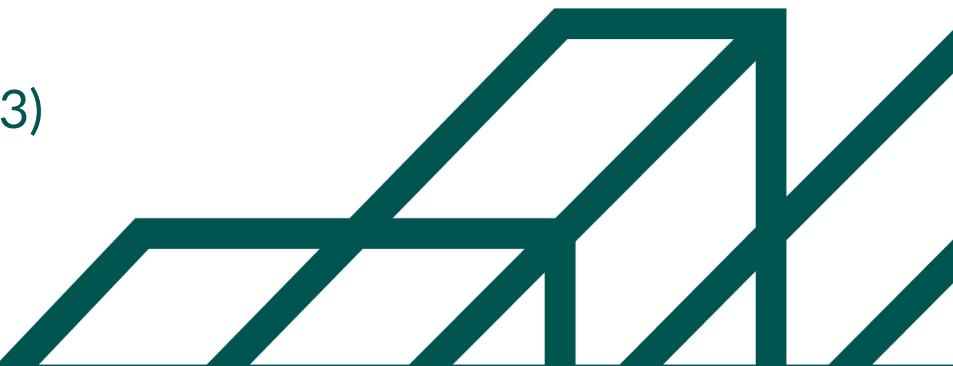




Web Page Analysis, Comparison, and Improvement Recommendations

Alisher Kosimov (241ADM003)





Foyles.co.uk

This vast bookshop has six floors with over 200,000 titles, a cafe, auditorium, and hosts literary events





Competitor analysis



Competitors

Sites similar to [foyles.co.uk](#) ⓘ

Filter by: [F foyles.co.uk](#) [All Industries](#) [Clear all](#)

Search... [Export Excel](#) [⚙️](#)

		Domain (40)	Industry	Global Ra...	Affinity
1	S whsmith.co.uk		Ecommerce and Shopping > Ecommerce a...	#47,353	100%
2	hive.co.uk		Ecommerce and Shopping > Ecommerce a...	#261,236	73.41%
3	penguin.co.uk		Ecommerce and Shopping > Ecommerce a...	#44,292	72.65%
4	forbiddenplanet.com		Ecommerce and Shopping > Ecommerce a...	#63,401	69.58%
5	wordery.com		Ecommerce and Shopping > Ecommerce a...	#217,384	65.11%
6	W waterstones.com		Arts and Entertainment > Books and Literat...	#12,575	61.26%
7	coles-books.co.uk		Ecommerce and Shopping > Ecommerce a...	#928,834	58.63%
8	alibris.co.uk		Ecommerce and Shopping > Ecommerce a...	#370,011	58.24%
9	barnesandnoble.com		Ecommerce and Shopping > Ecommerce a...	#2,782	55.75%
10	booktopia.com.au		Ecommerce and Shopping > Ecommerce a...	#21,069	55.42%
11	Upgrade your Account		Ecommerce and Shopping > Ecommerce a...	#4 262 528	55.17%

Website performance

Global rank ⓘ

📅 Feb 2024 - Apr 2024 🌎 Worldwide

Domain	Rank
F foyles.co.uk	#191,783
O penguin.co.uk	#44,292
Dauntbooks dauntbooks.co.uk	#346,755
H hatchards.co.uk	#449,384

Country rank ⓘ

📅 Feb 2024 - Apr 2024 🇬🇧 United Kingdom

Domain	Rank
F foyles.co.uk	#11,580
O penguin.co.uk	#4,253
Dauntbooks dauntbooks.co.uk	#16,766
H hatchards.co.uk	#42,837

