



Monthly SEO Report

ebay.com

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

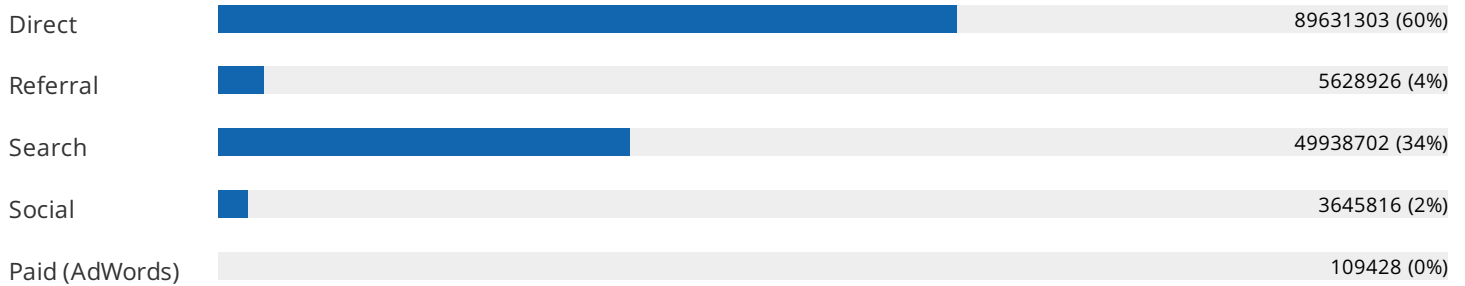
24.74% -0.21%

Traffic Rank

50 ↑6

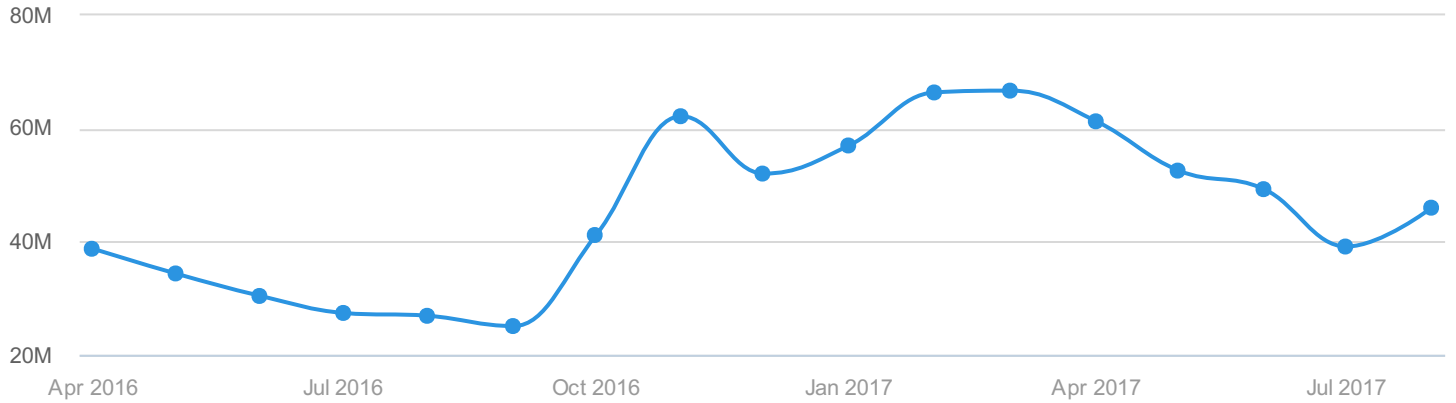
Traffic Analytics: Traffic Sources

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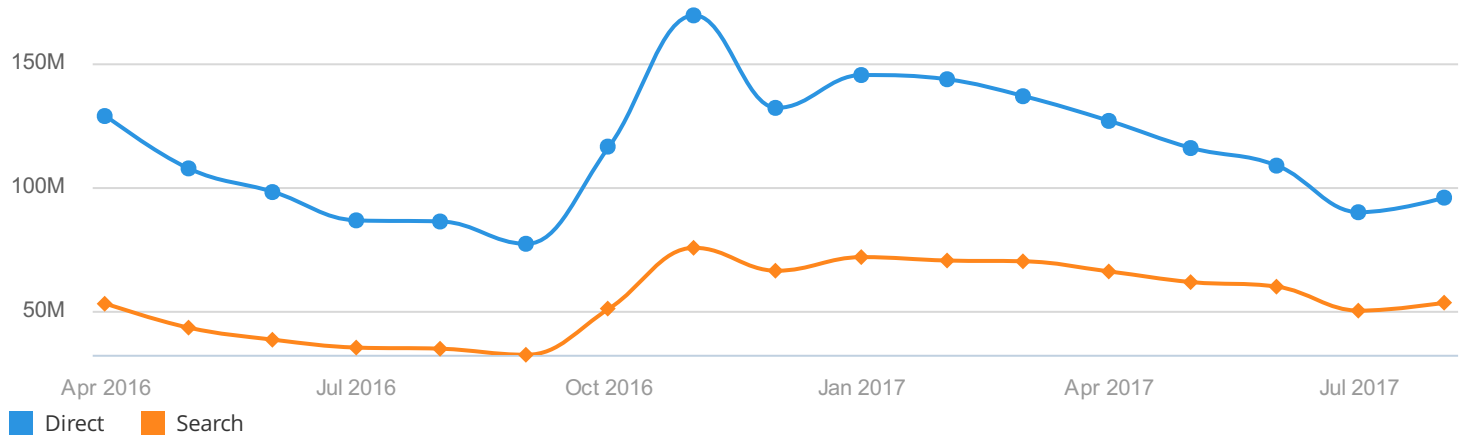
Traffic Analytics: Unique Visitors Chart

