Flipkart

Google Analytics and SEO Performance Monitoring
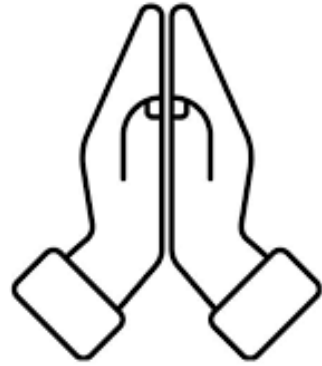
flipkart.com

india's biggest online store for mobiles, fashion (clothes/shoes), electronics, home appliances, books, home, furniture, grocery, jewelry, sporting goods, beauty & personal care and more! find the largest selection from all brands at the lowest prices in india. payment options - cod, emi, credit card, debit card & more

COMPANY INFORMATION

COMPANY :-   Flipkart

Year Founded:-   2007

Employees:-   >10001

HQ:-   India, Panathur

Annual revenue:- $15M-$25M

Industry:-   eCommerce & shopping

GLOBAL RANK #167

COUNTRY RANK   #16

CATEGORY RANK   #2

SIMILARLY RANKED SITES

amazon.in

flipkart

amazon.com

Indiamart.com

91mobile.com

SEARCH ENGINE OPERATIONS (SEO)

TOTAL VISIT
181.4M

BOUNCE RATE
49.56%

PAGES PER VISIT
5.71

AVG VISIT DURATION
00:05:27

flipkart.com Web Traffic by Country

Which countries sent the most traffic to flipkart.com lately? Where is their core audience from? Last month India was the top country sending desktop traffic to flipkart.com

