

# Competitor Independent Site Analysis – Water Purifier Industry

Below we analyze 13 independent websites of water purifier brands. For each site, we detail the platform/software used, any known template or design approach, hosting/server provider, how images are served, site speed observations, and the content structure or framework of the website. All findings are supported by citations.

## 1. Culligan (culligan.com)

- **Platform/Software:** The Culligan site is built on an enterprise CMS. Evidence suggests Culligan uses the Kentico Xperience CMS <sup>1</sup> <sup>2</sup>. (Kentico is a .NET-based platform for large websites.) This was likely chosen to manage Culligan’s extensive content and multi-site needs. There are no signs of common platforms like WordPress or Shopify in the code, confirming a custom enterprise solution.
- **Template/Design:** The website appears to use a custom-designed template tailored to Culligan’s branding. An agency case study noted Culligan’s previous site was outdated and hard to update, prompting a redesign on a new CMS <sup>3</sup>. The current design is modern and mobile-responsive, with a “**Get Started**” CTA and interactive elements (like the AI chatbot “Cullie”). The template emphasizes **blue/white color scheme** matching the logo and uses custom page layouts (not an off-the-shelf theme).
- **Hosting/Server:** Likely hosted on Microsoft Azure or similar, given the .NET/Kentico stack (Culligan’s tech stack includes Azure services <sup>4</sup> <sup>5</sup>). The domain uses Cloudflare for DNS (common for large sites) <sup>6</sup>. The site is served securely via HTTPS with a valid certificate.
- **Images Delivery:** Images are served from the main domain (e.g., [www.culligan.com](http://www.culligan.com)) and possibly via a CDN. No separate image-hosting domain is obvious in the HTML snippet (image URLs appear as on-site links). This suggests images might be stored on the web server or delivered through a CDN configured on the same domain. Given Culligan’s global reach, a CDN (like Cloudflare) is likely used to speed up image delivery, though the URLs don’t show an external “cloud” domain.
- **Site Speed:** The site is reasonably fast. It leverages advanced web tech (the presence of **Webpack and Node.js** in the tech stack <sup>7</sup> <sup>8</sup> implies asset bundling and optimization). The use of a CDN and efficient coding (server-side rendering via Kentico) helps reduce load times. Despite rich media (images, interactive forms), the homepage loads content in sections, improving perceived speed. Overall, Culligan’s site performs well for a content-rich site, with no major speed complaints noted.
- **Content Framework:** Culligan’s site has a **comprehensive content structure**. The top menu segments by user group: **Residential, Workplace, Commercial**, and a “**Discover Culligan**” section <sup>9</sup>. Key pages include Home, Product/Service category pages (Water Softeners, Reverse Osmosis, Whole House Filtration, etc.), a **dealer locator** (“Find a Location Near Me” with zip code search) <sup>10</sup>, and informational pages (blog articles, FAQs in “Discover Culligan”). There is an AI chatbot (“Chat with Cullie”) and interactive solution finder <sup>11</sup> <sup>12</sup>. The site emphasizes lead generation (free consultation scheduling) over direct e-commerce. Content typically includes product descriptions, customer testimonials, and educational resources. The footer and subpages indicate standard corporate info (About, Contact, etc.). In summary, Culligan’s site serves as a

**lead-gen and informational hub**, showcasing solutions and routing visitors to local dealers or consultation scheduling.

## 2. Brita (brita.com)

- **Platform/Software:** Brita's site is a **direct-to-consumer e-commerce** site. It runs on **Shopify (Shopify Plus)**. In 2021 Brita launched a shoppable site, and their privacy policy confirms they use Shopify to power the online store <sup>13</sup> <sup>14</sup>. Additionally, an e-commerce database shows Brita's online store utilizing Shopify (the platform is indicated alongside payment options) <sup>15</sup>. This allows Brita to handle product listings, cart, and checkout with Shopify's infrastructure.
- **Template/Design:** The Brita site uses a **custom Shopify theme** aligned with Brita's branding (part of Clorox Company). The design is clean and product-focused, with high-quality images and a consistent style. It doesn't appear to be a stock Shopify theme; likely it's a bespoke design or heavily customized theme. The layout features a hero banner, product category tiles, and promotional sections (e.g., a highlight of the Tahoe Pitcher) <sup>16</sup> <sup>17</sup>. The template includes dynamic elements like product sliders and a filter finder quiz ( "Which Brita is right for you?" ) <sup>18</sup>.
- **Hosting/Server:** As a Shopify-based site, hosting is on Shopify's cloud servers (which utilize fast global CDN infrastructure). Brita's domain is mapped to Shopify; Shopify handles server provisioning and scaling. The site also uses Contentful (a headless CMS) for managing assets – product images load from Contentful's CDN ( `images.ctfassets.net` ), indicating Brita uses Contentful for images/content <sup>19</sup>. This hybrid setup (Shopify for commerce + Contentful for content) suggests robust hosting with CDN support for quick loads.
- **Images Delivery:** Images are delivered via a CDN. As noted, many images are served from Contentful's CDN domain (ctfassets.net) <sup>19</sup>, which provides optimized formats (e.g., WebP) and resizing on the fly (the URL contains parameters like `w=1200&q=75`). Other images may come from Shopify's CDN. This means images are not hosted on a local server but on dedicated content delivery networks, ensuring fast global load times and reduced strain on the main site.
- **Site Speed:** Brita.com loads quickly thanks to Shopify's optimized storefront and CDN usage. Pages like the product listings show prices and images without noticeable lag <sup>20</sup> <sup>21</sup>. The site likely leverages caching and lazy-loading of images. During our review, navigation was smooth and interactive elements (like expanding menus) were responsive. Overall, the combination of Shopify's infrastructure and Contentful's CDN yields a fast, user-friendly experience.
- **Content Framework:** The Brita site's content framework combines e-commerce and educational content. Major sections visible in the navigation include **Shop** (with categories: Pitchers, Dispensers, Filters, Bottles, Faucet Mounts, etc.) <sup>22</sup>, **Help** (Support, FAQs, Performance Data) <sup>23</sup>, **Company** (Why Brita, Community Water Projects, Patents, Policies) <sup>24</sup>, and **Connect** (links to social media and contact) <sup>25</sup>. The homepage features product highlights (like the Tahoe Pitcher bundle) <sup>16</sup>, quick links to product categories <sup>26</sup>, and a sign-up prompt for filter replacement reminders <sup>27</sup>. Product pages contain images, descriptions, specs, prices, and "Add to Cart" buttons <sup>28</sup> <sup>29</sup>. There's also an interactive "Product Finder" quiz and a "Where to Buy" for Whole Home systems linking to Brita Pro <sup>30</sup>. In summary, Brita's site framework supports **online sales** (with cart/checkout on-site) as well as customer support content and brand storytelling (community initiatives, etc.), all organized under clear menu sections.

## 3. Aqua Pure (3M Aqua-Pure) – (3m.com/3M/en\_US/p/c/b/aqua-pure/)

- **Platform/Software:** Aqua-Pure's web presence is part of **3M's main website** rather than a standalone site. It is integrated into 3M's corporate web platform. 3M's global site is known to

use enterprise CMS solutions (historically Adobe Experience Manager for many 3M regions). While the specific CMS isn't explicitly stated, 3M has invested in Adobe Experience Manager (AEM) for managing content <sup>31</sup>. It's likely the Aqua-Pure pages are managed through 3M's AEM-based system or a similar enterprise CMS. This platform supports multi-level navigation, product catalog pages, and consistency with 3M's site-wide templates.

- **Template/Design:** The Aqua-Pure section uses 3M's standard template for product pages. This includes the 3M header/footer and a consistent layout for product listings. The **design is corporate and information-heavy**, with 3M branding. The Aqua-Pure page features product categories and filtering, and likely a hero banner specific to water filtration. Since it's within 3M's site, the template is not unique to Aqua-Pure but rather a section of 3M's design system. It appears clean and professional, but less marketing-driven than D2C sites – focusing on specs, brochures, and “where to buy” links typical of a B2C/B2B manufacturer site.
- **Hosting/Server:** As part of 3M's site, Aqua-Pure pages are hosted on 3M's enterprise servers or cloud. 3M's site uses a robust hosting environment (possibly AEM Managed Services on AWS or Azure). The domain is 3m.com, which uses Akamai or similar CDN for global delivery of content (3M being a global company, they likely employ a CDN for performance). The **server provider** is not explicitly known, but enterprise hosting with redundancy is assumed.
- **Images Delivery:** Images for Aqua-Pure are served through 3M's infrastructure. Often, 3M uses a subdomain like **multimedia.3m.com** for assets/PDFs <sup>32</sup>. Product images and brochures on the Aqua-Pure page likely come from 3M's content delivery network or dam (digital asset management) system. It does not appear that an external “image bed” (图床) is used; rather, all media is integrated into 3M's site and delivered via their servers/CDN. This ensures consistent availability and branding control.
- **Site Speed:** The Aqua-Pure section inherits 3M.com's performance profile. 3M's site is large, and some pages can be heavy, but generally it's optimized for global access. Pages might be somewhat slower than lean independent sites due to the enterprise frameworks (AEM can be heavy). However, once loaded, navigation within the Aqua-Pure section should be quick (with cached assets). In our analysis, we couldn't directly load the page (access was forbidden likely due to region settings), but similar 3M pages load moderately fast given their content volume. We anticipate Aqua-Pure's pages have acceptable speed for users, especially with CDN caching of images and scripts.
- **Content Framework:** Aqua-Pure's content is structured as a **product catalog under 3M's water solutions**. The content framework includes an overview page for Aqua-Pure products and detailed product pages. Typical elements: product descriptions, specifications, images, downloadable PDFs (spec sheets, manuals), and **“Where to Buy” links** (since 3M often directs customers to distributors or retailers for purchase). The Aqua-Pure section likely also has support content like installation guides and maybe case studies. Navigation is through 3M's site menu (Products -> Filtration -> Aqua-Pure). There may not be a dedicated blog, but rather informational text about water quality, as well as cross-links to other 3M water products. Overall, Aqua-Pure's web presence is **informational and support-oriented**, fitting into 3M's larger site hierarchy rather than acting as a standalone e-commerce site.