Industry rank ⓘ

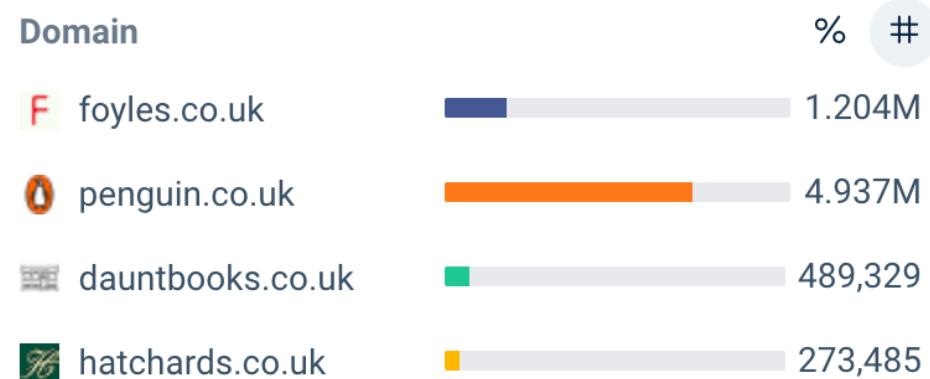
In 🛍 ...Ecommerce and Shopping - Other

Domain	Rank
F foyles.co.uk	#3,284
O penguin.co.uk	#783
Dauntbooks dauntbooks.co.uk	N/A
H hatchards.co.uk	N/A

