

# E-Business solutions

Assignment on

## **Web Page Analysis, Comparison, and Improvement Recommendations**

231ADM070 – Nijat Murshudov


[abebooks.co.uk](https://abebooks.co.uk)

UK's books, fine art and collectables store since 1996

# Competitor analysis

## Sites similar to abebooks.co.uk ⓘ

Filter by:  abebooks.co.uk ▾ All Industries ▾

<input type="checkbox"/>	1	 waterstones.com	Arts and Entertainment > Books and Literature	#12,231	100%	<div><div></div></div>
<input type="checkbox"/>	2	 wob.com	Arts and Entertainment > Books and Literature	#10,384	83.32%	<div><div></div></div>
<input type="checkbox"/>	3	 awesomebooks.com	Arts and Entertainment > Books and Literature	#71,155	70.75%	<div><div></div></div>
<input type="checkbox"/>	4	 audible.co.uk	Arts and Entertainment > Books and Literature	#11,628	62.53%	<div><div></div></div>
<input type="checkbox"/>	5	 gutenberg.org	Arts and Entertainment > Books and Literature	#9,595	61.75%	<div><div></div></div>
<input type="checkbox"/>	6	 bookshop.org	Arts and Entertainment > Books and Literature	#18,650	61.37%	<div><div></div></div>
<input type="checkbox"/>	7	 betterworldbooks.com	Arts and Entertainment > Books and Literature	#32,443	61.08%	<div><div></div></div>
<input type="checkbox"/>	8	 thriftbooks.com	Arts and Entertainment > Books and Literature	#2,777	60.64%	<div><div></div></div>
<input type="checkbox"/>	9	 poetryfoundation.org	Arts and Entertainment > Books and Literature	#9,488	60.39%	<div><div></div></div>

# Competitor analysis

## Website Performance

[Export PDF](#)

Jan 2024 - Mar 2024 (3 Months) ▾

Worldwide ▾

All traffic

### Global rank ⓘ

Jan 2024 - Mar 2024

Worldwide

Domain	Rank
abebooks.co.uk	#20,590
waterstones.com	#12,231
wob.com	#10,384
audible.co.uk	#11,628
gutenberg.org	#9,595

### Country rank ⓘ

Jan 2024 - Mar 2024

United Kingdom

Domain	Rank
abebooks.co.uk	#919
waterstones.com	#496
wob.com	#514
audible.co.uk	#507
gutenberg.org	#5,531

### Industry rank ⓘ

In ...ts and Entertainment/Books and Literature

Domain	Rank
abebooks.co.uk	#131
waterstones.com	#79
wob.com	#63
audible.co.uk	#71
gutenberg.org	#58

# Competitor analysis

## Traffic & Engagement

### Total visits ⓘ

Jan 2024 - Mar 2024 Worldwide

Domain		%	#
abebooks.co.uk	<div><div></div></div>		8.523M
waterstones.com	<div><div></div></div>		14.32M
wob.com	<div><div></div></div>		16.46M
audible.co.uk	<div><div></div></div>		15.42M
gutenberg.org	<div><div></div></div>		21.51M

### Device distribution ⓘ

Jan 2024 - Mar 2024 Worldwide

Domain	Desktop	Mobile
abebooks.co.uk	47.6% <div><div></div></div>	52.4%
waterstones.com	37.7% <div><div></div></div>	62.3%
wob.com	22.8% <div><div></div></div>	77.2%
audible.co.uk	49.8% <div><div></div></div>	50.2%
gutenberg.org	50.0% <div><div></div></div>	50.0%

# Competitor analysis

## Engagement ⓘ

Metric	abebooks.co.uk	waterstones.com	wob.com	audible.co.uk	gutenberg.org
Monthly visits	2.841M	4.775M	5.489M	5.140M	7.172M 🏆
Monthly unique visitors	1.625M	2.486M	2.977M	2.065M	3.584M 🏆
Visits / Unique visitors	1.75	1.92	1.84	2.49 🏆	2.00
Visit duration	00:02:44	00:08:31 🏆	00:04:14	00:03:16	00:02:28
Pages per visit	3.82	4.53 🏆	4.34	4.34	3.18
Bounce rate	53.34%	51.17%	45.81%	43.45% 🏆	53%
Page Views	10.85M	21.62M	23.84M 🏆	22.30M	22.80M

