Weight Loss Websites: A Marketing & Competitor Analysis

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-Highlights of ALL chapters: Current trends in the overall weight loss market, Nature and structure of the market, types of weight loss websites, market size & growth: 2005-2014 F, the top diet websites by traffic and/or revenues, demographics & preferences of online dieters, market trends.

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

-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
- !st, 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
- Marketdata 2014 Outlook and forecast: 12 Major trends and developments
    predicted for weight loss websites for 2010 and beyond.

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

(for: 3fatchicks.com, 50millionpounds.com, AnneCollins.com, Atkins.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, FreeDieting.com, Hungry-girl.com,
JillianMichaels.com, Jenny Craig.com, Lindora.com, Medifast1.com (Medifast),
MyAlli.com (Glaxo), NutriSystem.com, RevolutionHealth.com, Sparkpeople.com,
TheBestLife.com-Bob Green, WeightWatchers.com)

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:
Percentage of online dieters (2005, 2006, 2007, 2008, 2009, 2010 Q1-Q3) by:
- 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:

3fatchicks.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 - Iincludes 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.