

LAB 3

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The 6 website we are going to analyze are the following :

Apple – <https://www.apple.com>

Samsung – <https://www.samsung.com>

Huawei – <https://www.huawei.com>

Xiaomi – <https://www.mi.com>

Google Pixel - <https://store.google.com>

For Google Pixel, the search has to be done on the sublevel domain in order to have the Google store, and not Google as a whole (which would give completely different results).

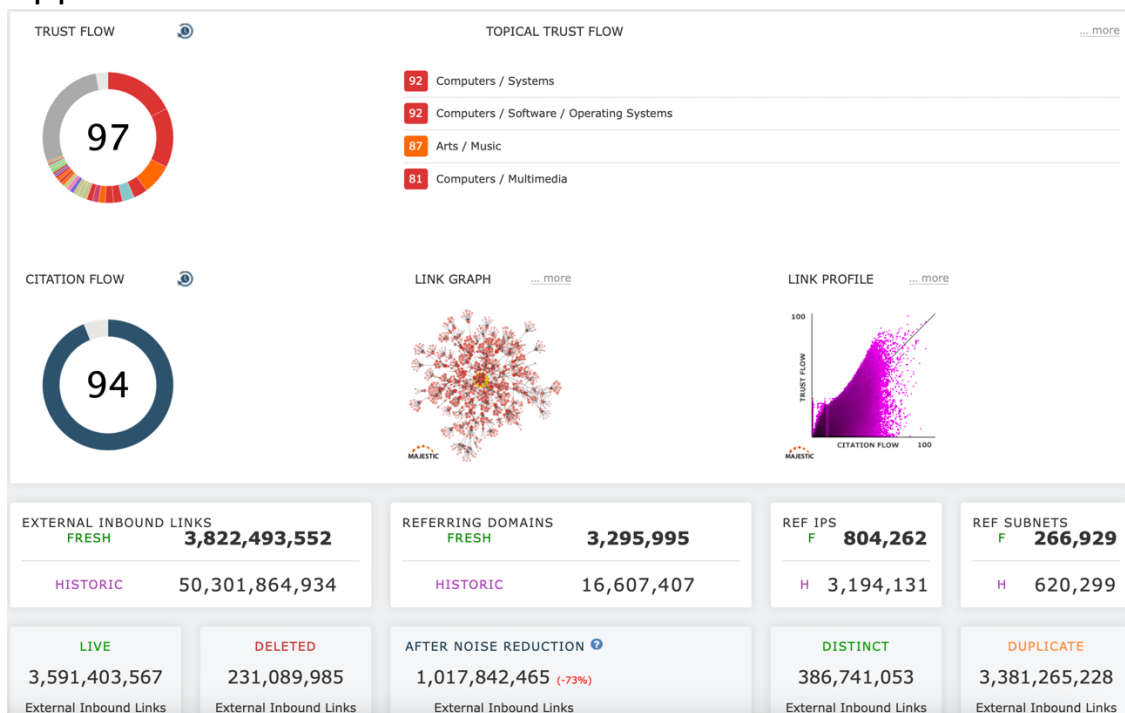
Oppo - <https://www.oppo.com>

Metrics collected through Majestic :

Metric	description	Variable type	Simple/combined	Bounded/not bounded
Trust flow (TF)	Quality of links that point to the site based on the number of clicks from a set of trusted sites.	Integer	combined	Bounded 0 to 100
Citation flow (CF)	Quantity of links pointing to a site (with no guarantee on the quality)	Integer	combined	Bounded 0 to 100
Topical trust flow	Inbound links sorted by industry category (or topic)	Category	combined	Bounded 0 to 100
External backlinks	Includes al backlinks pointing to the website	Category	simple	Not bounded
Referring domain	Counts all unique domains that link to the website	Integer	Simple	Not bounded
Backlink breakdown	Details the specific type of backlinks	Integer	Simple	Not bounded

Here is a summary of the collected data on these 6 companies (from Majestic) :

