

# Peugeot.de website marketing performance is tested

"How Peugeot.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 **5**

**Marketing Rank Measurement Report © (Shortly MR<sup>2</sup>)**

|   |   |            |                         |
|---|---|------------|-------------------------|
| This MR <sup>2</sup> report confirms:           | <b>Peugeot.de</b>                       | 13.11.2007 | Marketing Rank <b>1</b> |
| <b>Average Search Engine Placement SEO: Low</b> |   |            |                         |
| PR & number of indexed links by Google          | 6/10                                    | 279        |                         |
| Number of Yahoo Badge Incoming Links            | 4,067                                   |            |                         |
| Keyword Selection                               | Good                                    |            |                         |
| Metatag Properties                              | Good                                    |            |                         |
| Quality of incoming links                       | Mid Quality International Links         |            |                         |
| Average number of Google indexed pages          | <b>2,100</b>                            |            |                         |
| Search Engine Marketing SEM PPC                 | NOT Exist                               |            |                         |
| Keyword Selection                               |   |            |                         |
| Targeting Level                                 |   |            |                         |
| Title & Slogan Quality                          |   |            |                         |
| Landing Page Quality                            |   |            |                         |
| <b>Content</b>                                  |   |            |                         |
| Creativity and Informative Level                | Pass                                    |            |                         |
| Site Language & Multiple Display Options        | German- International under .com domain |            |                         |
| Usage of Web2.0 ,Syndicated Feeds or cast       | NO                                      |            |                         |
| Enough Content for SE Spiders?                  | NO                                      |            |                         |

|  |  |
|--|--|
| <b>Newsletter Subscription?</b>                  | Yes                                    |
| <b>Product or Service Presentation</b>           |  |
| <b>Product Photos or Service Details</b>         | Good                                   |
| <b>Other Products or Services Recommendation</b> | Yes                                    |
| <b>Technical and Help Documentation</b>          | Good                                   |
| <b>Client Testimonials</b>                       | NO                                     |
| <b>Ecommerce Properties</b>                      |  |
| <b>Online Shop?</b>                              | Not directly but redirected to Handler |
| <b>Classification and Category Structure</b>     | Pass                                   |
| <b>Easy Checkout</b>                             | No online payment                      |
| <b>Internationally Accepted Payment Options</b>  | No online payment                      |
| <b>Regional Payment Options</b>                  | No online payment                      |
| <b>Delivery Options</b>                          | Handler Contact                        |
| <b>Discount for Online Purchasing</b>            | NO                                     |
| <b>Clear Refund Policy</b>                       | Not exist                              |
| <b>Client Services Contact Options</b>           | Adress, Phone and Email                |
| <b>Product Review and Rating System</b>          | NO                                     |
| <b>Main Menu &amp; Navigation Design</b>         |  |
| <b>Menu Structure and Shorcuts</b>               | Failed                                 |
| <b>Design and Color Conformity</b>               | Pass                                   |
| <b>Text Font,color and readability</b>           | Should be better                       |
| <b>Login Table Placement</b>                     | No login feature                       |
| <b>A new design?</b>                             | Yes                                    |
| <b>Subpages Quality</b>                          |  |
| <b>About Page</b>                                | Failed                                 |
| <b>Contact Page and Options</b>                  | Good                                   |
| <b>Management and Team Information</b>           | NO                                     |
| <b>Clear and Well Designed FAQ</b>               | Good                                   |
| <b>Terms and Conditions</b>                      | Should be better                       |

|  |                            |
|--|----------------------------|
| <b>Privacy Policy</b>                    | Should be better           |
| <b>Press Information</b>                 | Only accredited Journalist |
| <b>Sitemap</b>                           | Good                       |
| <b>Alexa Ranking</b>                     | 68,754                     |
| <i>Reported by Erkan Meydanlioglu,Mr</i> |                            |

## How to comment a MR<sup>2</sup> and Conditions

- 1) MR<sup>2</sup> 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) MR<sup>2</sup> 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 MR<sup>2</sup> or monthly basis MR<sup>2</sup>. 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 MR<sup>2</sup> is about [www.yourdomain.com](http://www.yourdomain.com) and removal request must match your email adress XYZ@yourdomain.com) Reporter's email adress is: [eko at onlinemarketingmanager dot org](mailto:eko@onlinemarketingmanager.org) . Removal Requests will be considered in 3 business days after receipt.
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