Competitor analysis – daily visits

Visits over time ⓘ

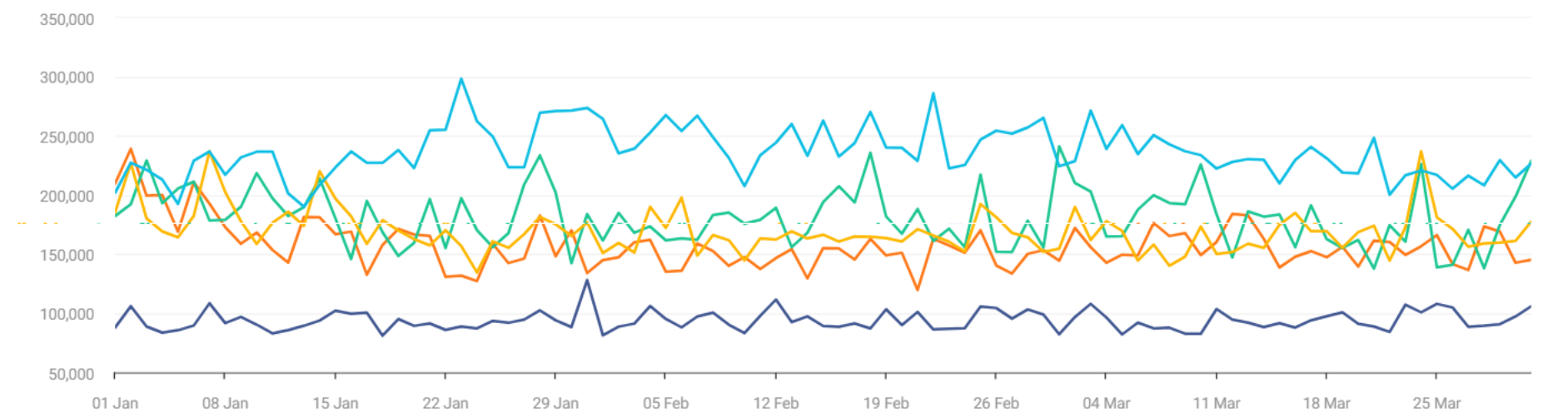
Jan 2024 - Mar 2024 Worldwide All traffic

D

W

M

- ☒ abebooks.co.uk  
8.523M
- ☒ waterstones.com  
14.32M
- ☒ wob.com  
16.46M
- ☒ audible.co.uk  
15.42M
- ☒ gutenber.org  
21.51M

