

Similarweb,  
outil d'analyse du traffic sur un site Web

# SimilarWeb : À quoi ça sert ?

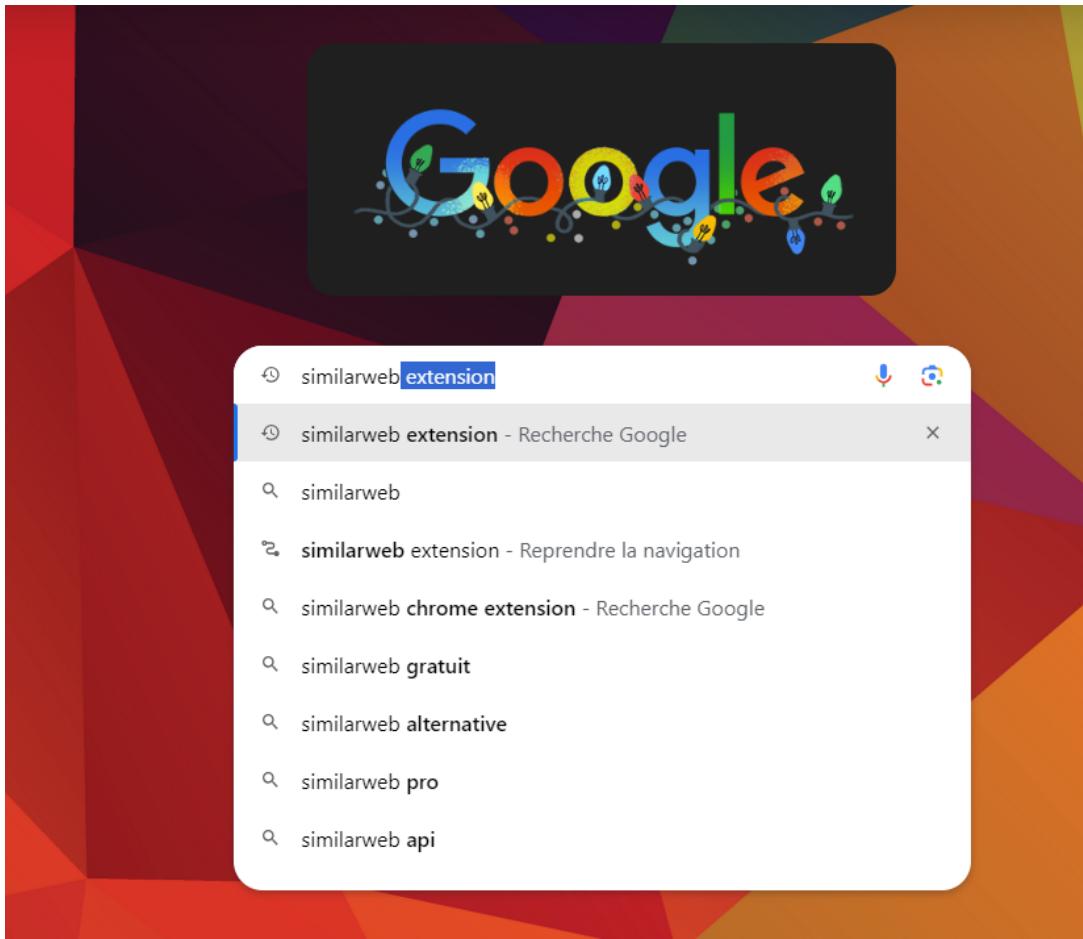
## Présentation

Analyse immédiate du site, son classement et trafic, ses sources, sa géographie.

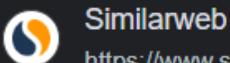
Obtenez des insights détaillés sur le site que vous consultez. L'extension Web gratuite Similarweb est votre solution tout-en-un d'analyse de sites et de suivi du trafic. L'outil de veille numérique concurrentielle ultime grâce à une extension de vérificateur de trafic de site Web, directement dans votre navigateur !

Consultez le site d'un concurrent et obtenez des données instantanées afin de booster votre stratégie marketing. Accédez facilement aux métriques clés du site, notamment les visites au fil du temps, le classement du site par pays et par catégorie, la part de trafic géographique et les sources du trafic.