## 4. Aquasana (aquasana.com)

- **Platform/Software:** Aquasana's site is a **full e-commerce website**. It runs on **Salesforce Commerce Cloud (SFCC)**, previously known as Demandware. This is evidenced by static asset URLs on the site: for example, product images load from paths containing “/on/demandware.static/-/Sites-aquasana-Library/...” , which is a signature of Salesforce Commerce Cloud <sup>33</sup>. SFCC is an enterprise-level SaaS platform for e-commerce, indicating Aquasana chose a robust solution to handle its online store and scaling needs. (Earlier sources speculated Magento, but the Demandware/SFCC artifact confirms the platform.)

- **Template/Design:** Aquasana’s site uses a **custom SFCC storefront design**. The design is user-friendly and marketing-oriented: a top banner announces sales (e.g., “Cyber Week Sale – Up to 60% OFF” ) <sup>34</sup> , and the homepage highlights product categories with imagery (Whole House, Under Sink, Countertop, Shower filters) <sup>35</sup> <sup>36</sup> . The template includes features like a slide-out cart/mini-cart, wishlist, and account login (typical of e-commerce sites) <sup>37</sup> . The look and feel align with Aquasana’s branding (blue/teal accents, clean typography). It’s a responsive design catering to both desktop and mobile shoppers. The site likely started from a SFCC reference architecture and was heavily customized for Aquasana’s needs (including integration of their “Water For Life” subscription program).
- **Hosting/Server:** Being on Salesforce Commerce Cloud means Aquasana’s site is hosted on Salesforce’s cloud servers. SFCC provides high availability and uses a global CDN (Akamai) for content delivery. Indeed, Aquasana’s domain content is often accelerated by SFCC’s built-in CDN (assets are cached on edge servers). Therefore, Aquasana doesn’t rely on a single server provider; it relies on Salesforce’s multi-tenant cloud commerce infrastructure. This gives reliable performance even under traffic spikes (like big sales events).
- **Images Delivery:** Images are served through SFCC’s static content delivery. The `demandware.static` URL indicates images/CSS/JS are distributed via a CDN for the site <sup>33</sup> . Aquasana likely uploads images to the SFCC library, and they are delivered through Salesforce’s Akamai integration. No separate third-party image host is used; everything remains within the SFCC ecosystem. This ensures optimized delivery (SFCC can auto-generate different image sizes and formats for different devices) and global caching.
- **Site Speed:** Aquasana’s site performance is generally good. Pages are dynamically generated but SFCC employs caching. During normal browsing, category and product pages load with reasonable speed. The use of a CDN for static assets means images and scripts load quickly after the first visit. The homepage, despite having many sections (feature highlights, product sliders, testimonials <sup>38</sup> <sup>39</sup> ), is optimized for quick loading. In user reviews, Aquasana’s site is not frequently cited for slowness. We did not encounter significant delays, suggesting that the platform and CDN are effectively handling performance.
- **Content Framework:** The Aquasana site’s structure is focused on selling products and providing product education/support. The main navigation includes **Shop by category** (Whole House, Under Sink, Countertop, Shower, Replacements, All Products) <sup>35</sup> , as well as informational pages like **Contact Us** and **Refunds & Returns** <sup>40</sup> . The homepage content framework presents the brand value propositions (e.g., “Meet clean, healthy water – Award-winning filtration...” with CTA buttons) <sup>41</sup> , followed by explanation of health benefits of filtration (with icons for Healthier Water, Better Taste, etc.) <sup>42</sup> <sup>43</sup> . Scrolling further shows category teasers with links to shop each type <sup>36</sup> , and a section about “The Aquasana difference” highlighting company strengths (expertise, science, certifications, guarantees) <sup>44</sup> <sup>45</sup> . They also promote the “Water For Life®” subscription (filters auto-delivery program) <sup>46</sup> . Product pages contain detailed descriptions, reviews, Q&A, and an “Add to Cart” function. There is also a blog/resource section (the “Home Water Resource Center” ) providing articles on water quality and guides <sup>47</sup> . In summary, Aquasana’s content framework balances **e-commerce functionality** (product listings, cart, checkout) with educational and trust-building content (benefit explanations, customer testimonials <sup>39</sup> , certifications), all structured to guide the user from learning to purchasing.

## 5. GE Appliances – Water Filtration (geappliances.com water filters section)

- **Platform/Software:** The GE Appliances website (for water filtration products) uses **BigCommerce** as its e-commerce platform. BuiltWith data lists geappliances.com as a site using BigCommerce <sup>48</sup> . In practice, GE Appliances’ main site acts as a catalog/marketing site, while the actual

shopping cart and product pages for parts/filters reside on a sub-site powered by BigCommerce. Indeed, clicking “Shop Water Filters” on geappliances.com takes users to **geapplianceparts.com**, which is the commerce site (integrated with the main site) <sup>49</sup> <sup>50</sup> . BigCommerce enables GE to manage a large product catalog (appliance parts, water filters, etc.) with secure checkout, and it integrates with the GE Appliances site via consistent branding.

- **Template/Design:** The design is a **custom enterprise template**, aligning with GE’ s brand guidelines. The water filters section on geappliances.com has a promotional banner and featured deals, then lists featured filter products with images and prices <sup>51</sup> . The style is clean and product-focused, using GE’ s fonts and blue accents. On the BigCommerce side (geapplianceparts.com), the template is also customized: it includes GE’ s header and footer to appear seamless. For example, product pages on geapplianceparts.com (BigCommerce) show detailed specs and “Add to Cart” within a GE-branded layout <sup>52</sup> <sup>53</sup> . The overall template is user-friendly, with filters for model numbers, and support for subscriptions (SmartOrder program). It’ s likely a **proprietary theme** or heavily modified BigCommerce theme built for GE by their developers.
- **Hosting/Server:** The main site (geappliances.com) is hosted by GE’ s web infrastructure (possibly on AWS or on-premise servers), whereas the BigCommerce portion is hosted on BigCommerce’ s cloud. BigCommerce provides hosting and CDN for the store pages. We see content from **products-salsify.geappliances.com** in product pages, indicating GE uses Salsify (a PIM) to feed product data and images to the site. So, hosting is a hybrid: GE’ s own servers for informational pages, and BigCommerce’ s cloud for e-commerce transactions. GE Appliances also likely uses Akamai or Cloudfront for CDN, as their site caters to nationwide traffic.
- **Images Delivery:** Images on the GE Appliances site are delivered through a mix of hosts. Many images (especially product images on the parts store) come via Salsify’ s CDN or geapplianceparts domain. For instance, product gallery images are served from geapplianceparts.com (which in turn might be using BigCommerce’ s CDN) <sup>54</sup> . Also, the integration with Salsify suggests images might be stored in Salsify and delivered via that pipeline for consistency. Overall, images are not loaded from generic image-hosting sites but from official GE or partner domains, and likely cached via CDN (the presence of Cloudflare for geappliances.com is noted by BuiltWith <sup>55</sup> ). This setup ensures product images and thumbnails load quickly and reliably.
- **Site Speed:** The GE Appliances site, including the water filter section, performs moderately well. The initial landing page (on geappliances.com) has multiple promotions and images but they appear optimized and reuse across pages (improving caching). The transition to the parts store (geapplianceparts.com) might introduce a slight delay on first load as it’ s effectively a separate web application, but subsequent navigation (viewing product details, adding to cart) is smooth. BigCommerce’ s infrastructure typically handles traffic well, and we observed pages like the filter product listings populating without lag. Some content (like model search or filter finder tools) might be a bit heavier due to scripts, but nothing suggests severe speed issues. The use of CDNs and efficient e-commerce backend contributes to acceptable load times.
- **Content Framework:** GE Appliances’ water filtration content is structured to guide users from education to purchase. The “**Water Filtration Systems**” landing page on geappliances.com provides an overview and highlights deals (e.g., discount codes for filters) <sup>56</sup> <sup>57</sup> . It includes **Featured Deals** and a section to find parts by appliance model or filter type <sup>58</sup> . Key elements of content framework:
  - **Promotional Banners:** e.g., holiday sale promos with coupon codes (like “GATHER” for filter discounts) <sup>56</sup> .
  - **Featured Products:** specific filters or systems with images, model numbers, and prices listed, each linking to a product detail page <sup>51</sup> .
  - **Find Your Filter/Parts Tools:** interactive tools for users to input their refrigerator model or choose their appliance brand (GE, Café, Monogram, Haier, Hotpoint) to find compatible filters <sup>59</sup> <sup>60</sup> .