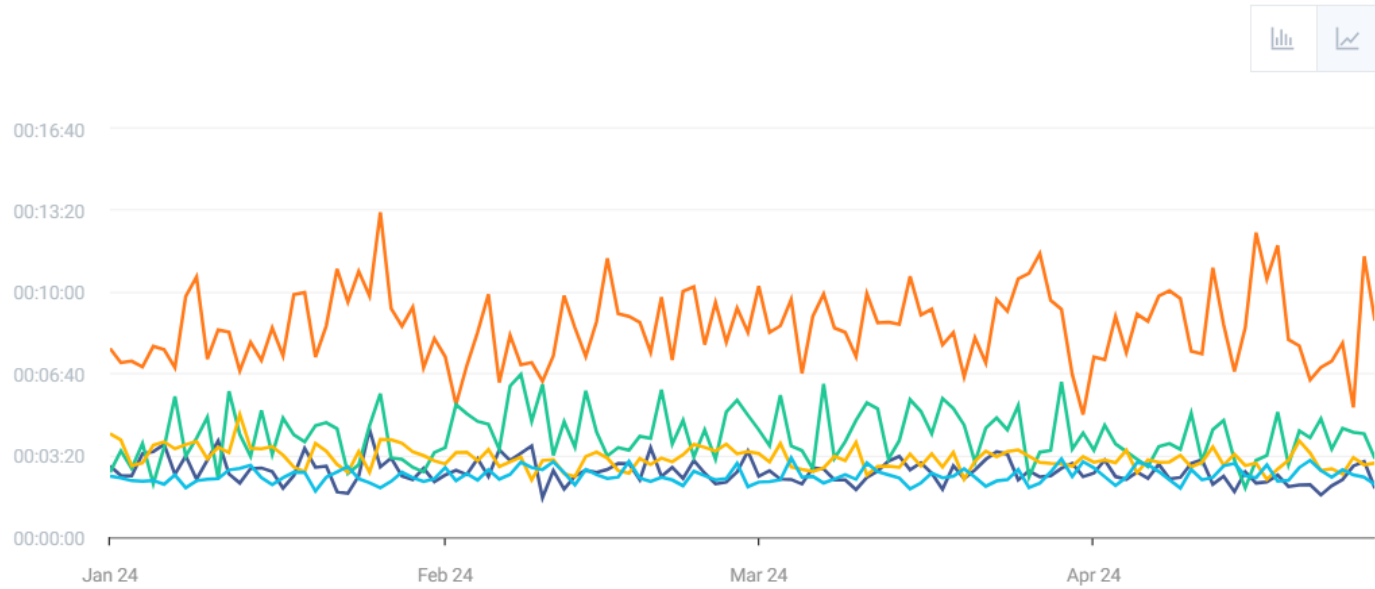


Competitor analysis –visit duration

Traffic and Engagement Over Time

☐ Engaged Visits Only ☒ Month-to-date 

-  Monthly Visits
-  Unique Visitors
-  Deduplicated Audience
-  **Visit Duration**
-  Pages Per Visit
-  Bounce Rate
-  Page Views






D

W

M

Benchmark to a category 

☒ abebooks.co.uk

00:02:40

☒ waterstones.com

00:08:32

☒ wob.com

00:04:07

☒ audible.co.uk

00:03:13

☒ gutenberg.org

00:02:29



✓

abebooks.co.uk

8.464M

✓

waterstones.com

14.17M

✓

wob.com

16.42M

✓

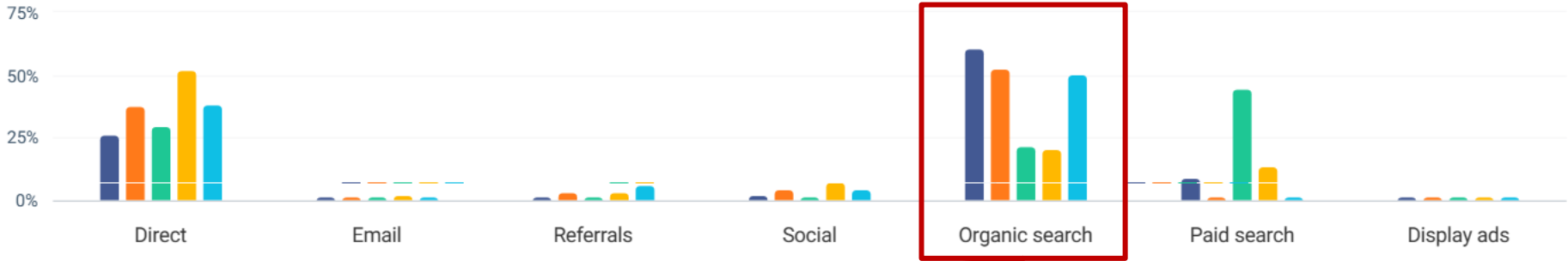
audible.co.uk

15.28M

✓

gutenberg.org

21.22M



### Organic Search

abebooks.co.uk is in the lead with 55.28% organic search

#### Top organic search terms

Jan 2024 - Mar 2024 | Worldwide | Desktop

abebooks.co.uk waterstones.com wob.com audible.co.uk gutenberg.org

Search Term	Traffic Share	Group Share Split	Volume	CPC
waterstones	4.22%	100%	374,720	\$0.22
project gutenberg	3.89%	100%	312,710	\$0.61
audible	3.77%	100%	2,742,550	\$2.09
world of books	1.22%	99.7%	274,920	\$0.76
gutenberg	0.74%	100%	165,610	\$0.66

