with which buyers and sellers exchange information pertaining to their specific interests in parts and components.

**Government Organizations**

Most government organizations need to be represented here because they are the largest and most important customers in the community. Government organizations that buy or contract for major weapon systems have a great stake in the parts and components chosen in the design and manufacture of the systems. Those part-related decisions will influence system capability, reliability, interoperability, readiness, and life-cycle cost.

Some government organizations need to be here because they provide the policies, standards, specifications, or performance oversight that are essential for weapon system acquisition. Still other organizations need to be here because they represent the warfighters and the primary users of the acquired systems.

**What a Government Bridge Page Might Contain**

A government bridge page should contain information and connectivity to resources that are relevant to the other organizations that comprise the community. A bridge page might contain:
√ Information about the government organization
√ Connections to resources (policies, procedures, standards, guidance, etc.)
√ Connections to points of contact (information, business opportunities, etc.)
√ Connections to relevant government tools, services, etc.

A bridge page need not be complex, but it should be relevant and useful to other stakeholders within the community, both government and industry.

**OEMs and Systems Integrators**

Most OEM and Systems Integrator (SI) organizations need to be represented here because they are the largest and most important contractors/suppliers to the Department of Defense. OEM and SI organizations that produce weapon systems also have a great stake in the parts and components chosen in the design and manufacture of the systems. Those part-related decisions will influence the organizations to meet requirements for system capability, reliability, interoperability, readiness, standardization, parts management, and life-cycle cost.

OEM and SI organizations need to be here because they provide the policies, standards, specifications, part preferences, and oversight that are essential for controlling performance within their supply chain.

**What an OEM / SI Bridge Page Might Contain**

OEM and System Integrator bridge pages should contain everything already identified for a government page and more. The OEMs page should address the interests of its government customers, including what might be considered “marketing” to government regarding corporate capabilities, best practices, programs, etc. The page should also address the corporate supply chain, including vendor related policies, requirements, preferred parts, business opportunities, etc. The page should “sell” the organization to potential customers and also serve that portion of the community that considers the OEM as a current or potential customer.

From the government perspective, it is vital for OEMs Systems Integrators, and other organizations holding government weapon system contracts to have a presence on the DPMP.

**Supply Chain - Sub-Contractors and Sub-tier Suppliers**

Most Supply Chain organizations need to be represented here because they support the largest and most important contractors/suppliers to the Department of Defense. Sub-Contractor and Sub-tier Supplier organizations that produce subsystems, components, or parts that go into weapon systems also have a great stake in the parts and components they deliver to their customers. Those parts will influence their customers ability to meet
requirements for system capability, reliability, interoperability, readiness, standardization, parts management, and life-cycle cost.

Sub-Contractor and Sub-tier Supplier organizations need to be here because they have something to sell to their current customers and potentially to new customers. It is especially important to be here if your competition is here. To the degree that the community uses the DPMP to find sources for the parts and components they need, if you are not here you might not be considered for that business.

**What a Supply Chain Organization Bridge Page Might Contain**

Sub-Contractor and Sub-tier Supplier bridge pages should largely focus on what they do and what they have to offer whether materiel or services. The Sub-Contractor and Sub-tier Supplier page should address the interests of existing customers and the interests of potential new customers. For Sub-Contractors and Sub-tier Suppliers the DPMP is absolutely a “marketing” site. Consider your bridge page to be a free advertising space.
Accessing the DPMP

Using your browser, go to DPMP website at “DPMP.lmi.org”

The DPMP is a free and public website provided by the Parts Standardization and Management Committee (PSMC) to better serve the Parts Management Community.

The DPMP will open at its Home Page.

DPMP Home Page

For detailed guidance on the structure and use of the DPMP see the DPMP User’s Guide.

This instruction focuses primarily on a key feature of the DPMP – its use of the Bridge Page.
What is a Bridge Page?

A bridge page is a web page used by DPMP Member Organizations to present their organizations, products, and services to the members of parts management community and to link users to selected (by the “owning” organization) destinations outside the portal.

In essence, a Bridge Page provides for a smooth transition between the navigation functionality of the portal and the tangible content of interest to users – the content, including products and services, offered by the participating organization. An example of one organization’s bridge page is shown below.
Navigating to a Bridge Page

The DPMP is first and foremost a Navigation Engine to destinations of interest to the parts management community. The portal can be used in a variety of ways and for a number of purposes. Let’s assume your purpose is to find a list of companies that are known sources for microcircuits – Federal Supply Class (FSC) 5962.

