

BMW.de website marketing performance is tested

"How BMW.de 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 MR²)

This MR ² report confirms:	BMW.de	11.11.2007	Marketing Rank 2
Average Search Engine Placement SEO: Important Note : BMW.de website has been blocked by Google with the reason of using doorway pages which violates Google's guidelines... Read more			
PR & number of indexed links by Google	3/10	479	
Number of Yahoo Badge Incoming Links	9.372		
Keyword Selection	Content		
Metatag Properties	Failed		
Quality of incoming links	Quality International Links		
Average number of Google indexed pages	5.150		
Search Engine Marketing SEM PPC	Com Domain		
Keyword Selection			
Targeting Level			
Title & Slogan Quality			
Landing Page Quality			
Content			
Creativity and Informative Level	Pass		
Site Language & Multiple Display Options	German- Under .com domain		
Usage of Web2.0 ,Syndicated Feeds or cast	Mediacast		

Enough Content for SE Spiders?	NO
Newsletter Subscription?	Yes
Product or Service Presentation	
Product Photos or Service Details	Very Good
Other Products or Services Recommendation	Yes
Technical and Help Documentation	Good
Client Testimonials	NO
Ecommerce Properties	
Online Shop?	Yes
Classification and Category Structure	Good
Easy Checkout	Yes
Internationally Accepted Payment Options	Yes
Regional Payment Options	Yes
Delivery Options	International
Discount for Online Purchasing	NO
Clear Refund Policy	Yes
Client Services Contact Options	Phone and Email
Product Review and Rating System	NO
Main Menu & Navigation Design	
Menu Structure and Shorcuts	Pass
Design and Color Conformity	Pass
Text Font,color and readability	Should be better
Login Table Placement	Homepage
A new design?	Yes
Subpages Quality	
About Page	Very Good
Contact Page and Options	Very Detailed
Management and Team Information	NO
Clear and Well Designed FAQ	Very Good

Terms and Conditions	Very Good
Privacy Policy	Very Good
Press Information	Multi Tools for Press
Sitemap	Very Good
Alexa Ranking	22,281
<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.
- 6)Terms MR², MarketingRank ,Marketing Rank Logos and www.marketingrank.org domain name are copyrighted properties of Erkan Meydanlioglu,Mr. Violations will be subject of an Official Case. You can reach [Erkan Meydanlioglu,Mr](mailto:Erkan.Meydanlioglu,Mr) via www.onlinemarketingmanager.org for permission.