

# Volvocars.de website marketing performance is tested

"How Volvocars.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>Volvocars.de</b>	14.11.2007	<b>Marketing Rank 1</b>
Average Search Engine Placement SEO: <b>Not exist</b>			
PR & number of indexed links by Google	5/10	<b>164</b>	
Number of Yahoo Badge Incoming Links	12,447		
Keyword Selection	Definetly Failed		
Metatag Properties	Failed		
Quality of incoming links	Low profile links		
Average number of Google indexed pages	<b>523</b>		
Search Engine Marketing SEM PPC	Yes		
Keyword Selection	Good		
Targeting Level	Good		
Title & Slogan Quality	Should be better		
Landing Page Quality	Should be better		
<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		

<b>Enough Content for SE Spiders?</b>	NO
<b>Newsletter Subscription?</b>	Yes
<b>Product or Service Presentation</b>	
<b>Product Photos or Service Details</b>	Pass
<b>Other Products or Services Recommendation</b>	Yes
<b>Technical and Help Documentation</b>	Good drop down feature .
<b>Client Testimonials</b>	NO
<b>Ecommerce Properties</b>	
<b>Online Shop?</b>	Not directly but redirected to Partner
<b>Classification and Category Structure</b>	Should be better
<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>	Partner Contact
<b>Discount for Online Purchasing</b>	NO
<b>Clear Refund Policy</b>	Not exist
<b>Client Services Contact Options</b>	Adress, Phone, Fax and Email
<b>Product Review and Rating System</b>	NO
<b>Main Menu &amp; Navigation Design</b>	
<b>Menu Structure and Shorcuts</b>	Its a problem to return home page
<b>Design and Color Conformity</b>	Good
<b>Text Font,color and readability</b>	Good
<b>Login Table Placement</b>	No login feature
<b>A new design?</b>	Maybe
<b>Subpages Quality</b>	
<b>About Page</b>	Pass
<b>Contact Page and Options</b>	Adress, Phone, Fax and Email
<b>Management and Team Information</b>	Good
<b>Clear and Well Designed FAQ</b>	Under impressum page

<b>Terms and Conditions</b>	Yes
<b>Privacy Policy</b>	Yes
<b>Press Information</b>	Presscenter
<b>Sitemap</b>	Good with model thumbs
<b>Alexa Ranking</b>	<b>150,547</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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