All navigation pathways start on the Master Content Page (MCP). You can access the MCP by clicking on Enter the DPMP! found on the DPMP Home Page.

DPMP Home Page – Enter the DPMP!

Clicking on these words will take you to the MCP.
DPMP Master Content Page (MCP)

We are seeking companies that are known sources for microcircuits (FSC 5962). This navigation journey will start at the section of the MCP labeled Parts and Component Sources. Below the heading is a list of Federal Supply Groups (FSGs). Microcircuits are found within FSG 5900 Electrical and Electronic Equipment Components.

Clicking on this FSG will reveal a listing of the FSCs that are part of the 5900 FSG.
Reading down the FSC list you will find FSC 5962 Microcircuits, Electronic.

5900 Electrical and Electronic Equipment Components – List by FSC

- 5955 Oscillators Piezoelectric Crystals
- 5960 Electron Tubes and Associated Hardware
- 5961 Semiconductor Devices and Associated Hardware
- **5962 Microcircuits, Electronic**
- 5963 Electronic Modules
- 5965 Headsets, Handsets, Microphones and Speakers

Clicking on **5962 Microcircuits, Electronic** will reveal a list of companies that have sold microcircuits to the [Department of Defense](https://www.defense.gov) or to [Defense Industry](https://www.dla.mil) for use on a DoD [Weapon System](https://www.acq.osd.mil/dp/ds/index.html).

From the list of companies, select a company you would like to know more about.
List of Sources for 5962 Microcircuits, Electronic

In this case we will select Rochester Electronics, Inc.

<table>
<thead>
<tr>
<th>5962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jump to: All # C D F G</td>
</tr>
<tr>
<td>Organization Name</td>
</tr>
<tr>
<td>All Tech Electronics Inc.</td>
</tr>
<tr>
<td>Arrow Electronics Inc.</td>
</tr>
<tr>
<td>Dell Computer Corp.</td>
</tr>
<tr>
<td>Lockheed Martin Corp.</td>
</tr>
<tr>
<td>National Semiconductor Corp.</td>
</tr>
<tr>
<td>Optical Electronics Inc.</td>
</tr>
<tr>
<td>PFI Electronics Inc.</td>
</tr>
<tr>
<td>Rochester Electronics Inc.</td>
</tr>
<tr>
<td>Solution Devices Inc.</td>
</tr>
</tbody>
</table>

List of Sources for 5962 Microcircuits, Electronic

Clicking on the company name will open the company’s bridge page.
So far we have navigated the following pathway:


For someone who is familiar with the DPMP, this journey may take less than 10 seconds.

**Bridge Page Contents**

What is found within an organization’s bridge page is determined entirely by the “owning” organization – in this case Rochester Electronics.

A bridge page is a free vehicle for communication and marketing for the owning organization.

A typical bridge page might contain:

- The organization’s **Logo**
- A **Banner** or **Graphic** that communicates the organizations **Brand or Products**
- Text describing the organization – **About Us**
Types of Bridge Pages

In the DPMP you will encounter three types of Bridge Page:

1. Temporary Bridge Page
2. Development Template Bridge Page
3. Developed Bridge Page

**Temporary Bridge Page**

A Temporary Bridge Page (TTBP) is automatically created whenever a new organization is added to the portal. Here is a TTBP.

![Temporary Bridge Page for National Semiconductor Corp](image)
The Temporary Bridge Page will connect the user directly to the organization’s Home Page by clicking on the organization’s name at the top of the temporary page.

National Semiconductor Corp. Home Page

NOTE: Organizations with Temporary Bridge Page have not yet taken control of their page and therefore, while they are listed in the DPMP, they are not considered DPMP Members.

Organizations become DPMP Members by taking ownership of a bridge page.
**Development Template Bridge Pages**

The DPMP offers several different Development Template Bridge Pages. These Development templates allow an organization which has decided to take control of a page and to become a DPMP Member to create a Developed Bridge Page quickly and easily. Using these templates an organization can create a working bridge page in just a few minutes.

These templates have pre-defined layouts containing space for graphics (logo, banner, images of parts, text, links, search criteria (keywords and part numbers), etc.).

