**Digital Business Environments Week 8 (timetable week 26) Practical**

**Online Marketplace Analysis: Search Ecosystem**

In this week’s Practical you will use an online tool to help you undertake an analysis of the Online Marketplace for a business’s OVP. The OVP in question will be the Desktop version of the company’s main website, and the tool you will use to undertake the analysis is SimilarWeb.

<https://www.similarweb.com>

SimilarWeb is an online competitive intelligence tool that provides traffic and marketing insights for any website – a good overview of a site’s reach, ranking and user engagement.

SimilarWeb delivers a data-rich visual dashboard divided into General Overview and eight other metrics: Geography, Referring Sites, Search Traffic, Social, Display Advertising, Audience, Similar sites and Mobile apps. The free version enables comparison of up to 2 websites side by side. In the PRO version, a comparison of up to 5 sites is available. We will be using the free version.

Process:

1. Select a business website that you wish to focus upon for analysis – this is your ‘Chosen site’. You may use your Coursework organisation.
2. Using SimilarWeb, undertake an analysis of the site, taking the data from the dashboard and entering it into the Data Table below. While doing this, you may wish to capture some screenshots that help illustrate the data – paste these into a separate Word file and add Titles that relate each screenshot to the relevant Data Category.
3. Repeat the analysis for 3 competitors suggested by SimilarWeb
4. Once you have a full data set, complete the right-hand column ‘Assessment of the Competitive Position’ for each Data Category.
5. Carry out a SWOT analysis, drawing on your entries in the Assessment of the Competitive Position, and enter your findings in the SWOT Table below.