<https://chromewebstore.google.com/detail/similarweb-classement-du/hoklmmgfnpapgjgcpechhaamimifchmp>



## Commandité



Similarweb

<https://www.similarweb.com> › plugin

⋮

### [Similarweb Market Intelligence - Similarweb Extension](#)

Uncover traffic sources, top-performing keywords, traffic sources, ads and landing pages. A comprehensive range of tools and data-driven insights. Try **Similarweb** Free Today! Top Customer Support. WorldWide Stats. Get Long Tail Keywords. New Growth Opportunities.

#### Website Traffic Analysis

Check any website's traffic Shift your strategy to stay ahead.

#### SEO Keyword Research Tool

Find keywords that drive traffic Generate new keyword ideas easily

#### Market Research Tool

Understand and analyze any audience Evaluate market size and entry

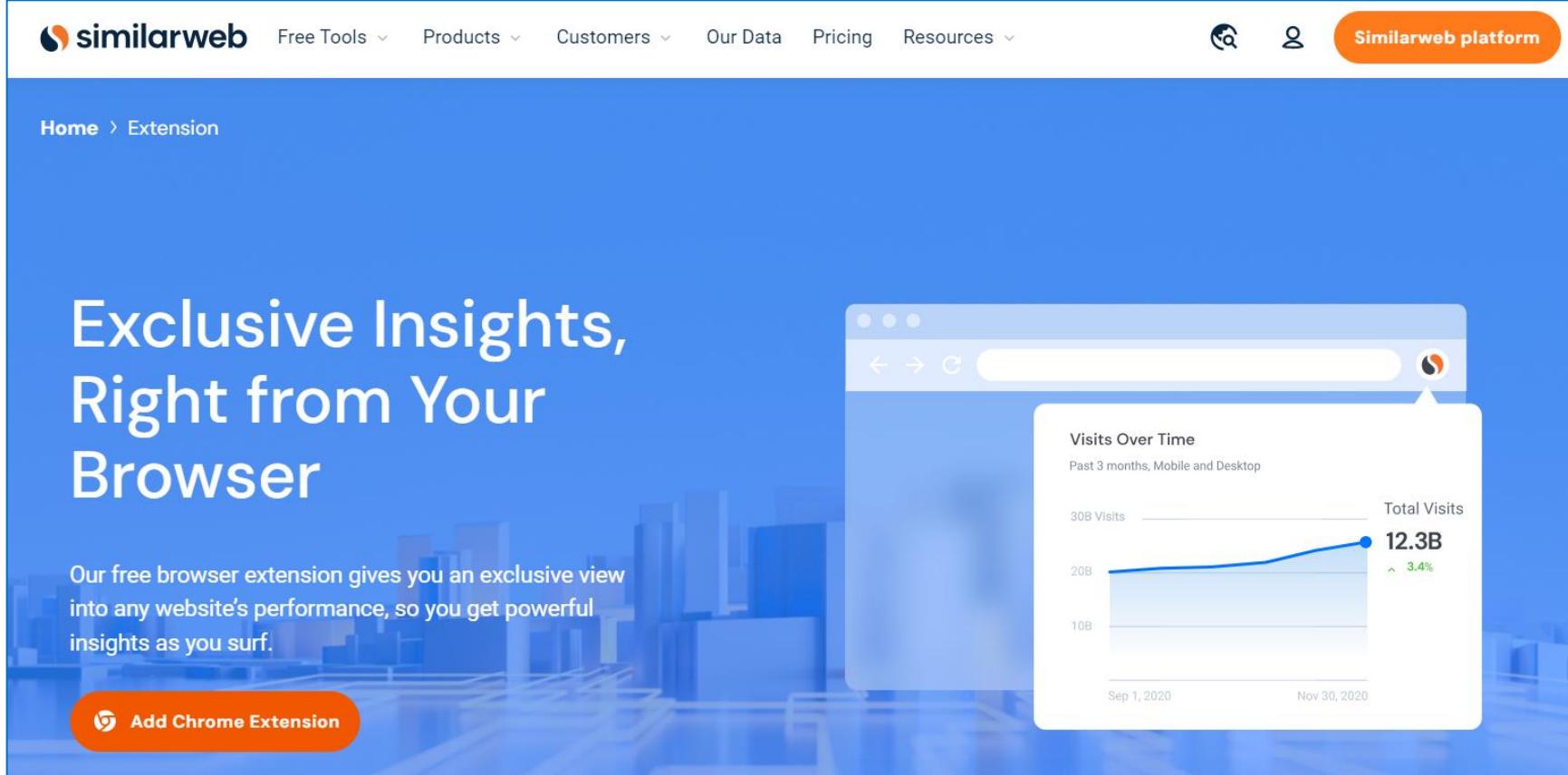
#### Competitive Research Tool

Discover your competitors' traffic See their best-selling products

Voici une petite vidéo descriptive.