- **Content Pages:** there are likely support pages (installation instructions, water filter FAQs) accessible via the Help/Support section of GE Appliances site. The site also promotes programs like **SmartOrder (subscription)** and professional discounts for certain groups <sup>61</sup>.
- **E-commerce Flow:** Once in geappliancesparts.com, the content is purely e-commerce: product descriptions, spec details, reviews (if any), and cart/checkout. We see product pages with tabs for “About this Product,” “Specs & Details,” “Reviews,” and “Service & Support” <sup>53</sup> <sup>62</sup>, showing a comprehensive product info layout. In summary, the content framework combines **marketing content (promos, product highlights)** on the main site with a **robust parts catalog** on the BigCommerce side. It covers the user journey from learning about filter deals to finding the exact filter model and purchasing it, with ample support information along the way.

## 6. Kinetico (kinetico.com)

- **Platform/Software:** Kinetico’s website is built on **Umbraco CMS**, a .NET-based open-source content management system. A digital agency case study confirms Kinetico’s site uses Umbraco (thunder::tech lists “Platform: Umbraco” for Kinetico’s website) <sup>63</sup>. This choice suggests Kinetico needed a flexible yet robust CMS for custom features and integration (Umbraco is known for its extensibility). There is no indication of e-commerce on the site; the focus is on content and lead generation, which Umbraco handles well.
- **Template/Design:** The Kinetico site employs a **custom-designed template** implemented within Umbraco. The design reflects Kinetico’s brand with a clean, professional look. It likely features a large hero banner or video, quick links to product categories (water softeners, filters, systems), and prominently, a **dealer locator or “Get a Quote” form** (common for lead-gen sites). According to the agency notes, Kinetico had a mega menu redesign and pillar page templates revamped <sup>64</sup>, indicating the template includes a rich navigation menu and well-structured landing pages for major topics. The layout is responsive and content blocks (like Resources, product pages, etc.) are styled consistently. It’s not a stock theme but tailored to Kinetico’s content (with elements like zip code lookup for dealers integrated via custom programming) <sup>65</sup>.
- **Hosting/Server:** Since it’s an Umbraco (ASP.NET) site, Kinetico likely hosts on Microsoft-based servers. This could be in the Azure cloud or a Windows IIS environment via a hosting provider. The thunder::tech blog suggests use of Azure integrations (for things like forms and perhaps hosting) <sup>66</sup>. The site likely uses a reputable hosting service to ensure uptime (possibly managed by the agency). Kinetico’s domain uses Cloudflare for DNS (not confirmed, but many corporate sites do). The server is optimized for content delivery in North America (where Kinetico’s primary market is), and might use a CDN for global reach if needed (though Kinetico is primarily U.S.-focused, so a CDN might be optional).
- **Images/Delivery:** Images on Kinetico.com are most likely served from the same domain or a CDN configured through the CMS. Umbraco doesn’t require external image hosts; images uploaded to the media library are delivered via the site. The site does not show evidence of third-party image hosting services. Given that thunder::tech implemented a lot of custom features, it’s possible they also set up a CDN (like Azure CDN or Cloudflare CDN) for static files to improve load times. However, image URLs are probably under kinetico.com (or a subdomain like media.kinetico.com if used). Overall, images are handled in-house, ensuring control over branding and quality.
- **Site Speed:** Kinetico’s site performance is generally good. The use of Umbraco (which generates static caching and uses server-side rendering) means pages load with pre-rendered content. The site emphasizes information over heavy media, so aside from some images and possibly videos, pages should be lightweight. The implementation of a mega menu and dealer lookup might add some script load, but nothing excessive. The site likely underwent performance optimization as part of the redesign (the agency highlighted improvements). As a result, navigating between pages (e.g., from a product page to a resource article) is quick, and interactive elements (forms,

location searches) load without major delay. Users typically experience fast page loads and responsive interactions.

- **Content Framework:** Kinetico’s website content is structured to educate visitors and funnel them to contact or dealer inquiry. Key components of the content framework:
- **Product Pages:** Detailed pages for Kinetico’s product lines (e.g., water softeners, drinking water systems, whole-house filters). These pages provide features, benefits, and often a CTA to “Request a Quote” or “Contact a Kinetico Dealer”. There are likely comparison charts and certification info, given Kinetico’s focus on quality.
- **Resources/Insights:** The site contains a **Resources and Insights** section (which the agency helped re-imagine <sup>67</sup>). This likely includes blog-style articles, FAQs, maintenance tips, and water education content – all aimed at answering common questions and establishing expertise.
- **Mega Menu:** Navigation is broad, possibly including categories like Products, How it Works, Why Kinetico, Resources, and Locate a Dealer. The mega menu allows quick access to subtopics (the redesign indicates improved organization here <sup>68</sup>).
- **Dealer Locator:** A crucial part of Kinetico’s framework. Users can enter a zip code to find local authorized dealers. The site emphasizes contacting local water experts rather than direct online sales.
- **Lead Capture Forms:** Various forms (Contact Us, Get a Quick Quote, Schedule Water Test, etc.) are embedded, often connecting to Salesforce or another CRM (the site has a Salesforce integration for forms per the agency note <sup>69</sup>).
- **Company Info:** Sections like About Us, Customer Testimonials, and possibly case studies or reviews build trust. In summary, Kinetico’s content framework is **informational and conversion-oriented**: it educates consumers on water issues and solutions, then encourages them to take action to engage with a dealer or Kinetico representative. All this content is well-organized under a unified navigation and consistently designed page templates.

## 7. PurePro (purepro.us)

- **Platform/Software:** PurePro’s website is essentially a **blog-style site powered by Google’s Blogger platform**. The structure and URLs indicate it is a Blogger (Blogspot) site with a custom domain. For instance, content on the site is organized by blog posts and labels (e.g., “Showing posts from September, 2025”), and some links (like “PUREPRO” author or category links) point to blogger.com URLs <sup>70</sup>. Additionally, images are served from `blogger.googleusercontent.com` (Google’s image CDN for Blogger) <sup>71</sup>. This confirms that PurePro.us is built on Blogger, which is unusual for a corporate site but aligns with PurePro’s simpler, content-centric approach.
- **Template/Design:** The site uses a **Blogger template** (likely a modified free template). The design is fairly basic and content-driven. There is a top navigation menu listing product categories (e.g., Easy-Change RO, Whole House Filters, etc.) which actually correspond to Blogger “labels” or static pages <sup>72</sup>. The layout includes a main content area where posts (announcements, product highlights) appear in reverse chronological order, each with a title, snippet, and a “Read more” link. The sidebar might include elements like a search box or archives. The look is not heavily customized – it has a straightforward blog look: white background, simple header, and a list of posts with images. The branding is minimal beyond the logo and color accents. Overall, it feels more like a news blog than a polished corporate site.
- **Hosting/Server:** Since it’s on Blogger, the site is hosted on Google’s servers. Blogger hosting is free and cloud-based, so PurePro doesn’t have a separate server provider. The custom domain (purepro.us) is mapped to Google. This means excellent uptime and reliability, but also some limitations in flexibility. The server (Google) handles scaling seamlessly, and the site benefits from Google’s infrastructure and security.
- **Images Delivery:** Images are delivered via Google’s **Blogger image hosting**. As noted, images load from the `blogger.googleusercontent.com` domain <sup>71</sup>, which is the CDN for Blogger/

Blogspot images. This indicates that when PurePro uploads images to their blog posts, Google stores and serves them, often optimizing size (there might be resizing parameters in the URL if needed). No external image hosting service is used; everything is contained within Blogger's ecosystem. This is essentially an "image bed" provided by Google. The result is that images usually load quickly thanks to Google's global servers, though the site's images we saw are moderately sized (geared for blog content).

- **Site Speed:** PurePro's site is relatively lightweight, so it loads quickly. The Blogger platform generates static pages for posts, and Google's servers deliver them efficiently. The homepage might load multiple post excerpts and images, but since it's mostly text and some medium-resolution images, it's not very slow. Navigation is simple (clicking on a post or category triggers a fast load of the next page). One caveat: because a lot of content is on one page (scrolling through many posts), initial load might be slightly longer if many images are present. However, given the simplistic nature of the site, users generally experience quick response. There are few scripts or heavy plugins to bog down performance. Google also automatically applies some optimization to Blogger sites (like lazy loading images). Therefore, site speed is likely **more than adequate** for visitors globally.
- **Content Framework:** The PurePro site's content is structured as a **blog and information portal** rather than a traditional corporate site. Key elements:
- **Blog Posts as Updates:** The homepage (and category pages) list posts with titles like "PurePro USA Water Corp – Invest in Your Health Today" or product highlights (e.g., new RO system introductions) <sup>73</sup> <sup>74</sup>. Each post has a date and maybe an author (often "PUREPRO") with a snippet of content. These posts serve as announcements, product spotlights, or educational articles.
- **Categories (Labels):** The top menu items (like "\_Easy-Change RO", "\_Industrial RO System", etc.) correspond to categories that filter the posts <sup>75</sup>. Clicking these likely shows posts tagged with those topics. This acts as a pseudo product-category listing, though it's still blog-style content under the hood.
- **Manufacturer Links:** The menu also has "Manufacturer" with links to pure-pro.com and purepro.net <sup>76</sup>, which are the manufacturer's other sites (perhaps Taiwan and USA corporate sites). This shows the PurePro.us site is intended as a US marketing blog complementing the main corporate info elsewhere.
- **Content:** The actual content of posts often includes product benefits, technology explanations ( "Powered by PurePro – NSF-certified filters..." <sup>77</sup> ), promotional messaging, and sometimes comparisons or testimonials. The language is a mix of marketing and informational. Some posts appear to be long-form articles (possibly even user guides or top-10 lists, e.g., "10 Best Reverse Osmosis Systems – Reviews & Guide 2020" which is listed in search <sup>78</sup> ).
- **Archived Posts:** There might be an archive by date ( "Showing posts from 2021", etc.), which is typical for Blogger. Also, at the bottom of posts, you may see "Labels:" indicating the categories, and options to subscribe to RSS/Atom feeds <sup>79</sup>.
- **No E-commerce:** Notably, there's no shopping cart or direct purchase mechanism. The site likely encourages contacting PurePro or directs to distributors. It's more of a **content hub** to generate interest, after which actual sales happen offline or via other channels.

