

Audi.de website marketing performance is tested

"How Audi.de website can produce more esales? ..."

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Marketing Rank Measurement Report © (Shortly MR²)

This MR ² report confirms:	Audi.de	03.11.2007	Marketing Rank 4
Average Search Engine Placement SEO: High			
PR & number of indexed links by Google	6/10	950	
Number of Yahoo Badge Incoming Links	36.425		
Keyword Selection	Should be less		
Metatag Properties	Pass		
Quality of incoming links	Quality International Links		
Average number of Google indexed pages	442.000		
Search Engine Marketing SEM PPC	NOT Exist		
Keyword Selection			
Targeting Level			
Title & Slogan Quality			
Landing Page Quality			
Content			
Creativity and Informative Level	High		
Site Language & Multiple Display Options	German- Under .com domain		
Usage of Web2.0 and Syndicated Feeds	Yes		
Enough Content for SE Spiders?	Yes		
Newsletter Subscription?	Yes		

Product or Service Presentation	
Product Photos or Service Details	Very Good
Other Products or Services Recommendation	Yes
Technical and Help Documentation	Very Good
Client Testimonials	NO
Ecommerce Properties	
Online Shop?	Self Domain
Classification and Category Structure	Fine
Easy Checkout	Yes
Internationally Accepted Payment Options	NO
Regional Payment Options	Yes
Delivery Options	National
Discount for Online Purchasing	NO
Clear Refund Policy	Yes
Client Services Contact Options	Yes
Product Review and Rating System	NO
Main Menu & Navigation Design	
Menu Structure and Shorcuts	Very Good
Design and Color Conformity	Very Good
Text Font,color and readability	Very Good
Login Table Placement	Home Page
A new design?	Never
Subpages Quality	
About Page	Very Good
Contact Page and Options	Very Detailed
Management and Team Information	Very Good
Clear and Well Designed FAQ	Very Good
Rules and Conditions	Very Good
Privacy Policy	Very Good

Press Information	Private Media Center for Press
Sitemap	Very Good
Alexa Ranking	8,550
<i>Reported by Erkan Meydanlioglu,Mr</i>	

How to comment a MR² and Conditions

- 1) MR² is only related with your website or online business, neither with your respective brand name, product/ service quality nor company identity. Just your web marketing competency is tested.
- 2) Prepared to give you idea about your esales conversion rates as well as traffic. Your potential and your actual turn over.
- 3) MR² does not mean to evaluate your marketing team's' proficiency. Online Marketing is enough complex subject and requires specialism.
- 4) You can request one time MR² or monthly basis MR². You get only results, not how to corrections. Modifications or corrections are subject to a Service Contract.
- 5) If you are disturbed with your results , please send a Removal Request from your corporate email adress, titled Removal Request (Example: Assume MR² 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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