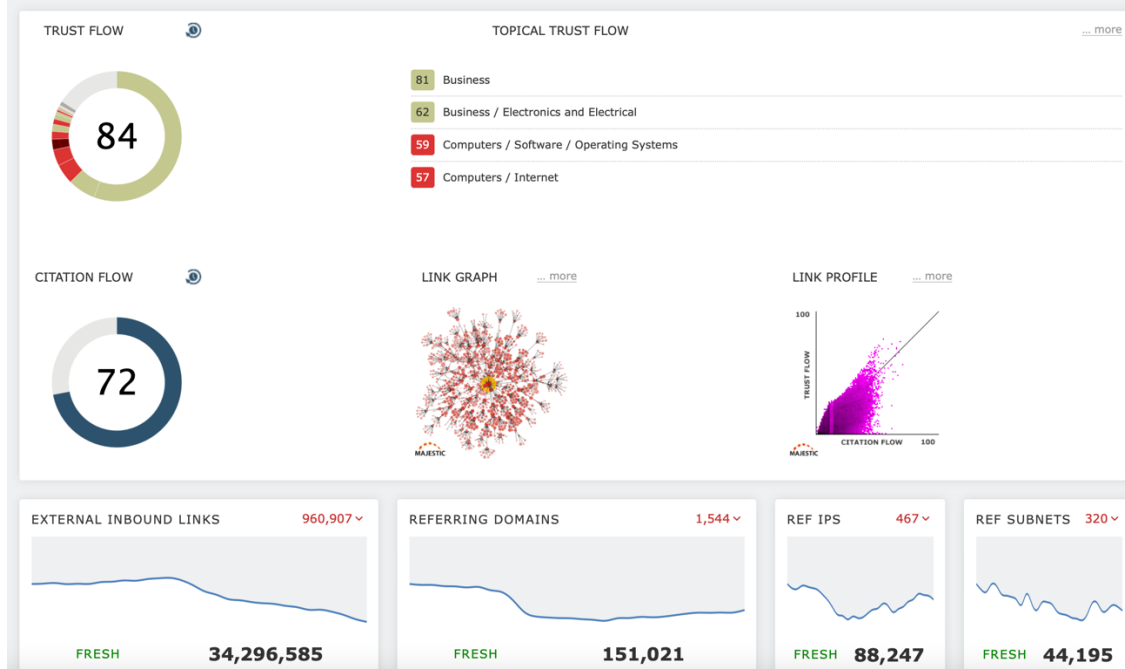
Apple



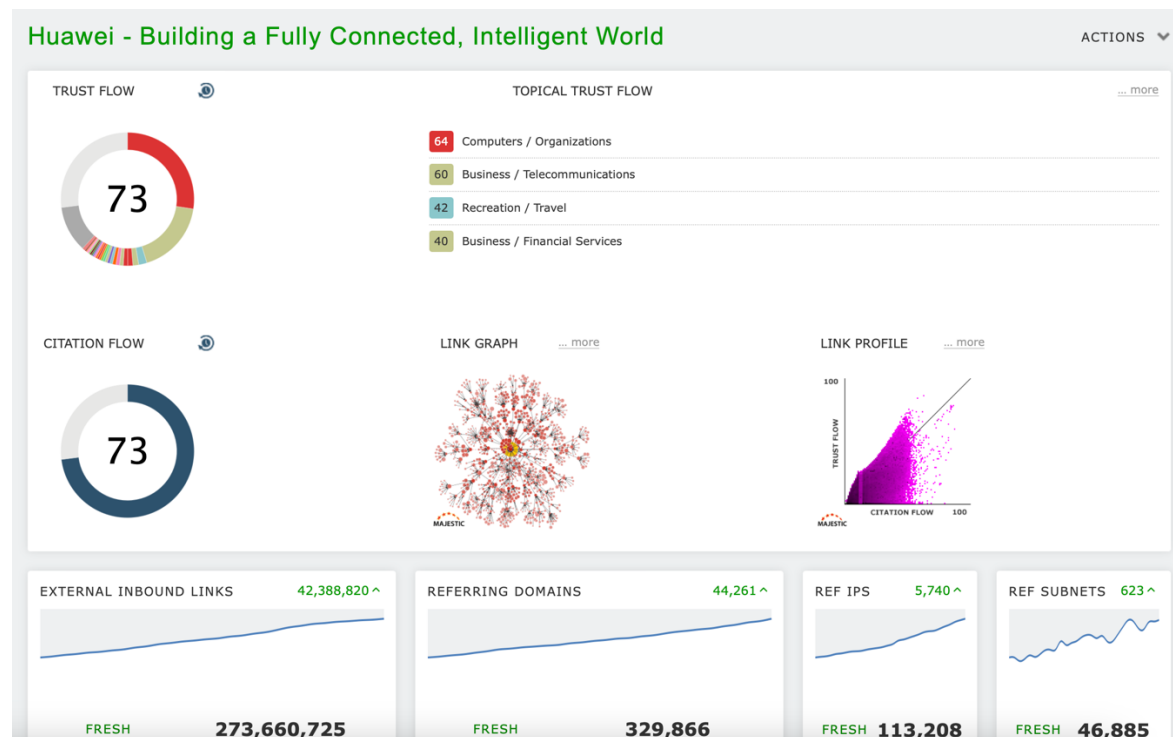
Samsung

Samsung France | Smartphone | TV | Électroménager | PC | Audio

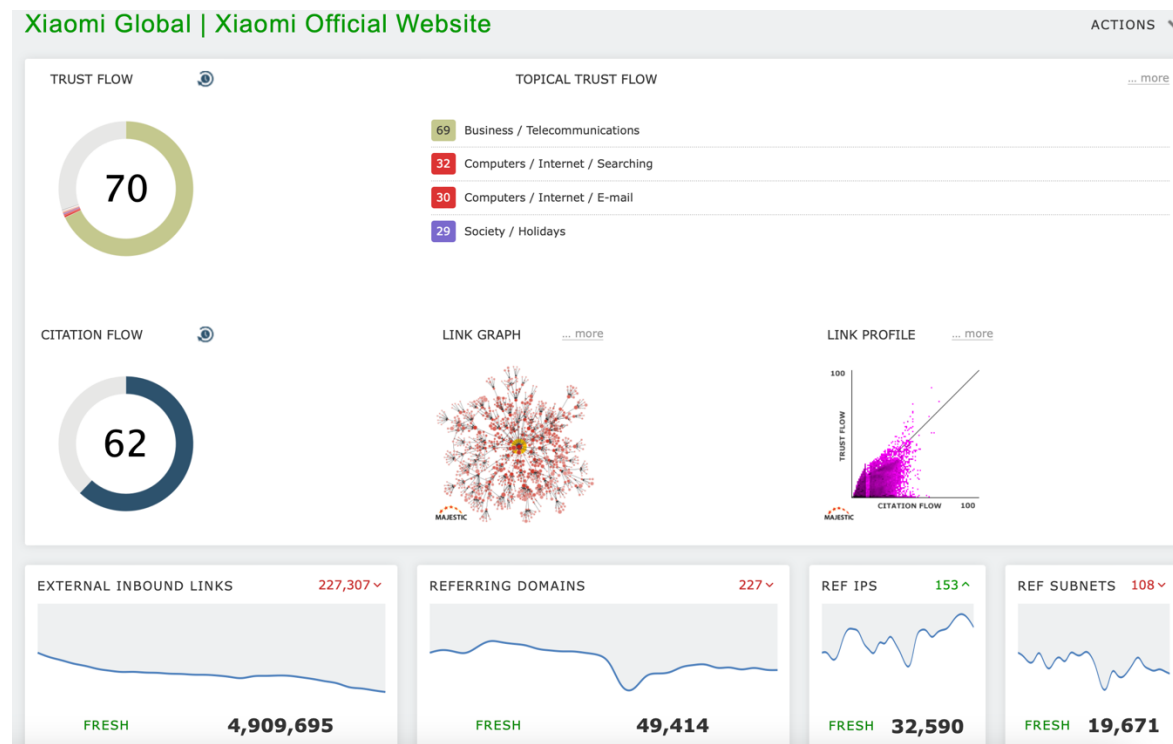
ACTIONS 



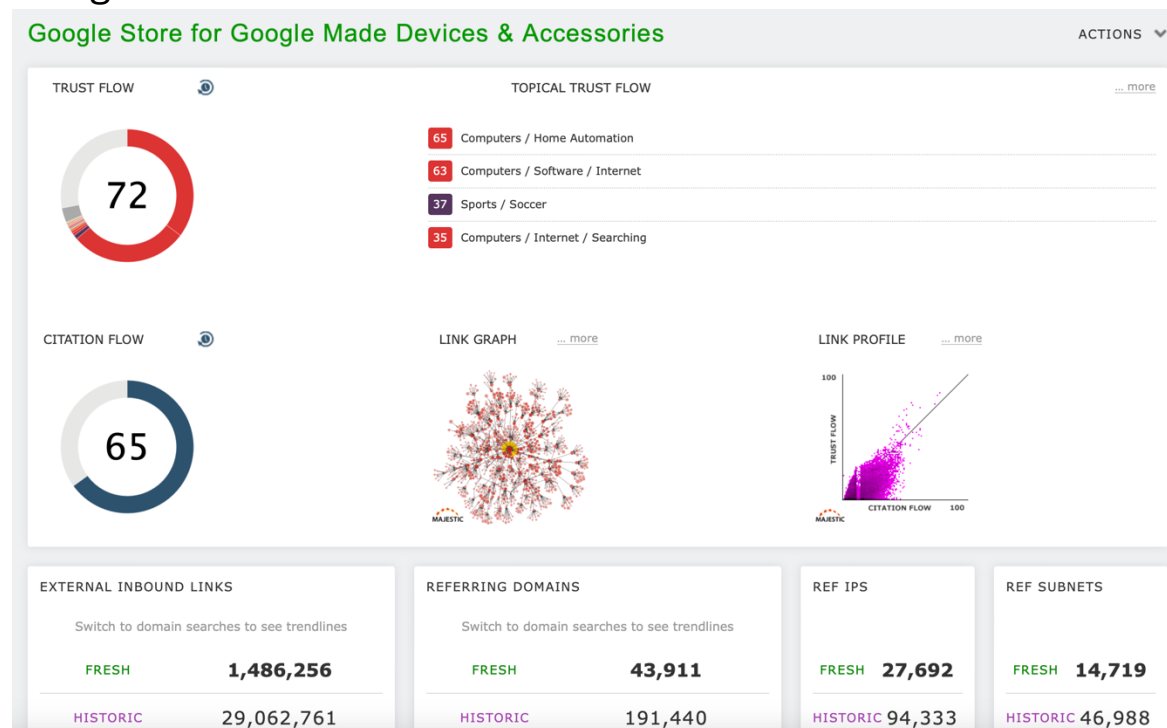
Huawei



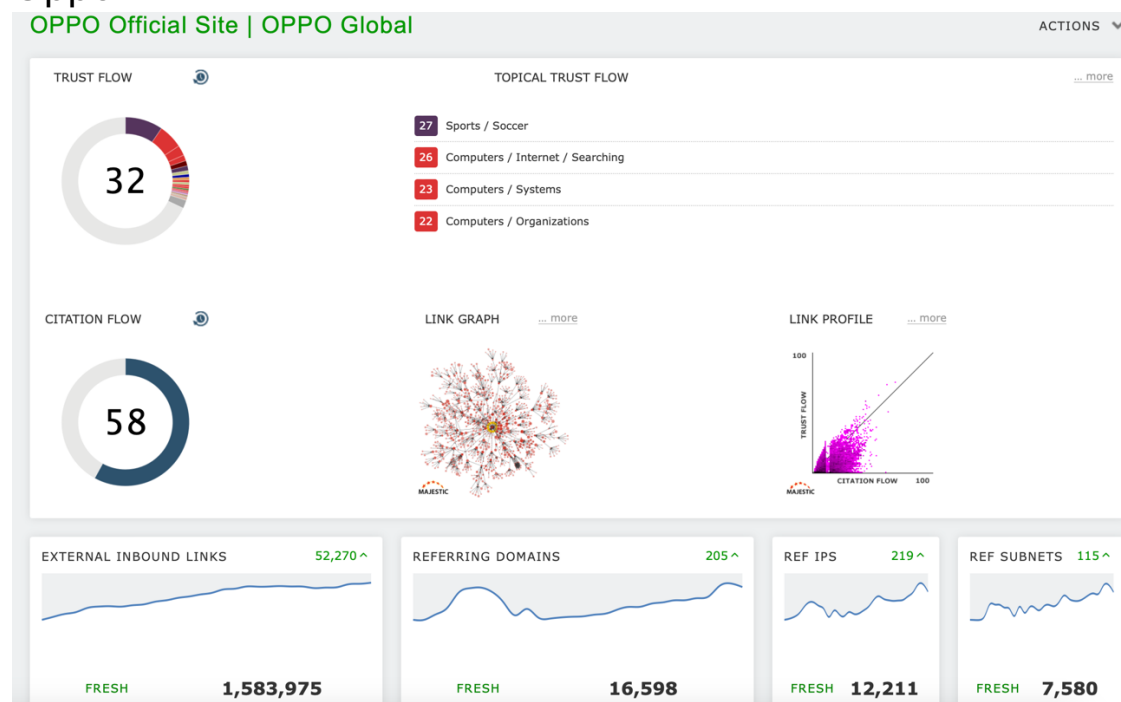
Xiaomi



Google Pixel



Oppo



Analysis of the data :

By looking at the trust flow, we can see that Apple has the best trust flow score (97), suggesting it is the most trusted brand among those analyzed.

Apple also has the largest citation flow (94), suggesting that it is the most influential brand on the web among those analyzed. Also, it has a huge 3.8 billion external inbound links, and 3.3 million referring domain, way in front of any other phone brand.

This leads to think that Apple is the leader on the phone market, by being the most trustworthy and influential brand.

We can see that Huawei comes in second with a TF and CF of 73, demonstrating good reliability and a reasonable spread of influence globally. However, it is significantly behind Apple in terms of trust and influence ; it has only 44 thousand referring domains and 42 million external inbound links, which is a lot less than Apple.

Xiaomi and Google Pixel perform about the same in terms of trust flow. This could indicate that they are direct concurrents. However, Xiaomi has significantly less external links (200k vs 1.5 million for Google Pixel), however, it has more referring domains than Google Pixel.

I personally think it's interesting to compare the American and Chinese brand : we can see that the USA has Apple as its most influential phone brand and Google Pixel as second, whereas China has Huawei as most influential phone brand, which could almost be compared to Apple (From a distance however, because Huawei still scores significantly lower than Apple), and Xiaomi as second most influential phone brand which comes in direct competition with Google Pixel (they score the same).

Oppo is in a different league, scoring by far the lowest with a TF of only 32. We can see it has a much smaller online presence than the other brands and is less trusted, suggested it might be a newcomer on the market and has a lot less market share than the other brands, or is advertising itself somewhere else than on the web.