

Domain: ebay.com

Device: Desktop

Location: US

Traffic

Traffic Analytics: Summary

ebay.com | July 2017 | All Regions

Visits

149.0M -16.69%

Unique Visitors

39.1M -20.58%

Pages / Visit

13.80 +27.80%

Avg. Visit Duration

14:54 +7.58%

Bounce Rate

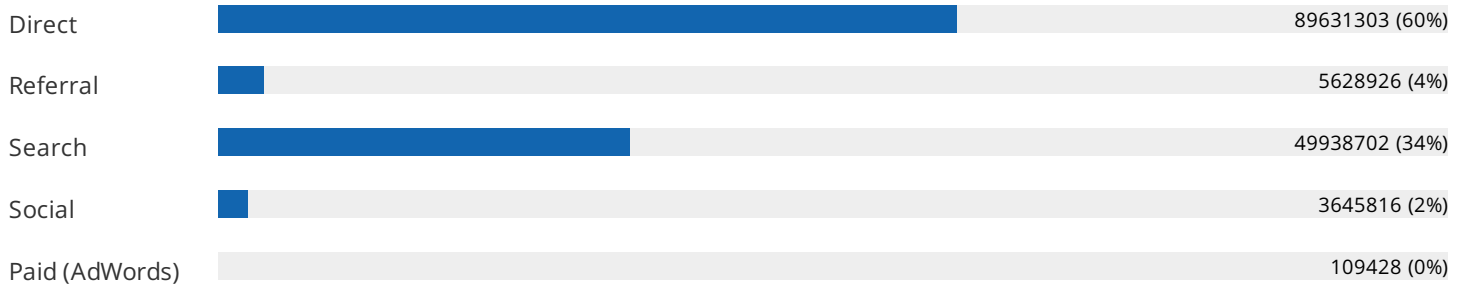
24.74% -0.21%

Traffic Rank

50 ↑6

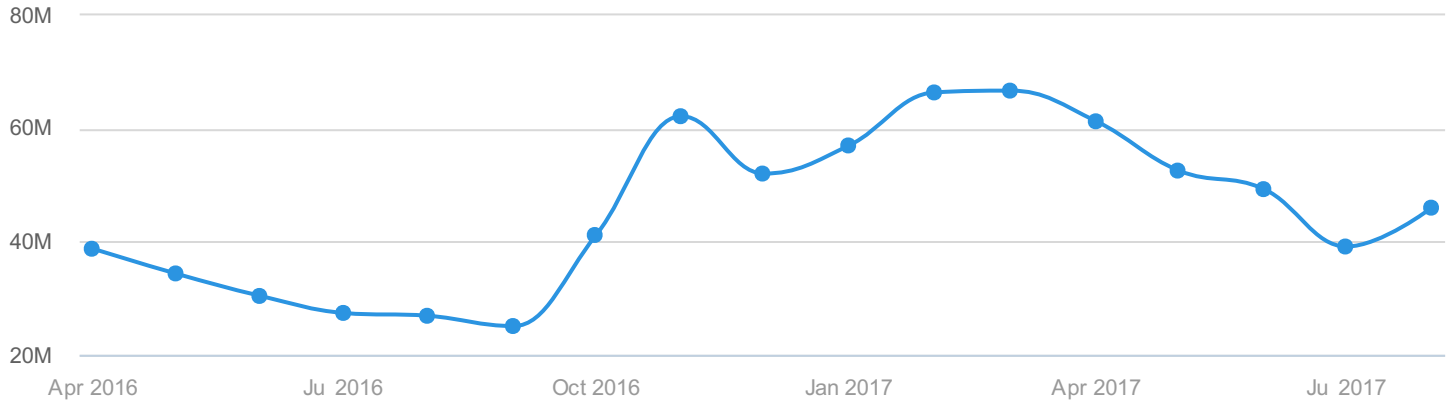
Traffic Analytics: Traffic Sources

ebay.com | July 2017 | All Regions



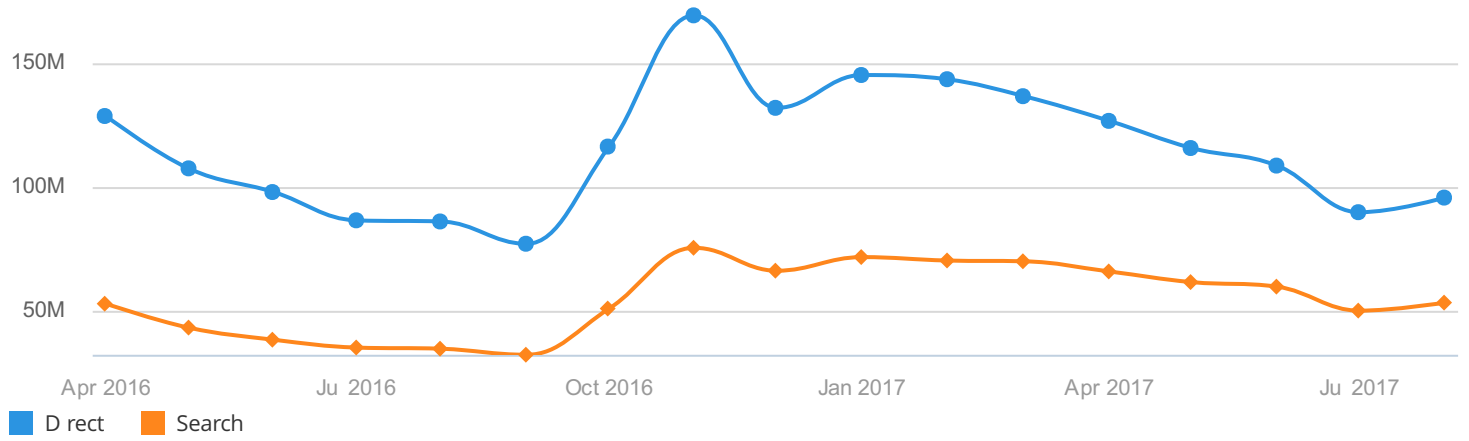
Traffic Analytics: Unique Visitors Chart

ebay.com | A | Regions















Traffic Analytics: Visits Chart

ebay.com | A | Regions



Traffic Analytics: Top Traffic Countries

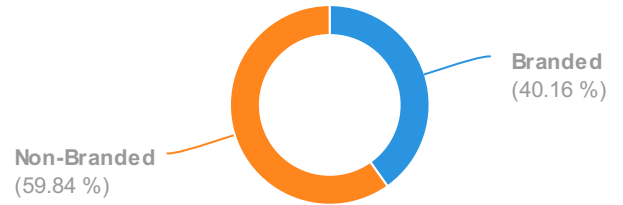
ebay.com July 2017

Country	Traffic
 United States	70.0M (47.01%)
 Canada	5.4M (3.63%)
 Russia	3.6M (2.39%)
 Mexico	3.2M (2.16%)
 Brazil	2.9M (1.97%)
 United Kingdom	2.8M (1.88%)
 France	2.8M (1.87%)
 Australia	2.7M (1.79%)
 Germany	2.3M (1.51%)
 Japan	2.1M (1.40%)
 Argentina	1.7M (1.15%)
 India	1.7M (1.14%)

