

Analysis of Sir Branson's Virgin.com® should benefit marketers

PRLog (Press Release) – Oct 02, 2009. Irbtrax, an emerging SEO and Market Research company, recently conducted an independent study of website's belonging to celebrity billionaire business entrepreneurs Sir Richard Branson, Oprah Winfrey, and Donald Trump. The goal was to learn from some of the industries best marketers, while attempting to find ways to improve on their high performance standards.

Irbtrax chose to study the Virgin.com® website because it is visually impressive and very popular. Additionally, it's use of social media and interactivity is very sophisticated. As a result, it was felt that by studying it's Digital Highway DNA marketers could learn valuable lessons. At the same time, attempting to find a way to improve on this example of Best Practice standards would be fun and challenging.

During this analysis, a Website Optimization Speed test revealed that it can take up to 240 seconds for the Virgin.com® home page to download when using a basic 56K dial up service. This result could be contributed to the Virgin.com® website's use of advanced flash graphics which consume a lot of bandwidth. Making the site difficult to access for some of his potential visitors, including certain I-phone users.

Irbtrax pointed to part of a Google™ search engine result for Virgin.com® copied below. It demonstrates an attempt to address this concern because there's an HTML provision. However, it's not available through direct home page access, and contains basically the same advanced flash graphics as the original.

Virgin.com

Virgin.com - The global gateway for the *Virgin* Group.

www.virgin.com/ - [Cached](#) - [Similar](#)

[Atlantic Airways](#)

[Careers](#)

[HTML version](#)

[About Virgin](#)

This result can be corrected without altering the existing flash graphics Irbtrax confided. And when one considers that the demographics of these users include a wide range of incomes, ages, and geographical locations, one can ascertain that Virgin.com® would want them to have easier accessibility.

About Irbtrax: Irbtrax, A Business to Business Internet Marketing, SEO, and I-Market Research company was founded on the principle that being cutting edge is good, but seeking to be leading edge is far better. For more information visit: www.irbtrax.com