

V2.8  
11/4/14

- B Search**  
Search field for site
- C Hero**  
Large image at top
- D Benefits**  
CTA: Link to 5.2
- E Testimonials**  
Short feed. Links to page.
- F News Feed**  
Short feed. Links to page.
- G Social Links**  
In footer area

**H Utility Nav**  
Secondary quick links

- K 6 Test Center**
- L 7 Contact**
- M 8 News & Events**
- O 10 Downloads**

# HOME PAGE

- I News Story #1**  
Each story has its own page
- I News Story #2**  
Each story has its own page
- I ...**

**A Navigation**  
Main navigation

## 1 Equipment CPM & Roskamp

## 2 Automation Beta Raven

## 3 Applications What the products do

## 4 Industries Industries served

## 5 Our Company Company-related content

### 1.0 Equipment Solutions General information and array of all product categories

### 2.0 Automation Solutions General information and array of all product categories

### 3.1 Cooling Landing page with links to relevant product categories

### 4.1 Animal Feed Landing page with links to relevant product categories

### 5.1 About Us General company information, including history

- 1.1 Flaking Mills**  
General information and intro to product line, left nav
  - C FX 1600**  
Product page
  - C FX 1800**  
Product page
  - C FX 2000**  
Product page
  - C SP 2400**  
Product page
  - C SP 2800**  
Product page
  - C SP 3200**  
Product page

- 1.4 Roller Mills & Roll Crushers**  
General information and intro to product line, left nav
  - C 650 Series**  
Product page
  - C 900/999 Series**  
Product page
  - C 1200 Series**  
Product page
  - C 1600 Series**  
Product page

- 1.10 Feeders and Ancillary Products**  
General information and intro to product line, left nav
  - C ASF**  
Product page
  - C CPF**  
Product page
  - C VSF**  
Product page
  - C HRF**  
Product page
  - C Magnet adapter**  
Product page

- 2.1 MM4 Automation System**  
Product page
- 2.2 ReceiptMaster**  
Product page
- 2.3 GrindMaster**  
Product page
- 2.4 BatchMaster**  
Product page
- 2.5 PelletMaster**  
Product page
- 2.6 LoadoutMaster**  
Product page
- 2.7 MCP**  
Product page
- 2.8 Extruder-Compounding Process Control**  
Product page
- 2.9 Custom Automation Solutions and Integrated Systems**  
Product page
- 2.10 Minder**  
Product page
- 2.11 UL508A Control Panel Design and Assembly**  
Product page

- 3.2 Oilseed Preparation**  
Landing page with links to relevant product categories
- 3.3 Particle Size Reduction**  
Landing page with links to relevant product categories
- 3.4 Pelleting**  
Landing page with links to relevant product categories
- 3.5 Steam Flaking**  
Landing page with links to relevant product categories
- 3.6 Weighing**  
Landing page with links to relevant product categories

- 4.2 Aquaculture**  
Landing page with links to relevant product categories
- 4.3 Bioenergy**  
Landing page with links to relevant product categories
- 4.4 Ethanol**  
Landing page with links to relevant product categories
- 4.5 Food**  
Landing page with links to relevant product categories
- 4.6 Pet Food**  
Landing page with links to relevant product categories
- 4.7 Oilseed Processing**  
Landing page with links to relevant product categories
- 4.8 Plastics (New name?)**  
Landing page with links to relevant product categories

- 5.2 CPM Advantage**  
Page dedicated to differentiating from competitors
- 5.3 Business Units**  
One page that shows all divisions, with contact info and links for each
  - Beta Raven
  - California Pellet Mill
  - Roskamp Champion
  - Century Extrusion
  - Crown Companies
  - Greenbank Technology
  - Ruiya Extrusion
  - Wolverine Proctor
  - CPM Argentina
  - CPM Asia
  - CPM Europe

- 1.2 Hammer Mills**  
General information and intro to product line, left nav
  - C Viking**  
Product page
  - C 22" Challenger**  
Product page
  - C 28" International Standard/Impactor**  
Product page
  - C 38" Standard**  
Product page
  - C 44" Magnum**  
Product page
  - C 54" International Magnum**  
Product page
  - C HM Series 38"**  
Product page
  - C HM Series 44"**  
Product page
  - C HM Series 54"**  
Product page

- 1.5 Cracking Mills**  
General information and intro to product line, left nav
  - C 1200 Series**  
Product page
  - C 1400 Series**  
Product page
  - C 1600 Series**  
Product page
- 1.6 Lump Breakers & Crushers**  
General information and intro to product line, left nav
  - C Gladiator**  
Product page
  - C Heavy-Duty Crusher Head**  
Product page
  - C Shredder Finisher**  
Product page
  - C Titan Crusher**  
Product page

- 1.11 Weighing Systems**  
General information and intro to product line, left nav
  - C Bulk Bag Scale**  
Product page
  - C MicroScale**  
Product page
  - C MinorScale**  
Product page
  - C Loss-in-Weight Scale**  
Product page

- 1.12 Parts**  
List of parts with subpages
  - N Hammermill Hammers**  
Product page
  - N Hammermill Screens**  
Product page
  - N Roller Mill/Flaking Mill Rolls**  
Product page
  - N Pellet Mill Dies**  
Product page
  - N Pellet Mill Rolls**  
Product page
  - N Pellet Mill Parts**  
Product page

- 1.3 Pellet Mills**  
General information and intro to product line, left nav
  - C CL Series**  
Product page
  - C 1100 Series**  
Product page
  - C 3000 Series**  
Product page
  - C 7700 Series**  
Product page
  - C 7900 Series**  
Product page
  - C 9000 Series**  
Product page
  - C 9900 Series**  
Product page
  - C Lineator Remote Roll Adjustment**  
Product page

- 1.7 Pellet Crumblers**  
General information and intro to product line, left nav
  - C PC Series**  
Product page
  - C CMX/R Series**  
Product page
- 1.8 Conditioners**  
General information and intro to product line, left nav
  - C Infusion Series**  
Product page
  - C LTB Series**  
Product page
  - C Steam Systems**  
Product page

- 1.13 Controllers**  
General information, no left nav or product pages
- 1.14 Steam Chambers**  
General information, no left nav or product pages
- 1.15 Gyro Sifter/Feed Cleaner**  
General information, no left nav or product pages

- 1.13 Controllers**  
General information, no left nav or product pages
- 1.14 Steam Chambers**  
General information, no left nav or product pages
- 1.15 Gyro Sifter/Feed Cleaner**  
General information, no left nav or product pages

- 1.9 Coolers**  
General information and intro to product line, left nav
  - C Horizontal Cooler**  
Product page
  - C Counterflow Cooler**  
Product page

- 1.9 Coolers**  
General information and intro to product line, left nav
  - C Horizontal Cooler**  
Product page
  - C Counterflow Cooler**  
Product page

- 1.16 Used Equipment**  
List of used equipment, no subpages. Actual live list of available equipment or just general information? If it's a live list, how often will this page need to be updated?
- 1.17 A-Z Product Index**  
Alphabetical listing of all products

- 5.4 Testimonials**  
One page for all testimonials
- 5.5 Case Studies**  
These case studies will highlight alternative applications & industries, and carry the message that CPM can accommodate many requests outside the scope of what they currently promote on their site
  - I Case Study #1**  
Product page
  - I Case Study #2**  
Product page
  - I ...**
- 5.6 Careers**  
One page for all testimonials
  - I Job Opening #1**  
Each job opening has its own page
  - I Job Opening #2**  
Each job opening has its own page
  - I ...**