[https://www.youtube.com/watch?v=EeUZ32O7\\_Lk](https://www.youtube.com/watch?v=EeUZ32O7_Lk)

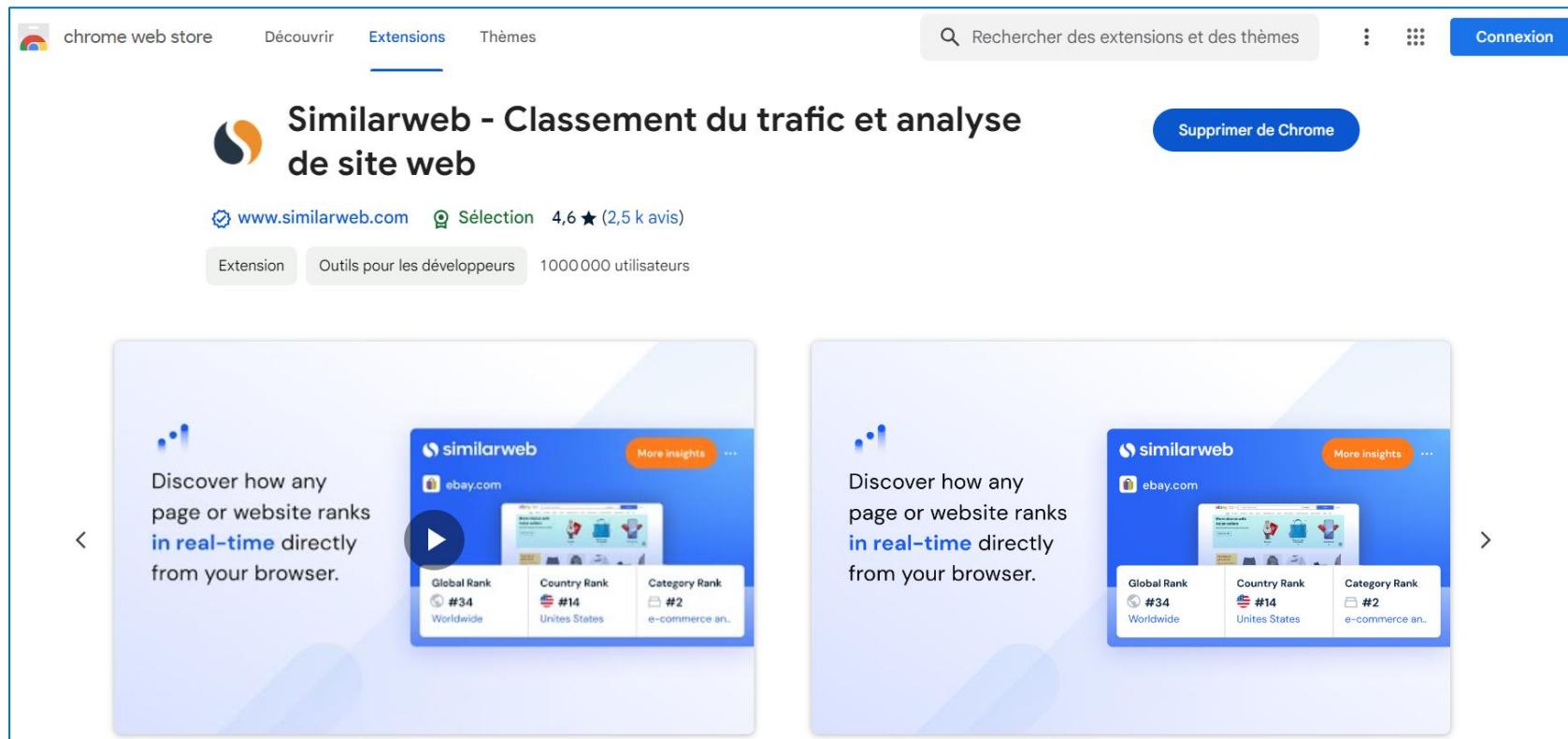
Similarweb Platform  
= La plateforme Similarweb