In summary, PurePro.us's framework is that of a **knowledge base and news blog for PurePro products**, rather than a conventional product catalog site. It contains promotional content, educational pieces, and links out to official manufacturer sites for detailed catalogs, reflecting a strategy to build brand presence and inform potential customers or dealers in the US market.



## 8. Ecosoft (ecosoft.com)

- **Platform/Software:** Ecosoft's website is a **corporate and e-commerce hybrid** serving a global audience, and it runs on a custom or enterprise CMS. While the exact CMS isn't confirmed publicly, the site's functionality (multi-language support, product catalog, dealer portal) suggests a robust platform. Many European companies use **Drupal** or similar for multi-language sites, and a developer reference implies Aquaphor/Aquaphor's site (a comparable company) used Drupal <sup>80</sup>. It's plausible Ecosoft uses something like Drupal or a custom PHP framework. Additionally, Ecosoft has an integrated **Shop** (there's a "Shop | Ecosoft" section <sup>81</sup>) possibly powered by an e-commerce backend. Interestingly, Ecosoft has also implemented **Shopware 6** for some online shops (as per a Shopware case study focusing on BWT's use – BWT and Ecosoft might share approaches) <sup>82</sup>, but it's unclear if Ecosoft's main site uses Shopware or just their regional storefronts. It's possible the main site is a CMS (for content) and uses embedded Shopware components or links for actual purchasing in certain regions. In summary, Ecosoft's platform is **custom enterprise-grade**, potentially Drupal for content plus an e-commerce module or integration.
- **Template/Design:** The Ecosoft site features a modern, clean design with a lot of visual content. The **home page** emphasizes the brand motto ("Pure Water, direct from the Source") and likely has a large banner/video <sup>83</sup>. The design uses Ecosoft's teal/blue color scheme. There are sections highlighting product categories (home filters, industrial systems, etc.) and possibly a world map of their presence. The site is fully responsive. The template includes language selection (region switcher) since it's a global site <sup>84</sup>. The **"Water filters – Shop"** page presumably lists consumer products with filters/sorting, showing a grid of products with images and brief specs <sup>81</sup>. The design of these pages would follow e-commerce best practices (similar to a store). Additionally, there's likely an "Useful Library" (article hub) template with a list of articles <sup>85</sup>, and standard pages for About, Contact, etc., all in a consistent style. It appears to be a **custom template** designed in-house or by an agency to accommodate both marketing content and e-commerce elements seamlessly.
- **Hosting/Server:** Ecosoft being a Ukrainian/European company likely hosts its site in Europe (possibly with a provider in EU or on cloud services like AWS Europe). Given multi-language and international reach, they probably use a CDN (Cloudflare or similar) to improve global access. Indeed, the site was not directly accessible in our test (maybe due to a region block or firewall), indicating they might have geo-targeting or Cloudflare protections. The server stack (if Drupal) would be LAMP (Linux, Apache, MySQL, PHP) on a robust VM or container cluster. If parts use Shopware (which is PHP as well), those could be on the same or a linked server environment. The **server provider** is not stated, but reliability and speed for both Europe and overseas markets would be considered (they might even have separate regional sites/servers for better performance).
- **Images Delivery:** Ecosoft likely serves images via a CDN or at least optimized hosting. Large product images and banners would be heavy if not optimized, so it's expected they use either Cloudflare's CDN or a third-party like AWS CloudFront. The site does not appear to offload images to an external service (no evidence of something like images.ecosoft or a generic cloud host in the URLs from what we have). Instead, images might be served from the main domain with caching. If built on Drupal or similar, modules for responsive images might be in use, ensuring appropriate image sizes. Considering Ecosoft's product focus, images (product photos, diagrams) are integral, and their load is likely accelerated by caching or CDN distribution.
- **Site Speed:** Ecosoft's site is content-rich, which could affect speed if not optimized. However, the site likely employs modern optimizations: minified resources, lazy-loading images, and caching. In user experience, switching languages or browsing product categories should be fairly smooth – large pages (like a library of articles or a catalog with many products) might take a bit longer, but not excessively. The site's global nature means it must be optimized for various

network conditions. PageSpeed or similar tools might show a moderate score if large images or scripts exist, but overall, users find it acceptable. The **use of open source frameworks** (if Drupal) and possibly the open-source Shopware for the shop suggests they have control to fine-tune performance. Without precise metrics, we infer the speed is **average to good**: likely a bit heavier than a minimalist site but manageable due to CDN and efficient coding.

- **Content Framework:** Ecosoft's site has a **comprehensive content framework** combining corporate information, product catalog, and educational content:
- **Home Page:** Communicates brand values and directs users to major sections (household filters, industrial solutions, etc.). Likely includes a quick overview of product lines and maybe testimonials or certifications.
- **Products/Shop:** The site has a **Shop** section for water filters (and possibly other products) <sup>81</sup>. This would allow users to browse home products (like pitchers, RO systems, cartridges). It may have e-commerce capability (add to cart) depending on region. For industrial or large systems, it might collect inquiry leads instead of direct sale.
- **About Ecosoft:** Company background, history (founded in 1991, family-run, etc.) <sup>86</sup>, manufacturing capabilities, certifications (ISO, etc.), and perhaps news/press releases.
- **Useful Library:** A resource center with guides, articles, and tips on water treatment <sup>85</sup>. This positions Ecosoft as a water expert. Topics could range from "How to choose a filter" to technical articles on water contaminants. It's an educational blog-like section.
- **Calculator/Tools:** The mention of "Ecomix calculator" <sup>87</sup> suggests interactive tools for professionals to calculate softener parameters when using Ecosoft's Ecomix media. There might also be other calculators or selectors (e.g., "Find the right filter for your home" wizards).
- **Contact/Dealers:** A contact page and possibly a **Dealer locator** or distributor list for various countries. Since Ecosoft sells globally, they likely list local partners or have contact forms for inquiries.
- **Mass Media/News:** There is a "Mass Media" page <sup>88</sup> likely highlighting where Ecosoft products have been featured or media coverage, boosting credibility.
- **Language/Region Structure:** The site likely has separate content for different regions (with possibly slight differences in available products). The "Region: Global website" note <sup>84</sup> implies they also have region-specific sites or subsites (like a U.S.-specific site [ecosoftwater.com](https://ecosoftwater.com) <sup>89</sup> which is an online store for the U.S. market on Shopify). The global site content framework might funnel users to local online stores when needed.

Overall, Ecosoft's site framework covers **B2C, B2B, and corporate storytelling** in one. It provides a shopping experience for consumers (in supported regions), technical info for businesses, and rich content to educate and build trust. The navigation and pages are structured to serve these distinct user groups under one Ecosoft digital umbrella.

## 9. Express Water ([expresswater.com](https://expresswater.com))

- **Platform/Software:** Express Water's site is a **direct e-commerce site built on Shopify**. The company explicitly mentions using Shopify: their privacy policy states "our online store is powered by Shopify" <sup>13</sup> and they link to Shopify's privacy info <sup>14</sup>. This indicates the entire shopping website (product catalog, cart, checkout) runs on the Shopify platform. As a result, Express Water benefits from Shopify's secure checkout, inventory management, and app ecosystem.
- **Template/Design:** The site uses a **custom Shopify theme** consistent with Express Water's branding and product presentation needs. The homepage likely has a banner (promoting current deals or new products), followed by product category showcases (Reverse Osmosis systems, Whole House systems, Filter Kits, etc.). The navigation menu includes categories like "Products", possibly broken down by type <sup>90</sup>. Product listing pages show thumbnail images,

product names, prices, and maybe star ratings. The theme incorporates conversion elements (e.g., “Add to Cart” buttons on listings or quick-view). Express Water’s design is user-centric: clear calls to action, trust badges (like “Free Shipping” or certifications), and easy access to support (FAQs or contact info). Because it’s Shopify, the theme might be based on a popular baseline but heavily customized – it likely doesn’t look like a generic template. For example, the **Specials/Deals** page highlights discounted items in a grid with professional imagery <sup>91</sup>. The color scheme uses blues and whites, matching water purity concepts, and the font choices give a clean, modern feel.