Marketing channels of **abebooks.co.uk**

Paid Search

Top paid search terms ⓘ

Jan 2024 - Mar 2024 Worldwide Desktop

- abebooks.co.uk
- waterstones.com
- wob.com
- audible.co.uk
- gutenberg.org

Search Term	Traffic Share	Group Share Split	Volume	CPC
audible	12.03%	100%	2,742,550	\$2.09
world of books	6.07%	100%	274,920	\$0.76
wob	2.17%	100%	152,250	\$0.61
abe books	0.79%	99.0%	191,130	-
abebooks	0.42%	100%	296,050	\$0.26

Total paid search traffic ⓘ

Jan 2024 - Mar 2024 Desktop


Domain	Traffic	MoM change
abebooks.co.uk	471K	↑ 2%
waterstones.com	84.2K	↓ 6%
wob.com	1.7M	↓ 0.15%
audible.co.uk	600.5K	↑ 10%
gutenberg.org	< 5K	↓ 64%

Paid keywrods of [abebooks.co.uk](https://abebooks.co.uk)

Keywords (10) Search Ads (42)

<input type="checkbox"/>		Keyword (10)	Traffic Share	Volume	CPC
<input type="checkbox"/>	1	abebooks	71.98%	296,060	\$0.26
<input type="checkbox"/>	2	abebooks uk	23.62%	13,850	\$0.16
<input type="checkbox"/>	3	abe books	2.90%	191,130	-
<input type="checkbox"/>	4	second hand books	0.64%	40,990	\$0.51
<input type="checkbox"/>	5	abebook	0.40%	7,460	\$0.18
<input type="checkbox"/>	6	www.abebooks.co.uk	0.36%	6,090	-
<input type="checkbox"/>	7	abebooks.co.uk	0.04%	650	-
<input type="checkbox"/>	8	abe books uk	0.03%	3,240	-
<input type="checkbox"/>	9	bookprices	0.02%	300	-
<input type="checkbox"/>	10	abe	0.01%	102,220	-

Paid search ads of [abebooks.co.uk](https://www.abebooks.co.uk)

<div>Keywords (10)</div>		<div>Search Ads (42)</div>	
Ads (42)		Traffic Share 	
1	<div>Ad • <a href="https://www.abebooks.co.uk">https://www.abebooks.co.uk</a></div> <div><a href="#">AbeBooks® UK Official Site – Huge Selection &amp; Great Prices</a></div> <div>Find Something Special from an Unparalleled Selection. Rare &amp; Collectible Books. Shop Signed Books. Thousands of Booksellers. One-of-a-kind items. Brand New Books. Bestselling Signed Books. 100% Secure Shopping. Types: 1st Edition Books, Signed Books.</div>	14.77%	<div><div></div></div>
	<div>Ad • <a href="https://www.abebooks.co.uk">https://www.abebooks.co.uk</a></div> <div><a href="#">AbeBooks® UK Official Site — Huge Selection &amp; Great Prices</a></div> <div>Find Something Special from an Unparalleled Selection. Brand New Books. Rare &amp; Collectible Books. 100% Secure Shopping. Thousands of Booksellers. Shop Signed Books. One-of-a-kind items. Bestselling Signed Books. Types: 1st Edition Books, Signed Books.</div>	14.73%	<div><div></div></div>
	<div>Ad • <a href="https://www.abebooks.co.uk">https://www.abebooks.co.uk</a></div> <div><a href="#">AbeBooks® UK Official Site – Huge Selection &amp; Great Prices</a></div> <div>Find Something Special from an Unparalleled Selection. Rare &amp; Collectible Books. One-of-a-kind items. Thousands of Booksellers. Brand New Books. Shop Signed Books. 100% Secure Shopping. Bestselling Signed Books. Types: 1st Edition Books, Signed Books.</div>	14.73%	<div><div></div></div>
	<div>Ad • <a href="https://www.abebooks.co.uk">https://www.abebooks.co.uk</a></div> <div><a href="#">AbeBooks® UK Official Site – Huge Selection &amp; Great Prices</a></div> <div>Find Something Special from an Unparalleled Selection. Thousands of Booksellers. 100% Secure Shopping. Rare &amp; Collectible Books. Brand New Books. One-of-a-kind items. Shop Signed Books. Bestselling Signed Books. Types: 1st Edition Books, Signed Books.</div>	14.73%	<div><div></div></div>