ebay.com | All Regions



Traffic Analytics: Visits Chart

ebay.com | All Regions



Traffic Analytics: Top Traffic Countries

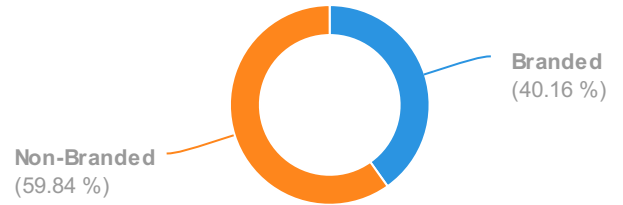
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Country	Traffic
 United States	70.0M (47.01%)
 Canada	5.4M (3.63%)
 Russia	3.6M (2.39%)
 Mexico	3.2M (2.16%)
 Brazil	2.9M (1.97%)
 United Kingdom	2.8M (1.88%)
 Israel	2.8M (1.87%)
 Australia	2.7M (1.79%)
 Germany	2.3M (1.51%)
 Japan	2.1M (1.40%)
 Argentina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

Branded vs Non-Branded

US | ebay.com

40.16% **59.84%**
Branded Traffic Non-Branded Traffic



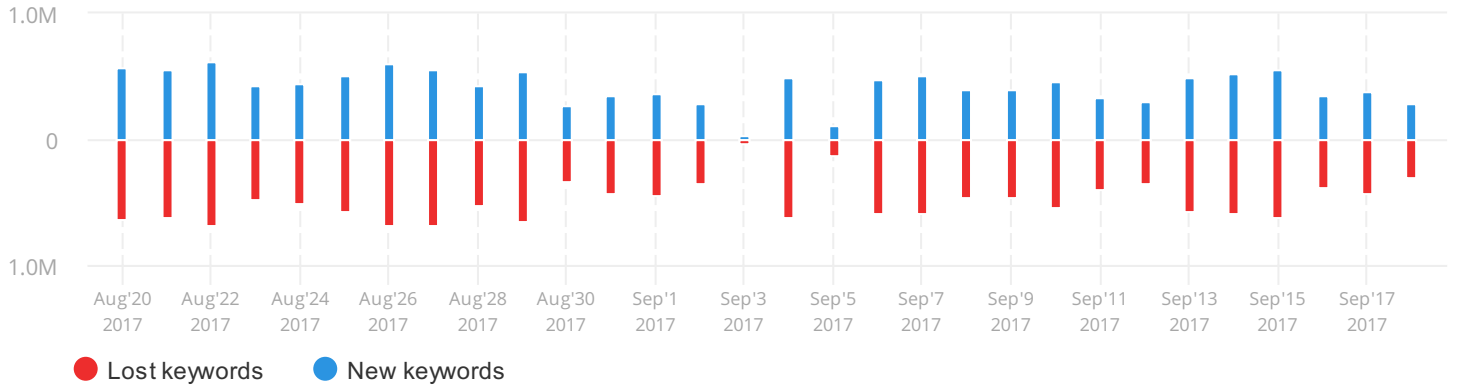
Keywords

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. iphone 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. lego 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. monoprice		7	-3	0.26	165,000
18. ipod 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

