



Domain Overview (Desktop)

amazon.co.uk

Organic Search: Summary

UK | amazon.co.uk

169.7M 1% TRAFFIC

SEMrush Rank	3	
Keywords	12.0M	1%
Traffic Cost	\$62.5M	1%

Backlinks: Summary

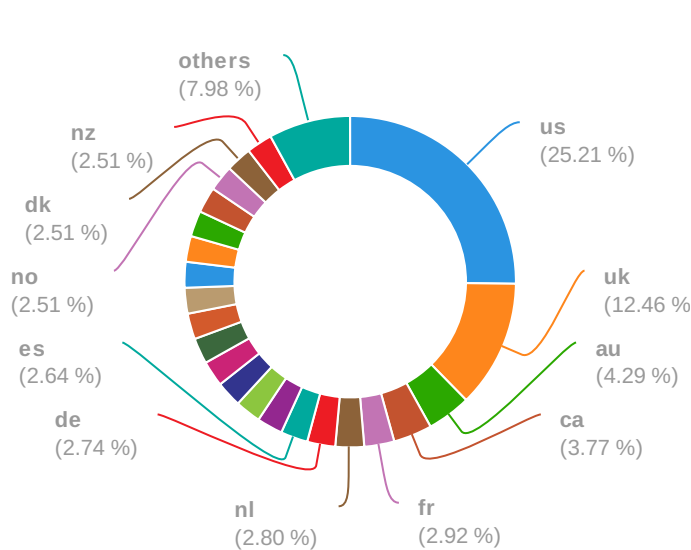
Root Domain: amazon.co.uk

907.6M TOTAL BACKLINKS

Referring Domains	473K
Referring IPs	270K

Organic Search: Keywords By Country

amazon.co.uk



Paid Search: Summary

UK | amazon.co.uk

6.7M -10% TRAFFIC

Keywords	139.6K	-16%
Traffic Cost	\$4.7M	14%

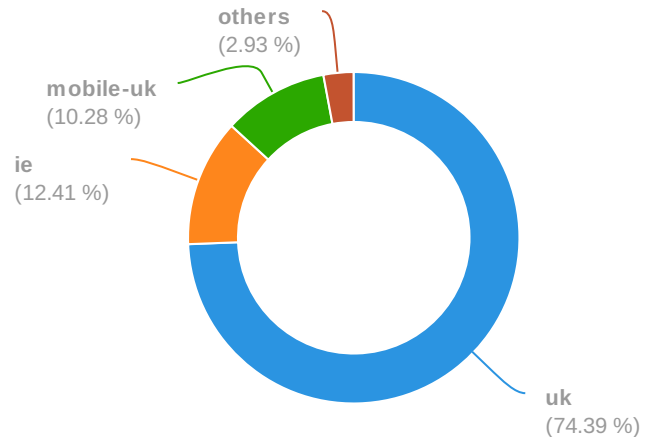
Display Advertising: Summary

amazon.co.uk

33.4K TOTAL ADS

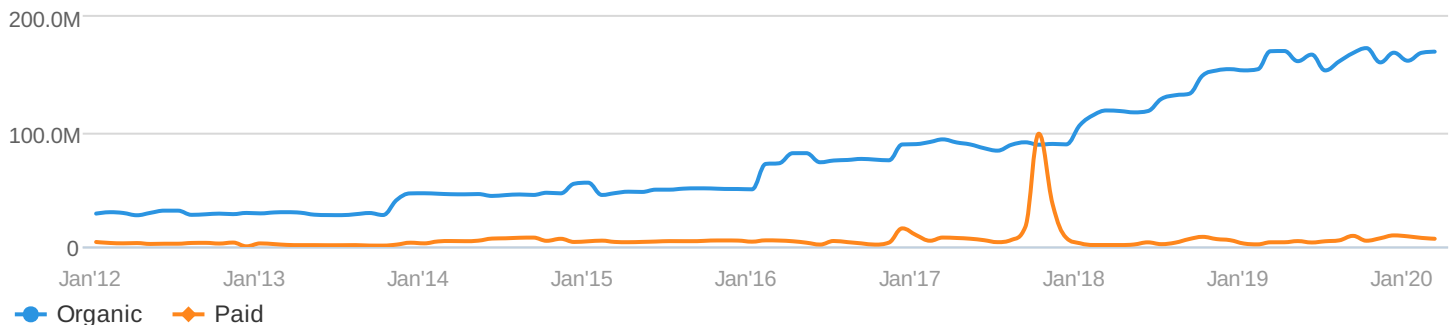
Publishers	46K
Advertisers	289

Paid Search: Ad Keywords by Country



Traffic: Organic vs Paid

