

Citroen Germany website marketing performance is tested

"How Citroen.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:	Citroen.de	21.11.2007	Marketing Rank 1
Average Search Engine Placement SEO: Not exist			
PR & number of indexed links by Google	5/10	171	
Number of Yahoo Badge Incoming Links	5,170		
Keyword Selection	Javascript avoids		
Metatag Properties	Failed		
Quality of incoming links	Low profile links		
Average number of Google indexed pages	448		
Search Engine Marketing SEM PPC	Yes		
Keyword Selection	Good		
Targeting Level	Good		
Title & Slogan Quality	Good		
Landing Page Quality	Video is not everything		
Content			
Creativity and Informative Level	Pass		
Site Language & Multiple Display Options	German- Multi Lang in Used Car Market		
Usage of Web2.0 ,Syndicated Feeds or cast	NO		

Enough Content for SE Spiders?	NO
Newsletter Subscription?	Yes
Product or Service Presentation	
Product Photos or Service Details	Pass
Other Products or Services Recommendation	Yes
Technical and Help Documentation	Many PDF files .
Client Testimonials	NO
Ecommerce Properties	
Online Shop?	NO
Classification and Category Structure	Good
Easy Checkout	No online payment
Internationally Accepted Payment Options	No online payment
Regional Payment Options	No online payment
Delivery Options	Partner Contact
Discount for Online Purchasing	NO
Clear Refund Policy	Not exist
Client Services Contact Options	Toll Free Phone
Product Review and Rating System	NO
Main Menu & Navigation Design	
Menu Structure and Shorcuts	Its a problem to return home page
Design and Color Conformity	Good
Text Font,color and readability	Good
Login Table Placement	No login feature
A new design?	Maybe
Subpages Quality	
About Page	Failed
Contact Page and Options	Toll Free Phone
Management and Team Information	Not Exist
Clear and Well Designed FAQ	Not Exist

Terms and Conditions	Yes
Privacy Policy	Yes
Press Information	Press Releases
Sitemap	Not Exist
Alexa Ranking	108,480
<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.
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