

# Amazon Deutschland website marketing performance is tested

"How Amazon Deutschland website can produce more esales? ..."

- Home
- Projects
- Articles
- Contact
- Directory

Search Engine Optimization SEO Optimization
Search Engine Marketing SEM
Affiliate Marketing
Content

Marketing Rank **5**

Marketing Rank Measurement Report © (Shortly MR<sup>2</sup>)

This MR <sup>2</sup> report confirms:	<a href="http://Amazon.de">Amazon.de</a>	24.11.2007	Marketing Rank <b>4,5</b>
<b>Average Search Engine Placement SEO:</b>			
<b>Google Results</b>	Elektronik (10), Foto (78),DVD (3),Musik (7),Bücher (2),Games (88),Spielwaren (1)		
<b>Yahoo Results</b>	Elektronik (22),Foto (213),DVD (24),Musik (12),Bücher (13),Games (8),Spielwaren (95)		
<b>Live Results</b>	Elektronik (1),Foto (Not exist),DVD (55),Musik (1),Bücher (3),Games (167),Spielwaren (30)		
<b>PR &amp; number of indexed links by Google</b>	8/10	<b>2.600.000</b>	
<b>Number of Yahoo Badge Incoming Links</b>	1.253.523		
<b>Keyword Selection</b>	Should be better		
<b>Metatag Properties</b>	Should be better		
<b>Quality of incoming links</b>	Different International links		
<b>Average number of Google indexed pages</b>	<b>199.000</b>		
<b>Search Engine Marketing SEM PPC</b>	Yes		
<b>Keyword Selection</b>	Failed,conduct a search on Google with keyword Bücher		
<b>Targeting Level</b>	Good		
<b>Title &amp; Slogan Quality</b>	Good		
<b>Landing Page Quality</b>	Good		
<b>Content</b>			
<b>Creativity and Informative Level</b>	Good		

<b>Site Language &amp; Multiple Display Options</b>	German- Different Country versions available
<b>Usage of Web2.0 ,Syndicated Feeds or cast</b>	NO
<b>Enough Content for SE Spiders?</b>	Yes
<b>Newsletter Subscription?</b>	Yes
<b>Product or Service Presentation</b>	
<b>Product Photos or Service Details</b>	Very Good
<b>Other Products or Services Recommendation</b>	Very Good
<b>Technical and Help Documentation</b>	Very Good.
<b>Client Testimonials</b>	Very Good
<b>Ecommerce Properties</b>	
<b>Online Shop?</b>	Yes
<b>Classification and Category Structure</b>	Very Good
<b>Easy Checkout</b>	Very Good
<b>Internationally Accepted Payment Options</b>	Yes
<b>Regional Payment Options</b>	Yes
<b>Delivery Options</b>	Very Good
<b>Discount for Online Purchasing</b>	Yes
<b>Clear Refund Policy</b>	Very Good
<b>Client Services Contact Options</b>	Contact Form
<b>Product Review and Rating System</b>	Very Good
<b>Main Menu &amp; Navigation Design</b>	
<b>Menu Structure and Shorcuts</b>	Very Good
<b>Design and Color Conformity</b>	Very Good
<b>Text Font,color and readability</b>	Very Good
<b>Login Table Placement</b>	Very Good
<b>A new design?</b>	No
<b>Subpages Quality</b>	
<b>About Page</b>	Pass
<b>Contact Page and Options</b>	Mail and Phone but why phone is after login?

<b>Management and Team Information</b>	Not Exist
<b>Clear and Well Designed FAQ</b>	Very Good
<b>Terms and Conditions</b>	Very Good
<b>Privacy Policy</b>	Very Good
<b>Press Information</b>	Yearly Press Releases on one page
<b>Sitemap</b>	Not Exist
<b>Alexa Ranking</b>	292
<i>Reported by Erkan Meydanlioglu,Mr</i>	

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- 2) Prepared to give you idea about your esales conversion rates as well as traffic. Your potential and your actual turn over.
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- 5) If you are disturbed with your results , please send a Removal Request from your corporate email adress, titled Removal Request (Example: Assume MR<sup>2</sup> is about www.yourdomain.com and removal request must match your email adress XYZ@yourdomain.com) Reporter's email adress is: eko at onlinemarketingmanager dot org . Removal Requests will be considered in 3 business days after receipt.
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