amazon.co.uk | UK | All time



Organic search traffic

Organic Search: Top Keywords (12,044,523)

UK | amazon.co.uk

Keyword	Pos	Volume	CPC (USD)	Traffic
amazon	1 (1)	20,400,000	0.05	9.61%
amazon uk	1 (1)	13,600,000	0.05	6.41%
amazon prime	1 (1)	1,830,000	0.15	0.86%
ebay uk	3 (3)	16,600,000	0.64	0.17%
amazon co uk	1 (1)	368,000	0.05	0.17%

Organic Search: Keyword Position Distribution

UK | amazon.co.uk



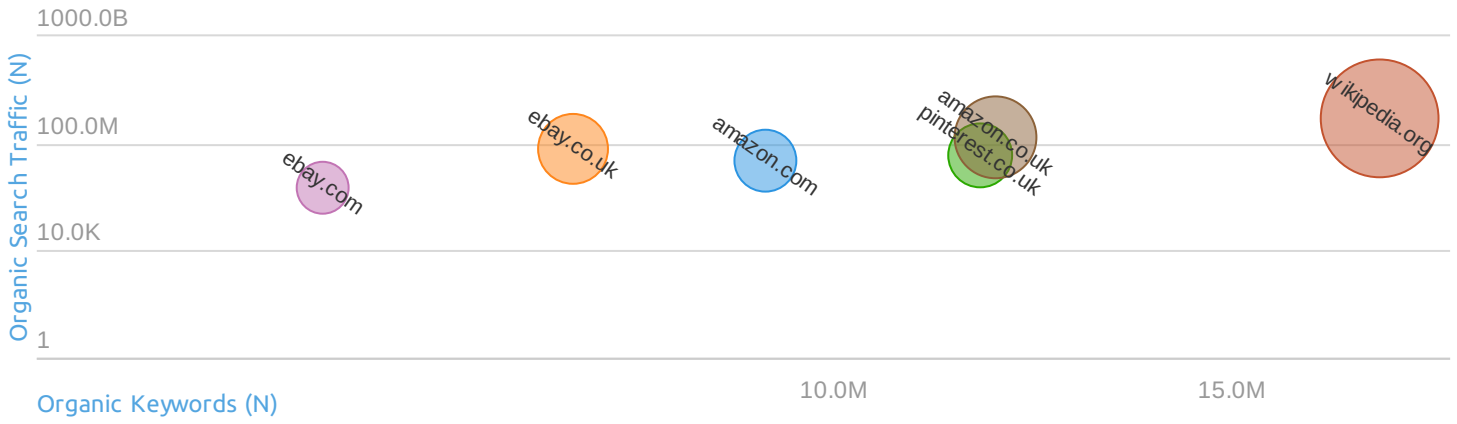
Organic Search: Top Competitors (2,962,167)

UK | amazon.co.uk

Competitor	Com. Keywords	SE Keywords	Com. Level
amazon.com	2.7m	9.2m	61%
ebay.co.uk	2.3m	6.7m	56%
pinterest.co.uk	1.4m	11.8m	28%
wikipedia.org	1.6m	16.9m	22%
ebay.com	732.0k	3.6m	19%

