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Alexa Rank is a measure of your site popularity relative to other sites. It's based on global data panel installed as browser extensions or plug-ins. This panel collects data about the browsing behavior from all internet users and uses it to estimates the number of visitors to all Internet sites, because it is relative, your rank depends not only on your traffic but also on traffic changes of other sites.Below is an example of how data is presented on Alexa site. There is more information not shown here, like Audience Geography, Top Keywords from Search Engines and Total Sites Linking In. The Alexa Traffic Rank is based on the traffic data gathered from users using Alexa's global data panel over a rolling 3 month period. Traffic Ranks are updated daily and a site's ranking is based on a combined measure of Unique Visitors and Pageviews.Unique Visitors are the number of unique users with Alexa toolbar who make a visit to a site on a specific day. Pageviews are defined as the total number of users with Alexa panel that made URL request to a site. Multiple page requests made from a specific URL by the same rank will count as a single Pageview. Every day, Alexa estimates the number of daily visitors and pageviews to the site over the past 3 months. The site with the highest comiall amount of visitors and pageviews over the past 3 months is ranked #1. The site with the least is ranked somewhere around 30 million. If no one visited a site, as recorded in the Alexa measurement panel over the past 3 months, there is no rank at all for that site.Alexa's Traffic Ranks are used for top level domains only (e.g., domain.com) and it takes 21 days to gather enough data to properly rank your website. Alexa publishes the Top 500 Web sites at TopSites.What are the AdvantagesYou can use the Alexa measure as a comparative tool to know where you are positioned compared to your competitors.It is used by advertisers to know the marketing potential of your Web site. Website with higher Alexa rank will get more offers and higher bids from advertisers that wish to buy advertising and place ads.Personal pages or blogs are treated and ranked in the same manner as regular Web sites.Alexa ranking also gives you information matrix about your Website which can be utilized for better SEO (search engine optimization).What are the DisadvantagesThe Alexa rank can be easily and greatly manipulated. Thus some will claim it is not showing the website real position or value.Not everyone is using the Alexa toolbar. Therefore this rank is not counting for many Web sites that are getting a significant amount of traffic, that is not coming from Alexa users.It can also give low rank (high value) to these web sites which is not reflecting the true value of them.The overall traffic is calculated for the top level domain only and sub domains or sub pages are not ranked separately.Number of visitors to a site and Alexa RankAn example of plotting the number of visitors to a site versus the rank is shown below. The graph's head gets a huge number of visitors and is ranked #1. There you'll find websites like Google, Facebook, YouTube, etc.,. On the graph's tail will be websites with no or very little (Alexa) traffic. very small change in the number of visitors to a site on the long tail results in a large change in rank.How accurate is Alexa Traffic Rank?Because the Alexa ranking is calculated only from users who have Alexa's data panel, the data may not represent the correct traffic to a website. So, it is possible for a site to have high Alexa rank (low value) while having not much traffic compared to other sites with much higher volume and lower Alexa rank. Another thing is related to the ranking value, it is estimated and may not be accurate when it comes to sites with a low number of visitors. Alexa blog says that sites with fewer than 1,000 monthly users are hard to measure, the closer a site gets to #1, the more reliable its rank will be. for sites ranked below 100,000, the ranking value becomes more accurate and reliable.Moz checked the Accuracy of 12 Traffic Prediction services and how they are estimating a website's traffic. The overall results showed these services are not doing a good job. Alexa came in place 6 for data quality/accuracy, with these Metrics: • Spearman's Correlation w/ Actual Traffic: 0.702 • Standard Error: 0.0607 • Data coverage: 100% The Metrics meaning: • Spearman's Correlation with Actual Traffic - Spearman's helps us know the degree to which, as actual traffic rises/falls how well does the corresponding metric get higher/lower. • Standard Error - This is a standard error on the correlation numbers, which helps to give a sense of variance. • Data Coverage - Coverage is critical because it shows how frequently the services we looked at actually had real data for the sites in the sample.It also came out that Moz was in place 7 with similar correlation to Alexa, while Moz is not even trying to measure web traffic.AlexaRank Vs Page SEO metricsWhen you want to know what is a webpage quality, you need to use some SEO metrics. Until recently, it was google page rank (PR) that catch most of the attention, this metric is no longer updated since mid 2013, but still used for website quick filtering, like domain evaluation or buying expired domains names.The most used metrics are: • MozRank, Page Authority (PA) and Domain Authority (DA) • Majestic, Trust Flow (TF) and Citation Flow (CF) • Ahrefs, URL Rating (UR) and Domain Rating (DR)Each has its own strength and weakness and all are scaled from 1-100, most of these metrics are calculated from backlinks data, social signals, referring domains, but not much from traffic data. They are different from Alexa rank, that measures only traffic. Personally, I like to use Ahrefs, I think they have a great tool and very quick I