## Geography

### Top Countries ⓘ

📅 Jan 2024 - Mar 2024 📄 All traffic

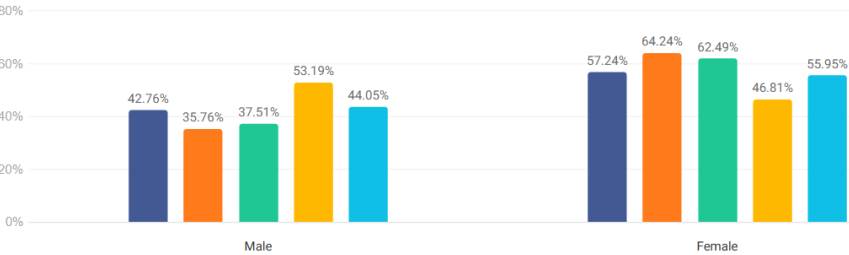


Country	Traffic Share	Group traffic share split
United Kingdom	50.78% <div><div></div></div>	<div><div>14.8%</div><div>28.1%</div><div>25.9%</div><div>28.3%</div></div>
United States	14.91% <div><div></div></div>	<div><div>13.0%</div><div>76.2%</div></div>
Australia	2.68% <div><div></div></div>	<div><div>62.4%</div><div>25.1%</div></div>
Germany	2.17% <div><div></div></div>	<div><div>50.8%</div><div>35.5%</div></div>
Canada	1.95% <div><div></div></div>	<div><div>14.8%</div><div>13.5%</div><div>65.5%</div></div>

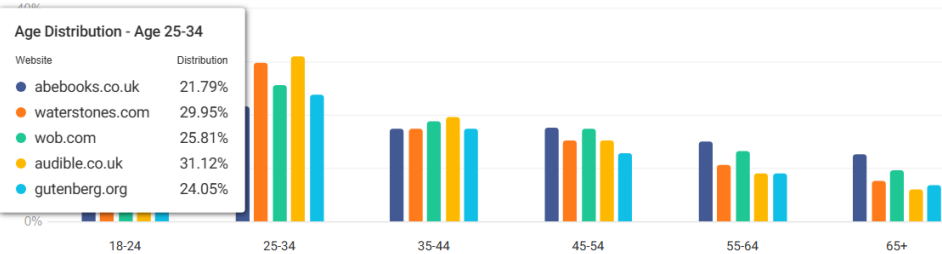
[See more countries](#)

# Geography of [abebooks.co.uk](#) visits

Gender Distribution ⓘ



Age Distribution ⓘ



Traffic and Engagement by Audience ⓘ



All genders x 25-34 or 35-44 + 3 Others x

Domain	Competitive Share ↓	Audience Share	Visit Duration	Pages/Visit	Bounce Rate
wob.com	24.74% <div></div>	85.6%	00:04:20	5.24	43.31%
gutenberg.org	22.60% <div></div>	70.8%	00:02:42	3.06	52.48%
audible.co.uk	21.39% <div></div>	81.7%	00:04:32	5.42	38.06%
waterstones.com	20.07% <div></div>	81.7%	00:19:41	6.31	38.89%
abebooks.co.uk	11.19% <div></div>	85.2%	00:03:41	5.01	44.96%

