Analysis and Research on Haier Group’s Website Construction Based on Cybermarketing-orientation

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Abstract

At present, many large-scaled and medium-sized enterprises have established their own e-commerce websites. But there are still many shortcomings in the aspects of website constructions of these enterprises, especially can’t reflect the value of cybermarketing in full. Haier is one of the world's top 500 enterprises, and its website has distinct advantages and disadvantages, so it is a classic case for studying. During the same time of analyzing and researching Haier’s website on cybermarketing- oriented website construction, this paper reveals the subsistent problems of our large-scaled and medium-sized enterprises in this regard, and put forward reasonable countermeasures and advices, which make large-scale and medium-sized enterprises to enhance the cognition of cybermarketing-oriented website construction.

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1. Introduction

With the rapid development of applying Internet and more and more enterprises developing e-commerce, cybermarketing becomes one of common marketing methods by enterprises. However, because the majority of enterprises comprehend cybermarketing limitedly, websites constructed can not fully reflect the value of its cybermarketing. So website constructions based on cybermarketing- oriented have very important significance for enterprises’ websites.

After 2004, the theory about website construction based on cybermarketing –oriented has been posed. However, as the short developing time, unperfected correlative theories and the lower level on professional service of cybermarketing, makes domestic cybermarketing- oriented website constructions carry out not ideally[1]. But abroad situation is better, the most important thing is that foreign enterprises
have made cybermarketing upgrade to a strategic height[2], and deepen to understand the concept of cybermarketing.

Therefore, the research of this paper has the realistic significance on promoting developmental process of internal cybermarketing-oriented enterprises’ website constructions and further enhancing the competition of domestic enterprises in the network.

2. Theoretical analysis on enterprises’ cybermarketing- oriented website construction

Theory integrated of cybermarketing-oriented website construction includes three aspects: elements of constructing website, website construction based on cybermarketing-oriented and website design optimization[3].

Website construction includes four basic elements: structure, content, services and functions; Website construction based on cybermarketing-oriented reflects on three points: website construction based on user-oriented, website design based on search engine-oriented, website construction to based on website credibility-oriented[4]. Website optimization consists of three levels of meaning: the user optimization, the network environment (such as search engines) optimization and the Optimization on running maintenance of the website.

This paper sets forth specific meaning, content and the problem should be paid attention to of the theory in every aspect, which settles the theoretical foundation for combining the case analysis on Haier’s website in the next part.

3. Research on Haier Group’s cybermarketing-oriented website construction

3.1 Analysis on Haier Group’s website construction

Figure 1. Homepage screenshot of Haier’s website

1) Haier Group’s website structure

Webpage layout-- The green banner advertisement of the homepage is very impressive, but it occupies almost half of homepage’s position, so it leads to users must drag the mouse to browse all the content of homepage; There are too many various advertisements, which makes the text too crowd and the content of every plate not obvious, and the text in light gray is not visible. There are 8 main pages of Haier’s
website: They are About Haier, Haier industries, Dynamic information, Human resources, Haier activities, Services area, Member center and The Internet Mall, corresponding to every part of navigation column. With clicking on these webpages, their design style maintain the consistency, their layout are connected and the change in color is very fluent, which make users feel very comfortable.

Column structure – The third column of Haier's website is navigation menu, which has eight 1-rank columns, using the most common horizontal navigation for users search conveniently. On the whole structure, the most important business information, such as company information, product information, and customer service etc, all are reflected through clear and reasonable columns setup and 8 columns are enough to reflect all aspects of the Haier Group which make users understand Haier in all domains. Moreover, the meticulous setup of 2-rank columns is convenient for users to search for the relevant information.

2) Haier Group's website content

Haier’s website contains the broad contents, upholding a principle that the core of enterprise’s website content is products or services, and not only set up online mall to provide a wealth of information related to product, as in Figure 3-2 and Figure 3-3, meanwhile related content setup of Services and Member center is also very comprehensive.

3) Haier Group's website function

Haier’s website is one of few websites with perfect cybermarketing function, which mainly manifests in the aspects of marketing function, products display, customer services etc. Particularly most enterprises should learn from Haier’s website is its online shopping and its perfect online mall building, so enterprises can not only sell products online but also conduct online sale promotion , which make cybermarketing more all-round and three-dimensional; Moreover, perfect function also reflects in the absence of invalid links and information of the enterprise updating quickly, which means Haier’s information communication between information department and marketing-department is very smooth and swift, so enterprises should study in this problem for they can’t do well.

4) Haier Group’s website service

Haier has a special website page "service area" to carry out related services. "Support services" one of its 2-rank columns detailedly introduces how to use the customer service telephone and "star services"
introduces the concept of Haier’s service, process, model and maintenance costs, which make users understand Haier’s services comprehensively and systematically. And each 2-rank page has a humanity-design station search, in which users can find Haier’s all corporate websites, search product and see national united customer service telephone. Another one column "Member Center" makes Haier’s members have a well aware of the rights and interests they should enjoy and each preferential treatment. Above reflects that Haier’s related services are very comprehensive.

