**Weight Loss Websites: A Marketing & Competitor Analysis**

**Table of Contents**

**Page**

**Introduction: Report Scope & Methodology** 1-3

**Executive Overview of Major Findings ($300)** 4-21

**-**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

**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

- !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)** 34-43

- 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)** 44-57

-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)** 58-73

-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)** 74-81

-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.