Social networks activity

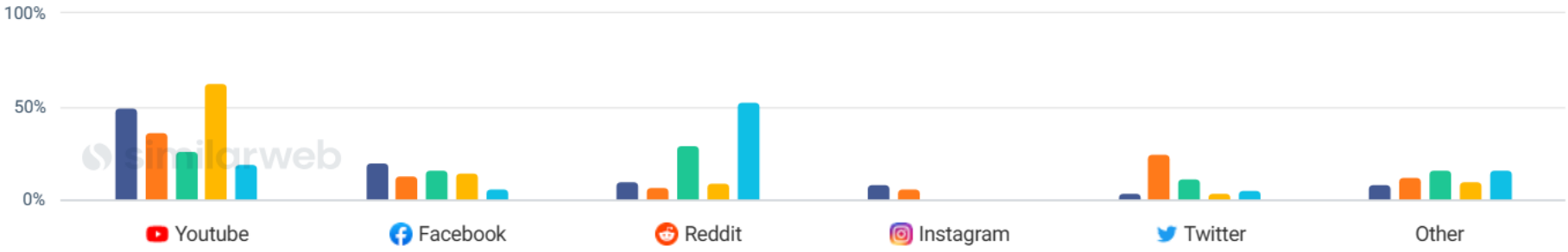
Social

● audible.co.uk is in the lead with 5.08% social traffic

Social traffic

Jan 2024 - Mar 2024 Worldwide Desktop

- abebooks.co.uk
- waterstones.com
- wob.com
- audible.co.uk
- gutenberg.org







Search

# Search Overview



Jan 2024 - Mar 2024 (3 Months)



Worldwide



All traffic

## Total Search Traffic



Jan 2024 - Mar 2024



Worldwide

Domain	Traffic Share
abebooks.co.uk	5.9M <div><div></div></div>
waterstones.com	7.6M <div><div></div></div>
wob.com	10.9M <div><div></div></div>
audible.co.uk	5.3M <div><div></div></div>
gutenberg.org	10.7M <div><div></div></div>

## Organic vs. Paid



Jan 2024 - Mar 2024



Worldwide

Domain	Organic vs. Paid
abebooks.co.uk	87.2% <div><div></div></div> 12.8%
waterstones.com	98.9% <div><div></div></div> 1.1%
wob.com	32.8% <div><div></div></div> 67.2%
audible.co.uk	59.9% <div><div></div></div> 40.1%
gutenberg.org	99.9% <div><div></div></div> < 0.1%

13,807,905

Total Search Traffic

153,608

Organic keywords

13,972

Paid keywords

Total search visits



%

#

Filter keywords or URLs

Export Excel



<input type="checkbox"/>		Search Terms (164,626)	Traffic <span>↓</span>	KD	Intent	Competitive Traffic Share	Volume	CPC	Organic vs Paid	Position (...)	SERF
<input type="checkbox"/>	1	audible	753.5K <span>5.46%</span>	<span>●</span> 78	NAV	<span>100%</span>	2,742,550	\$2.09	<div><div></div></div>	<span>●</span> 3	
<input type="checkbox"/>	2	waterstones	464.7K <span>3.37%</span>	<span>●</span> 83	NAV	<span>99.8%</span>	374,720	\$0.22	<div><div></div></div>	<span>●</span> 1	
<input type="checkbox"/>	3	project gutenber	427.1K <span>3.09%</span>	<span>●</span> 87	NAV <span>INFO</span>	<span>100%</span>	312,710	\$0.61	<div><div></div></div>	<span>●</span> 1	
<input type="checkbox"/>	4	world of books	305.4K <span>2.21%</span>	<span>●</span> 48	NAV	<span>99.9%</span>	274,920	\$0.76	<div><div></div></div>	<span>●</span> 2	
<input type="checkbox"/>	5	wob	119.3K <span>0.86%</span>	<span>●</span> 44	NAV	<span>100%</span>	152,250	\$0.61	<div><div></div></div>	<span>●</span> 8	
<input type="checkbox"/>	6	abe books	98.7K <span>0.71%</span>	<span>●</span> 80	NAV	<span>99.6%</span>	191,130	-	<div><div></div></div>	<span>●</span> 2	
<input type="checkbox"/>	7	gutenberg	81.8K <span>0.59%</span>	<span>●</span> 88	NAV <span>INFO</span>	<span>100%</span>	165,610	\$0.66	<div><div></div></div>	<span>●</span> 4	
<input type="checkbox"/>	8	abebooks	63.3K <span>0.46%</span>	<span>●</span> 77	NAV	<span>100%</span>	296,050	\$0.26	<div><div></div></div>	<span>●</span> 8	
<input type="checkbox"/>	9	audible uk	40.8K <span>0.30%</span>	<span>●</span> 75	NAV	<span>100%</span>	30,070	\$6.35	<div><div></div></div>	<span>●</span> 1	