Branded vs Non-Branded

US ebay.com

40.16% Branded Traffic
59.84% Non-Branded Traffic



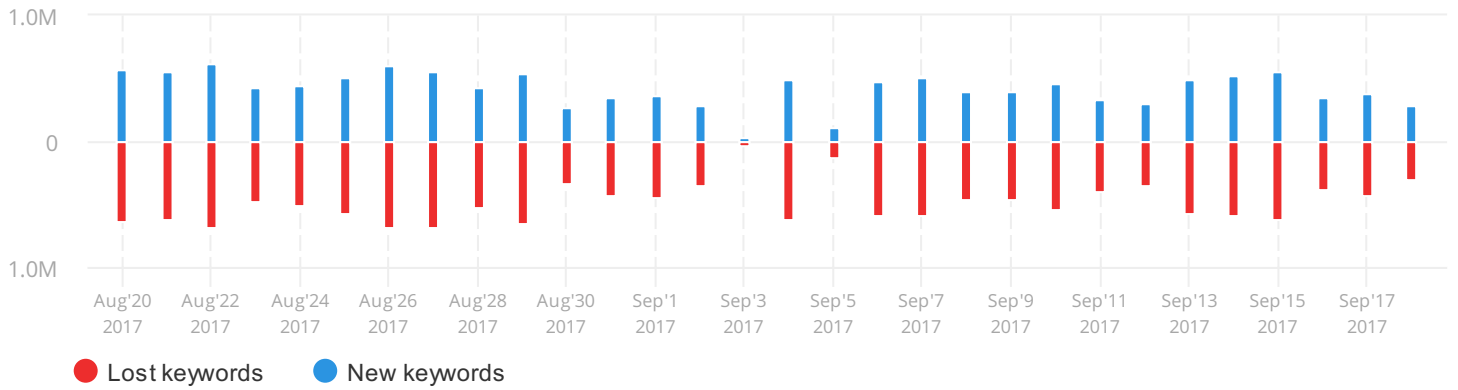
Keywords

Keyword Rankings 1 - 20 (20)

Keyword	SERP Features	ebay.com		CPC	Volume ▼
		18 Sep	Diff		
1 ebay		1	0	1.71	45,500,000
2 ebay motors		1	0	0.05	2,240,000
3 phone 7 plus		13	2	2.48	1,220,000
4 louis vuitton		19	0	0.11	1,220,000
5 summit racing		2	0	0.02	673,000
6 beats by dre		16	3	0.42	368,000
7 macbook pro		11	+2	0.64	368,000
8 bose		13	1	0.86	301,000
9 half price books		80	6	0.14	301,000
10 jordan shoes		22	+1	0.31	301,000
11 homecoming dresses		75	8	0.47	301,000
12 ego star wars		32	+3	0.53	246,000
13 my ebay		1	0	0.86	246,000
14 david yurman		22	10	0.54	201,000
15 lowes coupon		16	0	0.11	201,000
16 home depot coupons		11	+6	0.31	165,000
17 monopoly		7	3	0.26	165,000
18 pod nano		19	0	0.33	135,000
19 usps rates		20	+5	0.04	74,000
20 hp touchpad		6	0	0.07	4,400

