

# Domain Comparison

ebay.com VS amazon.com

Domains: ebay.com VS amazon.com

Location: US

Device: Desktop

## Organic Search

### Organic Search: Summary

US - ebay.com

**129.9M** -1% TRAFFIC

SEMrush Rank	18	
Keywords	33.6M	2%
Traffic Cost	\$124.3M	2%

### Organic Search: Summary

US - amazon.com

**373.1M** 0% TRAFFIC

SEMrush Rank	6	
Keywords	61.2M	0%
Traffic Cost	\$239.8M	1%

### Branded vs Non-Branded

US - ebay.com

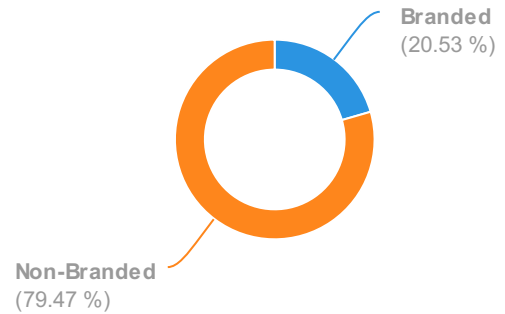
**39.72%** **60.28%**  
Branded Traffic Non-Branded Traffic



### Branded vs Non-Branded

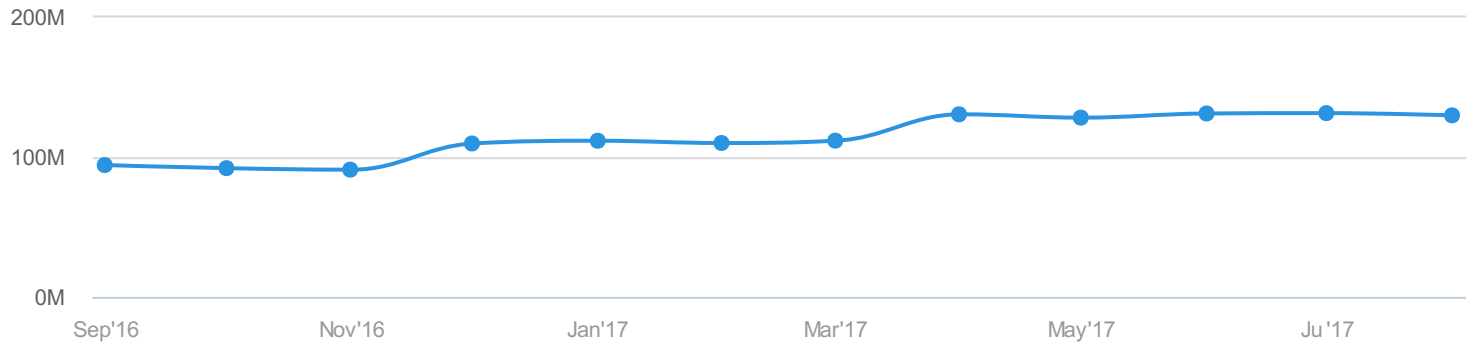
US - amazon.com

**20.53%** **79.47%**  
Branded Traffic Non-Branded Traffic



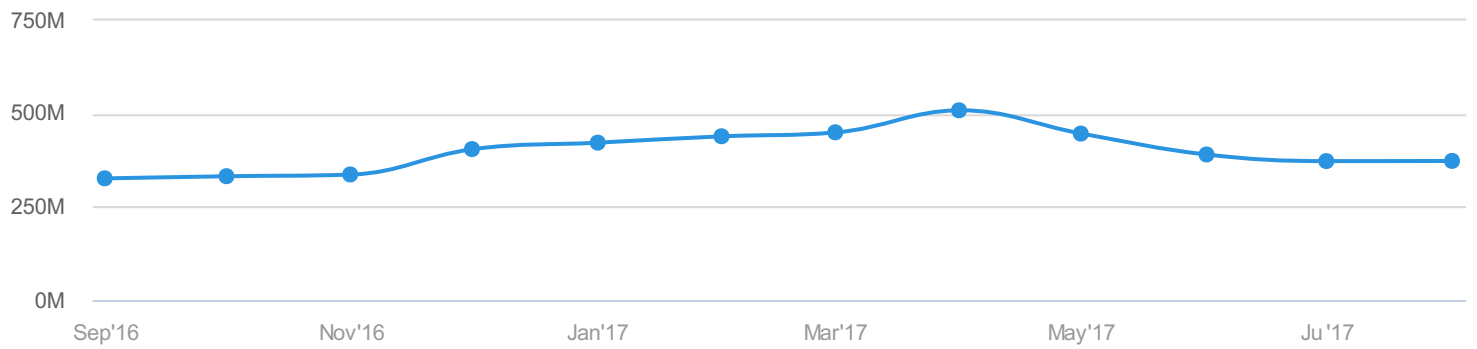
### Organic Search: Traffic chart

ebay.com US 1 Year



### Organic Search: Traffic chart

amazon.com US 1 Year



**Organic Search: Top keywords (33,521,270)**

US ebay.com

Keyword	Pos	Volume	CPC	Traffic
ebay	1 (1)	45,500,000	1.71	28.01%
ebay.com	1 (1)	7,480,000	0.41	4.60%
ebay motors	1 (1)	2,240,000	0.05	1.37%
ebay.com	1 (1)	1,220,000	0.94	0.75%
www.ebay.com	1 (1)	673,000	0.90	0.41%