Filter by: 

abebooks.co.uk

☐ Newly discovered

☐ Trending pages






Search for a page

	URL (3,472)	Traffic Share <div></div>	Traffic Trend	Keywords	Top Keyword	
1	abebooks.co.uk	16.87% <div></div>	<div></div>	1,924	abe books	<div></div> All Keywords
2	abebooks.co.uk/UsedBooks.shtml	4.70% <div></div>	<div></div>	1,775	second hand books	<div></div> All Keywords
3	abebooks.co.uk/servlet/BookDetailsPL	3.51% <div></div>	<div></div>	52,112	pictorial britain and ireland	<div></div> All Keywords
4	abebooks.co.uk/servlet/SearchResults	2.62% <div></div>	<div></div>	53,257	amanda lepore doll parts book uk	<div></div> All Keywords
5	abebooks.co.uk/books/search	0.43% <div></div>	<div></div>	93	monde entier par j. henry	<div></div> All Keywords
6	abebooks.co.uk/books/search-number-code-10-13-digit/isbn.shtml	0.41% <div></div>	<div></div>	234	isbn	<div></div> All Keywords

# Referrals

## Top publishers ⓘ

🌐 Worldwide 💻 Desktop

Domain	Traffic Share
 penguin.co.uk	<div><div></div></div> 96.1%
 hotukdeals.com	<div><div></div></div> 100%
 youtube.com	<div><div></div></div> 89.0%
 outlook.live.com	<div><div></div></div> 100%
 swagbucks.com	<div><div></div></div> 100%

## Top ad networks ⓘ

🌐 Worldwide 💻 Desktop






Ad Network	Total Share
Awin	<div><div></div><div></div></div> 68.1%31.9%
Google Display Network	<div><div></div><div></div><div></div></div> 48.9%41.1%
Skimlinks	<div><div></div><div></div><div></div></div> 81.2%
Impact	<div><div></div><div></div></div> 87.1%12.9%
Amazon Ad System	<div><div></div></div> 100%

## Ad visits distribution ⓘ














🌐 Worldwide 💻 Desktop

# %



 abebooks.co.uk	13.7K
 waterstones.com	70.9K
 wob.com	22.7K
 audible.co.uk	55K
 gutenber.org	< 5K






Website technologies

Technology (34) ↑							Category	Sub-category	Free	Paid	Description
	Impact	✓					Advertising	Affiliate Marketing	✓		Affiliate Marketing and Partner solutions
	RSS	✓				✓	Blog	Blogging Standards	✓		A family of standard web feeds that allow users to publish frequently updated information.
	Amazon CloudFront	✓			✓		Content Delivery Network	Content Delivery Ne...	✓		Amazon CloudFront is a content delivery service. It integrates with other AWS services.
	Facebook Domain Insights	✓			✓	✓	Conversion & Analytics	Conversion & Analy...	✓		This website contains tracking code that allows admins to see Facebook insights.
	HTML5 DocType	✓	✓	✓	✓	✓	Document Standard	Document Standard	✓		The DOCTYPE is a required declaration on all websites.
	HTTPS	✓	✓	✓	✓	✓	Document Standard	Document Standard	✓		Websites using https protocol.
	UTF-8	✓	✓	✓	✓	✓	Document Standard	Encoding	✓		UTF-8 (8-bit UCS/Unicode Transformation Format) is a variable-length character encoding.
	HTML5 SVG Tag	✓		✓	✓		Document Standard	HTML Tags	✓		Sites using Html 5 SVG Tag.

