

Lab 4 : Advanced Link Data

Group : Naël Meter, Marwa Chiguer

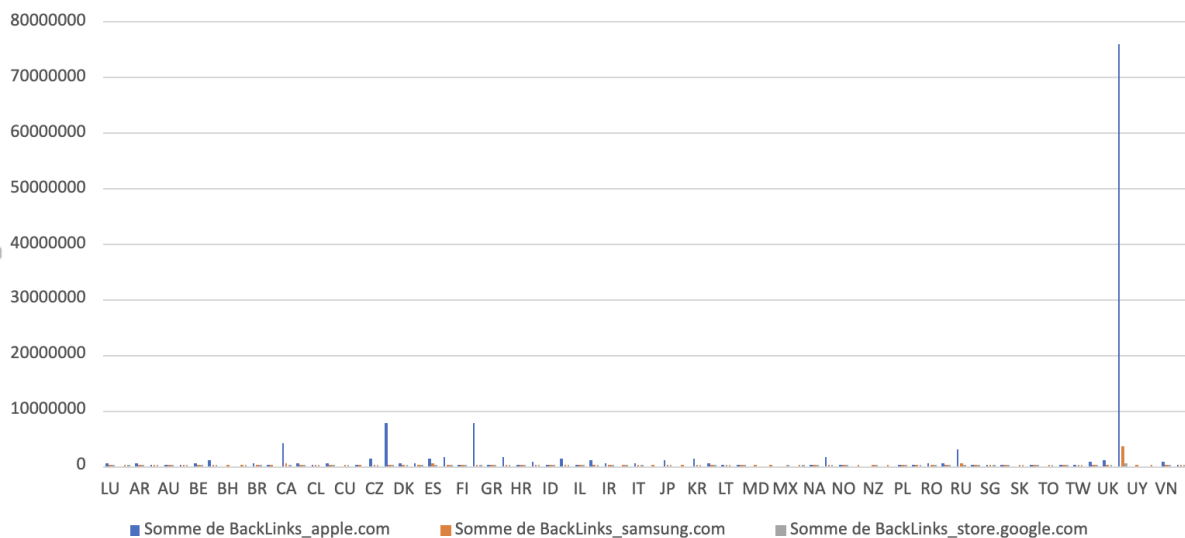
Exercise 1 :

The three companies we are going to compare are Apple, Samsung and Google Store.

CountryCode	Somme de BackLinks_apple.com	Somme de BackLinks_samsung.com	Somme de BackLinks_store.google.com
LU	492157	3800	440
AE	0	27	17
AR	407580	664	39
AT	243158	2543	304
AU	150958	1667	95542
BD	13880	82	18
BE	327357	2672	160
BG	983418	7141	319
BH	0	1233	7
BM	0	348	95
BR	397370	3850	156
BY	14029	1177	2
CA	4079515	562720	8540
CH	441167	5224	479
CL	117725	173	27
CN	404279	24055	1002
CU	0	28	18
CY	104741	269	7
CZ	1161845	10657	741
DE	7577456	127903	17125
DK	352922	5882	887
EE	357580	8403	449
ES	1177800	436823	1622
EU	1480450	3567	394
FI	120499	9987	611
FR	7644557	294334	4697
GR	216252	2290	274
HK	1461403	145487	180
HR	91090	3538	70
HU	671307	32464	573
ID	76246	2793	634
IE	1405811	5153	786
IL	20768	66	25
IN	869123	137480	5344
IR	321695	31138	1023
IS	0	166	39
IT	312226	88858	4615
JO	0	220	8
JP	916021	27416	12298
KE	0	27	2
KR	1149008	93037	2300
KZ	466495	1891	89
LT	232721	3123	638
LV	17873	18386	18
MD	0	285	8

MD	0	285	8
MN	0	15	2
MX	0	13	19
MY	0	260	22
NA	65769	1327	482
NL	1606319	20767	4399
NO	80177	1027	220
NP	0	392	4
NZ	0	181	22
PE	0	116	12
PL	230368	15427	1592
PT	76233	219	26
RO	349085	39163	264
RS	309299	1277	40
RU	2974496	374312	1116
SE	14209	6399	511
SG	50155	3455	650
SI	178719	11430	341
SK	0	6662	195
TH	80754	13286	321
TO	0	39	25
TR	191600	1497	123
TW	19900	22109	1296
UA	679006	270307	586
UK	926595	36498	4390
US	75935512	3544558	542905
UY	0	93	3
VE	0	21	3
VN	816292	3068	226
ZA	219859	2002	125
Total général	121082829	6484967	722542