The screenshot shows the Similarweb Extension landing page. At the top, there's a navigation bar with links for Free Tools, Products, Customers, Our Data, Pricing, and Resources. On the right of the nav bar are icons for search, user profile, and a button labeled "Similarweb platform". Below the nav bar, the URL "Home > Extension" is visible. The main heading "Exclusive Insights, Right from Your Browser" is prominently displayed in large white text against a blue background. Below it, a subtext reads: "Our free browser extension gives you an exclusive view into any website's performance, so you get powerful insights as you surf." A large orange button at the bottom left says "Add Chrome Extension". To the right of the main text area, there's a screenshot of a browser window showing a line chart titled "Visits Over Time" for the period "Past 3 months, Mobile and Desktop". The chart shows "Total Visits" starting around 200B and rising to 12.3B, with a note indicating a 3.4% increase. The x-axis marks "Sep 1, 2020" and "Nov 30, 2020".

Add the Chrome extension  
= Ajouter l'extension Chrome

# Ajouter l'extension CHROME



Allez vers le bas de la page et vous verrez tous les détails sur l'utilisabilité de cet outil pour les sites web. <https://chromewebstore.google.com/detail/similarweb-classement-du/hoklmmgfnpapgjgcpechhaamimifchmp>



Brand Protection



Market Analysis

Web Market Analysis

App Market Analysis

Competitive Research

Website Analysis

Website Segments



App Analysis

Company Analysis



Acquisition Channels

Search



Affiliate



Advertising



Social



Premium Features

Conversion Analysis



Similarweb Solutions

Settings & Help

Student edition

Upgrade Now

# Hi Joel

Get ready for some marketing insights

Search for a website

Upgrade Now

## Upgrade to unlock the full power of Similarweb

Get the insights you need to make informed decisions and boost your performance.



### Use a Limited Version of These Tools for Free





- [Brand Protection](#)
- [Market Analysis](#)
- [Web Market Analysis](#)
- [App Market Analysis](#)
- [Competitive Research](#)
- [Website Analysis](#)
- [Website Segments](#)
- [App Analysis](#)
- [Company Analysis](#)
- [Acquisition Channels](#)
- [Search](#)
- [Affiliate](#)
- [Advertising](#)
- [Social](#)
- [Premium Features](#)
- [Conversion Analysis](#)
- [Similarweb Solutions](#)
- [Settings & Help](#)

Student edition

Upgrade Now



**Website Keywords**  
Take a deep-dive into keyword strategy

Upgrade to unlock



**Organic Landing Pages**  
See your competitors hottest landing pages



**Search Ads**  
Which Ads are your competitors running



**Organic Competitors**  
Discover your closest organic competitors on Google



**Paid Competitors**  
Discover your closest PPC competitors on Google

Upgrade to unlock



**Keyword Generator**  
Discover keyword ideas from a seed keyword

Upgrade to unlock



**Keyword Gap**  
Keywords your competitors get traffic for

Upgrade to unlock



**Keyword Analysis**  
See who's gaining traffic from a keyword/s over time

Upgrade to unlock



**Competitor Affiliates**  
Who are your competitors' top affiliates?

Upgrade to unlock



**Affiliates By Keyword**  
Which referrals generate most traffic to a keyword?

Upgrade to unlock



**Display Ads**  
Find competitors' top Display Ads

Upgrade to unlock

u uqac.ca ⚒ ⭐ + Compare ...

## Website Performance

PDF Aug 2023 - Oct 2023 (3 Months) Worldwide All traffic

Not sure how to start? Watch tutorial Read guide Open article X

### Traffic & Engagement

Total visits ⓘ  
Aug 2023 - Oct 2023 Worldwide

1.397M  
↑ 12.6% from last month

Device distribution ⓘ  
Aug 2023 - Oct 2023 Worldwide



Desktop	66.80%
Mobile Web	33.20%

u uqac.ca   + Compare ...

## Website Performance

 PDF  Aug 2023 - Oct 2023 (3 Months)  Worldwide  All traffic

 Not sure how to start?  Watch tutorial  Read guide  Open article 

Global rank	#87,454 
Country rank  Canada	#3,770 
Industry rank <a href="#">.../Philosophy</a>	#11 