## Outgoing Traffic

### Top link destinations ⓘ




📅 Jan 2024 - Mar 2024 🌐 Worldwide 🖥️ Desktop

Domain	Share	Change
 goodreads.com	35.00% <div><div></div></div>	↑ 12.86%
 amazon.com	29.26% <div><div></div></div>	↑ 4.70%
 abebooks.com	22.47% <div><div></div></div>	↓ 31.03%
 xatreon.com	7.48% <div><div></div></div>	↓ 83.97%
 mail.google.com	1.28% <div><div></div></div>	-

## Outgoing Ads

### Top ad destinations ⓘ

📅 Jan 2024 - Mar 2024 🌐 Worldwide 🖥️ Desktop

Domain	Share	Change
 onlineshop.oxfam.org.uk	38.88% <div><div></div></div>	-
 raceforlife.cancerresearchuk.org	31.84% <div><div></div></div>	-
 alibris.co.uk	29.27% <div><div></div></div>	-

All Categories

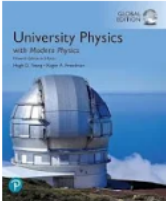

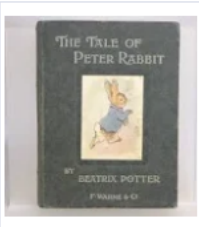

All Sources

Clear all

🔍 Search...

📊 ⚙️

	Traffic Source (18)	Traffic Share <span>↓</span>	Change	Source Type	Global Rank	Category
1	Direct	74.06% <div></div>	<span>↑ 13.73%</span>	Direct	-	-
2	Google Search	14.17% <div></div>	<span>↓ 28.72%</span>	Search / Organic	#1	Computers Electronics and Technology > Search E...
3	Google Search	7.47% <div></div>	<span>↑ 82.43%</span>	Search / Paid	#1	Computers Electronics and Technology > Search E...
4	Other Sources	1.65% <div></div>	-	Other	-	-
5	Youtube	0.70% <div></div>	<span>↓ 100.00%</span>	Social	#2	Arts and Entertainment > TV Movies and Streaming
6	DuckDuckGo	0.47% <div></div>	-	Search / Organic	#45	Computers Electronics and Technology > Search E...
7	Facebook	0.32% <div></div>	<span>↓ 93.05%</span>	Social	#3	Computers Electronics and Technology > Social N...
8	Draugiem.lv	0.26% <div></div>	-	Social	#21,366	Arts and Entertainment > TV Movies and Streaming
9	Image Search	0.21% <div></div>	-	Search / Organic	-	-
10	klix.app (2)	0.19% <div></div>	-	Referral	#66,407	Computers Electronics and Technology > Compute...
11	google.com	0.17% <div></div>	-	Referral	#1	Computers Electronics and Technology > Search E...
12	Bing Search	0.08% <div></div>	<span>↑ 100.00%</span>	Search / Organic	#28	Computers Electronics and Technology > Search E...
13	Reddit	0.07% <div></div>	-	Social	#17	Computers Electronics and Technology > Social N...
14	WhatsApp Webapp	0.07% <div></div>	-	Social	#19	Computers Electronics and Technology > Social N...
15	mammamuntetiem.lv	0.05% <div></div>	-	Display Ad	#291,598	News and Media
16	Yandex Search	0.03% <div></div>	-	Search / Organic	#7	Computers Electronics and Technology > Search E...


1		<p><b>£39.76</b></p> <p>University Physics With Modern Physics AbeBooks.co.uk</p>	<p><a href="http://www.abebooks.co.uk/servlet/BookDetailsPL?bi=31790867898&amp;dest=gb">www.abebooks.co.uk/servlet/BookDetailsPL?bi=31790867898&amp;dest=gb</a></p>	<p><b>6 keywords:</b>  <a href="#">h d young and r a freedman: university physics with modern physics ***</a>   <a href="#">university physics with modern</a></p>	10
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