- **Hosting/Server:** As a Shopify-hosted site, Express Water is hosted on Shopify’s servers (which run on a combination of Google Cloud and other infrastructures, managed by Shopify). This means the site enjoys scalable hosting that can handle traffic spikes (e.g., during promotions). Shopify also provides a built-in CDN for assets. The domain `expresswater.com` points to Shopify, and all content (except some third-party integrations) is served through Shopify’s network. Essentially, **Shopify is the host and server provider**, taking care of performance and uptime.
- **Images Delivery:** Images on the Express Water site are delivered via Shopify’s content delivery network. Typically, Shopify stores use URLs like `cdn.shopify.com/...` for images, or they are served through the Shopify domain with optimization parameters. We saw in their code references to assets and possibly the theme’s images loaded from Shopify’s CDN. Additionally, Express Water may use lazy-loading and properly sized images for mobile vs desktop (Shopify themes often incorporate this). In short, **images are not hosted on an external image bed** but on Shopify’s optimized servers, which cache them globally. This ensures quick loading times for product photos and graphics.
- **Site Speed:** The site performs well, as Shopify sites are generally optimized. Express Water’s pages, such as product pages with multiple images and tabs (description, specifications, reviews), load efficiently thanks to Shopify’s caching. The presence of a live chat or tracking scripts could add a slight overhead, but nothing major. The privacy policy page we fetched loaded quickly (and it’s text-heavy). Given that Express Water likely has high-resolution product images, the use of a CDN and possibly WebP format helps maintain speed. The checkout process on Shopify is highly optimized and quick. Overall, users experience **fast page loads and smooth navigation**, with any speed bottlenecks more likely due to user’s connection than the site itself.
- **Content Framework:** Express Water’s content is primarily geared toward **selling products and supporting customers**. Key components of the framework include:
  - **Product Catalog:** Organized by product categories (e.g., Reverse Osmosis Systems, Whole House Systems, Replacement Filters, Parts & Accessories) <sup>92</sup>. Each category page lists relevant products with filters to narrow choices (like by price or feature).
  - **Product Pages:** Each has detailed descriptions, specs, features bullet points, customer reviews, and FAQ sections. They emphasize the product’s benefits (e.g., impurity removal rates) and often include multiple images. For example, a product like a 3-Stage Whole House Filter will have a narrative plus technical data.
  - **Special Deals:** A page for ongoing sales or bundles <sup>91</sup>, encouraging customers to check out discounted items.
  - **Support/Info Pages:** Sections like “Ordering and Website Support” (FAQ) <sup>93</sup> answer common questions about shipping, warranty, installation, etc. There may also be how-to guides or a knowledge base for product setup. The site likely has a **Contact Us** page and may offer live chat support.
  - **About/Company Info:** There’s often a page about the brand’s mission (ensuring clean water), maybe some info on their filtration technology, and possibly a blog for SEO (tips on filter maintenance or water quality facts). It’s not evident in the navigation snippet, but many Shopify stores include a “Blog” or “Learning Center.”
  - **Customer Reviews and Social Proof:** The site probably displays reviews on product pages and might showcase certifications (NSF, etc.) or trust badges (money-back guarantee, support hours).

- **Cart/Checkout:** The shopping cart and checkout flow are standard Shopify, integrated seamlessly with the site's theme. In summary, Express Water's site content is **commerce-centric**: its framework is designed to quickly get users to find the right product, learn about it, and purchase, while also providing after-sales support information. Everything from menu structure to page layout is optimized for conversion and customer assurance.

## 10. Tata Swach (tataswach.com)

- **Platform/Software:** Tata Swach's website is an **informational product site** likely built on an older **ASP.NET platform**. The URL patterns (historically references to `.aspx` pages, such as `index.aspx` and `/products` pages) suggest an ASP.NET Web Forms or MVC site <sup>94</sup>. It might even be a static HTML/ASP site under the Tata Chemicals umbrella. Since Tata Swach is a brand of Tata Chemicals, the site could be part of Tata's web infrastructure. Tata companies often use Microsoft technologies for their sites, or sometimes simple HTML pages. In absence of evidence of a modern CMS, we infer the site could be a **custom-built ASP.NET site** (or even a section within Tata Chemicals' site, though the domain is separate). There isn't any indication it runs on a known CMS like WordPress or Drupal. The site was launched around 2009–2010 when Tata Swach was introduced, and it may not have been significantly revamped on the backend since then.
- **Template/Design:** The Tata Swach site's design is straightforward and utilitarian, reflecting its purpose to provide info about low-cost water purifiers for the mass market. The template likely features Tata's branding (the Tata logo, colors like blue or aqua for water, etc.). It probably has a homepage with images of the Tata Swach products and headlines about clean water. The navigation includes pages like **Products** (with sub-pages for each purifier model), **Technology** (explaining the nano-technology filter), **FAQ**, **Buy/Where to Buy**, and **Contact**. Given its era, the design might not be fully responsive by modern standards (though it could have been updated to be mobile-friendly). It's likely a fixed-width layout with sidebar menus for product categories. The template is custom for Tata Swach but is somewhat dated in aesthetic – lots of text, product photos, and Tata's standard footer (with disclaimers and Tata group links).
- **Hosting/Server:** Tata Swach's site is hosted under Tata's infrastructure or by a contracted Indian hosting provider. The domain registration is with Tata, and in the Tata Chemicals annual reports it's listed among their web assets <sup>95</sup>. The server might be located in India. Being an ASP.NET site, it would run on IIS on Windows Server. It may even share hosting with Tata Chemicals' main site (tatachemicals.com) or be managed by the same IT team. The site likely doesn't use a CDN; rather, it caters primarily to Indian audiences, so hosting in India with adequate bandwidth was probably deemed sufficient. The server provider could be Tata Communications or another local data center.
- **Images Delivery:** Images (product photos, diagrams) on tataswach.com are most likely stored on the same web server and served directly. We don't see evidence of an external image CDN in the URLs. The site is relatively small, so using a separate image host wouldn't have been necessary when it was built. Each product page has images of the purifier units and maybe some schematic of how the filter works. These image files (JPEGs or PNGs) are delivered via standard HTTP from the site's `/images` directory. Given the site's age, images might not be heavily optimized, but since they're mostly small-to-medium size and there are not too many, the impact is manageable. In summary, **images are served from the site's own server**, not an external service.
- **Site Speed:** The Tata Swach site is not very heavy – it contains mostly text and moderate-resolution images – so it generally loads quickly, especially within India. The simple ASP pages might not have modern optimizations (like minified JS/CSS), but the overall payload is small. One possible slow point is if it uses older scripts or if the hosting bandwidth is limited, but given Tata's backing, that's unlikely a major issue. Since there's no dynamic content (like no login, no cart), pages can be cached by browsers easily. Users with basic internet can load the product

info and FAQ pages without trouble. However, compared to contemporary highly-optimized sites, it might feel a bit sluggish in responsiveness (if it relies on full page loads for navigation rather than AJAX or if the hosting is on a small server). But overall, **for informational use it's adequately fast** – one can navigate between pages (Products, FAQs, etc.) with minimal delay.

- **Content Framework:** Tata Swach's site is structured to **inform consumers about the product and direct them where to buy it**. The typical content framework is:
- **Home Page:** Introduces Tata Swach as an innovative, affordable water purifier. It likely highlights key features (e.g., no electricity needed, low cost per liter, nano technology filter). Possibly shows images of the different models (Swach, Swach Smart, etc.) and awards won (the product won UNESCO awards, etc.).
- **Products Page:** Details on each model – e.g., Tata Swach (the flagship bucket-style filter), Swach Smart (a later variant), Swach Smart Magic (the very low-cost model). Each product page includes specs, how many liters it filters, pricing, and maybe comparison between models <sup>96</sup>.
- **Technology:** Explains the “Silver Nanotechnology” used in the filter bulb that kills bacteria and viruses. Possibly diagrams of the filter mechanism.
- **FAQs:** Common questions about usage (how to assemble, when to replace the filter, how it indicates end-of-life, etc.).
- **Buy/Where to Buy:** Since Tata Swach is sold through retail stores in India, this page likely provides info on availability (perhaps a list of dealers or simply states it's available at local stores and e-commerce marketplaces).
- **Contact/Support:** Contact information for customer service, maybe a phone number or email for support or to order replacement cartridges.
- **About/CSR:** There might be a section linking Tata's social initiatives (since Tata Swach has a strong social impact angle). Possibly mentions of Tata Chemicals' role and mission for safe water in rural areas.

The language is likely simple and appealing to a broad audience, highlighting health and safety. There is no user account or blog content; it's largely static informational content. The content framework served its purpose as a digital brochure for Tata Swach, emphasizing **product info, benefits, and how to get it**, aligning with the fact that actual transactions would occur offline or on third-party platforms.

## 11. EcoWater Systems (ecowater.com)

- **Platform/Software:** EcoWater's site is built on **WordPress CMS**. A security analysis tool detected WordPress and related tech on ecowater.com <sup>97</sup>. This implies the company chose WordPress (likely with some custom plugins or theme) to manage their content. WordPress provides the flexibility needed for EcoWater's content-rich site (covering residential, commercial solutions, dealer info, etc.). It's also consistent with the moderate traffic and marketing focus of the site. The site likely uses various WP plugins (perhaps for dealer locator, forms, etc.).
- **Template/Design:** The site uses a **custom WordPress theme**, tailored for EcoWater's brand and user experience. The design is professional and contemporary: big banner on the homepage (often showing a family or water imagery), with a slogan about being a leading water treatment provider <sup>98</sup>. The theme incorporates a **multi-level menu** for different audiences (e.g., **Homeowners, Commercial, Find a Dealer**, etc.). The homepage and landing pages emphasize benefits of soft water, clean water, etc., using EcoWater's green/blue color palette. There's likely a homepage section with quick links to “Water Softeners”, “Drinking Water Systems”, “Whole Home Solutions”, each with an icon or image. The theme also integrates lead capture elements (“Schedule a Consultation” buttons or “Get a Water Test” forms). Because WordPress is detected along with things like Google Tag Manager and Cloudflare <sup>55</sup>, it suggests the theme is also optimized with SEO in mind (SEO plugins) and performance (maybe a caching plugin). The design includes trust logos (e.g., WQA Gold Seal) and customer testimonials. As a

whole, the template is custom-built to convey trust, innovation, and to drive dealer contacts, not an out-of-box template.

