

Neckermann Deutschland website marketing performance is tested

"How Neckermann Deutschland website can produce more esales? ..."

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Marketing Rank **5**

Marketing Rank Measurement Report © (Shortly MR²)

This MR ² report confirms:	Neckermann.de	09.12.2007	Marketing Rank 3
Average Search Engine Placement SEO:			
Google Results	Online shop (1), online shopping (3), online bestellen (none), Bestellung (none), Shopping (none)		
Yahoo Results	Online shop (2), online shopping (6), online bestellen (12), Bestellung (none), Shopping (3)		
Live Results	Online shop (none), online shopping (none), online bestellen (none), Bestellung (none), Shopping (none)		
PR & number of indexed links by Google	6/10	1.400	
Number of Yahoo Badge Incoming Links	3.467		
Keyword Selection	Javascript avoids		
Metatag Properties	Disaster		
Quality of incoming links	Industrial Regional links		
Average number of Google indexed pages	57.100		
Search Engine Marketing SEM PPC	Yes		
Keyword Selection	Good		
Targeting Level	Good		
Title & Slogan Quality	Good		

Landing Page Quality	Good
Content	
Creativity and Informative Level	Good
Site Language & Multiple Display Options	German only
Usage of Web2.0 ,Syndicated Feeds or cast	NO
Enough Content for SE Spiders?	Yes
Newsletter Subscription?	Yes
Product or Service Presentation	
Product Photos or Service Details	Pass
Other Products or Services Recommendation	Yes
Technical and Help Documentation	Very Good
Client Testimonials	Good
Ecommerce Properties	
Online Shop?	Yes
Classification and Category Structure	Very Good
Easy Checkout	Good
Internationally Accepted Payment Options	No
Regional Payment Options	Yes
Delivery Options	Good
Discount for Online Purchasing	Yes
Clear Refund Policy	Good
Client Services Contact Options	Post,Hotline,Fax and Phone
Product Review and Rating System	No
Main Menu & Navigation Design	
Menu Structure and Shorcuts	Constant top navigation menu is annoying and not useful !
Design and Color Conformity	Very Good
Text Font,color and readability	Good
Login Table Placement	Why not replace with olympia.gif?
A new design?	Not Really

Subpages Quality	
About Page	Very Good
Contact Page and Options	Mail, Adress and Phone
Management and Team Information	Very Good
Clear and Well Designed FAQ	Should be better
Terms and Conditions	Good
Privacy Policy	Good
Press Information	Good
Sitemap	Not Exist
Alexa Ranking	2,810
<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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