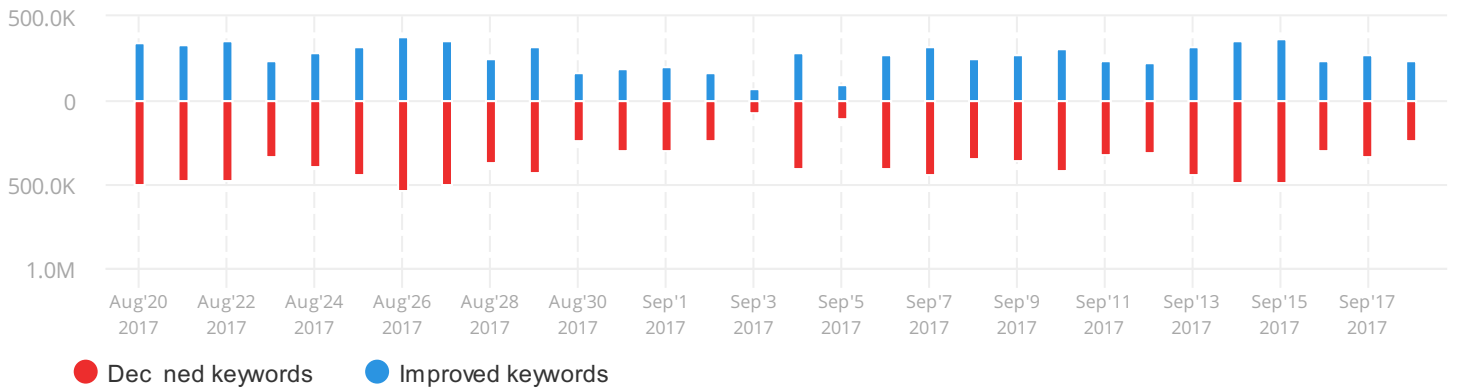
New vs Lost Organic Keywords

ebay.com US 1 Month



Improved vs Declined Organic Keywords

ebay.com US 1 Month



Backlinks

Backlinks: Summary

Root Domain: ebay.com

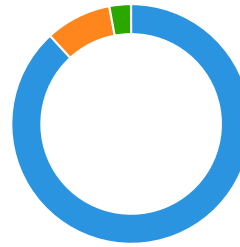
4.0B

 TOTAL BACKLINKS

Referring Domains	249K
Referring IPs	188K

Backlinks: Types

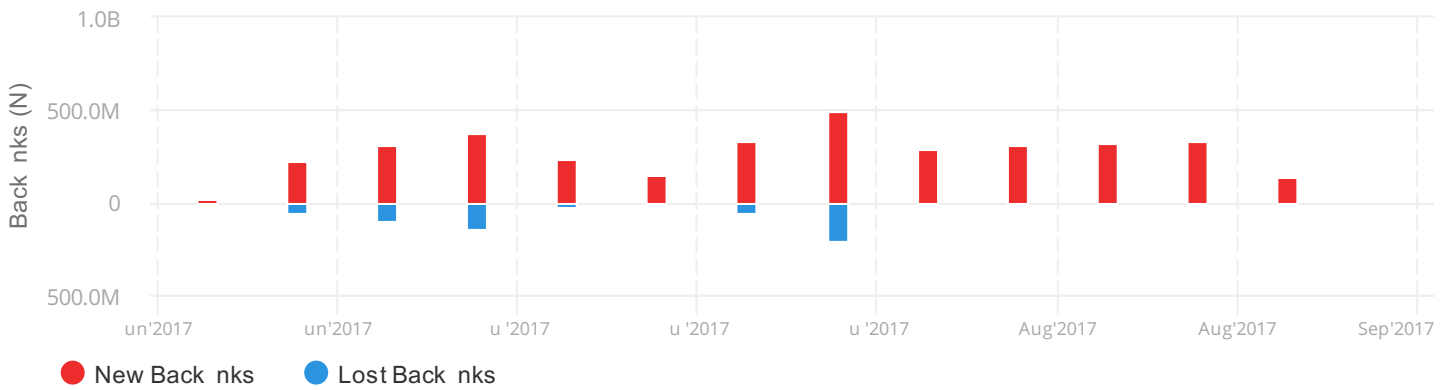
Root Domain: ebay.com



Text	3.6B (90.7%)
Image	364.0M (9.2%)
Form	4.2M (0.1%)
Frame	198.7K

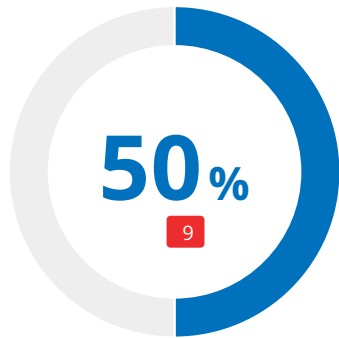
New & Lost Backlinks

ebay.com | 3 Months



Site Audit

Total Score



Crawled Pages

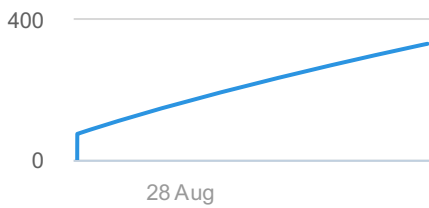
1001



● Healthy (4) ● Broken (0) ● Have issues (729) ● Redirected (221) ● Blocked (47)

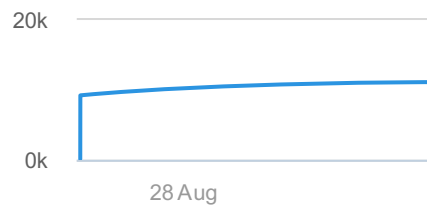
Errors

332 +258



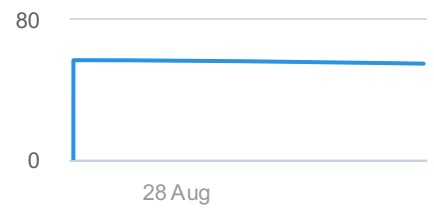
Warnings

11109 +1892



Notices

55 -2



Top Issues

1 issue with incorrect certificate name	errors	0% of total issues
153 issues with mixed content	errors	1% of total issues
1 redirect chain or loop	errors	0% of total issues