Weight Loss Websites: A Marketing & Competitor Analysis

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Status of the Overall U.S. Weight Loss Market
-2009 performance, by segment of the market, major developments
- Effects of the recession
- 2010 forecasts and trends list/discussion
- 2010 vs. 2009 3rd Quarter performance of the public weight loss companies (Weight Watchers, NutriSystem, Medifast, eDiets.com)

Table: $ Size of the U.S. weight loss market: 2006-2009, by market Segment

Nature of The Online Dieting Market ($100) 22-33

-Status report and summary
- Market Structure: Description of the different types of diet websites: portals, products sales sites, diet review/information websites, healthcare websites
-Qualities of a good website, features
- 1st, 2nd, 3rd generation diet websites
- Different revenue models: paid subscribers vs. ad supported
- Free & Low-cost diet websites are stealing market share...
- The importance of content
- Technology issues: buying traffic vs. natural search traffic
- Is online dieting effective?: studies and research
- Qualities of a great diet website.
**Market Size & Growth**  ($200)  

- How many weight loss websites are there?  
- Estimates of market size by other organizations  
- Marketdata estimates of market size for 2005-2014  
- Discussion of actual or estimated revenues of: eDiets.com, NutriSystem, Weight Watchers.com, Medifast, Sparkpeople, The Biggest Loser Club, Jillian Michaels.com, Lindora Online – rationale for estimates based on number of paid subscribers, based on traffic, published articles, etc.  
- First 6 months 2010 revenues of 4 public diet companies (Weight Watchers, Medifast, eDiets, NutriSystem)  
- Effect of competing “brick & mortar” weight loss programs  
- Lots of competition, little money – why so few diet websites make money  
- Revenue estimate formulas: Google AdSense, CPM rate they typically pay and why it varies from website to website  

**Table**  
- **Major Weight Loss Website Revenue Estimates for 2009**


**Traffic: Who Gets The Most and How**  ($150)  

- The importance of traffic and how it affects a diet website’s revenue  
- Alexa.com traffic rankings – discussion and relevance  
- Purchased traffic: Google AdWords ads, list of the major ad networks from which to buy traffic  
- Generating income to cover costs and make a profit: free vs. paid subscribers, the use of affiliate programs (how much $ they produce, in-house vs. 3rd party systems, how affiliate programs can hurt a website)  
- Advertising trends: amount spent by the top diet companies  
- Google AdSense ads – why they can’t be beat  
- Ad networks: buying traffic cheap and selling it higher: does the model work today?  
- List of the top ad networks
Table:
Alexa traffic rank of the major diet websites (3-month avg. as of April, July, Oct. 2010)

**Online Dieters Demographics: Who Are They and What Do They Want?** ($350)

- Analysis & discussion of what weight loss information consumers look for - 2005-2010 data, yearly averages, based on BestDietForMe.com database of quarterly surveys:

Tables:
- gender
- Interest in diet program special offers
- age
- BMI
- starting weight
- food sensitivities
- Weight Loss Surgery Interest
- diet budget
- Interest in Home Delivery of Diet Food
- type of exercise program preferred
- preferred program location/types
- counseling format preferred
- type food plan desired
- previous diet plans used
- psychological support needs.

For each metric above, discussion/analysis of recent and 6-year trends and findings and effect of the recession. Peak percentages. Seasonal differences.

**Valuing A Diet Website for Sale/Acquisition** ($100)

- Discussion of common formulas for valuing a diet website by traffic, net profits, revenue streams (paid advertising, affiliate programs, email marketing lists/email capture, research), longevity, page rank, intangibles, value of domain name, trademarks – subjective vs. quantifiable factors.
- The value of assets such as custom software
- How does a website make money? – revenue streams
- List of criteria to value a diet website
- Valuing traffic
- Advertising
- Valuation models used: based on net profits earned, multiples of, based on website potential – is it scalable?
- Buyers, sellers, brokers: the players in a valuation

**Table:** Sample website valuation based on income/expenses/assets

**Competitor Profiles: The Major Diet websites ($595) 82-166**

- Summary: Advertiser-friendly and partner-friendly diet websites: discussion

In-depth descriptions of each website and its features, weight loss program, discussion of their revenue models and strategies, headquarters address, Alexa.com description.

**Tables:**

- Major Weight Loss Website General Statistics (year created, Alexa rank, # sites linking in, % traffic from United States)
- Major Diet Websites’ Monthly Total Visits: Ranked – Nov. 2010 (Experian Hitwise)
- Major Diet Websites’ Monthly Unique Visitors: January vs. October, % spike in January (prime diet month)
- Website General Site Statistics (pay per click monthly $ budget, # pageviews, bounce %, avg. minutes spent on the site)
- Website General Site Statistics (% female traffic, accepts ads?, has affiliate program? Has marketing partners?)
- Website General Site Statistics (has email newsletter?, has community/support features?, has an e-commerce store?)

**Competitor Profiles For:**

threefatchicks.com
50millionpounds.com
AnneCollins.com
Atkins.com
BestDietForMe.com
BiggestLoserClub.com
CalorieKing.com
Caloriescount.com
ChaseFreedom.com
Dietwatch.com
Diet.com
DietsInReview.com
DukeDiet.com
Dwlz.com (Dottie’s Weight Loss Zone)

**eDiets.com** (includes 2009-2010 financials, outlook, comments via conference calls with analysts, historical sales, by type)

FreeDieting.com
Hungry-girl.com
JillianMichaels.com

**Jenny Craig.com** (includes financials, outlook, comments via conference calls with analysts, historical sales, by type)

Lindora.com

**Medifast1.com** (Medifast - Includes 2009-2010 financials, outlook, comments via conference calls with analysts, historical sales, by type)

MyAlli.com (Glaxo)

**NutriSystem.com** (includes 2009-2010 financials, outlook, comments via conference calls with analysts, historical sales, by type)

RevolutionHealth.com
Sparkpeople.com
TheBestLife.com (Bob Green)
WebMd.com (Weight Loss Clinic)

**WeightWatchers.com** (includes 2009-2010 financials, outlook, comments via conference calls with analysts, historical sales, by type)

Other, Free Weight Loss Websites

- Vitabot.com
- Reallivingnutrition.com
- Nutrihand.com
- Nutriinfo.com
- CSMNonline.com

**Reference Directory of Weight Loss Market Information Sources** 167-171

Name/address list of weight loss consultants, trade groups, magazines and Journals, research companies.