Organic Search: Competitive Position Map

UK | amazon.co.uk



Organic Branded Search

UK | amazon.co.uk

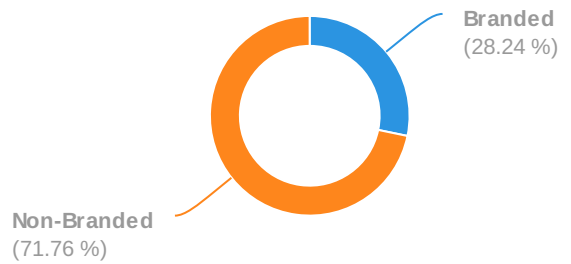
47.9M 0% TRAFFIC

Keywords: 599.7K

Branded vs Non-Branded

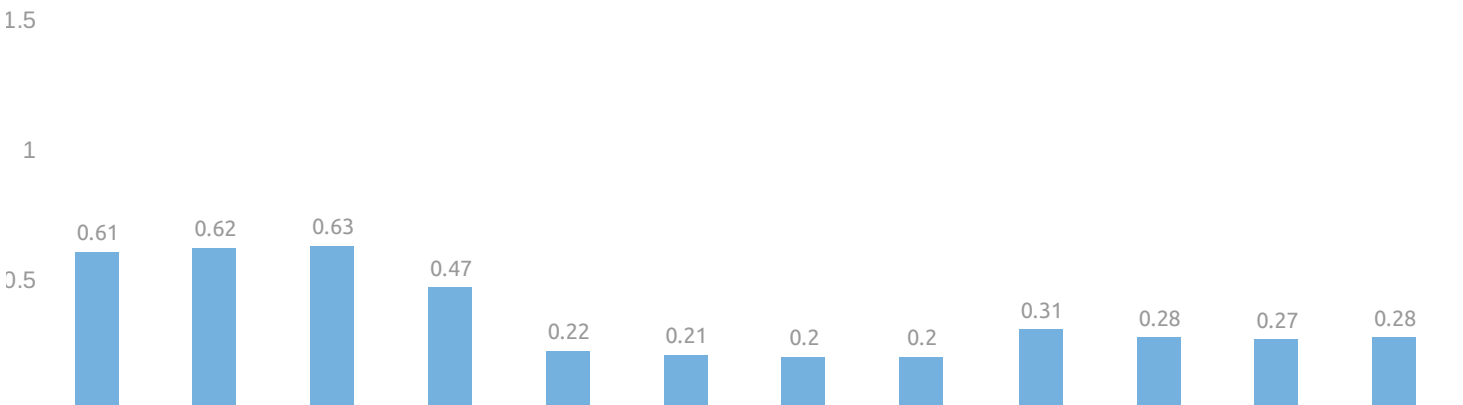
UK | amazon.co.uk

28.24% Branded Traffic
71.76% Non-Branded Traffic



Organic Search: Branded Traffic Trend

UK | amazon.co.uk



Paid search traffic

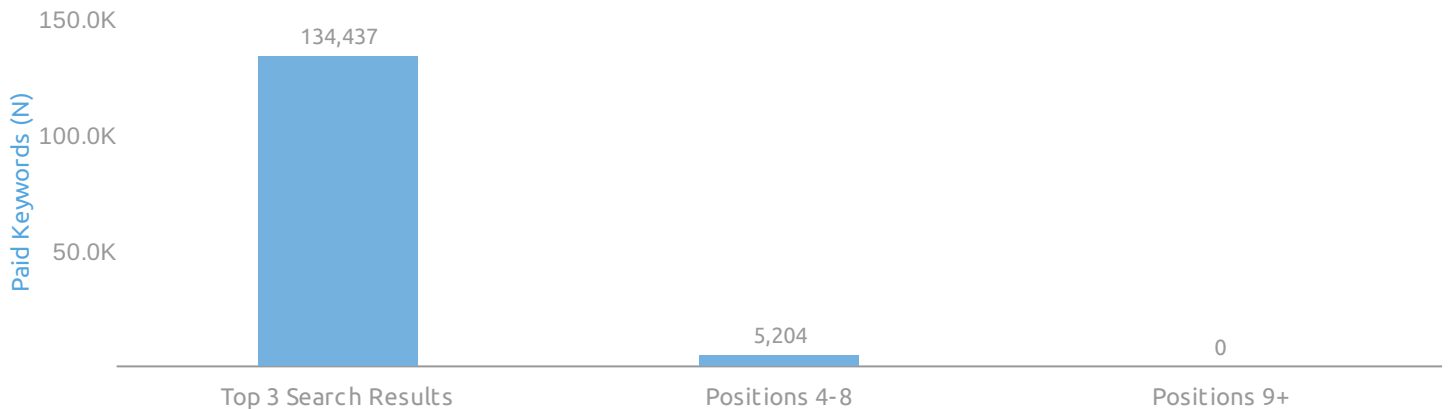
Paid Search: Top Keywords (139,641)

