

*Kingdom of Saudi Arabia*

*Ministry of Education*

*Prince Sattam Bin Abdulaziz University*

*College of computer*

*Engineering and sciences*



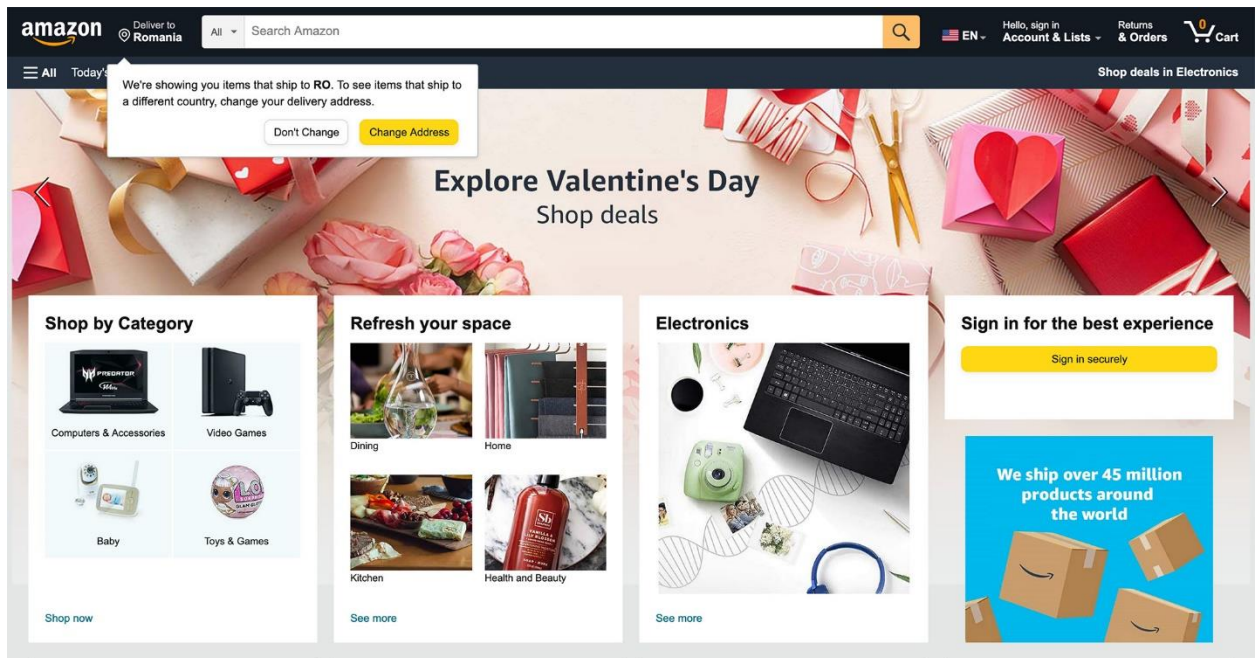
*Search about*

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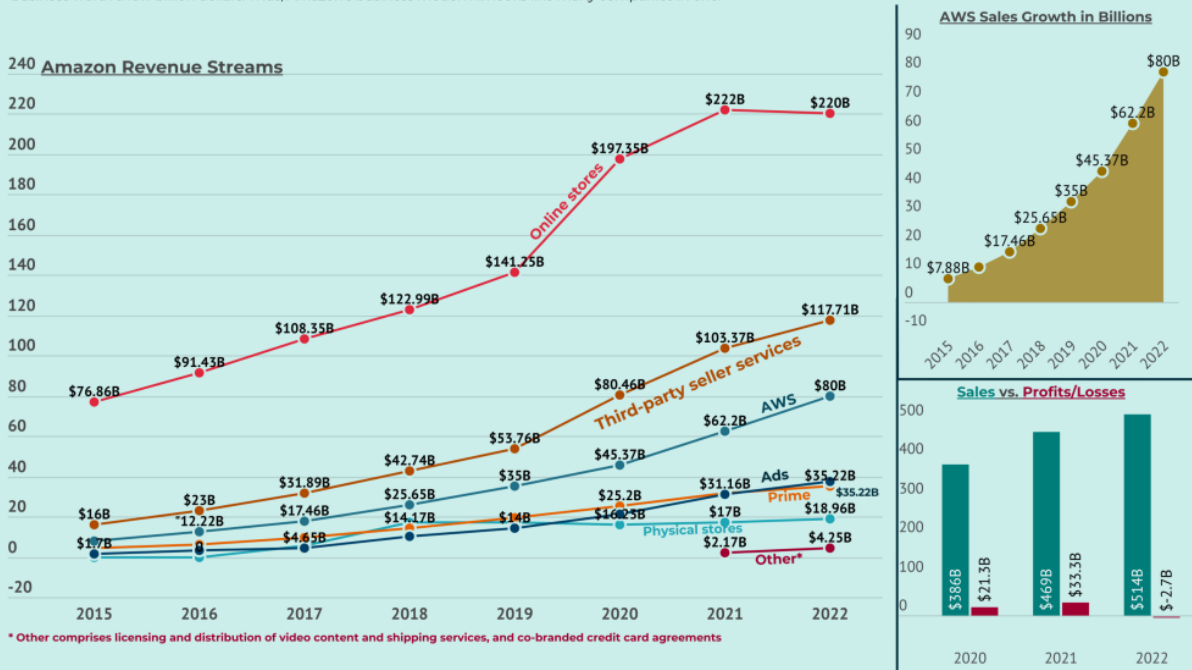


## 1. Introduction:

- **Purpose of the Website:** Amazon serves as one of the world's largest e-commerce platforms, offering a wide range of products and services to online shoppers, including retail products, digital content, and more.
- **Services:** Amazon provides a marketplace for buying and selling a vast array of products, digital content (e.g., Kindle e-books, Amazon Prime Video), cloud computing (Amazon Web Services), and other services.
- **Domain Address:** Amazon's domain is [www.amazon.com](http://www.amazon.com).