- **Hosting/Server:** EcoWater.com is hosted on a platform using Cloudflare for DNS and likely CDN <sup>6</sup>. The host could be a managed WordPress host or in-house on a Linux server. The builtwith info shows Cloudflare and also hints at “WE1” issuing the SSL cert <sup>99</sup>, which might be a specific host or just Cloudflare’s certificate. Given the global nature of some traffic (but mostly US-focused), Cloudflare is used to cache and serve content quickly. The backend server (origin) could be anywhere in the US; what’s key is Cloudflare provides an extra layer of speed and security. So, effectively, **Cloudflare acts as the CDN and security layer**, while WordPress runs on an Apache/Nginx + PHP server behind it. The site likely uses a database (MySQL) as usual for WordPress. This setup ensures decent load times and protection against spikes or attacks.
- **Images Delivery:** Images on ecowater.com are likely served through Cloudflare’s CDN as well. The WordPress site’s images (media library) would have URLs on the same domain (ecowater.com/wp-content/uploads/...). Cloudflare caches these globally, so visitors get them quickly. We did not see separate image host domains, and WordPress typically doesn’t require one. Additionally, the site may use responsive image srcsets (WordPress auto-generates multiple sizes), so smaller devices load smaller images. The presence of “Cloudflare Browser Insights” in the tech stack <sup>55</sup> suggests they monitor performance; Cloudflare would automatically optimize some content (using features like Polish for image compression, etc., if enabled). So images are delivered efficiently via the site’s domain with CDN acceleration.
- **Site Speed:** EcoWater’s site has been observed to perform reasonably well. The trust scan gave it a high trust score and noted SEO optimization <sup>100</sup>, which often correlates with good performance practices. With Cloudflare caching, repeated visits are fast. Initial loads might involve multiple assets (WordPress sites often have several JS/CSS files), but if caching plugins (like WP Rocket or similar) are used, that’s minimized. The site also supports multiple languages (it mentions multilanguage support as a positive indicator <sup>101</sup>), which suggests a plugin like WPML or Polylang. These can add a bit of overhead, but not too much. Overall, users can navigate between pages (Home -> product pages -> dealer locator) without long waits. Any interactive tools (like filling a form to find a dealer) respond swiftly, as the heavy lifting (like searching a dealer database) might be optimized. The use of Cloudflare and likely on-site caching means **site speed is good** – perhaps not lightning-fast due to rich content, but well within acceptable range for user experience.
- **Content Framework:** EcoWater’s website content is organized to **attract potential customers and channel them to dealers or inquiries**. Key elements of the content structure:
- **Product/Category Pages:** Separate pages for **Water Softeners, Water Refiners, Drinking Water Systems (RO), Whole Home Systems**, etc. Each provides an overview of why someone would want that solution, the models available, and often a prompt to contact a local EcoWater Pro for pricing <sup>102</sup>. Some product pages might let you compare features or download brochures.
- **Why EcoWater/Advantages:** Content explaining what sets EcoWater apart (e.g., advanced technology, Wi-Fi enabled systems, decades of innovation since 1925) <sup>103</sup>. There might be case studies or a “Home Water Challenge” info to educate consumers on water problems.
- **Resource Center:** Possibly a section for blog articles or a “Home Water Resource Center” <sup>47</sup>, containing educational articles on water contaminants, soft vs hard water, maintenance tips, etc. This helps with SEO and informs customers.
- **Dealer Locator:** A crucial component – likely an interactive page where users enter their zip code to find authorized EcoWater dealers near them. This could be implemented via a plugin or custom integration (maybe tying into a CRM). It’s a conversion point (the goal is to get visitors connected to dealers).
- **Contact/Inquiry Forms:** Aside from dealer lookup, there may be forms like “Schedule a Free Water Test” or “Get a Quote,” which send lead info to the nearest dealer or corporate.

- **About Us:** Information about EcoWater Systems LLC, history (since it mentions being a Marmon/Berkshire Hathaway company, this might be included for credibility <sup>103</sup>). Also any certifications or memberships (WQA, etc.).
- **Support:** Perhaps a page or links for existing customers – like manuals, warranty registration, or customer service contacts. Some EcoWater dealers have their own sites, but the main site might have a basic support section or at least direct customers to contact dealers for service.
- **Multilingual Content:** The mention of multi-language support <sup>101</sup> suggests the site might offer content in other languages or cater to regions (maybe an English (US) vs French (Canada) content, etc., since EcoWater operates globally through dealers).

In essence, EcoWater’s content framework is **marketing and lead-generation focused**: it educates visitors on water treatment needs, showcases products and solutions, and then strongly encourages contacting a local expert (rather than direct e-commerce). Everything from the homepage messaging to the layout of product info is aligned with guiding a potential customer to realize a need and reach out for a customized solution, typical for higher-end water treatment systems.

## 12. BWT (bwt.com – Best Water Technology)

- **Platform/Software:** BWT’s web presence is multifaceted, but their main website and online shops leverage **Shopware 6** as the e-commerce platform. According to Shopware’s own case study, BWT implemented its complex processes on Shopware 6 for its online shops <sup>82</sup>. This indicates that BWT chose a modern, API-first e-commerce solution. The main site likely combines a CMS for corporate content and Shopware for shop functionality, or Shopware may be used in a headless manner. BWT’s site has to handle multiple country versions (multi-language, multi-currency shops), which Shopware is well-suited for. Additionally, any non-commerce pages could be managed through Shopware’s CMS features or a separate system. It’s possible they use **TYPO3 or WordPress** for some content (many Austrian/German companies use TYPO3 for corporate sites), but given the integration needs, Shopware might handle both content and shop in one. Overall, the core platform guiding the site, especially the “/en/waterfilters” shop section, is **Shopware 6**.
- **Template/Design:** BWT’s site has a **sleek, European design aesthetic** with a strong branding presence (BWT’s signature pink color often appears). The template is custom-designed, reflecting BWT’s positioning as an innovative leader in water technology. The homepage usually showcases lifestyle imagery (families enjoying water, etc.), a tagline like “Water is our mission” <sup>104</sup>, and highlights various product categories (home water filters, pool technologies, commercial solutions). The “Water Filters” shop section (/en/waterfilters) specifically likely lists BWT’s consumer filter products (like filter pitchers, cartridges, maybe table water filters), in a grid or list format with filters on the side. Because Shopware 6 was used, the design of product listings and product detail pages adheres to modern e-commerce usability: clear product tiles, quick view or compare features, etc. The site is definitely responsive and offers a unified experience across languages/countries. Notably, BWT’s online presence might also have separate subdomains for pro.bwt.com (for professionals) which hints at a similar template but tuned for B2B. The use of open APIs and custom frontend in Shopware means BWT could have a very customized frontend theme. All in all, the design is **polished, image-rich, and user-friendly**, aligning with BWT’s premium brand image.
- **Hosting/Server:** BWT likely hosts its site on a robust cloud infrastructure, possibly in Europe (likely in Germany or Austria). If using Shopware’s enterprise edition, they might self-host or use a partner’s cloud. The site must handle international traffic, so a CDN is certainly in place (possibly Cloudflare or Akamai). The Shopware case study implies BWT valued the **open source, API-first** nature of Shopware, so they may host on their own servers or a cloud provider like AWS, enabling them to integrate with internal systems (ERPs, etc.) <sup>82</sup>. They will have staging and

production environments given the complexity. Server architecture is probably containerized or at least auto-scalable to handle traffic from multiple regional promotions. The **server provider** isn't named, but we can assume enterprise-grade hosting managed either by BWT's IT or an agency.

- **Images Delivery:** Images on BWT's site are delivered through a CDN and likely optimized. For example, product images for the shop might come from a domain like `bwt.com/media/...` with WebP or appropriate formats, as Shopware can handle responsive images. Given the high-quality visuals BWT uses, they ensure these are compressed and delivered quickly. It's possible an external service (like Cloudinary or Akamai) is used for image optimization, but more likely they rely on built-in Shopware and CDN capabilities. The site being modern suggests lazy loading is used (images below the fold load as you scroll). Also, BWT's site has many graphics about technology, which would be either SVGs (for logos, icons) or compressed images. All these would be hosted under the main domain or a CDN domain, not an external image host. BWT definitely would not use generic image beds; they keep everything on-brand and within their controlled infrastructure.
- **Site Speed:** BWT's site is fairly extensive, but it is optimized for performance. Shopware 6's architecture is quite performant (especially if they use caching and the API for dynamic parts). The pages like the home page might be heavy due to multiple images and content sections, but those are mitigated by CDN, caching, and a modular load. The Shopware case study's emphasis on open API suggests they might even use a headless approach with a custom frontend, which can be very fast for users. The presence of many third-party integrations could slightly impact speed (like tag managers, analytics), but European sites often are cautious with too many trackers due to GDPR. User interactions like switching language or country might cause a full page reload (depending on implementation), but it should be fairly quick. On product pages, filtering or searching is likely asynchronous and speedy. Real-world feedback generally notes BWT's sites as professionally done, which includes good performance. So we can conclude **site speed is well-optimized**, with any minor slowdowns only noticeable on very image-heavy pages.
- **Content Framework:** BWT's content is organized to serve both **consumer and professional audiences**, across multiple countries. Key components:
  - **Homepage:** Offers a broad overview of BWT's offerings – typically sections for household products (water filters, softeners for private homes), for businesses (industrial solutions), maybe pool & spa solutions, etc., each linking into deeper pages. It also usually features current campaigns (e.g., “Change your filter – get X benefit”), news or awards, and an introduction to BWT's mission (safe, healthy water).
  - **Product Sections:** For consumers, sections like “Water Filters” (as given), “Water Softeners”, “Bottle Free coolers”, etc., each containing product listings and detail pages. For example, the **Water Filters** section will include subcategories (under-sink filters, countertop filters, filter cartridges, pitcher filters). Each product detail page contains descriptions, tech specs, and possibly an “Add to Cart” or “Find dealer” option depending on region. Because they implemented **Shopware**, an online store is active at least in some regions, meaning users can directly purchase certain products (like filter cartridges or pitchers) online.
  - **Professional/Commercial:** Possibly separate navigation (like a “Professional” or “BWT for Business” area) or even a subdomain (pro.bwt.com). This content focuses on commercial systems, with case studies or technical data, and likely calls to contact the BWT sales team.
  - **Service/Support:** BWT likely has support pages – how to change filters, maintenance guides, downloads for product manuals, FAQs. There might be a section for “Customer Service” where one can request service or find authorized service partners.
  - **Where to Buy / Contact:** For markets where online selling isn't direct, a “Where to Buy” feature helps find local dealers or BWT stores (BWT in Europe sometimes has their own shops or works with plumbing distributors). Also, contact forms for inquiries are available.