**Organic Search: Top keywords (61,157,028)**

US amazon.com

Keyword	Pos	Volume	CPC	Traffic
amazon	1 (1)	68,000,000	0.03	14.58%
amazon.com	1 (1)	3,350,000	0.02	0.71%
amazon prime	1 (1)	5,000,000	0.11	0.62%
amazon.com	1 (1)	1,830,000	0.09	0.39%
www.amazon	1 (1)	823,000	0.25	0.17%

# Backlinks

## Backlinks: Summary

Root Domain: ebay.com

**3.5B** TOTAL BACKLINKS

Referring Domains	242K
Referring IPs	177K

## Backlinks: Summary

Root Domain: amazon.com

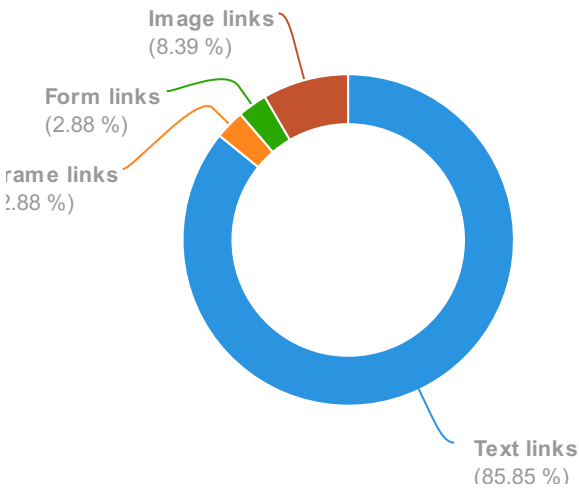
**1.6B** TOTAL BACKLINKS

Referring Domains	1M
Referring IPs	554K

## Backlinks Types

ebay.com

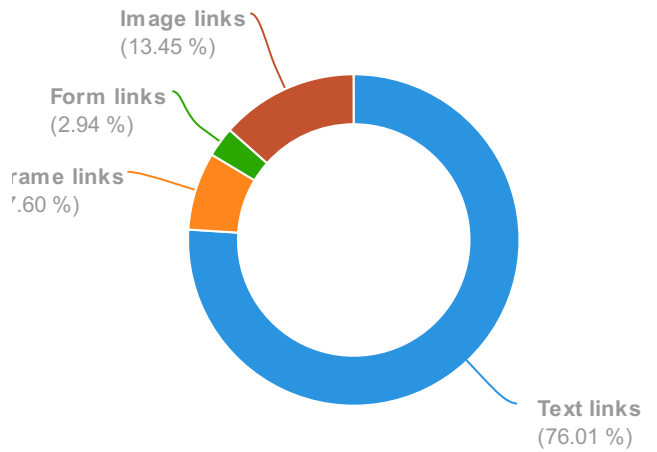
**3.2B** Text links  
**279.2K** Frame links  
**4.2M** Form links  
**315.2M** Image links