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**Development Template #1**

This template has locations for a Banner across the top, About Us, Products/Services, and Links across the next tier down. In addition there is a hidden area for listing key words or part numbers.

These spaces automatically expand to accommodate what you enter into them. Separate procedures are available for each template.
Development Template #2

This template has locations for a **Logo** in the upper left corner, a **Banner** across the top, **About Us**, **Products/Services**, and **Links** across the next tier down. In addition there is a hidden area for listing key words or part numbers.
Development Template #2 – Partially Developed
Development Template #3

This template has locations for a **Logo** on the left side, a **Banner** across the top, an image below the banner, **About Us** to the right of the image, **Products/Services**, another **Text** item, and **Links** across the next tier down. Below these is space for **Announcements**. In addition there is a hidden area for listing key words or part numbers.
Development Template #4

This template has locations for a **Banner** across the top. Below the banner is a large space to accommodate a HTML defined page. In addition there is a **hidden area for listing key words or part numbers.**
Development Template #4

WHO WE ARE AND WHAT WE DO
We work with virtually every federal department and agency on a broad spectrum of issues and opportunities.

SUPPLY CHAIN MANAGEMENT
Supply chain management is an integrated approach for planning, assuring, monitoring, and delivering products to destinations. Learn more about LMI's specialized capabilities.

LOGISTICS TRAINING
Our hands-on approach and emphasis on logistics theory and practice. Originally proposed for an intraservice professional development program, this training is now available to all who want a deeper understanding of the organization's methods and means of operations.

TOOLS AND METHODS
LMI's specialized capabilities include quantitative analysis, software tools, and best practices in the field of logistics and supply chain management.
Development Template #5

This template has locations for a **Banner** across the top, a **Logo** on the right side, a text space (About Us) below the banner and logo, **three** spaces for images, **three Text** spaces below the images, and **Links** across the next tier down. In addition there is a **hidden area for listing key words or part numbers**.
Development Template #6
Development Template #7

This template is an External Web Page Viewer. I will display a selected web site from another location.
Developed Bridge Page

A Developed Bridge Page is any page that has been taken, by the owning organization, from simply being a template to fully representing the organization the way it wants to be portrayed. Here is a Developed Bridge Page.
Instructions for Building Bridge Pages Using Templates

Instructions for Using Development Template #1
Click here for Instructions - (Plug in Joana’s Instructions here).

Instructions for Using Development Template #2
Click here for Instructions - (Plug in Joana’s Instructions here).

Instructions for Using Development Template #3
Click here for Instructions - (Plug in Joana’s Instructions here).

Instructions for Using Development Template #4
Click here for Instructions - (Plug in Joana’s Instructions here).

Instructions for Using Development Template #5
Click here for Instructions - (Plug in Joana’s Instructions here).

Instructions for Using Development Template #6
Click here for Instructions - (Plug in Joana’s Instructions here).

Instructions for Using Development Template #7
Click here for Instructions - (Plug in Joana’s Instructions here).
Building a Bridge Page from Scratch

Some organizations may choose not to use a pre-defined Development Template. The organization may want to use a completely different (unique) look and feel. Perhaps the predefined templates are not compatible with the results the organization wants to achieve.

Building a bridge page from scratch involves writing HTML code. This will require a lot more work and expense. However, the results may be worth it. The LMI bridge page (shown below) is 99% defined by HTML code. The code is pasted into Development Template #x to achieve the final result.

If you are unfamiliar with HTML code, here is a sample.

```html
<!DOCTYPE html PUBLIC "-/W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>LMI Government Consulting</title>
<style type="text/css">
body {  
  margin-left: 0px;  
  margin-top: 0px;  
  margin-right: 0px;  
  margin-bottom: 0px;  
}
</style>
</head>
<body>
</body>
</html>
```

Building a page from HTML code requires special programming skills. Many larger organizations have in-house programming capabilities and may prefer to use those resources.

Many smaller organizations may not have an in-house programming capability. For these organizations, there are a number of third party companies ready and able to offer you assistance in designing your web page. Some of these organizations are DPMP Members and their bridge pages may be accessed by clicking on the Bridge Pages button on the function bar and then clicking on “Bridge Page Support.”