Traffic & Engagement

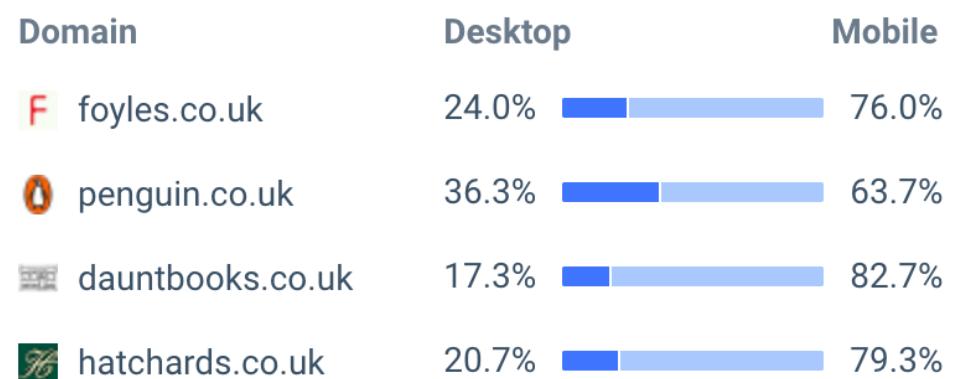
Total visits ⓘ

Feb 2024 - Apr 2024 Worldwide



Device distribution ⓘ

Feb 2024 - Apr 2024 Worldwide

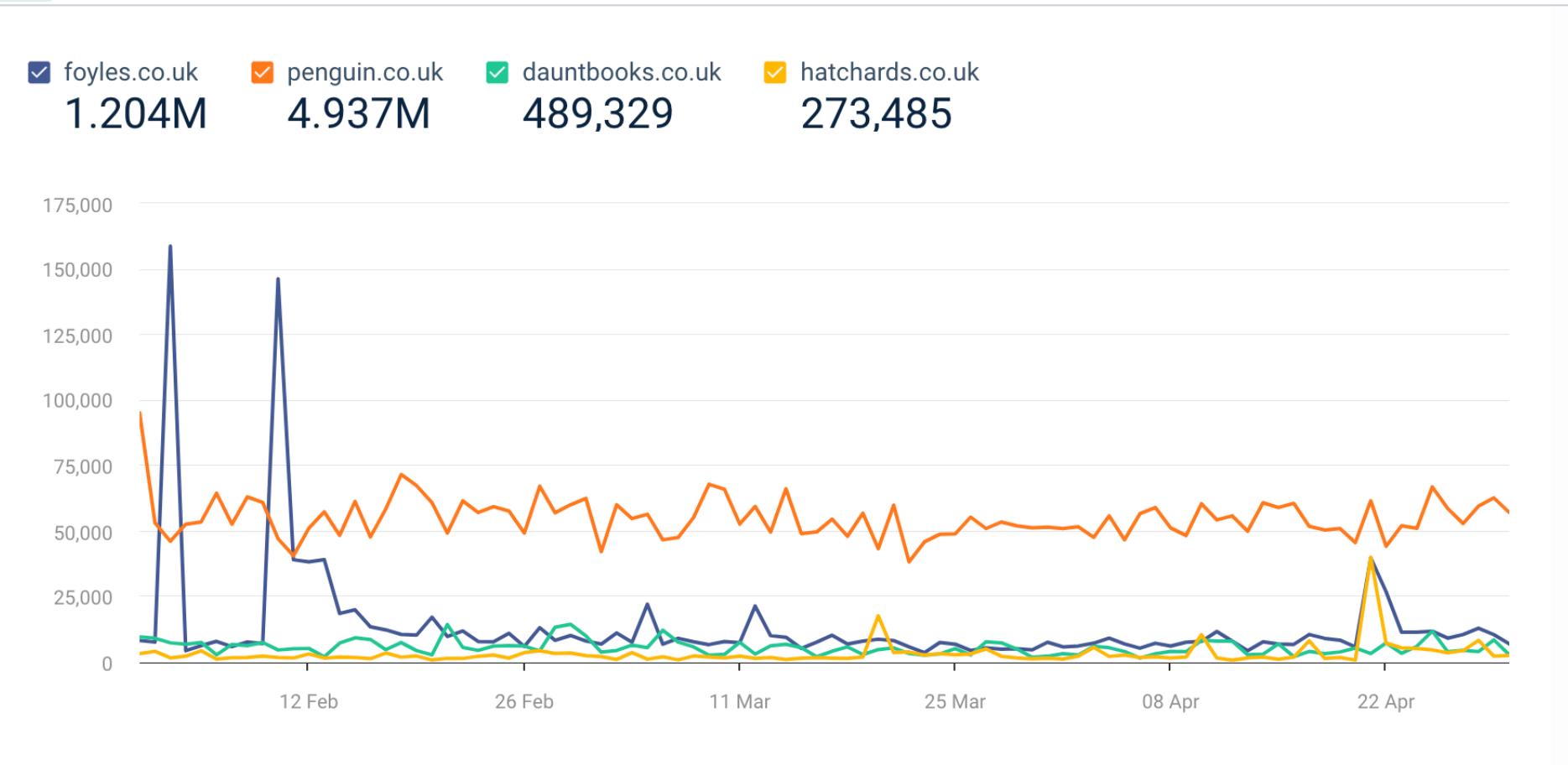


Traffic & Engagement

Engagement i

Metric	foyles.co.uk	penguin.co.uk	dauntbooks.co.uk	hatchards.co.uk
📅 Monthly visits	401,545	1.645M 🏆	163,110	91,162
👤 Monthly unique visitors	N/A	N/A	N/A	N/A
👤 Visits / Unique visitors	N/A	N/A	N/A	N/A
⌚ Visit duration	00:01:23	00:01:23	00:02:00 🏆	00:00:51
🧩 Pages per visit	2.34 🏆	2.30	2.28	1.59
↗️ Bounce rate	57.24%	63.91%	50.55% 🏆	78.07%
🧩 Page Views	940,288	3.785M 🏆	371,218	144,537
👤 Deduplicated audience	<small>BETA</small>	Gain access to more insights UPGRADE		

Visitors over time



Geography

Top Countries ⓘ

Feb 2024 - Apr 2024 All traffic



Country	Traffic Share	Group traffic share split		
🇬🇧 United Kingdom	37.66%	17.9%	60.9%	16.7%
🇺🇸 United States	12.71%	1.1%	89.8%	0.1%
🇷🇺 Russia	4.57%	0.4%	91.7%	0.8%
🇮🇳 India	3.05%	0.2%	69.0%	23.5%
🇨🇦 Canada	2.90%	0.2%	89.3%	0.5%