To make it more clear, we will present these number in the graph below :



Apple is clearly leading when it comes to backlinks, as shown by the much bigger blue bars in the graph. This means that Apple's website gets way more links from other sites compared to Samsung and Google. The number of backlinks is especially high in key

countries like the United States, Canada, Germany, and France, where Apple has a strong online presence.

On the other hand, Samsung and Google have way fewer backlinks, as seen in the much smaller orange and gray bars. This suggests that fewer websites are linking to them, which could make them less visible in search rankings.

The data also shows that backlinks are spread across different countries, but not evenly. Some places seem to generate way more links than others. One country most likely the U.S. stands out with a massive number of links to Apple. This could be because of Apple's brand power, media coverage, or partnerships with tech websites.

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Apple clearly dominates in terms of backlinks, with a total of 12,108,2829 links, nearly twice as many as Samsung, which has 6,484,967 backlinks. Meanwhile, Google Store lags far behind with only 722,542 backlinks, making it significantly less referenced online.

This data highlights Apple's strong online visibility, which gives it a major advantage in search engine rankings and brand authority. Samsung, while maintaining a solid presence, is still far behind Apple in terms of backlinks, indicating room for improvement in its SEO and digital marketing strategies. Google Store, on the other hand, has an extremely low number of backlinks, suggesting a lack of widespread online references and the need for a stronger link-building strategy.

Referring Domain	Backlinks to Apple	Backlinks to Samsung	Backlinks to Google	Major Player for
theymakeapps.com	3196399.0	-	-	Apple
vyremusic.tv	-	772898.0	-	Samsung
sosseo.de	-	-	132303.0	Google

Each of these domains strongly favors one company, making them key players in their backlink network.

We notice that Each company has a dominant referring domain that generates the most backlinks, showing clear favoritism towards that brand.

- Apple's strongest referring domain is theymakeapps.com, which provides 3,196,399 backlinks. Although it also links to Samsung (600 backlinks), the difference is massive, indicating a strong bias toward Apple.
- Samsung's top referring domain is vyremusic.tv, with 772,898 backlinks.

- Google's highest referring domain is sosseo.de, contributing 132,303 backlinks. This site also links significantly to Apple (739,415 backlinks), but Apple still benefits far more from other sources.

Exercise 2 :

The three companies we are going to compare are Apple, Samsung and Google Store. To sort the best 50 referring domains linking to one of the companies, we decided to order them by citation flow first and then by trust flow. In this case, we get the most influential referring websites which are also trustworthy.

Here is the list of these 50 websites for each of the three companies analyzed :

Apple	Samsung	Google store
google.com	google.com	youtube.com
youtube.com	linkedin.com	linkedin.com
lazada.co.id	qq.com	apple.com
linkedin.com	apple.com	github.com
whatsapp.com	github.com	pinterest.com
github.com	pinterest.com	microsoft.com
microsoft.com	wikipedia.org	line.me
bookbeat.com	microsoft.com	nih.gov
agoda.com	heylink.me	wordpress.org
theguardian.com	line.me	theguardian.com
joinmastodon.org	nih.gov	bbc.co.uk
mozilla.org	livehelpnow.net	bbc.com
chaturbate.com	cutt.ly	mozilla.org
businessinsider.com	theguardian.com	businessinsider.com
myshopify.com	bbc.co.uk	foxnews.com
npr.org	bbc.com	myshopify.com
blogspot.com	mozilla.org	npr.org
vimeo.com	businessinsider.com	blogspot.com
oem.com.mx	foxnews.com	techcrunch.com
techcrunch.com	blogspot.com	cbsnews.com
reuters.com	techcrunch.com	espn.com
statcounter.com	cbsnews.com	bit.ly
amazon.com	reuters.com	shopify.com
zerkalo.io	amazon.com	usatoday.com

