

Opel.de website marketing performance is tested

"How Opel.de website can produce more esales? ..."

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Opel.de Marketing Rank Measurement Report © (Shortly MR²)

This MR ² report confirms:	Opel.de	01.11.2007	Marketing Rank 2
Average Search Engine Placement SEO: Medium			
PR & number of indexed links by Google	6/10	600	
Number of Yahoo Badge Incoming Links	28,200		
Keyword Selection	Should be better and less		
Metatag Properties	Failed		
Quality of incoming links	Domestic Industry 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	Fine		
Enough Content for SE Spiders?	NO		
Newsletter Subscription?	Yes		

Product or Service Presentation	
Product Photos or Service Details	Fine
Other Products or Services Recommendation	NO
Technical and Help Documentation	Fine
Client Testimonials	NO
Ecommerce Properties	
Online Shop?	Self Domain
Classification and Category Structure	Fine
Easy Checkout	Yes
Internationally Accepted Payment Options	Yes
Regional Payment Options	Yes
Delivery Options	International
Discount for Online Purchasing	NO
Clear Refund Policy	NO
Client Services Contact Options	Yes
Product Review and Rating System	NO
Main Menu & Navigation Design	
Menu Structure and Shorcuts	Failed
Design and Color Conformity	Fine
Text Font,color and readability	Font pass,Color pass,Readability failed
Login Table Placement	Not homepage login
A new design?	Definitely
Subpages Quality	
About Page	Fine
Contact Page and Options	Email and Hotline
Management and Team Information	Fine but direct contact with Management Team is missing
Clear and Well Designed FAQ	Poor FAQ in Online Shop
Rules and Conditions	Yes
Privacy Policy	Yes

Press Information	Fine
Sitemap	Yes
Alexa Ranking	30 ,988
<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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