UK | amazon.co.uk

Keyword	Pos	Volume	CPC (USD)	Traffic
amazon	1 (1)	20,400,000	0.05	14.28%
amazon uk	1 (1)	13,600,000	0.05	9.52%
amazon prime	1 (1)	1,830,000	0.15	1.28%
amazon prime	1 (1)	1,500,000	0.15	1.05%
sex	1 (1)	1,000,000	0.33	0.70%

Paid Search: Ad Copy Position Distribution

UK | amazon.co.uk



Paid Search: Top Competitors (17,765)

UK | amazon.co.uk

Competitor	Com. Keywords	Ads Keywords	Com. Level
ebay.co.uk	9.7k	24.5k	11%
wayfair.co.uk	2.3k	13.9k	3%
bestdeals.today	2.2k	4.7k	2%
johnlewis.com	1.6k	11.6k	2%
bestreviews.guide	1.4k	3.8k	2%

Paid Search: Competitive Positioning Map

UK | amazon.co.uk



Sample Ads (139,641)

UK | amazon.co.uk

Amazon UK® Official Site | Huge Selection and Low Prices

Ad www.amazon.co.uk/

Free UK Delivery on Eligible Orders

Amazon.co.uk | Amazon Prime | Discover all the Benefits

Ad www.amazon.co.uk/

Enjoy no drama fast delivery and big drama TV with Prime. Sign up now.

Amazon UK® Official Site | Huge Selection and Low Prices

Ad www.amazon.co.uk/

Shop on Our Official Site and Save Money. Free UK Delivery on Eligible Orders!

<http://www.amazon.co.uk/prime>





Ad www.amazon.co.uk/prime

Enjoy no drama fast delivery and big drama TV with Prime. Sign up now.

Backlinks

Top backlinks

Root Domain: amazon.co.uk

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Accessibility Edina http://edina.ac.uk/accessibility	Amazon Silk https://www.amazon.co.uk/gp/help/customer/display.html?nodeId...	-
https://ws-eu.amazon-adsystem.com/widgets/q?MarketPlace=GB&...	https://www.amazon.co.uk/Slick-Linc-Sports-Playbook-Wristband-T...	
https://ws-eu.amazon-adsystem.com/widgets/q?MarketPlace=GB&...	Slick Linc Sports Playbook-Wristband-Training-Coach-Note-Card for Adult Black https://www.amazon.co.uk/Slick-Linc-Sports-Playbook-Wristband-T...	
Muslim's Information Website http://alhamdulillah.ga/	https://www.amazon.co.uk/-religion-culture-identites-AMIR-MOE...	
Muslim's Information Website http://alhamdulillah.ga/	Islam - religion, culture, identites https://www.amazon.co.uk/-religion-culture-identites-AMIR-MOE...	

Backlinks: Top Anchors

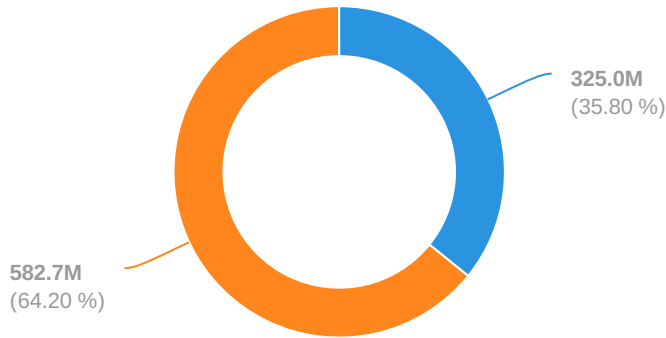
Root Domain: amazon.co.uk

Anchors	Percentage	Domains	Backlinks
Empty anchor	20%	81,323	182,319,333
details on amazon	11%	110	101,145,521
amazon	2%	59,667	17,193,506
united kingdom	2%	1,971	14,765,590
order now	1%	423	11,601,396