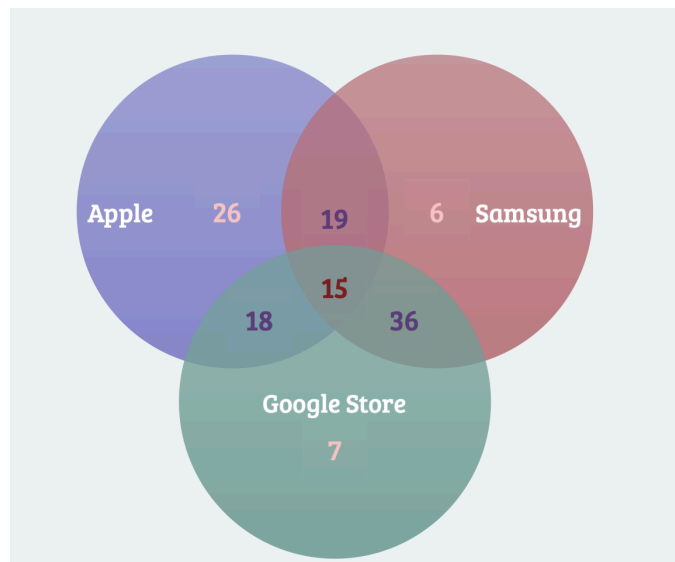
medium.com	bit.ly	googleblog.com
nytimes.com	shopify.com	lemmy.world
adobe.com	usatoday.com	theverge.com
talkiewalkie.org	googleblog.com	medium.com
mesinfos.fr	lemmy.world	nytimes.com
dailymail.co.uk	theverge.com	dailymail.co.uk
forbes.com	medium.com	variety.com
yahoo.com	nytimes.com	weebly.com
scuba-archery.com	adobe.com	forbes.com
wikihow.com	dailymail.co.uk	paypal.com
cointelegraph.com	bloomberg.com	yahoo.com
hubspot.com	variety.com	w3.org
spotify.com	weebly.com	wikihow.com
ixdzs.tw	forbes.com	hubspot.com
iubenda.com	redhat.com	investopedia.com
fandom.com	yahoo.com	washingtonpost.com
abc.net.au	w3.org	theatlantic.com
archive.org	wikihow.com	amazonaws.com
gamemonetize.co	cointelegraph.com	theregister.com
caravanclub.co.uk	hubspot.com	engadget.com
economist.com	washingtonpost.com	independent.co.uk
saijitsu.net	investopedia.com	zendesk.com
ferie-nazionali.com	theregister.com	github.io
hari-libur.com	engadget.com	spotify.com
ayam-alotal.com	zendesk.com	nbcnews.com
dni-swiateczne.com	github.io	bing.com

By counting the unique referring domains and the repeated ones between either Apple, Samsung or Google Store, we get the following results

number of unique referring domains for Apple : 26
number of unique referring domains for Samsung : 6
number of unique referring domains for Google Store : 7

shared between Apple and Samsung : 19
shared between Samsung and Google Store : 36
shared between Apple and Google Store : 18
shared between the three : 15

Plotting this in a Venn diagram :



What does this data tell us ?

Samsung and Google Store show a surprisingly high number of shared referring domains (36). This strong overlap could potentially be telling us that the companies have shared channels or partnerships that significantly feature both entities, possibly around Android and related technologies.

On the other hand, Apple, with the highest number of unique referring domains (26), suggests it has a strong independent web presence, which shows the differentiation strategy with the other companies - we know that Apple tries to create a complete environment of products (smartphone, computers, watches, ...), where the user is either part of that environment (it would be interesting to see the number of apple users that possess at least 2 or more apple products), or not, making a clear separation between the apple consumer's sphere and the other brands like Google Pixel and Samsung.

This can be furthermore confirmed by the fact that the overlap between the three brands and the overlaps between Apple and each other brand is almost the same ; meaning that these 15 websites could be talking about technology in general (in this case, the three companies are involved), but that Apple has no special relationship with either Google Store or Samsung (whereas we just saw earlier that the number of overlapping referring domains between Google Store and Samsung suggest a strong connection between the two brands).