[See more countries](#)

Marketing channels



Marketing channels: Organic search

Top organic search terms i

Feb 2024 - Apr 2024 Worldwide Desktop

● foyles.co.uk ● penguin.co.uk ● dauntbooks.co.uk ● hatchards.co.uk

Search Term	Traffic Share	Group Share Split	Volume	CPC
james baldwin	2.17%	<div style="width: 100%;">100%</div>	1,139,680	\$1.50
foyles	1.92%	<div style="width: 100%;">100%</div>	30,660	\$0.36
daunt books	1.18%	<div style="width: 100%;">100%</div>	22,400	\$1.62
penguin books	1.01%	<div style="width: 100%;">100%</div>	45,420	\$0.72
types of poems	0.67%	<div style="width: 100%;">100%</div>	26,200	\$1.98

 See more search terms

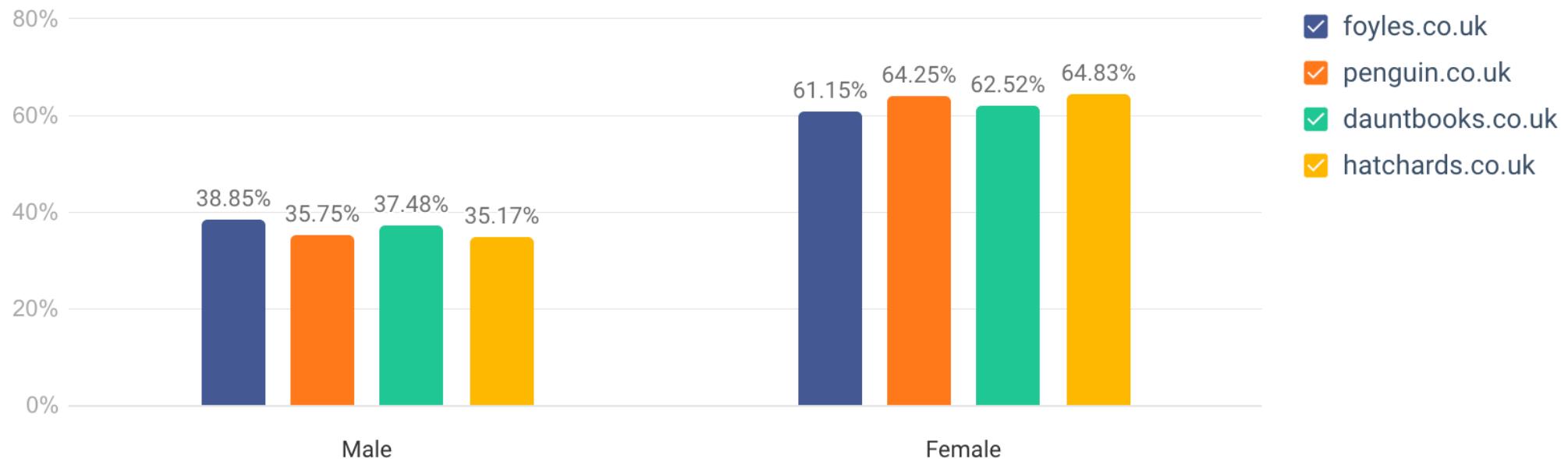
Traffic share by country

	Country (119)	Traffic Share ↓	Competitive Traffic Share
1	🇬🇧 United Kingdom	37.66% 	 17.9%  60.9%  16.7% 
2	🇺🇸 United States	12.71% 	 89.8% 
3	🇷🇺 Russia	4.57% 	 91.7% 
4	🇮🇳 India	3.05% 	 69.0%  23.5% 
5	🇨🇦 Canada	2.90% 	 89.3% 