India 94.99%

United States 1.04%

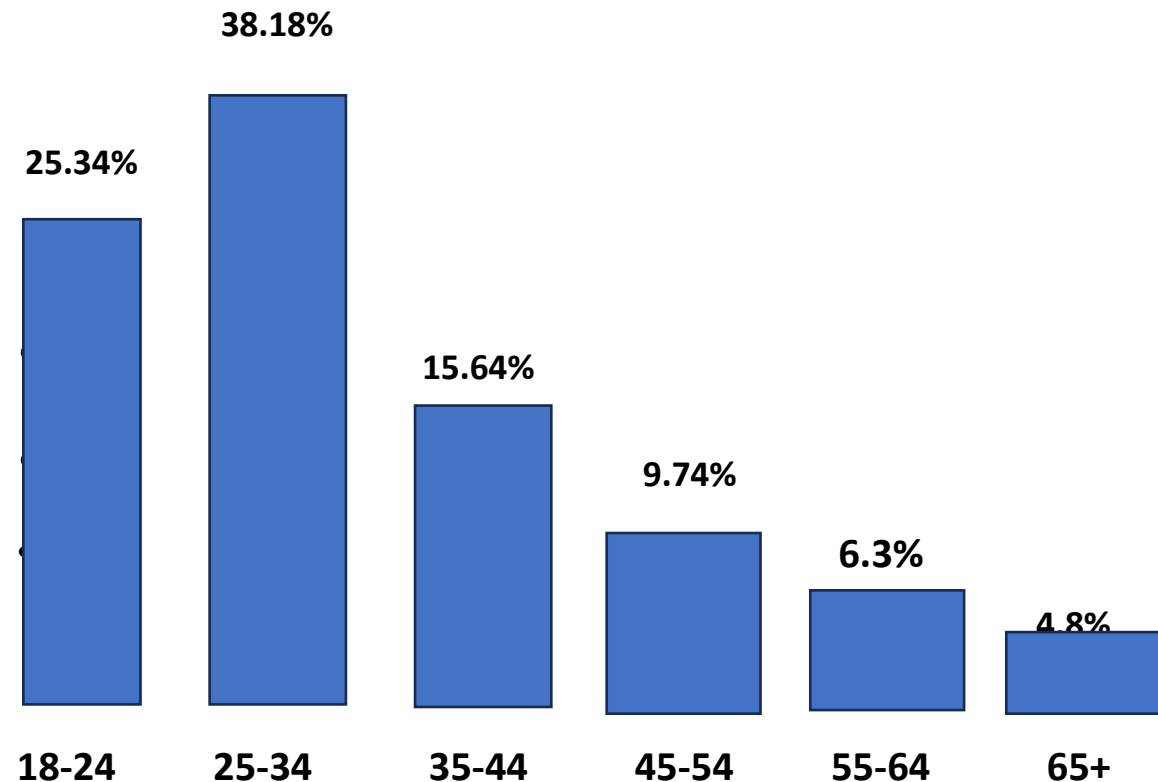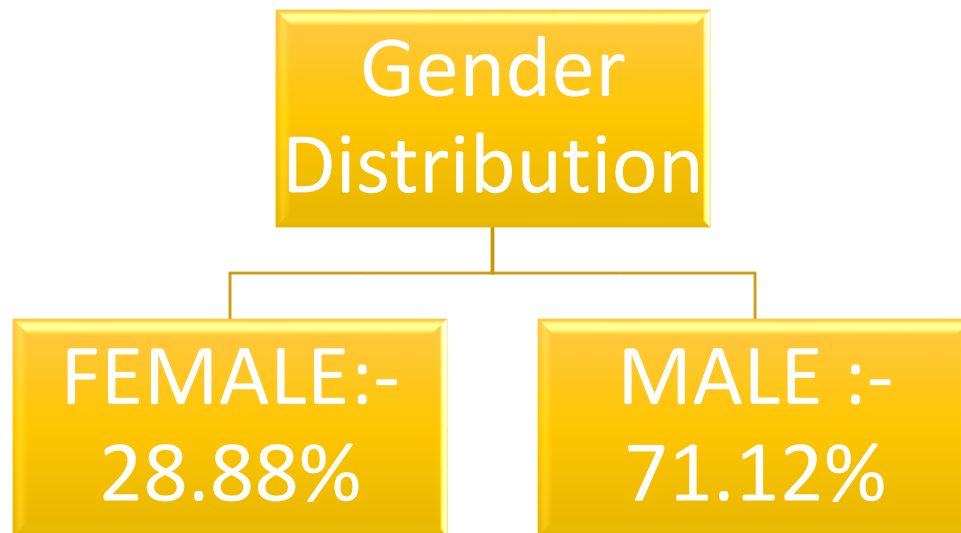United Kingdom 0.27%

United Arab Emirates 0.26%

Nepal0.24%

Others3.19%

Flipkart.com AUDIENCE COMPOSITION
Audience composition can reveal a site's current market share across various audiences

- **AGE DISTRIBUTION**

Gender Distribution

FEMALE :- 28.88%

MALE :- 71.12%

Age	Percentage
18-24	25.34%
25-34	38.18%
35-44	15.64%
45-54	9.74%
55-64	6.3%
65+	4.8%

FLIPKART KEYWORD ANALYSIS

A keyword is a term used in digital marketing to describe a word or a group of words an Internet user uses to perform a search in a search engine or search bar. In an SEO strategy, keywords are very important and should be the core of any copy written for the web (present in the content, titles and SEO elements).

KEYWORDS	SEARCH VOLUME	COMPETITION
• FLIPKART	110,000	• LOW
• FLIPKART COM	1900	• LOW
• FLIPKART SALES	1000	• LOW
• FLIPKART ONLINE SHOPPING	720	• MEDIUM
• FLIPKART OFFERS	390	• MEDIUM
• FLIPKART MOBILE	390	• LOW
• FLIPKART IN APP	390	• LOW
• FLIPKART BIG BILLION DAYS	320	• MEDIUM
• FLIPKART GROCERY	260	• MEDIUM
• FLIPKART DOWNLOAD	260	• MEDIUM