

Renault.de website marketing performance is tested

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

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Marketing Rank Measurement Report © (Shortly MR²)

This MR ² report confirms:	Renault.de	02.11.2007	Marketing Rank 1
Average Search Engine Placement SEO: Medium			
PR & number of indexed links by Google	5/10	137	
Number of Yahoo Badge Incoming Links	15,300		
Keyword Selection	Pass but should be less		
Metatag Properties	Failed		
Quality of incoming links	International Industry Incoming Links		
Average number of indexed pages	1.030		
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	Not Exist		
Enough Content for SE Spiders?	NO		
Newsletter Subscription?	Yes		

Product or Service Presentation	
Product Photos or Service Details	Poor
Other Products or Services Recommendation	NO
Technical and Help Documentation	Poor
Client Testimonials	NO
Ecommerce Properties	
Online Shop?	www.renault-shop.de
Classification and Category Structure	Not same domain
Easy Checkout	Not same domain
Internationally Accepted Payment Options	Not same domain
Regional Payment Options	Not same domain
Delivery Options	Not same domain
Discount for Online Purchasing	Not same domain
Clear Refund Policy	Not same domain
Client Services Contact Options	Not same domain
Product Review and Rating System	Not same domain
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 Form and Hotline
Management and Team Information	Carlos Ghosn is a famous manager and be presented better
Clear and Well Designed FAQ	Fine
Rules and Conditions	Renault Infotech in multi language

Privacy Policy	Not seen directly from Homepage
Press Information	Fine
Alexa Ranking	10,435
<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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