

# E-business solutions Web page analysis, comparison and improvement recommendations

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161RDB044 – ARTŪRS EIDUKS

# <https://houseofspells.co.uk/>

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Nestled in the heart of London, House of Spells emerges as a premier destination for 'Lord of the Rings' merchandise. This shop, known for its extensive collection of fantasy and folklore-themed items, offers an immersive experience. While it's not exclusively a 'Lord of the Rings' shop, its diverse inventory includes select pieces from the epic saga, catering to both casual fans and serious collectors.

# Competitors

## Similar Sites

Feb 2024 - Apr 2024 (3 Months) Worldwide

[Read a guide](#)

### Sites similar to houseofspells.co.uk

Filter by: houseofspells.co.uk All Industries

[Clear all](#)

Search...

[Export Excel](#)

<input type="checkbox"/>	Domain (36)	Industry	Global Rank	Affinity ↓	AdSense
<input type="checkbox"/>	1  tigerstat.co.uk	Lifestyle > Gifts and Flowers	#2,848,413	100% <div></div>	
<input type="checkbox"/>	2  quizzicalley.com	Lifestyle > Gifts and Flowers	#4,059,297	98.01% <div></div>	
<input type="checkbox"/>	3  klosh.online	Lifestyle > Gifts and Flowers	#5,436,700	97.73% <div></div>	
<input type="checkbox"/>	4  rossi1931.com	Lifestyle > Gifts and Flowers	#13,894,825	96.33% <div></div>	
<input type="checkbox"/>	5  thepeppystore.in	Lifestyle > Gifts and Flowers	#487,748	91.20% <div></div>	
<input type="checkbox"/>	6  lyliarose.com	Lifestyle > Gifts and Flowers	#1,931,383	91.20% <div></div>	
<input type="checkbox"/>	7  collectables.co.uk	Lifestyle > Gifts and Flowers	#2,785,778	80.47% <div></div>	
<input type="checkbox"/>	8  toxicfox.co.uk	Lifestyle > Gifts and Flowers	#436,764	77.50% <div></div>	
<input type="checkbox"/>	9  busyb.co.uk	Lifestyle > Gifts and Flowers	#2,072,731	72.96% <div></div>	
<input type="checkbox"/>	10  cardfactory.co.uk	Lifestyle > Gifts and Flowers	#62,552	72.96% <div></div>	
<input type="checkbox"/>	11 Upgrade your Account	Lifestyle > Childcare	#3,038,960	71.73% <div></div>	

# Competitor analysis

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## Global rank ⓘ

Feb 2024 - Apr 2024 Worldwide

Domain	Rank
houseofspells.co.uk	#803,904
tigerstat.co.uk	#2,848,413
quizzicalley.com	#4,059,297

## Country rank ⓘ

Feb 2024 - Apr 2024 United Kingdom

Domain	Rank
houseofspells.co.uk	#175,780
tigerstat.co.uk	#162,051
quizzicalley.com	N/A

## Industry rank ⓘ

In Lifestyle/Gifts and Flowers

Domain	Rank
houseofspells.co.uk	#970
tigerstat.co.uk	#3,587
quizzicalley.com	#4,751

# Competitor analysis(2)

## Traffic & Engagement

### Total visits ⓘ

Feb 2024 - Apr 2024 Worldwide

Domain	%	#
houseofspells.co.uk		105,965
tigerstat.co.uk		9,993
quizzicalley.com		10,457