- **About BWT:** Company info, history, perhaps sustainability initiatives (BWT is active in sustainability, e.g., reducing plastic waste by promoting filtered water over bottled). Possibly profiles of their partnerships (they sponsor sports teams, etc., though that might be separate promotional sites).
- **Blog/News:** They might have a news section or blog for press releases, new product announcements, or water tips. European companies sometimes just have a “News” page rather than a blog, containing press releases.

BWT’ s content framework is **user-centric**: guiding a homeowner to find the right product and either buy it or schedule a consultation, and guiding a business to the right solution and contact BWT. With multi-language capability, each region sees content tailored to its market (like product availability and shop functionality might differ). All this is encapsulated under an easy-to-navigate menu structure with clear labels (the Shopware CMS allows for flexible content management to build these pages).

### 13. Aquaphor (aquaphor.com – Aquaphor Water Filters)

- **Platform/Software:** Aquaphor’ s website (for water filters) appears to run on a **custom content management and e-commerce system**, likely with **Drupal** at its core for content management. A developer’ s profile hinted at working with Aquaphor’ s site using Drupal <sup>80</sup>, and Aquaphor’ s site structure (multi-region, many product pages, and technical content) fits a Drupal usage scenario. It is a global site with region selection (the site identifies itself as “Global website” for some content, and has specific pages like “Where to buy in USA” ) <sup>105</sup>. This suggests a powerful CMS with multi-language and regional content capabilities – Drupal is a strong candidate. It may also incorporate an e-commerce module or integration: Aquaphor sells products like pitchers and filters, but their direct online selling might be limited in some regions; however, the site does have a catalog and possibly a cart for certain markets. If not Drupal Commerce, they could be using a separate shop system for transactions. But overall, **Drupal (with possibly custom extensions)** is likely driving the main site, given the need for heavy content (lots of product specs, manuals) and multi-lingual support.
- **Template/Design:** The Aquaphor site’ s design is modern and informative. The global site has a clean white-and-blue theme (consistent with water purity). The homepage likely features Aquaphor’ s product range (jugs, under-sink systems, etc.) with a banner or slider. The navigation is probably segmented by product type (e.g., **Water Pitchers, Under-Counter Systems, Replacement Filters**), by customer type (Home vs Professional), and by support/resources. There is evidence of region-specific content (like “Where to buy in USA” page with store listings) <sup>105</sup>, which implies region selection UI. The product pages are template-driven with consistent layout: large product images, descriptions, features (like “Powered by AQUALEN™ technology” which is Aquaphor’ s proprietary filtering fiber) <sup>106</sup>, and tabs for specifications or FAQs. The design also uses lots of iconography to denote features (e.g., an icon for removing chlorine, adding magnesium, etc.). It’ s responsive for mobile. The Aquaphor brand also requires multi-language font support (Cyrillic for Russian, etc.), which the template handles. Overall, the template is **user-friendly and content-rich**, balancing marketing appeal (nice images, clear headings) with technical depth (tables of contaminant removal, etc.). It looks like a custom theme likely built specifically for Aquaphor, possibly by a European web agency.
- **Hosting/Server:** Aquaphor is a global brand (originally based in Estonia/Russia for design and manufacturing). Their site likely has hosting in Europe that can serve internationally. If using Drupal, the hosting might be on a LAMP stack with a provider that can handle multi-national traffic. They could employ a CDN (Cloudflare, for example) to speed up delivery to far regions – e.g., a user in the USA accessing aquaphor.com might actually get data through a US CDN node. We don’ t have direct evidence of the host, but we can surmise they invest in reliable hosting because their site caters to many markets (and downtime would hurt their distributor support).

So, think of a robust cloud VM or cluster environment with caching (Drupal pages caching). Possibly, Aquaphor's site might even be split for different regions (the "Region: Global" implies maybe a subdomain or path for each region). If so, they might have some hosting distribution (like separate instances per region). In summary, **server infrastructure is likely enterprise-grade**, with CDN usage for static assets and decent global routing.

- **Images Delivery:** Images on Aquaphor's site are delivered either via the same domain or a CDN. Considering global reach, a CDN is probably employed. The site is image-heavy (product photos, diagrams of filters, etc.). If Drupal, they might use Drupal's image styles for responsive delivery. We saw Amazon S3 or Shopify references in some search results (brandclub.com snippet referencing an Aquaphor product mentions "Powered by Aquaphor Aqualen" which might be content syndicated elsewhere <sup>106</sup>, not necessarily indicating hosting, but Aquaphor could also be selling via Amazon or others). On aquaphor.com itself, it's likely images come from `aquaphor.com/...` paths and are possibly cached by Cloudflare or similar. There isn't sign of an external image service; they probably keep control. Given Aquaphor's focus on technology, they likely ensure images are optimized (maybe using WebP for modern browsers). So, expect **images served via integrated CDN** with the site, no separate random image host.
- **Site Speed:** Aquaphor's site is fairly comprehensive, which can affect speed if not optimized. However, they likely have taken measures: caching layers for pages (especially if Drupal, using caching/performance modules), use of CDN, and efficient queries. Some pages listing many products or showing many store locations (like the USA store list) could be a bit slower due to volume of data. But in general, navigation around product pages and info pages should be smooth. The site is built to handle multiple languages, which sometimes introduces additional resources (like language-specific JS for text direction, etc., though mostly all LTR languages here). On the user side, the site should feel responsive: clicking product categories yields quick results with perhaps some loading spinner if filters are applied. The "Where to Buy" may have a slight delay if it loads maps or lists from a database. Overall, no major speed complaints have surfaced; the site is **performing adequately** thanks to caching and CDN, with any latency primarily coming from the richness of content rather than poor optimization.
- **Content Framework:** Aquaphor's site is structured to **showcase their full product range and support customers across different regions**. Key elements:
  - **Product Catalog:** This spans from simple pitchers to complex under-sink systems. Likely categorized into sections: Pitcher Water Filters, Under-Counter (RO) Systems, Whole House Systems, Shower/Bath Filters, Replacement Filters/Cartridges, and Accessories. Each product page includes a description of how it improves water, technical specs (capacity, filter life, etc.), and possibly comparison with other models.
  - **Technology and Innovation:** Aquaphor prides itself on its AQUALEN fiber and other innovations. There are pages or sections explaining their technology, test results, certifications (e.g., NSF certificates), and what impurities their filters remove. This educates consumers on why Aquaphor filters are effective.
  - **Where to Buy / Regional Info:** Because Aquaphor operates via distributors in many countries, the site has a region selector and specific pages for major markets. For example, Where to Buy in USA lists retailer names (possibly Home Depot, Amazon, etc.) <sup>105</sup>. Similarly, there might be localized content for Europe, Asia, etc., with contact info of local distributors. Some regions might allow direct add-to-cart (if Aquaphor sells online directly in that region).
  - **Support/Resources:** There should be a support section containing user manuals, FAQs (like how to install a filter, how often to replace, troubleshooting), and possibly contact forms for customer service. They might also have a Water Education section (covering topics of water quality, how filters help, etc., which doubles as SEO content).
  - **About/Company:** Information about Aquaphor as a company – their history (over 30 years in water treatment), manufacturing facilities, and maybe corporate news. Aquaphor often highlights that they design and manufacture filters in-house, so that might be part of the content.

- **Blog/News:** It's possible Aquaphor's site includes news articles or a blog for content marketing. For instance, articles on "Benefits of magnesium in filtered water" or announcements of new products. If Drupal, a blog content type would be easy to implement.
- **Multilingual Structure:** The site is global, meaning content is duplicated or translated into multiple languages. There may be a dropdown to choose your country/language, and the site will show relevant content (e.g., pricing might only show up in some local sites, not on the global one).

In essence, Aquaphor's content framework is **product-centric and educational**, aiming to cater to customers worldwide by providing them all necessary information to choose an Aquaphor solution and find where they can purchase it. It balances detailed technical info (for the savvy consumer) with accessible explanations and visuals (for the general consumer). The multi-region setup ensures that whether a user is in Europe, America, or Asia, they get appropriate info on how to obtain Aquaphor products and get support for them.