Generally, these companies will offer a free consultation to discuss your objectives and to provide estimates regarding the resources needed to achieve those objectives.
Bridge Page Locations

Bridge pages developed using any of the Development Templates (including Template #x which supports your HTML design) will reside on the DPMP host server. However, your Administrator will have full control over all aspects of your page. No one will have access to or control over your bridge page except for your “named” page administrator, with the exception of the DPMP portal administrators responsible for the host server.

Some companies may not feel comfortable having their bridge page residing on the DPMP host server. The DPMP can accommodate those organizations who require exclusive control over their bridge page. You may design your own bridge page and host it on your own server. The DPMP can link to that page directly from your company name listed in the DPMP. Separate instructions are available for this circumstance. Simply Contact Us (DPMP Administrator) to discuss and receive these instructions.

Instructions for Obtaining a Bridge Page

1: Determine whether your company already has a template bridge page.

Step 1.1 Use the Search capability to find your organization.

Step 1.1.1 Locate the Search function box.
Step 1.1.2 Type the name of your company/organization in the Search box and click on the magnifying glass symbol.

Step 1.1.3 Examine the results of the search.
The result of this search produced only one hit. The URL for that hit provides you with information that can help you determine the location of the company within the portal. This URL contains 5900/Lists/5962. This indicates that the company is listed in FSG 5900, specifically FSC 5962.

You can go to this location by clicking on the URL (how??) or by navigating. In this example let’s take the harder road and navigate. Here are the steps.

Step 1.1.3.1 On the MCP, click on Parts and Components Sources.
Step 1.1.3.2 Click on FSG 5900 Electrical and Electronic Equipment Components
Step 1.1.3.2 Click on FSC 5962 Microcircuits, Electronic

Note that Rochester Electronics is in the list.
2: Request to be listed in the DPMP

If a search on your company name produced no hits, you are not listed in the DPMP. In this case you need to request that your company be listed.

Step 2.1 On the DPMP Home Page find the statement “Get Listed on the DPMP!”
Step 2.2 Click on the words “Click here to send us your request …” This will open a form in Contact Us. Fill in your contact information. Click “Send.”

Get Listed / Contact Us Page

Step 2.3 A DPMP administrator will contact you within **three working days** to confirm that your organization has been added to the DPMP or to seek additional information. In addition, you should provide some information about the nature of your organization’s business and its role in **Defense Parts Management**. Finally, if you know where your organization should be listed, please provide that information. All organizations will be listed within **Community Connections – Supply Chain Organizations**.

NOTE: Please include your organization name and the **URL** for your organization’s web site. Your organization can not be listed if it does not have a public web site.
3: Request Control of Your Bridge Page

If you are already listed in the DPMP in one or more locations you should request taking control of your organization’s bridge page.

Step 3.1 On the DPMP Home Page click on “Contact Us.”

Step 3.2 In Topic space, select DPMP Bridge Page.

Step 3.3 Complete the request form and click “Send.”

Among the things we will need to know in order to transfer control include:

✓ Who will administer your bridge page?
✓ Will your administrator accept and abide by the requirements of the Site Agreement?
✓ What type of bridge page you want (e.g. what template will you use)?
Step 2.3  A DPMP administrator will contact you within three working days to discuss your bridge page requirements and responsibilities.

4: Read and Accept the Site Agreement

The Site Agreement is a key requirement for taking control of your bridge page. The agreement contains guidance and rules pertaining to the acceptable use and content of a bridge page. Each organization must have a page administrator and the administrator, representing the organization, must read and agree to abide by the requirements of the Site Agreement. The only person(s) in an organization that will have the ability (permissions) to access, add to, or modify the organization’s bridge page will be an administrator that has read and accepted the Site Agreement.

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**Notice**

The Defense Parts Management Portal (DPMP) is a World Wide Web site for information about the Defense Parts Management Community. DPMP is provided as a public service. The purpose is to provide information and news about Parts Management to the defense community with interests in parts and components. All information on this site is public domain and may be distributed or copied unless otherwise specified. Use of appropriate byline/photo/image credits is requested. Unauthorized attempts to upload information or change information on this website are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act. For site security purposes and to ensure that this service remains available to all users, this computer system employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage. Except for authorized law enforcement investigation and to maintain required correspondence files, no other attempts are made to identify individual users or their usage habits.

