

For this exercise, I have chosen the same companies as my final projects for a better understanding, these are the companies :

**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>  
**OnePlus** → <https://www.oneplus.com>  
**Sony (Xperia)** → <https://www.sony.com>  
**Nokia** → <https://www.nokia.com>  
**Motorola** → <https://www.motorola.com>  
**Oppo** → <https://www.oppo.com>

Using URLs, I extracted the visibility and the size of websites, and using site:nameofdomain.com, I found the size from Google and using nameofdomain.com I found the visibility from Google :

Apple\_WIF\_Calculation

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	10 049 596	76 515 554	0.13
Option 2: Google (V & S)	4 540 000 000	128 000 000	35.47
Option 3: Majestic V, Google S	10 049 596	128 000 000	0.078
Option 4: Google V, Majestic S	4 540 000 000	765 155 54	59.33

Samsung\_WIF\_Calculation

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	581 565	1 530 437	0.38
Option 2: Google (V & S)	4 380 000 000	17 200 000	254.65
Option 3: Majestic V, Google S	581 565	17 200 000	0.03
Option 4: Google V, Majestic S	4 380 000 000	1 530 437	2861.93

Huawei WIF Calculation

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	213 720	667 158	0.32
Option 2: Google (V & S)	1 100 000 000	2 820 000	390.07
Option 3: Majestic V, Google S	213 720	2 820 000	0.07

Option 4: Google V, Majestic S	1 100 000 000	667 158	1648.78
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#### Xiaomi WIF Calculation

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	647 212	435 043	1.49
Option 2: Google (V & S)	17 910 000 000	368 000	48668.48
Option 3: Majestic V, Google S	647 212	368 000	1.76
Option 4: Google V, Majestic S	17 910 000 000	435 043	41168.34

#### Google (Pixel) WIF Calculation :

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	79 583	2 546 311 299	3.12E-05
Option 2: Google (V & S)	15 440 000 000	7700	2005194.80
Option 3: Majestic V, Google S	79 583	7700	10.33
Option 4: Google V, Majestic S	15 440 000 000	2 546 311 299	6.06

#### OnePlus WIF Calculation :

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	21 007	496 602	0.04
Option 2: Google (V & S)	192 000 000	458 000	419.21
Option 3: Majestic V, Google S	21 007	458 000	0.04
Option 4: Google V, Majestic S	192 000 000	496 602	386.63

#### Sony (Xperia) WIF Calculation :

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	737 995	683 427	1.08
Option 2: Google (V & S)	1 720 000 000	273 000	6300.36
Option 3: Majestic V, Google S	737 995	273 000	2.70
Option 4: Google V, Majestic S	1 720 000 000	683 427	2516.73

Nokia WIF Calculation :

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	537 002	359 975	1.5
Option 2: Google (V & S)	371 000 000	167 000	2221.56
Option 3: Majestic V, Google S	537 002	167 000	3.21
Option 4: Google V, Majestic S	371 000 000	359 975	1030.63

Motorola WIF Calculation :

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	41 155	96 002	0.49
Option 2: Google (V & S)	517 000 000	167 000	3095.80
Option 3: Majestic V, Google S	41 155	167 000	0.25
Option 4: Google V, Majestic S	517 000 000	96 002	5385.30

Oppo WIF Calculation :

Option	Visibility (V)	Size (S)	WIF (V/S)
Option 1: Majestic (V & S)	91 809	115 846	0.8
Option 2: Google (V & S)	769 000 000	86 000	8941.86
Option 3: Majestic V, Google S	91 809	86 000	1.07
Option 4: Google V, Majestic S	769 000 000	115 846	6638.12

Are the different WIF variants equivalent? Do they provide the same results?

No, the different Web Impact Factor (WIF) variants are not equivalent and do not provide the same results. The WIF values vary significantly depending on whether Majestic or Google is used for visibility (V) and size (S).

Google generally reports a much higher number of backlinks (visibility) than Majestic, leading to larger WIF values when using Google's visibility data. Meanwhile, Majestic often reports a larger site size (indexed pages), which lowers the WIF when used in the denominator. The highest WIF values occur in Option 4 (Google V, Majestic S), as Google provides extensive visibility data while Majestic reports a relatively large size. Conversely, the lowest WIF values appear in Option 3 (Majestic V, Google S), where both the visibility and indexed page count are lower. Since WIF is highly dependent on the data source used, these variants are not directly comparable and should be interpreted with caution.

Pros and cons of the use of this web indicator :

The WIF is a simple and handy way to compare websites based on the number of inbound links and indexed pages. It's easy to calculate and can be useful for SEO analysis or academic research. However, it has several limitations—results vary a lot depending on the data source (Majestic vs Google), making comparisons tricky. Plus, it doesn't consider the quality of the links or indexed pages, which can lead to misleading conclusions. Since the web is constantly changing, WIF values fluctuate and need frequent updates. Lastly, unlike metrics like Domain Authority, WIF isn't a widely accepted standard, so it should be used with caution.