**Sources:** The analysis above is based on information gathered from the respective websites and relevant technology profiles, including platform detection and case studies (e.g., Shopify for Brita <sup>13</sup>, Demandware static asset clues for Aquasana <sup>33</sup>, WordPress detection for EcoWater <sup>97</sup>, and Shopware case study for BWT <sup>82</sup>). Each site's structure and features were inferred from on-site content and reputable reports about their technology stacks.

---

- 1 2 **Culligan International Company: Full Stack Developer - WayUp**  
<https://www.wayup.com/i-j-Full-Stack-Developer-Culligan-International-Company-56289436966530/>
- 3 **Culligan | Digital Case Studies - Perrill**  
<https://www.perrill.com/case-study/culligan/>
- 4 5 7 8 **Culligan with ZeroWater Technology Company Overview, Contact Details & Competitors | LeadIQ**  
<https://leadIQ.com/c/culligan-with-zerowater-technology/5a1d7ecf240000240059af57>
- 6 55 97 99 100 101 **Ecowater.com Reviews | Scam, Legit or Safe Check**  
<https://gridinsoft.com/online-virus-scanner/url/ecowater-com>
- 9 10 11 12 **Culligan Water Treatment Systems & Solutions: Water You Love**  
<https://www.culligan.com/>
- 13 14 **Privacy Policy | Express Water**  
<https://www.expresswater.com/pages/privacy-policy?srltid=AfmBOorQO9mpxdN6AUS7lsbKkZtoz8k3Mf2HzlLOrY4SkTEfge8Sr1>
- 15 **Brita Company & Revenue 2014-2026**  
<https://ecdb.com/resources/sample-data/retailer/brita>
- 16 17 18 22 23 24 25 26 27 30 **Home | Brita™**  
<https://www.brita.com/>
- 19 **images.ctfassets.net**  
[https://images.ctfassets.net/bugnyha6so6z/3YBq165eybgutwuBZHVBhp/1d319b7c9b3e4d94bb06b1a7d352e297/PCP\\_-\\_white\\_denali\\_with\\_elite\\_1x.webp?fm=webp&w=1200&q=75](https://images.ctfassets.net/bugnyha6so6z/3YBq165eybgutwuBZHVBhp/1d319b7c9b3e4d94bb06b1a7d352e297/PCP_-_white_denali_with_elite_1x.webp?fm=webp&w=1200&q=75)
- 20 21 28 29 **Water Filter Pitchers | Brita™**  
<https://www.brita.com/water-pitchers/>
- 31 **How Solventum Created a New Organization and Integrated ...**  
<https://business.adobe.com/summit/2025/sessions/how-solventum-created-a-new-organization-s715.html>
- 32 **[PDF] Personal Safety Solutions for Work with Silica, Welding and Grinding ...**  
<https://multimedia.3m.com/mws/media/21431940/psd-construction-pillar-2-respiratory-silica-and-welding-ebook-usac.pdf>
- 33 **aquasana.com**  
<https://www.aquasana.com/on/demandware.static/-/Sites-aquasana-Library/default/dwf7823e0f/images/global/modal-2025-12-02/2025-12-02-modal-promo.jpg>
- 34 35 36 37 38 39 40 41 42 43 44 45 46 **Aquasana Water Filters | Whole House Water Filtration Systems**  
<https://www.aquasana.com/?srltid=AfmBOorV0VtKecGHF-Vw0-4wf9TjbtRzBjWwbkFSiOQrz4b5lEpYnoEu>
- 47 **EcoWater Systems: Home**  
<https://ecowatercc.com/>
- 48 **Websites using BigCommerce - BuiltWith Trends**  
<https://trends.builtwith.com/websitelist/BigCommerce>
- 49 50 51 56 57 58 59 60 61 **Appliance Parts, Accessories & Water Filters | GE Appliances**  
<https://www.geappliances.com/ge/parts>
- 52 53 54 62 **PM48X120 | Air Fry Basket & Tray Set | GE Appliances Parts**  
<https://www.geapplianceparts.com/store/parts/spec/PM48X120?SpecType=SpecType>

63 64 65 66 67 68 69 **thunder::tech’ s Recent Website Launches**

<https://www.thundertech.com/blog-news/thunder-techs-recent-website-launches>

70 72 73 74 75 76 77 79 **PurePro® USA : Pure-Pro Water Corp - Leading Provider of Advanced Water Filtration Systems**

<https://www.purepro.us/>

71 **blogger.googleusercontent.com**

<https://blogger.googleusercontent.com/img/b/R29vZ2xl/>

AVvXsEhFEzg57ZGdFNY45FOdnAIXECZ9GQmF4ceG-6yiWKulq3mggeDvP\_T4K5wH\_WFxoc008CbTLPN25I3\_uuJUMBovOdsu4MTFEX6z9v5fhQSOQySyYs16000/purepro-poseidon-banner-ss.jpg

78 **10 Best Reverse Osmosis Filter Systems – (Reviews & Guide 2020)**

<https://www.purepro.us/2020/06/10-best-reverse-osmosis-filter-systems.html>

80 **Владимир Семёнов (vladimir-semyonov) - Хабр Карьера**

<https://career.habr.com/vladimir-semyonov>

81 **Water filters - Shop | Ecosoft**

[https://www.ecosoft.com/water-filters/flow\\_rate/10-lmin-1418/connection/12?category=UV](https://www.ecosoft.com/water-filters/flow_rate/10-lmin-1418/connection/12?category=UV)

82 **BWT: Flexible thanks to open source philosophy - Shopware**

<https://www.shopware.com/en/customers/case-studies/bwt-flexible-thanks-to-open-source-philosophy/>

83 **Ecosoft: Home page**

<https://www.ecosoft.com/uk/>

84 **Replacement filters - Aquaphor**

<https://aquaphor.com/cartridges>

85 **Ecosoft useful library**

<https://www.ecosoft.com/useful>

86 **About Ecosoft – the water professionals**

<https://www.ecosoft.com/about>

87 **Ecomix calculator | Ecosoft**

<https://www.ecosoft.com/ecomix-calculator>

88 **Ecosoft Water Filters | Pure Water Solutions At Home**

<https://ecosoftwater.com/>

89 **Privacy Statement - Ecosoft Water Filters**

<https://ecosoftwater.com/pages/privacy-statement>

90 92 **Products – Express Water**

[https://www.expresswater.com/collections/all?](https://www.expresswater.com/collections/all?srsltid=AfmBOopAj5lOTWK0RK04Z3BjsyAPg9PwidbQ6mJHUS2BkuHbR8eHwKb)

[srsltid=AfmBOopAj5lOTWK0RK04Z3BjsyAPg9PwidbQ6mJHUS2BkuHbR8eHwKb](https://www.expresswater.com/collections/all?srsltid=AfmBOopAj5lOTWK0RK04Z3BjsyAPg9PwidbQ6mJHUS2BkuHbR8eHwKb)

91 **Discover Exclusive Deals & Sales on Express Water Specials**

[https://www.expresswater.com/collections/express-water-specials?](https://www.expresswater.com/collections/express-water-specials?srsltid=AfmBOoq_smky89wPqOcfbChjt6MRy_sgoSb4LjHKJ6PT3PMvXZURdRPP)

[srsltid=AfmBOoq\\_smky89wPqOcfbChjt6MRy\\_sgoSb4LjHKJ6PT3PMvXZURdRPP](https://www.expresswater.com/collections/express-water-specials?srsltid=AfmBOoq_smky89wPqOcfbChjt6MRy_sgoSb4LjHKJ6PT3PMvXZURdRPP)

93 **Ordering and Website Support - Express Water**

[https://www.expresswater.com/pages/ordering-and-website-support?](https://www.expresswater.com/pages/ordering-and-website-support?srsltid=AfmBOoiWL2-5NPsGjWoNo9PgojWmdqOFZQhFfNybCzaZjDkouXavRaV)

[srsltid=AfmBOoiWL2-5NPsGjWoNo9PgojWmdqOFZQhFfNybCzaZjDkouXavRaV](https://www.expresswater.com/pages/ordering-and-website-support?srsltid=AfmBOoiWL2-5NPsGjWoNo9PgojWmdqOFZQhFfNybCzaZjDkouXavRaV)

94 **[PDF] Signature red acted - DSpace@MIT**

<http://dspace.mit.edu/bitstream/handle/1721.1/106259/962181427-MIT.pdf?sequence=1>

- 95 [PDF] Creating Value. - Tata Chemicals  
<https://www.tatachemicals.com/tata/sites/default/files/2025-09/ungc-2019-2020.pdf>
- 96 Tata Swach: Making Clean Water Affordable in India  
<https://publishing.insead.edu/case/tata-swach-making-clean-water-affordable-india>
- 98 EcoWater Systems: Water Filtration & Water Treatment Company  
<https://www.ecowater.com/>
- 102 Contact Us - EcoWater Systems  
<https://www.ecowater.com/contact/>
- 103 About EcoWater Systems  
<https://www.ecowater.com/about/about-ecowater/>
- 104 Water is our Mission - BWT  
<https://www.bwt.com/en-us/>
- 105 Where to buy Aquaphor products in the United States of America  
<https://aquaphor.com/en-us/contacts>
- 106 AQUAPHOR Black Provence Glass Effect Premium Water Filter ...  
<https://brandclub.com/AQUAPHOR-Black-Provence-Glass-Effect-Pre/p/3NW14PZR/product>