can get the whole picture. When it comes to Page rank or any of the other metrics, it is possible for a website to have high ranking and yet very little traffic. So, How they have high metrics? most likely by inbound links and not real visitors traffic. You can find even PR5 or PR6 sites with not much traffic coming. In these cases, Alexa is better, because it gives you a signal that traffic is actually coming to a website. The best would be correlated Alexa traffic to a page rank. If the SEO metrics is high, you should expect a low AlexaRank. But again, what if most of the traffic is not coming from Alexa users? that's why I like to see a low AlexaRank, but if I see high AlexaRank, I don't jump to any conclusion about the website traffic.I have summarized this in the Alexa rank correlation to metrics: • High metrics with Low Alexa rank, high correlation for SEO strong site • High metrics with High Alexa rank: not sure if this is weak seo site or a case of low Alexa traffic • Low metrics with high Alexa rank: high correlation for SEO weak site • Low metrics with low Alexa rank: most chances it's a manipulated siteAre people giving Alexa rank too much weight?This is a question that rise sometimes, and I think it should be asked. As we seen from data accuracy correlation and also from Alexa itself, it has limitations and data is not correct all times nor reflecting the real website position. But, on the second hand, there are many marketers and professionals that like to use Alexa traffic measure. From my experience, I saw the use of Alexa rank to filter website before sending outreach emails or getting comments. Yes, it is easy that way, but better use Alexa rank with some other metrics as well.Alexa Certified MetricsAlexa provides on-site analytics called Certified site Metrics. the data shown is directly measured from your website and not estimated. This something like google analytics's, but less powerful. This gives a more accurate Alexa Rank, tracking, reports and more control over what you display publicly, but, the service is not free, you'll also get website research and analysis tools, all depends on your registration plan.How to use Alexa rank data?There are few ways to exploit Alexa data (with the accuracy limitation): 1. Find out who are the leaders in your niche. The numbers will tell you who are the leading websites. 2. Estimate the number of visitors for your niche. It is always good to know how much traffic to expect. 3. Get to know your competitors and know your position among others. 4. Marketers and advertisers use Alexa as a traffic measurement tool.Tips to increase your Alexa rank 1. Register your website Registering (Claiming) your site is for free, it enables keeping your site description and contact information update. It ensures you won't miss out on any potential business opportunities from the millions of people who visit Alexa every month. Doing that you'll be able to edit your site listing information, gather some statistics and track your ranking easily. This has no effect on your website rank, it still measured even if not registering. 2. Install Alexa Widget Even so, Alexa writes that this is not effects ranking, some experiments do show great improvement for the rank place after the widget installed. We think Installing the Alexa Widget can help to improve Alexa ranking for a website. Because, every visitor download the widget, just by browsing, and this may count as Alexa visit. You can get the instruction how to add the widget from here Alexa Widget. The widgets do not support https URL. If you use cms like WordPress, there are free plugins available for that, like this one. There are two types of Alexa Widget you can use: your site's Alexa rank with Sites Linking In count and without Sites Linking. 3. Install Alexa toolbar into your browser The more Alexa toolbar users visit your website, the better your ranking will be. Download and install Alexa toolbar to your browser and check your website status On that toolbar. Alexa ranking is directly related to traffic which is coming to your website so more traffic means more rank. Get the Official Alexa Toolbar for Internet Explorer or use Alexa free extension for Chrome, this extension includes you in Alexa's traffic panel.FireFox users has the Add On SEO Status PageRank/Alexa Toolbar which displays Google PR and Alexa rank for every web site you visit. 4. Write fresh high quality content Write quality and update content with some unique information, it will help you to improve website traffic and your Alexa ranking. Good and fresh content is what all search engines and ranking firms look for and it always strikes high. It'll improve your SERP ranking and help you to increase the amount of traffic on your site. learn how to get more traffic leads.5. Write original and engaging content If you write valuable content that is useful and original, people will share it naturally with others. As a result, you will get new visitors that can convert into customers. This is the idea behind engaging content. It gets favorable attention and interest, it helps, solve a problem or gives important information, this is why people feel they want to share it, so other people will also benefit from it.6. Have relevant sites link to your website Links are a strong signal for search engines, but what is a quality link? We talked a bit about how to check a webpage quality, we use the same SEO metrics to decide if the link is worthy or not. The higher the values, the stronger and more authority the link has. but, the metrics alone is not enough, what matters most is the relevancy (or relation). Suppose you have a fashion website, Google and other search engines will expect to see most links coming from the fashion industry. If you have strong backlink coming from a pharmacy site, it might look suspicious. now you get the point of