

Ford.de website marketing performance is tested

"How Ford.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 Measurement Report © (Shortly MR²)

This MR ² report confirms:	Ford.de	02.11.2007	Marketing Rank 1
Average Search Engine Placement SEO : Medium			
PR & number of indexed links by Google	5/10	165	
Number of Yahoo Badge Incoming Links	7,301		
Keyword Selection	Javascript avoids to be seen		
Metatag Properties	Disaster		
Quality of incoming links	Different Domestic Links		
Average number of Google indexed pages	5.470		
Search Engine Marketing SEM PPC	NOT Exist		
Keyword Selection			
Targeting Level			
Title & Slogan Quality			
Landing Page Quality			
Content			
Creativity and Informative Level	Medium		
Site Language & Multiple Display Options	German- NO		
Usage of Web2.0 and Syndicated Feeds	NO		
Enough Content for SE Spiders?	NO		
Newsletter Subscription?	Yes		

Product or Service Presentation	
Product Photos or Service Details	Not Enough
Other Products or Services Recommendation	NO
Technical and Help Documentation	NO
Client Testimonials	NO
Ecommerce Properties	
Online Shop?	NOT Exist
Classification and Category Structure	
Easy Checkout	
Internationally Accepted Payment Options	
Regional Payment Options	
Delivery Options	
Discount for Online Purchasing	
Clear Refund Policy	
Client Services Contact Options	
Product Review and Rating System	
Main Menu & Navigation Design	
Menu Structure and Shorcuts	Failed
Design and Color Conformity	Fine
Text Font,color and readability	Pass
Login Table Placement	NO login feature
A new design?	Definitely
Subpages Quality	
About Page	Fine
Contact Page and Options	Adress, Email Form and Phone
Management and Team Information	Only Mr Ford, actual managers on US website
Clear and Well Designed FAQ	Yes
Rules and Conditions	Yes
Privacy Policy	NO

Press Information	http://media.ford.com/
Sitemap	NO
Alexa Ranking	54,318
<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

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