### Device distribution ⓘ

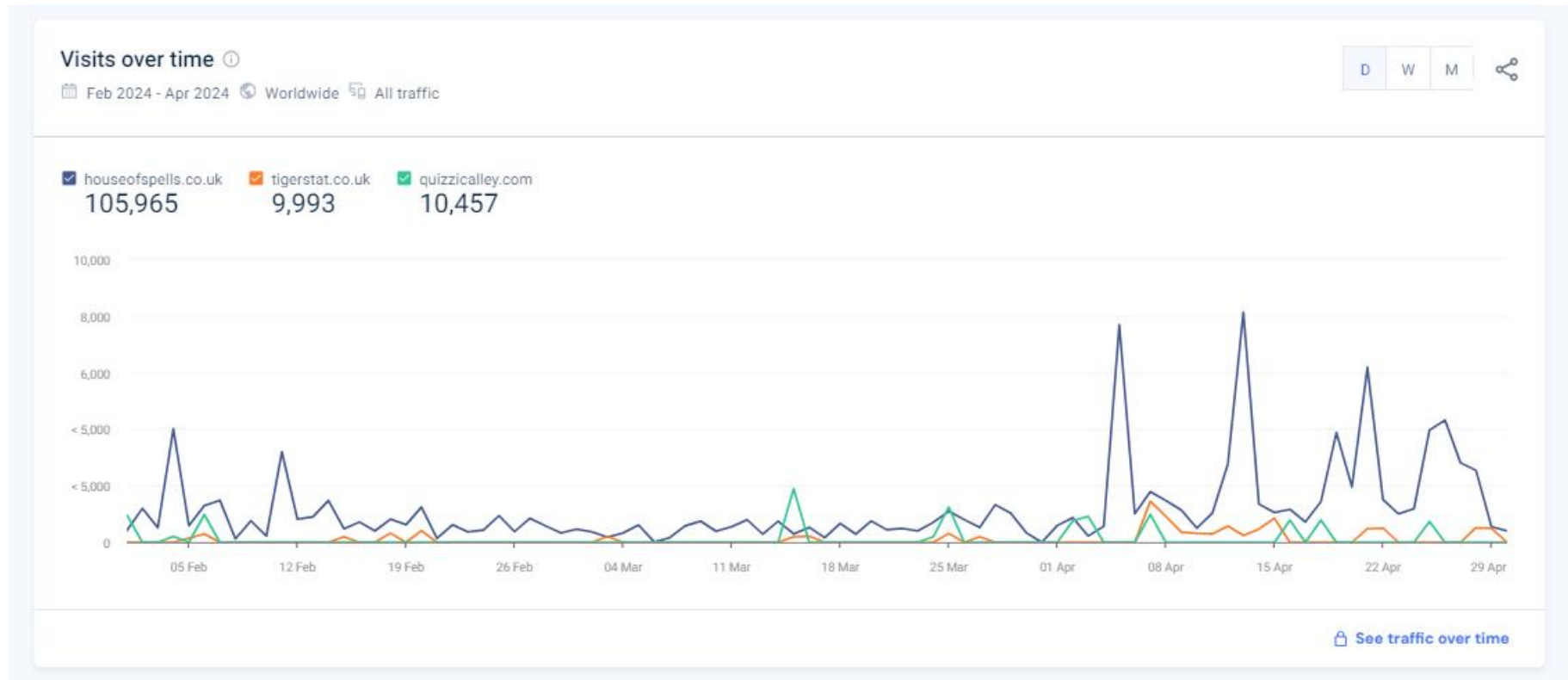
Feb 2024 - Apr 2024 Worldwide

Domain	Desktop	Mobile
houseofspells.co.uk	22.2%	77.8%
tigerstat.co.uk	32.2%	67.8%
quizzicalley.com	24.0%	76.0%

### Engagement ⓘ

Metric	houseofspells.co.uk	tigerstat.co.uk	quizzicalley.com
Monthly visits	35,322 🏆	< 5,000	< 5,000
Monthly unique visitors	N/A	N/A	N/A
Visits / Unique visitors	N/A	N/A	N/A
Visit duration	00:02:11 🏆	00:00:50	00:01:19
Pages per visit	2.09	3.51 🏆	2.54
Bounce rate	69.64%	54.79% 🏆	72.57%
Page Views	73,663 🏆	11,684	8,844