### Engagement overview

 Aug 2023 - Oct 2023  Worldwide 

 Monthly visits 	465,983	 Deduplicated audience  <small>BETA</small>	 UPGRADE	 Pages / Visit 	6.60
 Monthly Unique Visitors 	N/A	 Visit Duration 	00:04:58	 Bounce Rate 	45.50%

u uqac.ca   + Compare

## Website Performance

 PDF  Aug 2023 - Oct 2023 (3 Months)  Worldwide  All traffic

 Not sure how to start?  Watch tutorial  Read guide  Open article

### Engagement overview

 Aug 2023 - Oct 2023  Worldwide  All Traffic

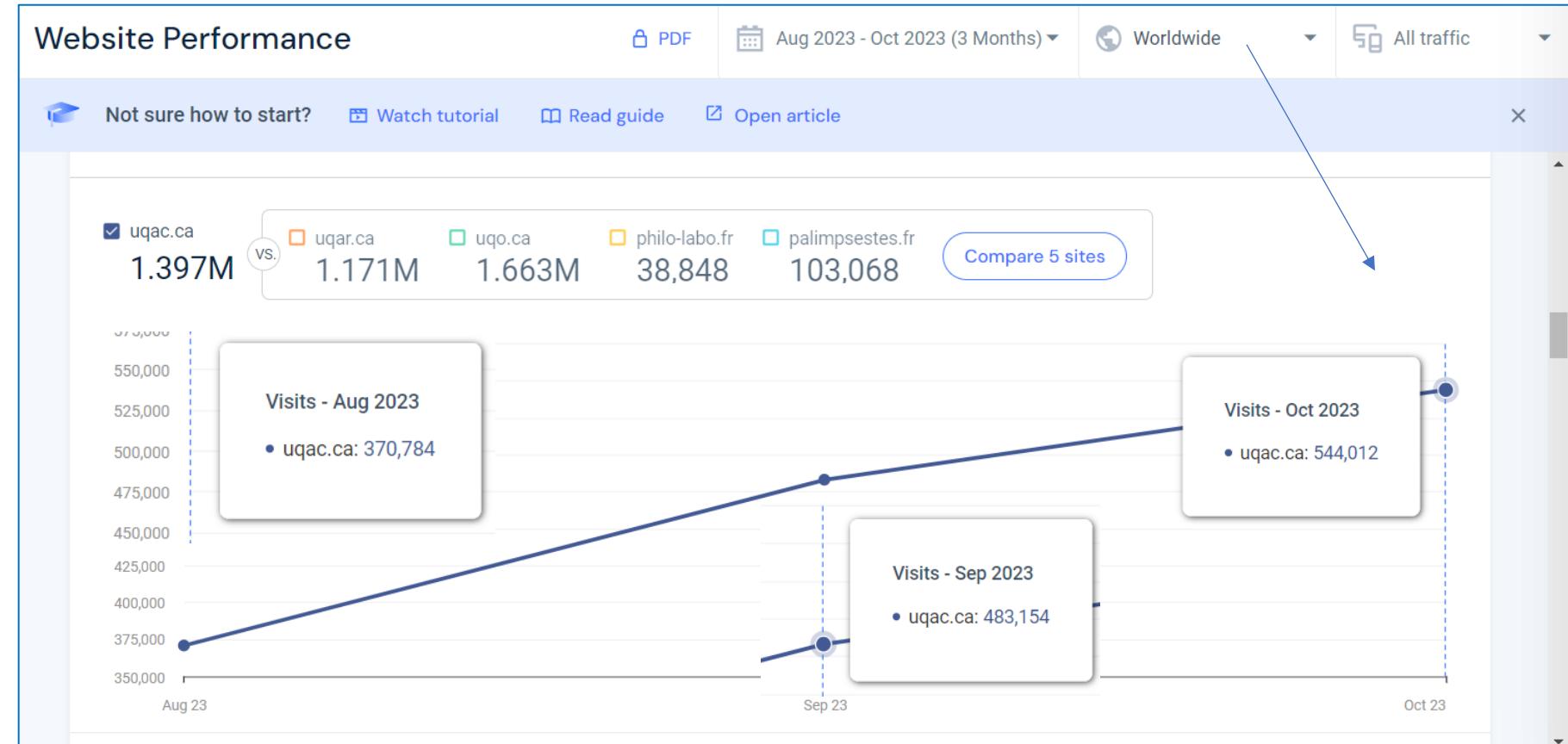
 Monthly visits 	465,983	 Deduplicated audience  <small>BETA</small>	 UPGRADE	 Pages / Visit 	6.60
 Monthly Unique Visitors 	N/A	 Visit Duration 	00:04:58	 Bounce Rate 	45.50%

 See trends over time

# Taux des visites mensuelles

Le taux de visite mensuel  
En aout = 370 784.  
En septembre = 483 154  
En octobre un pic avec  
**544 012 visites.**