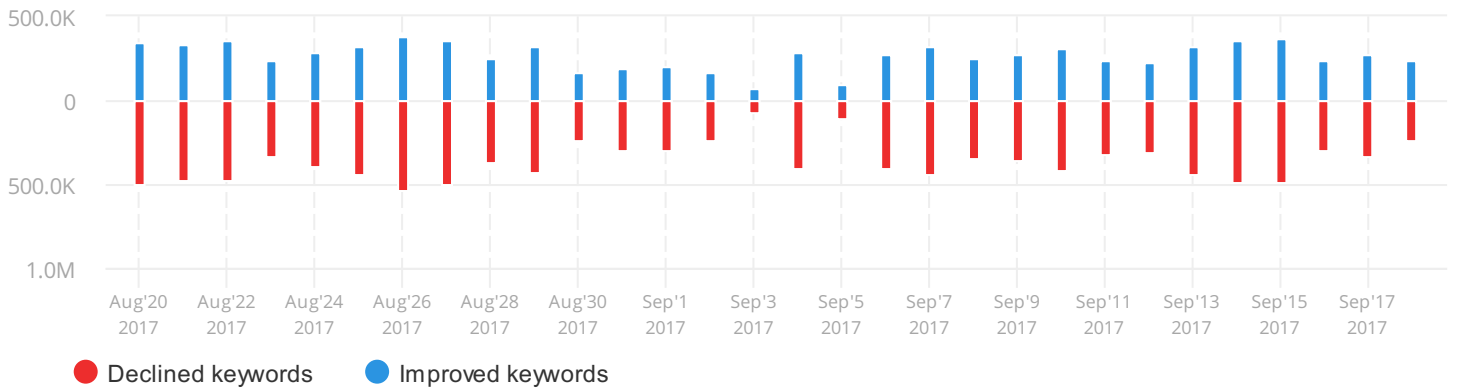
New vs Lost Organic Keywords

ebay.com | US | 1 Month



Improved vs Declined Organic Keywords

ebay.com | US | 1 Month



Backlinks

Backlinks: Summary

Root Domain: ebay.com

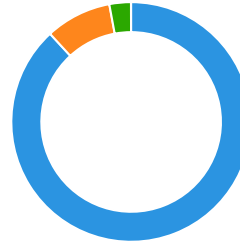
4.0B TOTAL BACKLINKS

Referring Domains 249K

Referring IPs 188K

Backlinks: Types

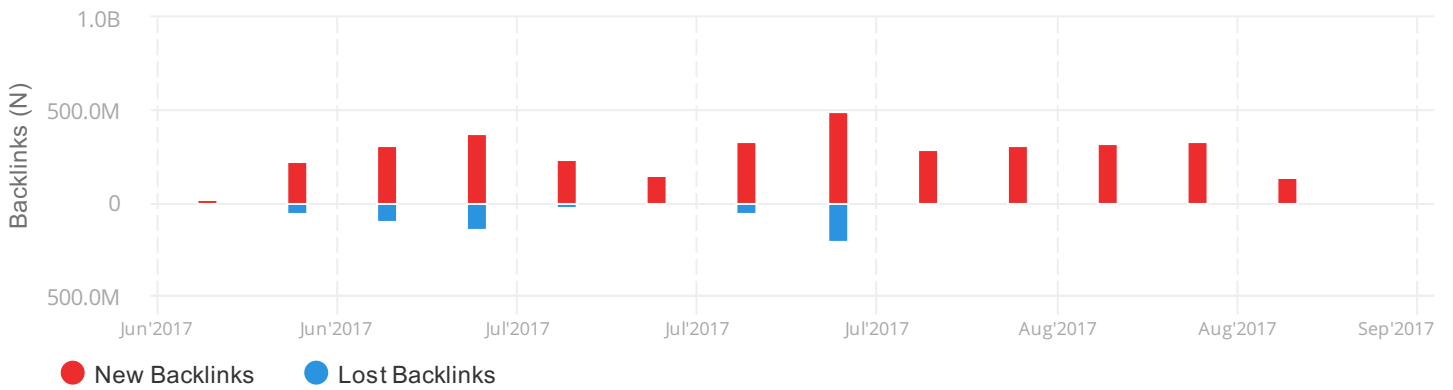
Root Domain: ebay.com



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

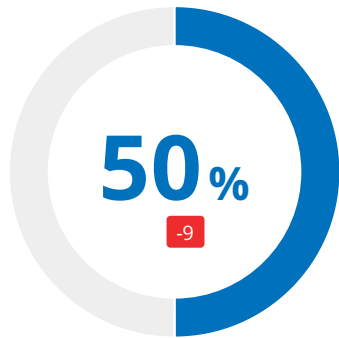
New & Lost Backlinks

ebay.com | 3 Months



Site Audit

Total Score



Crawled Pages

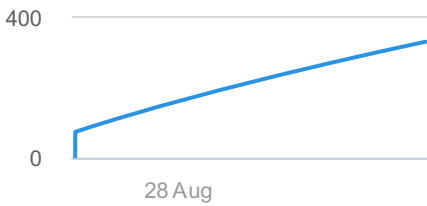
1001



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

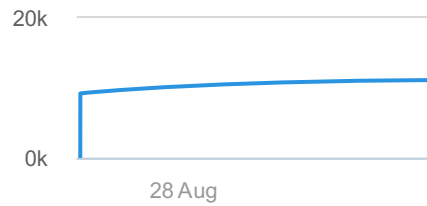
Errors

332 +258



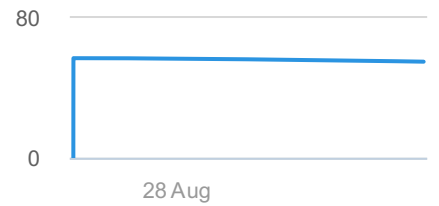
Warnings

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