relevancy, you need to have many high quality links coming from your niche and related industry, these links are sometimes hard to get, but they have the most value. Need ideas how to build links? here are great ways for white hat link building techniques.Want to improve your Alexa rank? start building links 7. Use driving traffic keywords For that, you need to do a keyword research in order to understand what your audiences are searching for. You can also look at your competitor's keywords and learn from them. Next, is to implement on page optimization, so that your page will be optimized for the words you use, the important thing is to make a professional and in-depth keyword research and to use easy to rank words. it is not wise to try to get traffic from competitive keywords with large volume if you have a new website or stronger competitors.8. Improve your overall website SEO link building and keyword research are just part of you need to do. Here are few more things to do: getting to know your competitors and their marketing techniques, improving your website speed, using markup and rich snippets, B2B (business to business) marketing, blogging and better user experience, these are all things you should work on. The user experience is an important aspect and Google takes it into account easily, it means few things like easy to navigate site, been able to answer the user question, fast and responsive website, mobile Friendly design. All aspect of layout, content, and speed should be answered. Read this on how to get more organic traffic using SEO.9. Buy Alexa Traffic All the above things may take time to implement. If you wish to improve your ranking fast, you can buy special Alexa Traffic coming from users with Alexa's data panel. This is very fast and effective way but has one main draw, once you stop it, your ranking can plunge down. Still, it can be good option to use for maintaining your ranking. The truth is, I know about some companies that are buying Alexa traffic from time to time, to keep their ranking below a certain level. A common question from clients is, How much traffic is roughly for Alexa 100,000 rank? read next to find out.How much Alexa traffic I need? This is hard to answer the question. This is not like when you buy website traffic, it depends on few factors and there is no magic formula. All the efforts trying to formulate this looks worthless to me. A better approach is by trial and error, closely check Alexa ranking and adjust your traffic accordingly. For new websites, you can get quickly to the few millions zone within 1-2 months with a daily amount of 200-300 visitors per day. For ranked websites, to get below the 1 Million you'll need more daily traffic. What I suggest is, is to buy a package of at least 20K and to split it equally for 30 days, each 5-10 days check the results and re-evaluate and your traffic. continue to do that in the 2'nd and 3'rd month. If your targeting numbers are low, like 100k level, you'll need much more daily traffic. It can be few thousands per day.How to convert Alexa Traffic Rank into Unique VisitorsWhile there is no formula for getting the number of unique visitors from Alexa rank, one site suggests such graph. The information was gathered using real Alexa Rank data and was interpolated into average daily visitors. The best approximation is found where the line cross in the middle of the points. Using the graph can give rough estimation about the unique daily visitors from Alexa rank of a site. For example, 100,000 rank is nearly 1100 visitors per day I wouldn't use this as a magic graph and I don't think it's very accurate, but some may find it useful. Other uses for how to find leading sites and how to use Alexa website and to browse by category. Find the one that interest you most, dig into the sub categories and click on a few to see their Alexa rank. You can use the conversation from rank to visitors as above or look for sites with Alexa that is under 100k. Some people are using this method to find guest blogs options and/or good sites to leave comments. Using the Alexa APIAlexa provides an API called Alexa Web Information Service, based on XML format, which gives information about the traffic and structure of websites. This is similar to what you see at Alexa.com, developers can use it to display information about other websites, providing traffic information such as Traffic Rank, Related Links, Contact Info, Site Stats, etc. You need to register first in order to use it. Up to 1,000 requests per month are Free and the charge is per request. You only pay for what you use. Terms used in Web Analytics Some concepts you need to know when using Alexa API and web traffic in general. Web Analytics is a study of users behavior on a website, it includes measurement, collection, analysis, and reporting of web order data. All in order to understand and optimize web usage.Bounce rate: The percentage of visitors to a particular page who navigate away from the site after viewing only one page. A high Bounce rate can indicate people leave your website too soon, you want your Bounce rate to be low.Impression: Number of times that users have been exposed to a piece of content, view it. it can be an ad, advertisement, search engine result, any part of your webpage.Conversion rate: This is the percentage of users who takes a desired action (call to action), for example, if you have people landing on your newsletter page, you want to convert them into subscribers, if you havea product, you want them to buy, the higher the Conversion rate, the better success you have with your desired action.Page Hit: A request to a web server for a file, like: web page, image, JavaScript, cssfile.Visitor: User who visit a website during a period of time.Unique visitor: The number of unique individuals who request pages from a website during a specific period, no