

Quelle Deutschland website marketing performance is tested

"How Quelle 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:	Quelle.de	09.12.2007	Marketing Rank 2
Average Search Engine Placement SEO: Low			
PR & number of indexed links by Google	5/10	1.430	
Number of Yahoo Badge Incoming Links	4.568		
Keyword Selection	Javascript avoids		
Metatag Properties	Fail		
Quality of incoming links	Industrial Regional links		
Average number of Google indexed pages	36.600		
Search Engine Marketing SEM PPC	Yes		
Keyword Selection	Fail		
Targeting Level	Fail		
Title & Slogan Quality	Good		
Landing Page Quality	Passed		
Content			
Creativity and Informative Level	Good		
Site Language & Multiple Display Options	German only but reginal shops with country domains		
Usage of Web2.0 ,Syndicated Feeds or cast	Quelle Toolbar		
Enough Content for SE Spiders?	Yes		

Newsletter Subscription?	Yes but not on homepage
Product or Service Presentation	
Product Photos or Service Details	Good
Other Products or Services Recommendation	Yes
Technical and Help Documentation	Not Enough
Client Testimonials	No
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	20 € Shopping Check for 300€ shopping
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	Mouseover main menu but good right my account
Design and Color Conformity	Good
Text Font,color and readability	Good
Login Table Placement	Not on Homepage
A new design?	Maybe a constant main menu should be fine
Subpages Quality	
About Page	Very Good
Contact Page and Options	Mail, Adress and Phone
Management and Team Information	Very Good and very detailed
Clear and Well Designed FAQ	Should be better
Terms and Conditions	Good

Privacy Policy	Good
Press Information	With multi language
Sitemap	Not Exist
Alexa Ranking	1,6 85
<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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