3.2 Haier Group’s website construction based on cybermarketing-oriented

1) Haier’s website construction based on user-oriented

Haier’s website is basically in line with the expectations of users: not only the website is easy to use or information’s effectiveness is good, but also the website function operates normally and has effective link, etc, so that the users feel that the enterprise’s information from Haier’s website is the same excellent and strong with the corporate entity, which promote cybermarketing effects of Haier’s website.

2) Haier’s website design based on website promotion-oriented

The relationship between website construction and website promotion is interdependent and mutually reinforcement: website construction completed is not the end of cybermarketing, but lays the groundwork for achieving various marketing functions. Meanwhile, Haier’s website construction lays the groundwork for it carrying out cybermarketing approaches, such as search engine marketing and network membership marketing, etc.

3) Research on Haier’s website credibility

By analyzing on Haier’s website, it is found that its credibility is constructed in 4 aspects of structure, content, services and functions. However, if Haier could improve the inadequacies, its user’s satisfaction will further strengthen and its credibility will be further enhanced.

3.3 Diagnosis on Haier’s website optimization design

Haier’s website basically achieves users optimization. But Haier’s website still has some not satisfactory in the optimization of the network environment, which mainly reflects in the following aspects:

1) July 8, 2007, the result of Haier’s official website looked into by traffic rankings site Alexa:

Comprehensive findings a ranking of No. 20,825, and the next phase is expected to be integrated ranked No. 21,322, meanwhile it has declined in this week and this month. Haier’s official website six months average ranking chart, as shown in Figure 3-5, which reflects Haier’s website ranking fluctuates very much, so Haier must take the effective approach of website promotion to stabilize the amount of user visit. After all the strength of website affects the Group development, especially for Haier who successful attacks overseas markets.

![Figure 4. Haier’s website ranking charts in Alexa](image)

2) Google Page Rank pages ratings of Haier enterprise’s website:
Haier's PR value is 6(out of 10), can be found at relatively high popularity, so Haier’s website is worthy of recognition in this aspect.

3) The situation of Haier ‘s website has been included by famous Search Engine:

<table>
<thead>
<tr>
<th>S.E.</th>
<th>Num.</th>
<th>Time</th>
<th>Reverse link</th>
<th>Time</th>
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<td>0</td>
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</tr>
<tr>
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<td>148</td>
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<td>127</td>
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<td>TOM</td>
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<td>NOMS</td>
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Table I. The situation of Haier’s website has been included by famous Search Engine and the reverse link

The situation of Haier’s website has been included by famous Search Engine is not good, even the famous Google can’t find it and reverse links is not ideal, so one of the effective ways to enhance the website’s visit rate and click rate is to use the major website links effectively. Therefore, this issue should arouse Haier Group high-level attention.

4) The testing of pages of Haier enterprise’s websites, Meta labeling and inquiry of keywords: results of Meta-page information http://www.haier.com are as follows:

- The title of page: haier
- Number of characters: five characters
- Proposed length: less than or equal to 80 characters.
- Keywords: pages are not standardized, and keywords labels do not exist or are empty.
- Character number: 0 characters
- Proposed length: less than or equal to 100 characters.
- Page Description: pages are not standardized, and there are no Description labels or the content is empty.
- Character number: 0
- Proposed length: less than or equal to 200 characters.

The Information above is from the test report Chinese head of station on July 8. On the surface, Haier more problems are in the aspect of website promotion, such as search engine marketing, search engine optimization, keyword advertisement, etc. But these problems in a nutshell, is the guiding ideology for its websites and its own enterprise’ strategy.

4. Proposal on large-scaled and medium-sized enterprises cybermarketing-oriented website construction

Large enterprises should have an idea that strategy of website promotion is sited into the website-building programs, which avoid the websites released or realize that the website optimization design
problems when it is too late for not only waste human and financial resources, also affect the timing of the website promotion.

Enterprises should adhere to the idea of optimization on 3 aspects: users, search engines and websites maintenance by researching on Haier’s website. Because it not only can avoid some typical problems of website effectively, but also increase the amount of users visit.

The last but the most important is that: the top levels members of enterprises should strengthen to understand cybermarketing which plays a vital role to their enterprise, to realize website promotion what it means for an enterprise’s website. Because these people can find the reason of why their own website’s amount of users visit is low, they are the people who really improve their website to have high-volume visit, high effective customer conversion rate and really put an end to enterprise’s website construction high investment waste. Also it is believed that it is the only way that such problems can be solved fundamentally.

5. Conclusion

This paper uses a typical website –Haier’s website as an example, and finds its success and deficiency by analyzing its every ingredient detailedly and diagnosticating its network-design optimization. It is hoped that Haier’s website could develop its superiority, concern and deal with deficiency of particulars. Meanwhile, it is hoped that this paper will be able to make large-scaled and medium-sized enterprises look upon their websites anew and provide some help and the referenced value for major enterprises which implement cybermarketing-oriented website constructions.

References