Demographics

Gender Distribution ⓘ

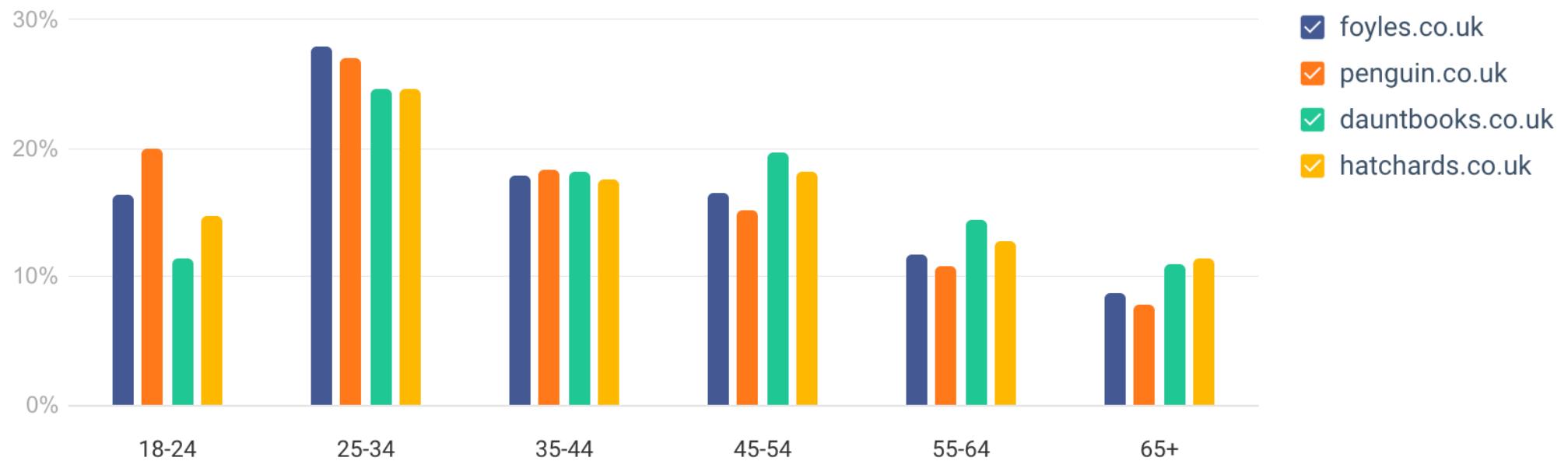
⬇️ + ⏪



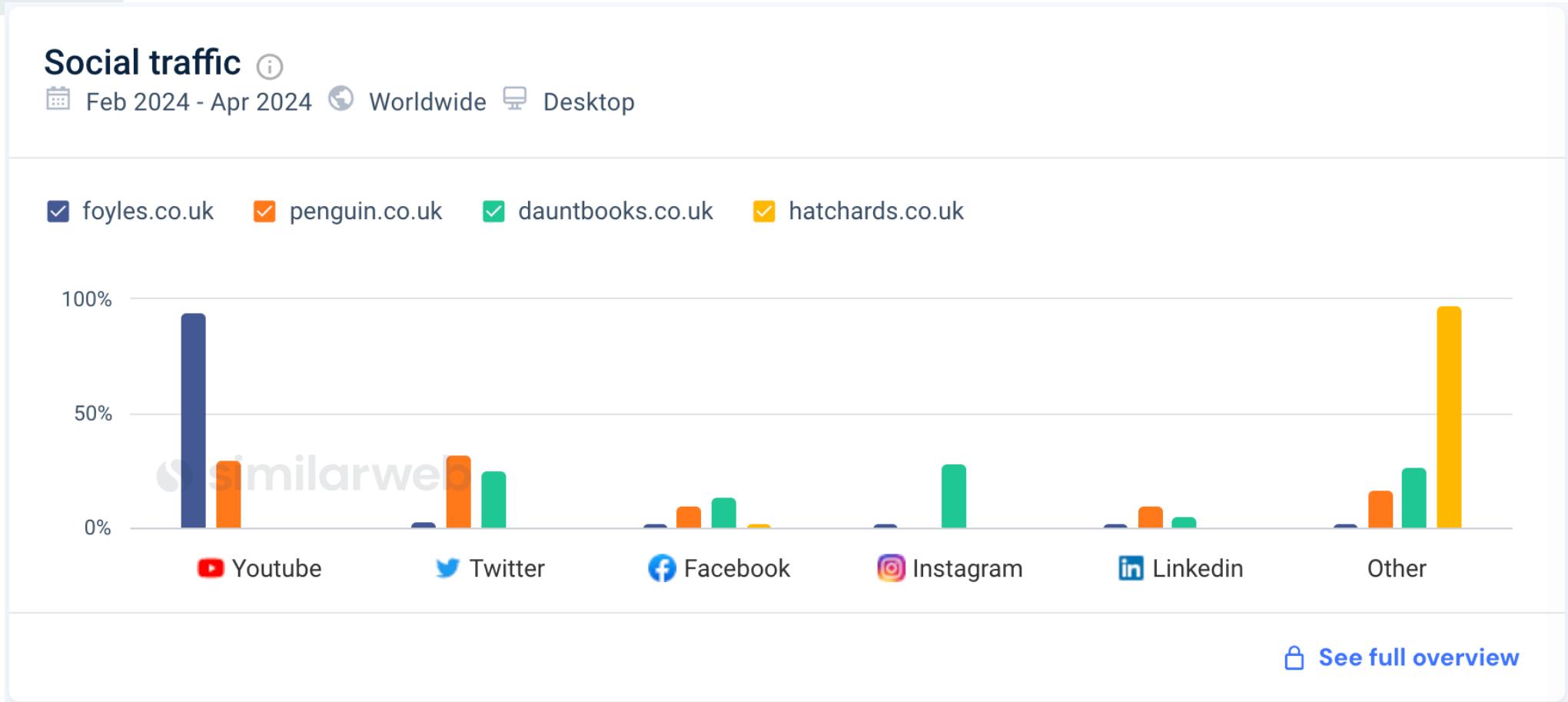
Demographics

