

# Volkswagen.de website marketing performance is tested

"How Volkswagen.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 Measurement Report © (Shortly MR<sup>2</sup>)

This MR <sup>2</sup> report confirms:	<a href="#">Volkswagen.de</a>	08.11.2007	<b>Marketing Rank</b> <span style="background-color: red; color: white; padding: 2px 5px; font-weight: bold;">3</span>
<b>Average Search Engine Placement SEO: Low</b>			
PR & number of indexed links by Google	6/10	<b>1.210</b>	
Number of Yahoo Badge Incoming Links	17,890		
Keyword Selection	Javascript avoids		
Metatag Properties	Failed		
Quality of incoming links	International Business Links		
Average number of Google indexed pages	<b>2.990</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	High		
Site Language & Multiple Display Options	German- English exists		
Usage of Web2.0 and Syndicated Feeds	NO		
Enough Content for SE Spiders?	Yes		

<b>Newsletter Subscription?</b>	Yes
<b>Product or Service Presentation</b>	
<b>Product Photos or Service Details</b>	Very Good
<b>Other Products or Services Recommendation</b>	Yes
<b>Technical and Help Documentation</b>	Very Good
<b>Client Testimonials</b>	NO
<b>Ecommerce Properties</b>	
<b>Online Shop?</b>	Yes
<b>Classification and Category Structure</b>	Good
<b>Easy Checkout</b>	Yes
<b>Internationally Accepted Payment Options</b>	Yes
<b>Regional Payment Options</b>	Yes
<b>Delivery Options</b>	National
<b>Discount for Online Purchasing</b>	NO
<b>Clear Refund Policy</b>	Yes
<b>Client Services Contact Options</b>	Phone and email
<b>Product Review and Rating System</b>	NO
<b>Main Menu &amp; Navigation Design</b>	
<b>Menu Structure and Shorcuts</b>	Very Good
<b>Design and Color Conformity</b>	Very Good
<b>Text Font,color and readability</b>	Very Good
<b>Login Table Placement</b>	Home Page
<b>A new design?</b>	No
<b>Subpages Quality</b>	
<b>About Page</b>	Very Good
<b>Contact Page and Options</b>	Very Detailed
<b>Management and Team Information</b>	Good
<b>Clear and Well Designed FAQ</b>	Good
<b>Rules and Conditions</b>	Very Good

<b>Privacy Policy</b>	Very Good
<b>Press Information</b>	Very Good
<b>Sitemap</b>	Very Good
<b>Alexa Ranking</b>	<b>13,890</b>
<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 . Removal Requests will be considered in 3 business days after receipt.
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