**Personal Opinion Disclaimer**

This Website was prepared as a service to the Parts Management community. Neither the United States Government nor any of their employees, makes any warranty, expressed or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, product, or process disclosed, or represents that its use would not infringe privately owned rights. Reference herein to any specific commercial products, process, or service by trade name, trademark manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government. The opinions of the authors expressed herein do not necessarily state or reflect those of the United States Government, and shall not be used for advertising or product endorsement purposes.

**Business Rules**

These rules govern content and conduct for the DPMP.

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Step 4.1  Designate an individual who will serve as the Administrator for your organization’s bridge page.

Step 4.2  Notify the DPMP Administrator of your decision and supply contact information for the individual. This individual will be the primary Point of Contact within your organization in matters pertaining to the DPMP.

Step 4.3  The named Administrator must read and accept the User Agreement.

Step 4.4  After accepting the agreement the DPMP Administrator will contact your page administrator and start the process of transferring page control.
5: Take Control of Your Bridge Page

Step 5.1 In order to control a bridge page your organization must designate a Page Administrator.

Step 5.2 The administrator, officially representing your organization, must accept the terms of the Site Agreement.

Step 5.3 The administrator must designate which Development Template the organization will use to create its bridge page.

Step 5.4 The DPMP Administrator will initiate a new page and provide the administrator with the chosen development template design.

Step 5.5 The DPMP Administrator will grant administrative rights to the organization’s designated page administrator.

Step 5.6 Following the instructions provided, the page administrator will populate the Development Template.

6: Design Your Bridge Page

Obtain authorization, if necessary, from the appropriate managers within your organization to develop and launch an official company/organization bridge page on the DPMP.

Step 6.1 Obtain DPMP promotional materials which may be used to educate and convince your management that having a company presence on the DPMP is a wise and safe choice that will be beneficial for the organization.

Step 6.2 Determine who within your management chain needs to understand what the DPMP is and why the company should have a bridge page on the DPMP.

Step 6.3 Develop an appropriate strategy for educating your management team and obtaining the required authorizations, then execute your strategy.

Assemble the appropriate team needed to design, develop, and implement your organization’s DPMP bridge page.

Step 6.4 Determine what should be included in the content of the organization’s bridge page. This content should consist of:

- Information about your organization that you want to communicate to the parts management community.
√ Information about the **products, tools, or services** that your organization wants to offer to the parts management community.

√ Information that will **promote your organizations business objectives** regarding the parts management community.

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**Step 6.5** Select the right **Development Template** and **Design** an organizational bridge page that will most effectively showcase your organization relative to other (competitive) organizations that participate in the DPMP community.

**Step 6.6** **Chose or develop the graphics and text** that you want to place into your bridge page. If you choose an HTML Template, **write or create** the **HTML code** that will effectively implement your DPMP bridge page design. **Note**: The DPMP is a **Share Point environment**.

**Step 6.7** **Test** your HTML code to be certain that the code appropriately implements your design and that all graphics and URL links work as planned. **Refine** the code as needed.

**Modify your DPMP template bridge page to convert it into your new “corporate” bridge page.**

**Step 6.8** Confirm that your organization has a designated administrator for your bridge page who is registered with DPMP.

**Step 6.9** Develop your Template Bridge Page. The DPMP Administrator will provide the appropriate instructions.

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**Maintain Your Bridge Page**

It is important to keep your bridge page current and relevant for your customer base.

1. Check your bridge page frequently. Make sure that your links are functioning appropriately.

2. Make your page dynamic. Routinely add new items or special offers to your page. This will help you to retain your customers’ interest in your site.

3. Make sure that your page always remains compliant with the requirements of the Site Agreement.

4. If your business changes, you should reflect those changes on your bridge page. For example, if you have placed a part number in the Keywords and Part Numbers area of your page to direct customers to your page when they search for a part number, remove the part number if you will no longer offer that part.
Helpful Hints for Your Bridge Page

You will find a document with helpful hints on the DPMP Home Page under “Learn More about the DPMP.” Two of the most useful hints are:

1. Make your bridge page specifically to serve your customer base and your business objectives.

2. Make your bridge page sensitive to customer searches by populating the Keywords and Part Numbers area of your page with many relevant key word and part numbers. Choose the words and part numbers strategically to address customer requirements and likely demand.