Age Distribution ⓘ

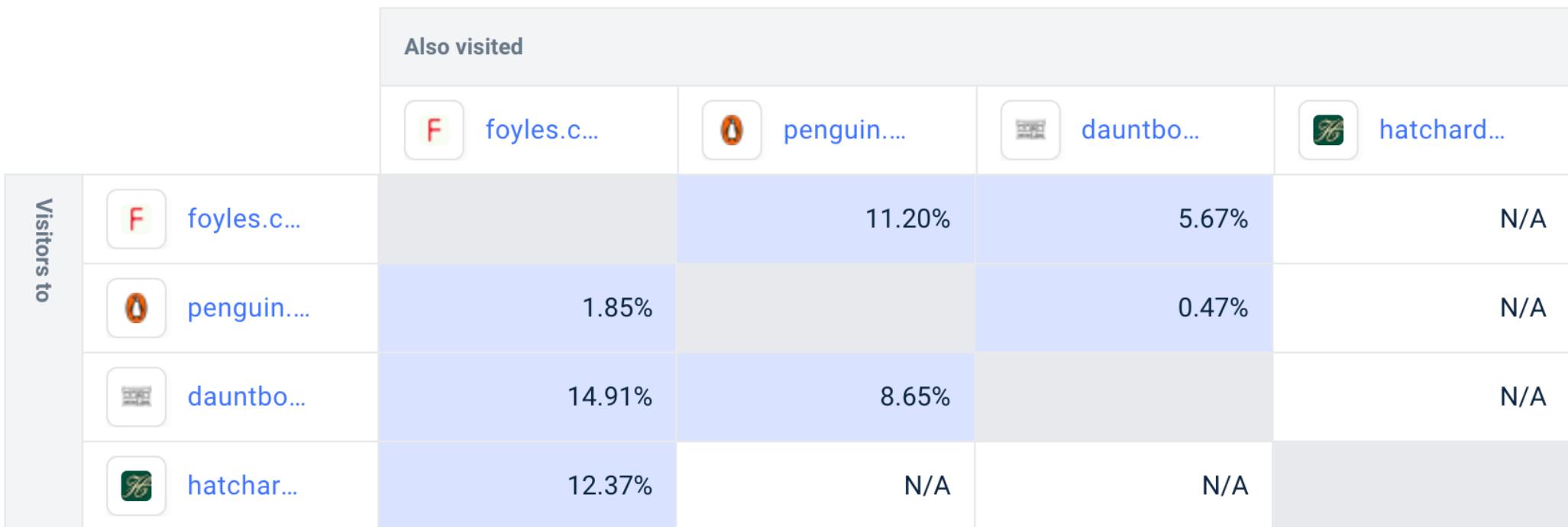
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Social Networks