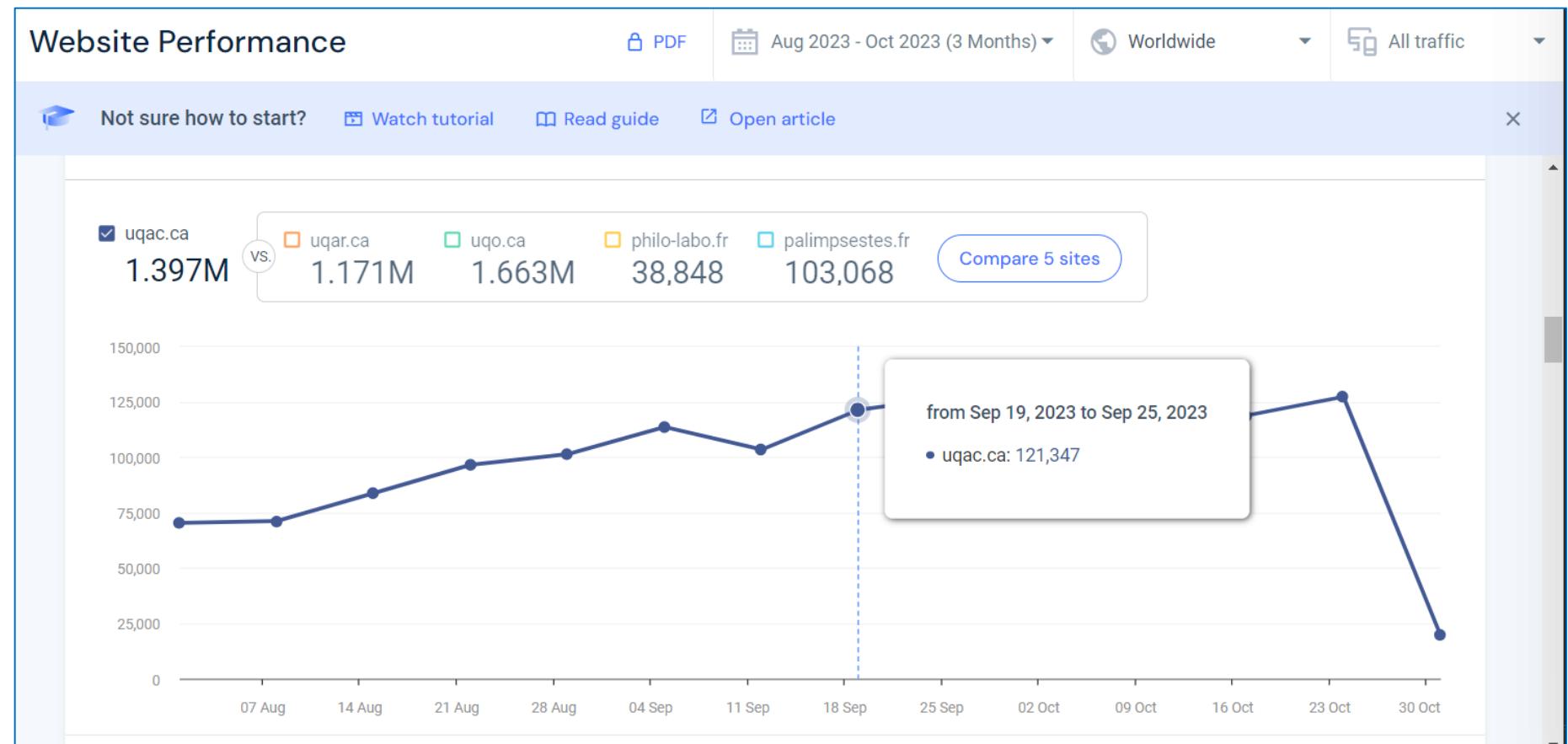
Tout ceci fait **un total de 1,  
397 millions de visites  
depuis le mois d'Aout** en  
comparaison avec d'autres  
universités  
concurrentielles.