matter how many times they visit the page.Visits: The number of times a site is visited, this includes all sessions, Unique and not Unique visitors.Pageviews: Number of users visiting a particular page on a site.Pageviews per visit: The average number of pageviews per visit over a given time period.ConclusionUnderstanding what is Alexa traffic can be confusing at the start, the measurement is merely for traffic, but sometimes it gets more weight than it should. Use these tips together with our Alexa traffic to improve your Alexa rank. How much Alexa website ranking traffic you need? This is not easy to know, better to experiment and start with slow exposure. Do you have others tips to share with us ? write it down. Your browser is out of date. The site might not be displayed correctly. Please update your browser. Measure the online presence of your competitors and prospects Get Started Find the most performing websites Research various regional databases Get competitive analysis references Semrush Rank is calculated based on the estimated traffic a domain gets from Google's first 10 results pages. Semrush Rank runs on a wide variety of regional databases, Google search results, and country-specific CPC data. Semrush Rank offers month-by-month historical data from 2012. It can give you an understanding of the main traffic trends for the target website and let you discern its growth. Export the data CSV or Excel file and work with the table right in the spreadsheet. You can choose how many domains to export, then sort out the data to narrow down the results. This is a list of all countries in Similarweb. Select one to see the top 50 websites in that country. Traffic checker have become evident in this rapidly growing digital landscape and fierce competition. Why? There are millions of active websites on the internet, and many of them are your competitors. No matter how hard you try not to remember it, competition is exponentially increasing as we speak. This is why, instead of running from reality, face your competition, conquer your biggest fears, and do everything possible to come up on the top, whether it's search engine rankings or staying on top of your customers' minds. And a traffic checker tool helps you in this. You can learn about your competitors and benchmark your marketing strategy and lookout website traffic against theirs to do better than them. So, let's talk about traffic estimator tools and understand how they can help you. What is a Traffic Estimator? A web traffic estimator tool is used to analyze how users interact with a given site. It reflects information about the website, such as the number of site visitors, their sources (organic, backlinks, or paid ads), how much time spent on it, its keywords, SEO, and more. Traffic estimators are used mainly for competitor research and leveraging the information to improve website traffic, clicks, and overall conversion rates. Do you want to look up website traffic of your competitors, potential partners, and prospects? Semrush makes it possible to analyze the performance of any website. It allows you to check the domain performance, visits, visits per page, visit duration, traffic rank, and so on. It also helps you compare the website traffic volume of potential partners or competitors to map your position against them. In addition, you can learn mobile vs. desktop traffic ratio plus user engagement. Monitor latest trends and define upcoming players and leaders as well. Also, compare your potential partners' or competitors' audience, evaluate the growth, and discover what a user prefers to see on the website. Analyze partnerships and media placements, and find platforms that will help you connect with potential customers. Semrush also helps you in determining categories, top services, and products on competitors' websites. In addition, you can reveal what digital campaigns your competitors are currently focusing on. Identify popular content topics and blogs, and create co-marketing assets for your partners' platforms. Moreover, reveal the most active marketing channels, identify the connections, backlink providers, and affiliates, and check company expenses. Compare websites's online performance and traffic in different regions, and locate countries where competitors are active. Make a smart move by evaluating and tracking tactics and strategies on different channels, monitoring traffic trends, discovering niches and markets, and learning customers' behavior. Try a plan for free (special 14-days trial to Geekflare readers like you) to experience the platform. Estimate competitors' website traffic statistics in different periods by different channels. Sitechecker allows you to choose top websites by their ranks and check their website traffic and find the percentage of web traffic your competitors get from different channels. You can shortlist competitors who are using paid ads, compare bounce rate and session duration for each competitor, and explore the keywords that helped them bring the most visitors. Moreover, you can check the backlinks they have used to attract audiences from referral traffic. You can also analyze reports to get an idea about traffic dynamics and their changes since the last six months to grow traffic. When you have the complete data of your competitors' websites, it's time to level up the game for your website. Check the status of your site to know the gap, make a strategy, and work on it to beat competitions and grow. Elevate the performance of your website by choosing a perfect plan for you at a starting price of \$29/month, Similarweb helps you get the easiest and fastest way to discover what is happening online on your site. You can analyze ap and website performance, implement industry research, audience research, reveal affiliate marketing and advertising, and explore the actual competition. You will