

OTTO Deutschland website marketing performance is tested

"How OTTO Deutschland 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:	OTTO.de	01.12.2007	Marketing Rank 2
Average Search Engine Placement SEO:			
Google Results	Versand (1), Shop (8), Online shop (3), online (none), bestellen (none), Bestellung (none), Shopping (none)		
Yahoo Results	Versand(11), Shop(32), Online shop(none), online(105), bestellen(none), Bestellung (none), Shopping(84)		
Live Results	Versand(9), Shop (none), Online shop (none), online (none), bestellen (none), Bestellung (none), Shopping (none)		
PR & number of indexed links by Google	6/10	1,680	
Number of Yahoo Badge Incoming Links	3.498		
Keyword Selection	Failed		
Metatag Properties	Disaster		
Quality of incoming links	Industrial Regional links		
Average number of Google indexed pages	189,000		
Search Engine Marketing SEM PPC	Yes		
Keyword Selection	Good		
Targeting Level	Should be better		
Title & Slogan Quality	Too General		
Landing Page Quality	Too General		

Content	
Creativity and Informative Level	Failed
Site Language & Multiple Display Options	German only
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	Not Enough
Client Testimonials	Good
Ecommerce Properties	
Online Shop?	Yes
Classification and Category Structure	Not Good
Easy Checkout	Good
Internationally Accepted Payment Options	Yes
Regional Payment Options	Yes
Delivery Options	Good
Discount for Online Purchasing	Yes
Clear Refund Policy	Good
Client Services Contact Options	Hotline and Phone
Product Review and Rating System	Needs development
Main Menu & Navigation Design	
Menu Structure and Shorcuts	Failed
Design and Color Conformity	Good
Text Font,color and readability	Should be better
Login Table Placement	Very Good
A new design?	Definetly
Subpages Quality	

About Page	Pass
Contact Page and Options	Mail, Address and Phone
Management and Team Information	Very Good
Clear and Well Designed FAQ	Pass
Terms and Conditions	Good
Privacy Policy	Very Good
Press Information	Yearly Press Releases under COM domain
Sitemap	Not Exist
Alexa Ranking	1,286
<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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