# Competitor analysis – daily visits

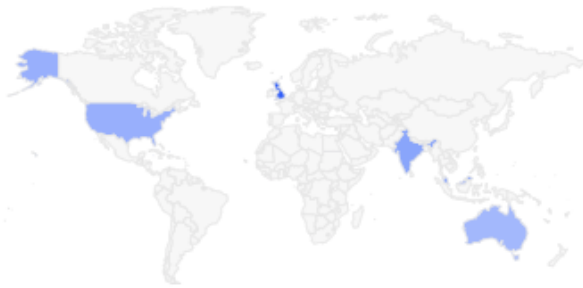







# Competitor analysis - geography

## Geography

### Top Countries ⓘ

📅 Feb 2024 - Apr 2024 📄 All traffic



Country	Traffic Share	Group traffic share split
 United Kingdom	28.23% <div><div></div></div>	<div><div>73.3%</div><div>26.7%</div></div>
 Malaysia	14.22% <div><div></div></div>	<div><div>100%</div></div>
 India	14.09% <div><div></div></div>	<div><div>99.0%</div></div>
 United States	11.88% <div><div></div></div>	<div><div>98.1%</div></div>
 Australia	10.14% <div><div></div></div>	<div><div>23.2%</div><div>76.8%</div></div>

[See more countries](#)

## Organic Search

tigerstat.co.uk is in the lead with 76.9% organic search

### Top organic search terms

Feb 2024 - Apr 2024 Worldwide Desktop

houseofspells.co.uk tigerstat.co.uk quizzicalley.com

Search Term	Traffic Share	Group Share Split	Volume	CPC
spells that works	3.77%	100%	260	-
umbridge's cat patronus	3.40%	100%	10	-
house of spells	3.33%	100%	1,610	\$0.45
a4 tuff box	2.88%	100%	-	-
house of spells london	2.69%	100%	1,120	\$0.42

[See more search terms](#)

## Marketing Channels

### Channels overview

Feb 2024 - Apr 2024 Worldwide All traffic

houseofspells.co.uk tigerstat.co.uk quizzicalley.com  
71,114 9,993 10,457



[See full overview](#)