# Taux des visites hebdomadaires

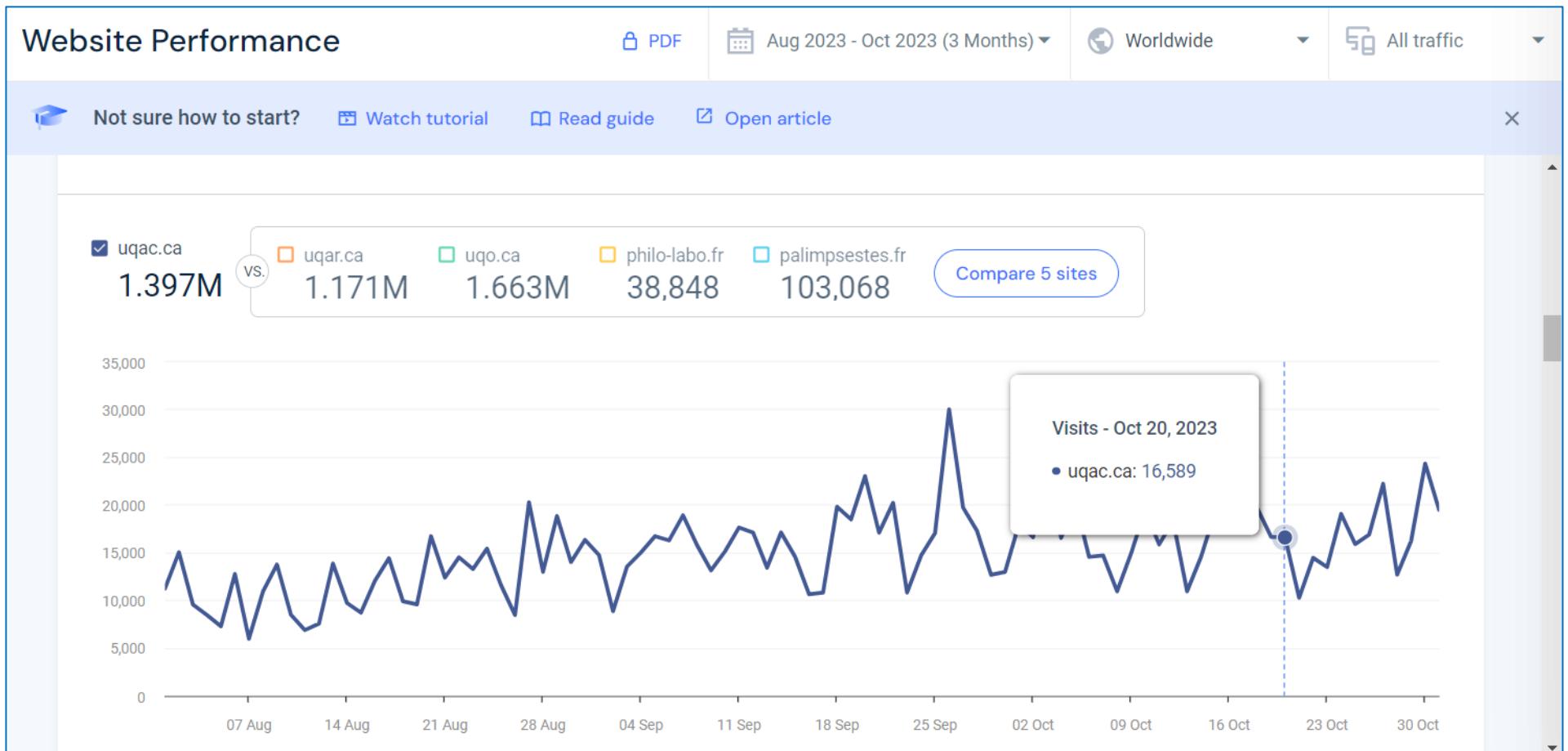
La semaine du mardi 19 au lundi 25

Septembre totalise un nombre de visites de 121 347.

