

Active in outsourcing industry? – How much is your website worth?

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While talking about outsourcing we tend to estimate the value of the outsourcing market, measuring the worth of services offered. Except of that, we can also measure the value of other resources the outsourcing industry has, as the value of popular websites dealing with outsourcing for instance.

There are a few interesting (and free) online tools to determine the value of a website. They take several criteria into consideration and based of their combination estimate the value of a website. As the results delivered by them differ from each other, it makes sense to use many of them to determine the website value.

Let's now measure the value of the most popular English language websites dealing with outsourcing. I have chosen them, typing "outsourcing" in the google.com. The search engine has delivered over 33 millions results to me. I have taken the first 2 pages of Google results into consideration and decided to check the value of the following 9 websites:

- 1) The Outsourcing Institute: <http://www.outsourcing.com>
- 2) Outsourcing Global Service Directory: <http://www.outsourcing.org>
- 3) The Outsourcing Toolkit: Outsource Solutions: <http://www.outsourcing-toolkit.com>
- 4) Outsourcing Info and Resources – Outsourcing Journal: <http://www.outsourcing-journal.com>
- 5) Outsourcing Information and Resources - Outsourcing Center: <http://www.outsourcing-center.com>
- 6) DataArt - Software Outsourcing Company: <http://www.dataart.com>
- 7) International Association of Outsourcing Professionals (IAOP): <http://www.outsourcingprofessional.org>
- 8) Pharmaceutical Supply, Pharmaceutical Manufacturing: <http://www.outsourcing-pharma.com>
- 9) All about software outsourcing to Russia. RUSSOFT & Outsourcing: <http://www.russoft.org>

To estimate their value (or: the value range), I have used 3 different tools:

- 1) dnScoop.com: <http://www.dnscoop.com>
- 2) Website Outlook: <http://www.websiteoutlook.com>
- 3) Your Website Value: <http://www.yourwebsitevalue.com>

These tools use different criteria to estimate the value of a website. They are listed in the table below.

Table 1. Criteria determining the value of a website

dnScoop.com	Website Outlook	Your Website Value
<ul style="list-style-type: none"> - links pointing to the domain, - popularity of the domain, - age of the domain, - pagerank of the domain, - traffic to the domain. - earning potential 	<ul style="list-style-type: none"> - traffic rank, - Google pagerank, - backlinks, - directory listing 	<ul style="list-style-type: none"> - number of pages indexed in search engines; - number of sites linking to the website; - quality of website, - popularity of the website

The study was performed on Saturday, 11 July 2009. The results are summarized in the table below.

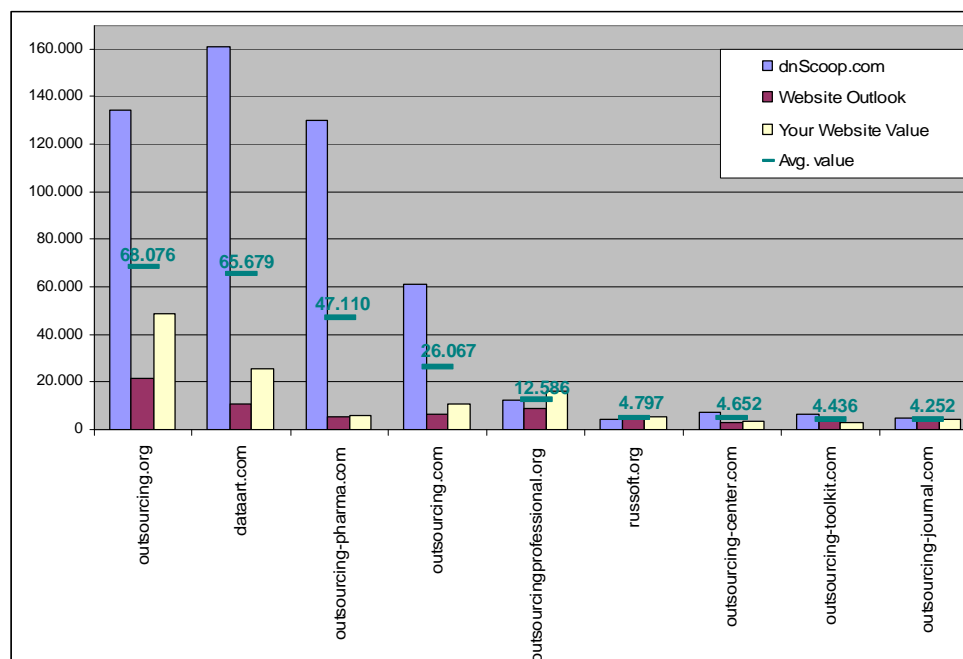
Table 2. Value of top Google search outsourcing English language websites

All amounts in US\$

Page / Tool	dnScoop.com	Website Outlook	Your Website Value	Avg. value
outsourcing.com	61,120	6,424	10,658	26,067
outsourcing.org	134,064	21,513	48,652	68,076
outsourcing-toolkit.com	6,604	3,745	2,958	4,436
outsourcing-journal.com	4,640	3,927	4,190	4,252
outsourcing-center.com	7,279	2,949	3,728	4,652
dataart.com	161,280	10,490	25,266	65,679
outsourcingprofessional.org	12,744	9,198	15,817	12,586
outsourcing-pharma.com	130,036	5,475	5,818	47,110
russoft.org	4,160	4,964	5,268	4,797

As we can see, to be on the top of the Google ranking does not automatically imply that the estimated value of a website (or a domain) is reasonably high. The most valued website from our list is *outsourcing.org*. The conservative value of this website, delivered by Website Outlook amounts to US\$ 21,513 while the value including the earning potential, delivered by dnScoop.com amounts to US\$ 134,064. The diagram below illustrates the ranking of the 9 websites using their average value as a sort key.

Diagram 1. Ranking of 9 top Google outsourcing websites



Of course it made sense to use different value estimation tools as the differences in value estimation between them in case of: *outsourcing.org*, *dataart.com*, *outsourcing-pharma.com* and *outsourcing.com* are material. These differences could be minimized by using the average value as a sorting criterion in the diagram above.

Magdalena Szarafin has immense knowledge of the outsourcing sector and is one of the authorities in shared services and outsourcing industry analysis. Her research interests include insourcing and outsourcing in connection with the value chain. She is an author of many publications dealing with outsourcing, knowledge management and total quality management (TQM).

Magdalena lives in Frankfurt, Germany and works as an international management accountant in a big multinational group. In her leisure time she prepares a PhD dissertation focused on shared service centers.

