

Mercedes-Benz.de website marketing performance is tested

"How Mercedes-Benz.de website can produce more esales? ..."

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Marketing Rank **5**

Marketing Rank Measurement Report © (Shortly MR²)

This MR ² report confirms:	Mercedes-Benz.de	11.11.2007	Marketing Rank 4
Average Search Engine Placement SEO: High			
PR & number of indexed links by Google	6/10	419	
Number of Yahoo Badge Incoming Links	4,047		
Keyword Selection	Pass		
Metatag Properties	Pass		
Quality of incoming links	Quality National Links		
Average number of Google indexed pages	4,970		
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?	Yes
Classification and Category Structure	Very Good
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	Phone and Email
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	NO
A new design?	NO
Subpages Quality	
About Page	Very Good
Contact Page and Options	Very Detailed
Management and Team Information	NO
Clear and Well Designed FAQ	Very Good

Rules and Conditions	Very Good
Privacy Policy	Very Good
Press Information	Multi Tools for Press
Sitemap	Very Good
Alexa Ranking	21,421
<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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