get investment ideas by monitoring websites and figure out how to generate more leads, engage sales, detect fraud, etc. Similarweb also provides you with access to view website analytics through TrafficMeter extension, which helps you access the website's insights and data. Access every data available at your fingertips and increase the monetization of your website by knowing the real matter behind the scenes. Furthermore, Similarweb delivers an objective and an unbiased view of the app and web performance. With all the data accessible, you can build digital strategies by making real-time decisions through the accurate data of your competitors' websites. Similarweb offers a free plan to gain insights, or you can choose the enterprise plan after talking to a consultant. Discover the sources of competitors' website traffic through a website analysis tool of Serpstat. Researching for a topic, keyword, or ad has never been so easy, but Serpstat has made it effortless to fetch every data of the domain you want to know about. The main factor of increasing traffic is keyword analysis or keyword distribution, so they offer a PPC and SEO competitor analysis report. Enhance your profit by using domain analysis tools, which will help you look into all the PPC/SEO competition and check the most valuable keywords. In addition, cross-check the market niche by comparing competitors' websites with their competitors. Next, find the ranking gap through a complete analysis report and make a strategy accordingly. Serpstat saves you from the hassles of using various tools; only one tool is enough to get the best results so you can focus on growth. Get an idea of top-performing content, ad samples, and keywords for the niche you chose. With the SERP competition analyzer, get the complete report on the keywords used in competitors' top pages. Also, find the landing pages that get the most traffic, get a valuable list of landing pages, keywords, and ideas for your niche, and cross-analyze the data with other domains. Choose a plan starting at just \$55/month and avail unique benefits. Ahrefs is one of the best web traffic checkers that helps you see the honest traffic estimate for any webpage or website. It has introduced Site Explorer that allows you to explore paid and organic traffic metrics of any website. Notice the graph to check how your site traffic has increased both locally and globally. Reverse engineer the process of what is working for competitors' websites that can drive more traffic. You can also check each page traffic and analyze the data to enhance your growth. Learn the keywords that help your competitor grow their traffic and determine how much each keyword drives traffic. By using this insight, you can find some new keywords to target your website traffic. You can also try to spy on their ad copy to inspire your search ads. Check up to 200 websites using Batch Analysis Tool at once. You can dig deeper to know the mantra of getting high traffic with quick links and powerful keywords without even being a marketing expert to start with the search. Are you still confused? Start a trial at just \$7 and start digging real-time data. Choose a plan that suits your business at a starting price of \$99/month. Get unlimited PPC and SEO data with SpyFu, which exposes the secret formula of successful competitors. You can search for the domain and check every place they appear on search engines, every keyword they have got from Google Ads, ad variations, and organic ranking from the past 15 years. Get to know how you can connect with those domains and find the traditional and online lead generation methods like email, phone, address, social media, etc. In short, you can find almost every detail of a site. SpyFu offers recommendations to help you drive your Google Ads campaigns and SEO strategies. In addition, you can monitor your SEO rankings on Yahoo, Bing, and Google. Connect with reliable contact to generate leads and establish valuable partnerships. Also, perform in-depth PPC competitor research, download your website keywords, see how many clicks your competitors get, and observe their spending on them without any download limits. Track every site bidding on Google Ads, watch out for new competitors and detect changes in ad expenditure over time. Furthermore, you can type your domain name and view the vital keywords your top competitors have bought on Google Ads, but you don't. They also offer recommendations for negative PPC matches to save you money on buying keywords that your competitors have already failed for. Additionally, you get a PPC ad Rank tracker to measure your progress and impressions for keywords. Similarly, you will find lots of features for SEO research, such as analyzing SEO keywords of competitors, spying on SEO competition, multi-competitor keyword search, ranking history, branded client reports, backlink checking, influencer marketing, and more. Use proper tools to drive traffic and grow your sales as there are many tools for keyword research to generate and organize keywords, learn the tricks to use the keywords, check the most profitable keyword for your content, do SERP analysis, and many more. You can create a custom domain list and filter by location, industry, search traffic, ad spend, technologies, and social media. SpyFu offers unlimited downloads and searches without any contracts or hoops. Take membership at a starting price of \$33/month. Get detailed info on any website with Website IQ. It helps you increase your traffic through the statistics reports from the last 9+ years, growth charts, comparison charts, social media activity, and organic keywords. Whether you are a digital marketer, entrepreneur, or investor, you can quickly analyze websites as per your niche, make intelligent decisions while evaluating the gap. Find attractive links that drive more audiences by