

Fiat.de website marketing performance is tested

"How Fiat.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:	Fiat.de	14.11.2007	Marketing Rank 1
Average Search Engine Placement SEO: Very Low			
PR & number of indexed links by Google	5/10	101	
Number of Yahoo Badge Incoming Links	2,926		
Keyword Selection	Failed		
Metatag Properties	Failed		
Quality of incoming links	Mostly other Fiat Company Links		
Average number of Google indexed pages	271		
Search Engine Marketing SEM PPC	NOT Exist		
Keyword Selection			
Targeting Level			
Title & Slogan Quality			
Landing Page Quality			
Content			
Creativity and Informative Level	Failed		
Site Language & Multiple Display Options	German- International under .com domain		
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	For e ach model in PDF tech doc.
Client Testimonials	NO
Ecommerce Properties	
Online Shop?	Not directly but redirected to Handler
Classification and Category Structure	Pass
Easy Checkout	No online payment
Internationally Accepted Payment Options	No online payment
Regional Payment Options	No online payment
Delivery Options	Handler Contact
Discount for Online Purchasing	NO
Clear Refund Policy	Not exist
Client Services Contact Options	Adress, Phone and Email
Product Review and Rating System	NO
Main Menu & Navigation Design	
Menu Structure and Shorcuts	Pass
Design and Color Conformity	Should be better
Text Font,color and readability	Should be better
Login Table Placement	No login feature
A new design?	Definetly, check wide space down the index page
Subpages Quality	
About Page	Pass
Contact Page and Options	Phone and email
Management and Team Information	NO
Clear and Well Designed FAQ	No home page connection
Terms and Conditions	NO

Privacy Policy	NO
Press Information	All Press Releases on one page
Sitemap	Average
Alexa Ranking	129,034
<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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