Backlinks: Follow vs Nofollow

amazon.co.uk

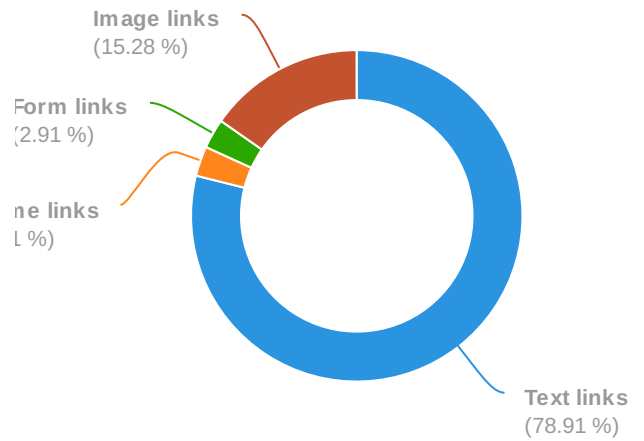
325.0M Follow links
582.7M Nofollow links



Backlinks Types

amazon.co.uk

745.9M Text links
16.2M Frame links
1.2M Form links
144.4M Image links



Backlinks: Top Referring Domains

Root Domain: amazon.co.uk

Root Domain	Backlinks	IP / Country
libsyn.com	13,416,432	204.16.246.222
bedmattress.org.uk	11,463,809	160.153.128.12
buybedmattres.co.uk	11,403,041	160.153.128.12
bestbeautyshop.co.uk	10,512,792	31.193.141.175
espressomachines.org.uk	10,014,568	85.234.143.86

Backlinks: Top Indexed Pages

Root Domain: amazon.co.uk

Title and URL	Domains	Backlinks
http://www.amazon.co.uk/	23,090	2,659,085
Amazon.co.uk: Low Prices in Electronics, Books, Sports Equipment & more https://www.amazon.co.uk/	9,028	1,066,948
http://amazon.co.uk/	7,373	288,154
https://smile.amazon.co.uk/	1,743	31,523
Amazon.co.uk Associates: The web's most popular and successful Affiliate Program https://affiliate-program.amazon.co.uk/	1,134	123,983

Display advertising

Display Advertising: Top Publishers (46,104)

Publishers	Ads	Image	HTML	Text
www.mobileread.com	956	245	61	650
www.neoseeker.com	1.2K	435	33	725
manybooks.net	734	277	34	423
www.bartleby.com	795	296	26	473
www.wincustomize.com	499	141	17	341

Display Advertising: Landing Pages (2,089)

amazon.co.uk

Landing	Times seen
https://www.amazon.co.uk/pinch-magic-michelle-harrison/dp/1471124290/ref=sr_1_1	106.6k
https://www.amazon.co.uk/untitled-emily-maitlis-inside-junkie/dp/0241362857/	99.5k
https://www.amazon.co.uk/chemion-bluetooth-messages-animation-drawings/dp/b01b41phjm/ref=sr_1_1	42.8k
https://www.amazon.co.uk/stores/page/f96bd317-e396-4e67-95d2-7b125dfe1d8c	35.3k
https://services.amazon.co.uk/services/reach-business-customers/features-and-benefits.htm	35.2k

Display Advertising: Sample Text Ads (17,674)

amazon.co.uk

Amazon Business Sell B2B

Ad Amazon Business

Sell directly to businesses & enjoy extra B2B benefits. Join Amazon Business!

Cyanide & Happiness - Joking Hazard

Ad

Get Joking Hazard in time to ruin your family's holidays!

Kairos Astroire - Light Novel

Ad

Transcend Gods, Demons & Humanity. Wield Ki & Read Now!

Amazon Business Sell B2B

Ad Amazon Business

Sell directly to businesses & enjoy extra B2B benefits. Join Amazon Business!

Display Advertising: Sample Image Ads (13,852)