Crossbrowsing behaviors



Add More Websites

Crossbrowsing behaviors

Also visited					
Visitors to	foyles.c...	penguin....	dauntbo...	hatchard...	
	 foyles.c...	 penguin....	 dauntbo...	 hatchard...	
foyles.c...			11.20%	5.67%	N/A
penguin....		1.85%		0.47%	N/A
dauntbo...		14.91%	8.65%		N/A
hatchar...	12.37%		N/A	N/A	

[Add More Websites](#)

Browsing habits

F

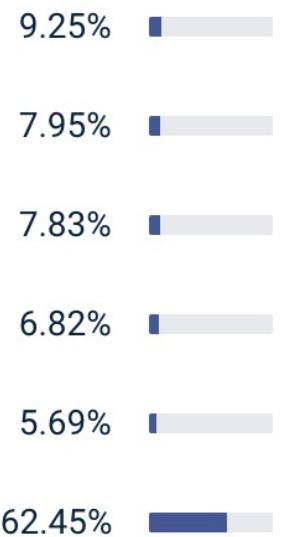
foyles.co.uk

All Industries

Industry Distribution

Ecommerce and Shopping > Ecommerce and Shop...	9.25%
Computers Electronics and Technology > Social Net...	7.95%
News and Media	7.83%
Arts and Entertainment > Books and Literature	6.82%
Computers Electronics and Technology > Program...	5.69%
Others	62.45%

F foyle.co.uk



Topics Distribution



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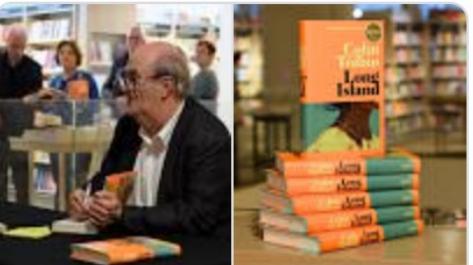
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@PenguinUKBooks

Butter by #AsakoYuzuki tr
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Yellowface by @kuangrf
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Foyles Bookshop

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Wikipedia

https://en.wikipedia.org/wiki/Foyles_Building



Foyles Building

The Foyles Building at 111–119 Charing Cross Road and 1–12 Manette Street, London, was the flagship store of the Foyles bookshop chain from 1929 to 2014, ...

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Questions & answers

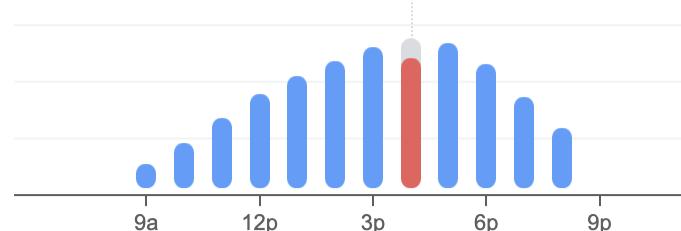
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