# Competitor analysis – marketing channels



# Competitor analysis - referrals

## Referrals

houseofspells.co.uk is in the lead with 8.3% referrals traffic

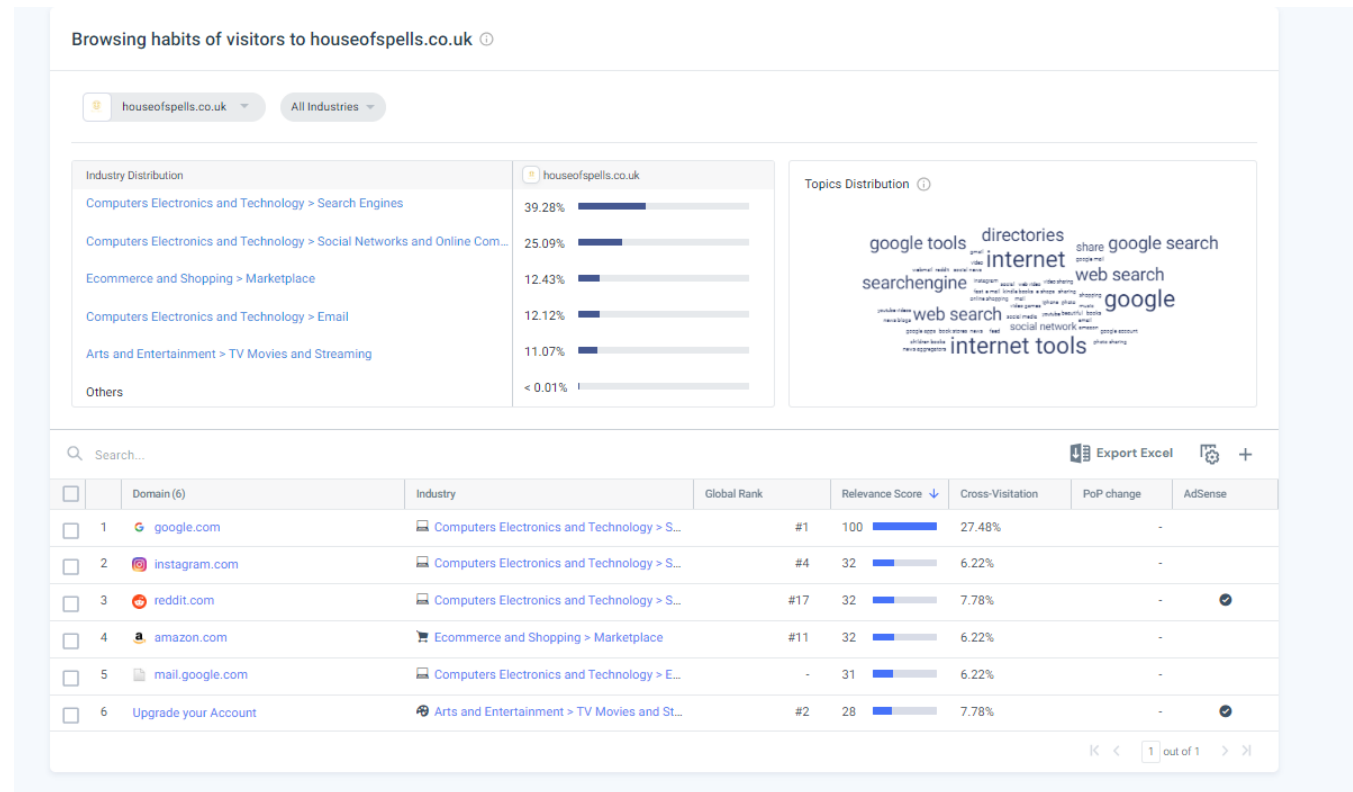
### Top referring websites

Feb 2024 - Apr 2024 Worldwide Desktop

Domain	Website Categories	Traffic Share	Group Traffic Share Split
 google.com	Search Engines	54.29% <div><div></div></div>	<div><div></div></div> 100%
 force.com	Programming and Developer Software	20.48% <div><div></div></div>	<div><div></div></div> 100%
 whotimes.com	Holidays and Seasonal Events	9.13% <div><div></div></div>	<div><div></div></div> 100%
 cp.adsy.com	Online Marketing	9.07% <div><div></div></div>	<div><div></div></div> 100%
 linktr.ee	Lifestyle	7.04% <div><div></div></div>	<div><div></div></div> 100%

[See more referrals](#)

# Browsing habits



# Demographics

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**New Demographics insights are now available!**

We've updated our demographic data. Subdomains can now be analyzed as well as targeted audience insights