## Backlinks Types

amazon.com

**1.2B** Text links  
**123.0M** Frame links  
**9.8M** Form links  
**217.6M** Image links



# Paid Search

## Paid Search: Summary

US ebay.com

**5.0M** 1% TRAFFIC

Keywords	506.6K	10%
Traffic Cost	\$6.0M	2%

## Paid Search: Summary

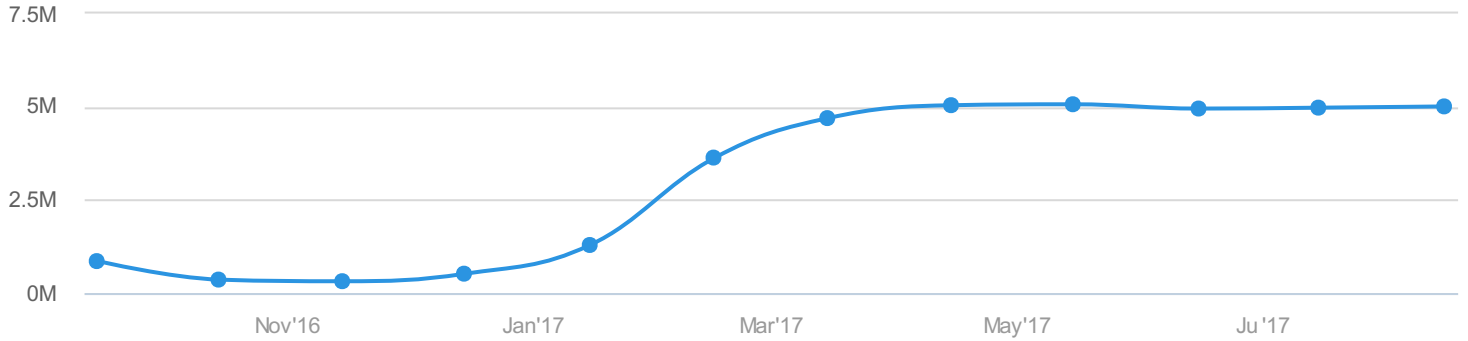
US amazon.com

**29.7M** -1% TRAFFIC

Keywords	3.6M	10%
Traffic Cost	\$22.4M	2%

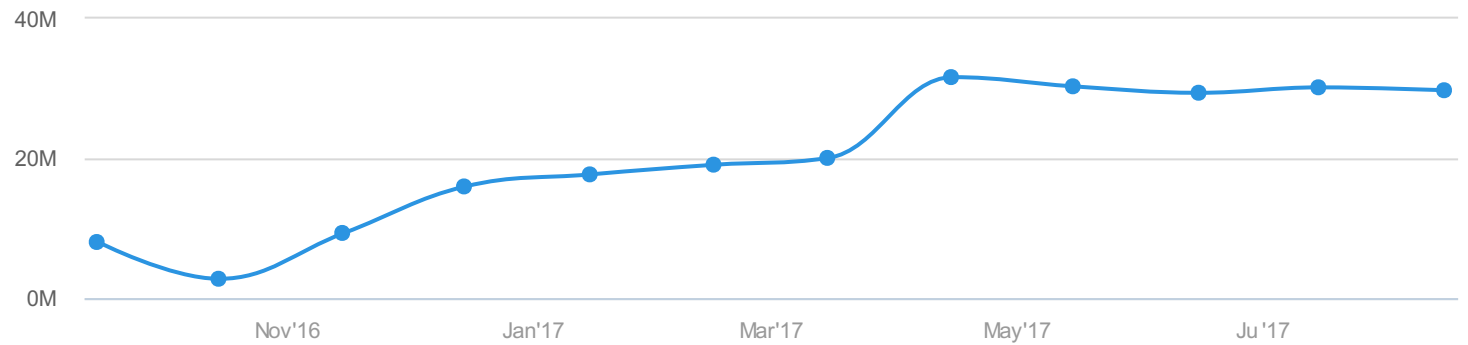
## Paid Search: Traffic

ebay.com US 1 Year



## Paid Search: Traffic

amazon.com US 1 Year



## Paid Search: Top Keywords (507,229)

US ebay.com

Keyword	Pos	Volume	CPC	Traffic
ebay	1 (1)	45,500,000	1.71	42.70%
ebay	1 (2)	45,500,000	1.71	11.81%
ebay.com	1 (1)	7,480,000	0.41	7.02%
ebay motors	1 (1)	2,240,000	0.05	2.10%
ebay.com	1 (2)	7,480,000	0.41	1.94%

## Paid Search: Top Keywords (3,619,652)

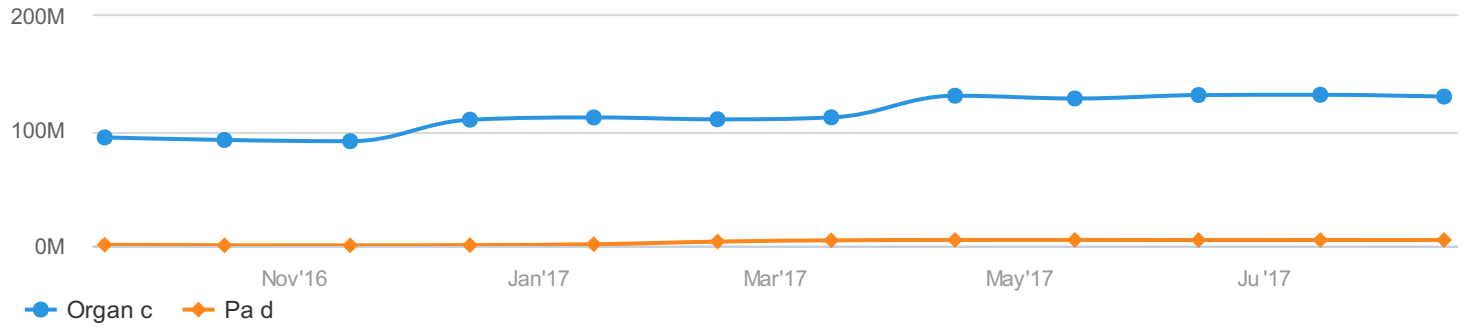
US amazon.com

Keyword	Pos	Volume	CPC	Traffic
amazon	1 (1)	68,000,000	0.03	10.74%
amazon prime	1 (1)	5,000,000	0.11	0.79%
amazon.com	1 (1)	3,350,000	0.02	0.52%
amazon.com	1 (1)	1,830,000	0.09	0.28%
lebron james	1 (1)	1,500,000	1.21	0.23%

# Traffic Channels Comparison

## Traffic: Organic vs Paid

ebay.com US 1 Year



## Traffic: Organic vs Paid

amazon.com US 1 Year