checking relevant publishers. Identify leads and apply for your website while understanding the keywords that drive visitors. Search for the domain and get almost all the information and start enhancing your growth. Website IQ offers free sign-up with fewer benefits, while the Pro plan gives you more. You can also get a custom plan to get a better price and group of coupons offer. In contrast to the above, if paid web traffic is your significant digital marketing strategy, you need to choose a traffic lookup tool with a focus on paid advertisement. It must also compare the website search results with the Google search results. You can also find how a website generates its revenue from advertising. You may not get 100% accurate data from their automated algorithm as they use public ranking systems that aren't accurate. However, if you want to buy or sell a digital property such as sites, domains, products, etc., you can contact them to get a precise evaluation. You can search for the domain you want with a click, start knowing the differences you are making, and address it with increasing traffic to earn good revenue. This, it helps you make a strategic decision and move a step forward. Why should you use a web Traffic Estimator? Even if your product/service is excellent, you lose your battle if your site does not have good traffic. Or, you have done everything alright like keywords, SEO, and so on, but you aren't getting the results. Your competitors are still outranking you. This means your competitors' strategies are stronger. A traffic estimator tool will track your competitors' website traffic and tell their strengths and weaknesses, so you can improve your strategies and be ahead of the game. It can perform several functions: Shows details about the total number of viewers, their interests, and demographics It helps improve your bounce rates and make adjustments based on user behavior Determines specific searches through different search engines such as Google or Bing to improve your keywords It helps strengthen your content strategies and engagement rates with better keywords, SEO, and best posting time in a week or day Highlights page performance so you can get an idea of which pages are performing the best and which ones to improve Pinpoints and compares your digital campaigns to drive more traffic and conversions What to look for in a traffic checker? Finding the right traffic estimator tool can be tricky. You need to understand a few digital marketing concepts and then make your decision to choose the software. Keep in mind these points before you use a traffic lookup tool: If your business or site depends majorly on organic traffic, improving the search engine rankings must be essential for you. In this case, you can go for a traffic estimator tool focusing on SEO aspects, such as SEMrush, Ahrefs, etc. In contrast to the above, if paid web traffic is your significant digital marketing strategy, you need to choose a traffic lookup tool with a focus on paid advertisement. It must also compare the website search results with the Google search results. You can also find how a website generates its revenue from advertising. You may not get 100% accurate data from their automated algorithm as they use public ranking systems that aren't accurate. However, if you want to buy or sell a digital property such as sites, domains, products, etc., you can contact them to get a precise evaluation. You can search for the domain you want with a click, start knowing the differences you are making, and address it with increasing traffic to earn good revenue. This, it helps you make a strategic decision and move a step forward. Why should you use a web Traffic Estimator? Even if your product/service is excellent, you lose your battle if your site does not have good traffic. Or, you have done everything alright like keywords, SEO, and so on, but you aren't getting the results. Your competitors are still outranking you. This means your competitors' strategies are stronger. A traffic estimator tool will track your competitors' website traffic and tell their strengths and weaknesses, so you can improve your strategies and be ahead of the game. It can perform several functions: Shows details about the total number of viewers, their interests, and demographics It helps improve your bounce rates and make adjustments based on user behavior Determines specific searches through different search engines such as Google or Bing to improve your keywords It helps strengthen your content strategies and engagement rates with better keywords, SEO, and best posting time in a week or day Highlights page performance so you can get an idea of which pages are performing the best and which ones to improve Pinpoints and compares your digital campaigns to drive more traffic and conversions What to look for in a traffic checker? Finding the right traffic estimator tool can be tricky. You need to understand a few digital marketing concepts and then make your decision to choose the software. 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You can search for the domain you want with a click, start knowing the differences you are making, and address it with increasing traffic to earn good revenue. This, it helps you make a strategic decision and move a step forward. Why should you use a web Traffic Estimator? Even if your product/service is excellent, you lose your battle if your site does not have good traffic. Or, you have done everything alright like keywords, SEO, and so on, but you aren't getting the results. Your competitors are still outranking you. This means your competitors' strategies are stronger. A traffic estimator tool will track your competitors' website traffic and tell their strengths and weaknesses, so you can improve your strategies and be ahead of the game. 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