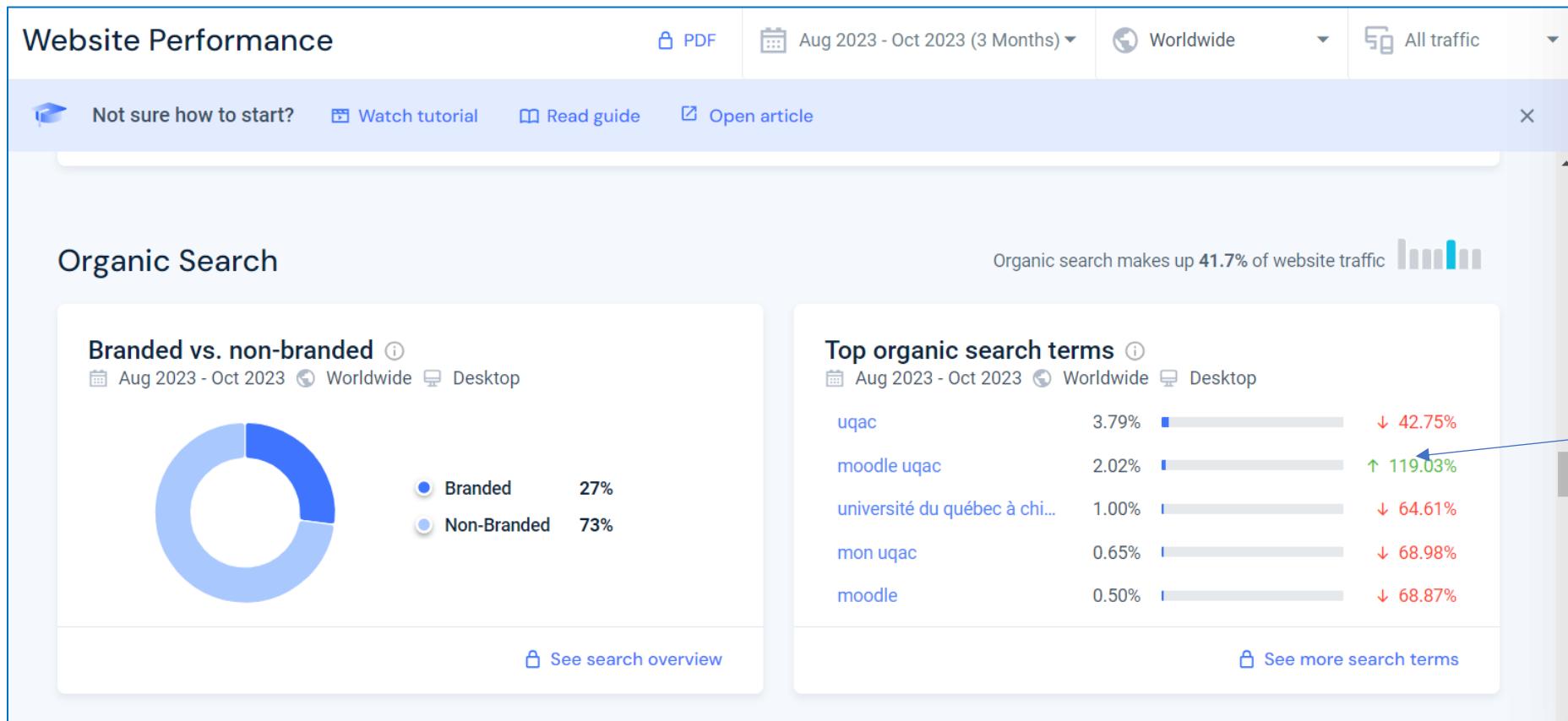


# Taux des visites journalières

On peut voir qu'en date du 20 octobre, le site a reçu 16 589 visites



# Secteurs les plus visités



On remarque sans aucune surprise que la plupart des visiteurs pour ces dernières temps d'enregistrement vont sur Moodle.

# Fréquences de visites sur le plan Géographique

Website Performance

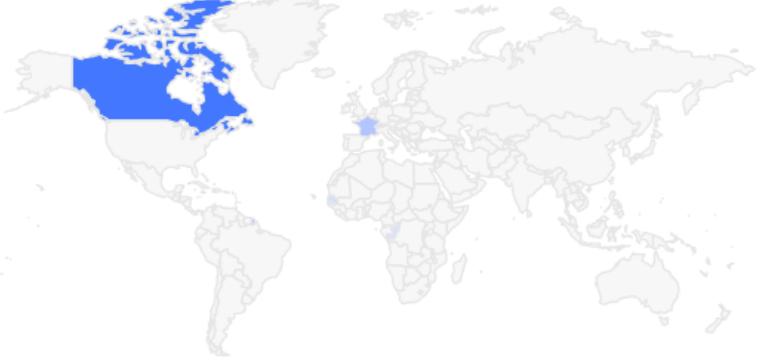
PDF Aug 2023 - Oct 2023 (3 Months) Worldwide All traffic

Not sure how to start? Watch tutorial Read guide Open article

## Geography

### Top Countries

Aug 2023 - Oct 2023 All traffic



Country	Traffic Share	Change
Canada	47.69%	↑ 4.72%
France	14.96%	↑ 26.60%
Senegal	4.69%	↓ 33.34%
Switzerland	3.55%	↑ 26.47%
Congo	3.20%	↑ 51.19%

See more countries