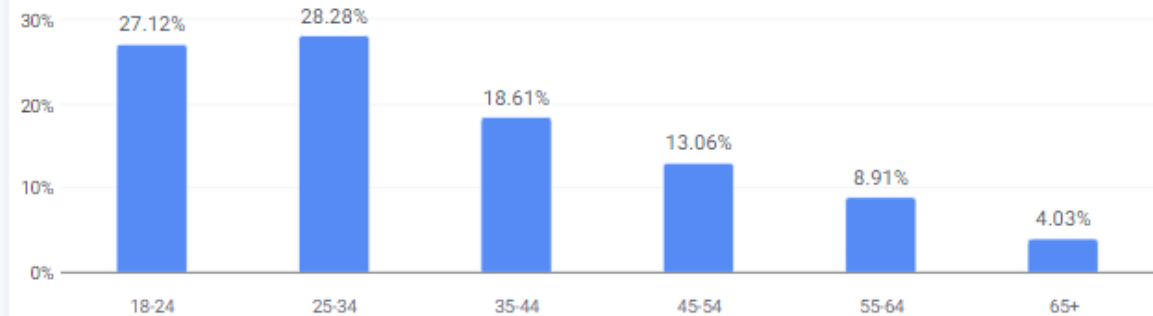
## Gender Distribution ⓘ

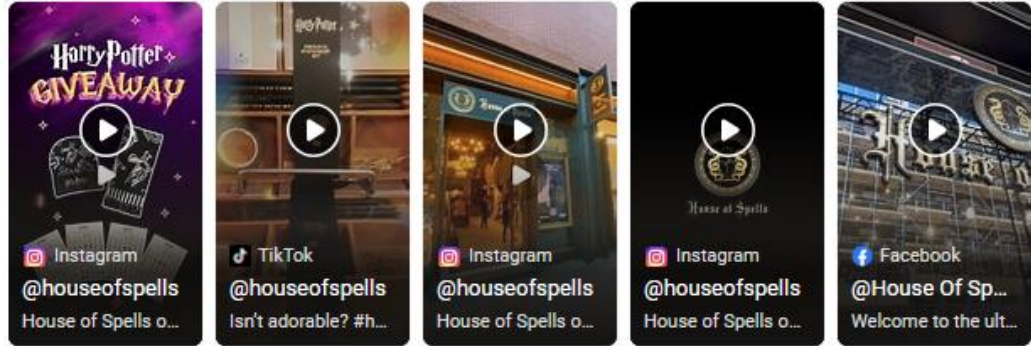


• Male  
**69.81%**

• Female  
**30.19%**

## Age Distribution ⓘ






# ADS

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# Google – search results

**House of Spells**  
<https://houseofspells.co.uk>


**House of Spells - Fandom Collectables UK | Harry Potter Shop**  
Web House of Spells | What's Your Fandom? | Harry Potter gifts, Stranger Things shop, Game of Thrones gifts, LOTR gifts, & more | Shop in the UK or order online!

**Harry Potter**  
Harry Potter - House of Spells - Fandom Collectables UK | Harry Potter Shop


**About Us**  
Email:info@houseofspells.co.uk. House of Spells in Stratford Upon ...


**Contact Us**  
Contact Us - House of Spells - Fandom Collectables UK | Harry Potter Shop

**Shop Now**  
Shop Now - House of Spells - Fandom Collectables UK | Harry Potter Shop



**House Of Spells**  
●●●●● Tripadvisor (55) · Gift shop  
69-71 Charing Cross Rd, London WC2H 0NE

 WEBSITE

 DIRECTIONS



**House Of Spells** ✓  
●●●●● Tripadvisor (55) · Gift shop

[Website](#) [Directions](#)

69-71 Charing Cross Rd, London WC2H 0NE

+44 20 7287 9077

**Closed** · Opens 09:30 ▼


[Suggest an edit](#) · [Manage this business](#)

**Add more information**  
[Add photos](#)

Get 10% off your Harry Potter merch at House of Spells London with discount code WIZARD10! House of Spells is a Fandom themed shop that provides attraction through its design in the shops and sells ... +

**People often mention**  
[Service](#) [Prices](#) [Merchandise](#)  
[Ambiance](#) [Clothing](#) [Products](#)

**Reviews**

**Tripadvisor**  
4.5/5 · 55 reviews

5-star 72%

4-star 8%

3-star 14%

2-star 0%

1-star 6%

[Recent reviews](#) [Any rating](#)

●●●●● 3 Apr 2024

Had gone in with my dad. We were looking at the wands and per the rules we were not touching. I had been planning on getting a newt Scamander one however when I was still thinking about employee came...

[Full review by Forbidden Faith G](#)

●●●●● 6 Mar 2024

We happened upon this because we were going to another place nearby and it showed up on Google. It was adorable!! And there's lots of Harry Potter merch that you wouldn't find in the states. I found ...


[Full review by Chastidy1](#)


●●●●○ 4 Nov 2023


Great variety of wands at a premium price. Also great section dedicated to game of thrones fans . Store clean with friendly staff

[Full review by paddycakeseire](#)

See all reviews on Tripadvisor


**Yell**  
4.0/5 · 8 reviews

**Yelp**  
3.0/5 · 4 reviews

**Trustpilot**  
4.3/5 · 84 reviews

**Facebook**  
<https://www.facebook.com/houseofspells>

**House Of Spells - Facebook**



**Web** House Of Spells, 72,501 likes · 148 talking about this · 964 were here. House of Spells is the one-stop shop for licensed collectables from your favourite franchises.