# Amazon Business Model Analysis

Starting in 1994 as a bookstore, Amazon soon expanded and became the everything store. At the same time, the company's core business model is based on its online store. Amazon measures its success via a customer experience obsession, lowering prices, stable tech infrastructure, and free cash flow generation. Amazon launched its physical stores, which already generated over five billion dollars in revenues in 2017. Amazon Prime (a subscription service) also plays a crucial role in Amazon's overall business model, as it makes customers spend more and become more loyal to the platform. Besides, the company also has its cloud infrastructure called AWS, which is a world leader and a business with high margins. Amazon also has an advertising business worth a few billion dollars. Thus, Amazon's business model mix looks like many companies in one.



FourWeekMBA BI Analysis  
Data Source: Amazon Financials

FourWeekMBA

## 2. Strategy:

- Category of Business:** Amazon primarily operates in the e-commerce and cloud computing sectors. This categorization is evident through its website, which prominently displays various product categories and its Amazon Web Services (AWS) division.
- Design Alignment:** Amazon's design effectively accomplishes its purpose by providing easy access to a broad range of products, services, and user-specific recommendations.
- Target Audience:** Amazon's target audience is diverse, ranging from online shoppers to businesses seeking cloud computing services. The website caters to this wide audience with personalized product recommendations and various service offerings.

# SERP Features on Amazon Page Results

## Sponsored Products

- ✓ Pay per click ad
- ✓ Highlights one product
- ✓ Keyword-oriented
- ✓ Highly recommended for newly listed products



Sponsored



## Editorial Recommendations

- ✓ A carousel listing with a snippet of a review
- ✓ Leads to the full review article
- ✓ Features three products
- ✓ Available for established sellers

Editorial Recommendations



Sellzone's Amazon Organic report in Amazon Traffic Insights shows for which keywords the SERP Feature exists.

## Amazon's Choice (Carousel)

- ✓ Highlights 3-4 products
- ✓ Features products with a:
  - competitive price
  - high rating
  - low return rate
  - high purchase rate

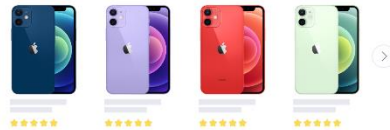
Amazon's Choice Highly Rated And Well-Priced



## Top Rated from Our Brands

- ✓ Products by Amazon's private-label and exclusive brands
- ✓ Available for manufacturers applying to Amazon's Accelerator Program

Top rated from our brands



## Carousel

- ✓ Targets very specific personal values/preferences/characteristics
  - Top rated Amazon products
  - Parent Pick
  - Sold by certified minority-owned businesses
  - Select products from Amazon Home
  - Climate Pledge Friendly-Recommended by Amazon
  - Today's deals, etc.

Sponsored products related to this search



## Sponsored Brands

- ✓ Pay per click ad
- ✓ Available for brand-registered brands
- ✓ Feature either 3 products or a link to the Brand Store

Brands related to your search



## Sponsored Brand Video

- ✓ One of the formats of Sponsored Brands
- ✓ 15-30 second video
- ✓ Automatically plays and goes without sound
- ✓ Available for brand-registered brands

Brands related to your search



Sponsored



## End of Page

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### 3. Usability:

- **Page Load Speed:** Amazon invests heavily in optimizing page load speeds to ensure a smooth shopping experience. However, this can vary based on location and internet speed.
- **Information Accessibility:** Information is well-organized, and menus make it easy for visitors to find products, services, and information.
- **Search Function:** Amazon provides a robust search feature, enabling users to search for products, services, and more.
- **Link Integrity:** Amazon maintains its website with a focus on link integrity, ensuring that most links are functional.
- **Browser Compatibility:** Amazon is optimized for and functions well on most widely used browsers.
- **Mobile Responsiveness:** The website is mobile-responsive and offers dedicated mobile apps for a better mobile experience.



#### 4. Content and Readability:

- **Font Readability:** Amazon uses legible fonts, ensuring text is easy to read.
- **Font-Background Contrast:** The contrast between text and background is well-maintained, enhancing readability.
- **Text Size:** Amazon provides options for adjusting text size for user comfort.
- **Conciseness and Usefulness:** Product descriptions and content are concise, providing essential information to make informed purchasing decisions.

## **5. Conclusion and Recommendations:**

- In conclusion, Amazon's website excels in terms of design, usability, and content, contributing to its status as one of the world's leading e-commerce platforms.
- Recommendations for Amazon might include continuous optimization of page load speed, ensuring link integrity, and enhancing accessibility features for users with disabilities. Amazon could also focus on personalization and improving search functionalities for an even better user experience.