**House of Spells**  
<https://houseofspells.co.uk/collections/all>

**Products from House of Spells**


**Web** House of Spells | Whats Your Random? | Harry Potter gifts, Stranger Things shop, Game of Thrones gifts, LOTR gifts, & more | Shop in the UK or order online!

**House of Spells**  
<https://houseofspells.co.uk/collections/harry-potter-shop>

**Harry Potter Shop UK | House of Spells**

**Web** House of Spells is a Harry Potter-themed shop and attraction in London that sells official Harry Potter Merchandise, such as, but not limited to, Harry Potter Wands, Harry Potter ...

**Images of House of Spells**  
<bing.com/images>



**House of Spells is the Harry Potter gift shop in London...**

**Harry Potter and fantasy themed store House of...**

**New Harry Potter merchandise...**

**HOUSE OF SPI**  
• All You Need

[See all images](#)

**House of Spells**  
<https://houseofspells.co.uk/pages/plan-your-visit>

**Plan Your Visit from House of Spells**

**Web** House of Spells (London): 69-71 Charing Cross Road, London, WC2H 0NE Phone: 020 7287 9077 Hours: 10:00 – 22:00

**Facebook**  
<https://www.facebook.com/houseofspells>

**House Of Spells - Facebook**

**Web** House Of Spells, 72,083 likes · 39 talking about this · 1,034 were here. House of Spells is the one-stop shop for licensed collectables from your favourite franchises.

**YouTube**  
<https://www.youtube.com/c/HouseofSpells>

**House of Spells - YouTube**

**Web** 1.41K subscribers · 215 videos. House of Spells is a London tourist attraction and fandom collectables shop. This channel aims to create entertainment for tourism and fandom ...

**Instagram**  
<https://www.instagram.com/houseofspells>

**House of Spells (@houseofspells) • Instagram photos and videos**

**Web** 65K Followers, 1,102 Following, 2,250 Posts - See Instagram photos and videos from House of Spells (@houseofspells)

**Facebook**  
<https://www.facebook.com/houseofspells/shop>

**House Of Spells - Facebook**

**Web** House Of Spells. House of Spells is a Random themed shop that sells licensed fandom products such as Harry Potter, Game of Thrones, Lord of The Rings, Fantastic Beasts, ...

# Google – search results

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# Suggestions

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## 1. Promotions and Incentives:

1. **Loyalty Programs:** Implement a loyalty program that rewards repeat customers. Offer discounts, exclusive merchandise, or early access to new arrivals.
2. **Referral Discounts:** Encourage existing customers to refer friends and family by offering discounts on their next purchase. Word-of-mouth marketing can be powerful.

## 2. Social Media Integration:

1. **Instagram and Pinterest:** House of Spells can showcase its magical products through visually appealing posts on platforms like Instagram and Pinterest. Encourage users to share their purchases and experiences.
2. **Live Chats and Customer Support:** Provide real-time assistance through live chat or chatbots. Promptly address customer inquiries and concerns.

## 3. Personalization:

1. **Recommendation Engine:** Implement a recommendation system that suggests related products based on users' browsing history or previous purchases.
2. **Customizable Wands:** Allow customers to personalize their wands by choosing core materials, lengths, and designs.

## 4. Community Engagement:

1. **Fan Contests and Giveaways:** Organize fun contests or giveaways on social media. Encourage fans to participate and share their love for House of Spells.
2. **Collaborations:** Partner with influencers, fan pages, or other magical-themed accounts to cross-promote each other.

## 5. Feedback and Reviews:

1. **Customer Reviews:** Display genuine customer reviews and ratings prominently on the website. Positive feedback builds trust.
2. **Feedback Surveys:** After a purchase, invite customers to share their thoughts through a brief survey. Use their feedback to improve the overall experience.