**Data Table**

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| --- | --- | --- | --- | --- | --- |
| **Data Category** | **Chosen Site** | **Competitor 1** | **Competitor 2** | **Competitor 3** | **Assessment of the Competitive Position** |
| Website rank:  Global, Country, Category | NO.1534  NO.2031  NO.276 | faceboook | Instagram | snapchat | Middle(The big risk for TikTok is there competitors ---- Some social media like Instagram, fb, snapchat they are very big and have a huge users. But the good thing for tiktok is that they have a new social form, not like traditional form, users can just send and share videos on it.) |
| Traffic:  Total Visits | 49.11M(rise 21.19%) | 22.03B(down 0.33%) | 3.18B(rise 5.36%) | 39.96M(rise 1.48%) | Middle(The bad thing is that the total visits for fb and Instagram they all very large, honestly they are the No.1 and No.2 of the social catalogue, also fb, ins and snapchat they all owned by facebook company, so fb is the biggest competitor for tiktop(also for all social webistes). But the good thing is that the grow rate for tiktok is the biggest one(21.19%) comparing with others, even fb was declined 0.33%.) |
| Engagement:  Ave Duration  Pages per Visit  Bounce rate | 00:01:19  1.93  64.03% | 00:11:46  11.16  29.33% | 00:06:28  14.86  35.76% | 00:02:38  3.12  55.70% | High(it’s competitors data for engagement all better than Tiktok.) |
| Traffic by Country:    (show 5 leading countries) | United States(18.99%)rise 11.05%  Russia(7.20%) rise 21.06%  Turkey(5.31%) rise 5.31%  India(5.00%) rise 12.35%  United Kingdom(4.51%) rise 1.86% | United States(18.87%) rise 1.23%  Brazil(6.04%) rise 1.55%  United Kingdom(4.00%) rise 0.05%  Vietnam(3.60%) decline 2.64%  France(1.08%)  Decline 1.08% | United States(15.66%)rise 7.02%  Russia(7.82%) rise 8.56%  Brazil(7.48%) rise 9.46%  Turkey(4.63%) rise 3.65%  United Kingdom(3.87%) rise 3.87% | United States(31.52%)rise 2.41%  United Kingdom(7.12%) decline 3.83%  France(5.00%) decline 9.30%  Saudi Arabia(4.82%) rise 1.00%  Canada(3.64%) rise 0.48% | Middle(The disadvantage of Tiktok is that there basic market share is not high(for all of country except China), but the advantage of Tiktok is that they have the high growth rates in various countries(other websites their market share is approaching saturation.) |
| Traffic Sources:  Direct  Referrals  Search  Social  Mail  Display | Direct 30.41%  Referrals 2.73%  Search 30.61%  Social 36.06%  Mail 0.11%  Display 0.08% | Direct 80.69%  Referrals 2.98%  Search 10.37%  Social 3.53%  Mail 2.38%  Display 0.05% | Direct 63.77%  Referrals 5.58%  Search 17.49%  Social 12.49%  Mail 0.52%  Display 0.15% | Direct 32.87%  Referrals 12.87%  Search 39.97%  Social 11.20%  Mail 2.93%  Display 0.16% | Middle |
| Top Referring sites: | l.messenger.com  messenger.com  genius.com  en.wikipedia.org  knowyourmeme.com | Messager.com  msn.com  tinder.com  twich.com  click.mail.ru | Twich.tv  Eksisozluk.com  Gleam.io  Chaturbate.com  Jeuxvideo.com | Bitmoji.com  Fancentro.com  Twitch.tv  Pornhub.com  Livehd7.com | Low(the referring sites between tiktok and their competitors only have a few same websites, it means their aim direction are not same, they maybe have the different swipe in the future. |
| Top Destination sites: | Itunes.apple.com  Play.google.com  Amazon.com  Instagram.com  Facebook.com | None | None | Spectables.com  Play.google.com  Snap.com  Itune.apple.com  Bitmoji.com | Low |
| Search Traffic:  Organic  Paid | 99.99% organic  0.01%Paid | 99.05% Organic  0.95% Paid | 99.92% Organic  0.08% Paid | 99.29% Organic  0.71% Paid | low |
| Top Five Organic Keywords |  |  |  |  | Middle |
| Top Five Paid Keywords | Tik tok download free  A stove tea kettle | Facebook  Facebook log in  Facebook giris  Facebook login | none | Snapchat filters  Snapchat filter  Snapchat geofilter  Snapchat geo filter  Snapchat camera | Middle |
| Social - top 5 social networks according to the quantity of traffic they send to the site: | Facebook(62.24%)  Twitter(13.41%)  Youtube(10.23%)  VKontakte(9.12%)  Instigram(2.32%) | Youtube(68.20%)  Twitter(6.98%)  Instagram(5.94%)  Whatsapp webapp(5.51%)  Pinterest(2.49%) | Youtube(39.92%)  Facebook(22.80%)  Twitter(19.90%)  VKontakte(6.72%)  Reddit(4.95%) | Youtube(46.57%)  Twitter(20.65%)  Facebook(14.40%)  Reddit(7.00%)  Instagram(6.42%) |  |
| Display Advertising-  % of traffic derived:  Top publishers:  Top ad networks: | 0.1%  Tumblr.com  Youtube.com  m.timeturk.com  spiritdata.tumblr.com  skimlinks  yahoo advertising  yahoo display ads  google display network  misc ads | 0.05%  Youtube.com  Slickdeals.net  Hulu.com  Cbs.com  Go.mail.ru  Google Display Network  MGID  PopAds  Skimlinks  RevenueHits | 0.14%  Yahoo.com  Vulture.com  Youtube.com  Tumblr.com  Ca.yahoo.com  Google display network  Yahoo Display Ads  Taboola  Skimlinks  Outbrain | 0.12%  Youtube.com  Google Display Network |  |
| Subdomains, traffic share: | m.tiktok.com(53.95%)  tiktok.com(28.60%)  t.tiktok.com(10.60%) | Facebook.com(84.50%)  Apps.facebook.com(4.31%)  l.facebook.com(3.83%)  web.facebook.com(1.52%) | Instagram.com(96.4%)  l.instagram.com(3.17%)  help.instagram.com(0.35%) | Snapchat.com(36.49%)  Accounts.snapchat.com(27.66%)  Support.snapchat.com(8.12%)  Ads.snapchat.com(7.41%)  Create.snapchat.com(3.89%) | low |
| Relevant audience interests: | News and media  Adult  Games  Video Games | Internet and Telecom  News and Media  Shopping  Arts and Entertainment | Internet and Telecom > Social Network  News and Media  Adult  Arts and Entertainment>Tv and Video | Adult  Computer and electronics > Software  News and Media  Business and Industry | Medium |
| Competitors and similar sites (use this to define competitors 1,2 & 3) | Go-android.ru  Hiappo.com  Allgame.com  Gamespot.com  Blizzard.com  Hiappo.com | Twitter.com  Linkedin.com  Instagram  Google.com  Youtube.com  Instagram.com | Twitter.com  Facebook.com  Youtube.com  Youtube.com  Google.com  t.co | Snap.com  Whatsapp.com  Instagram.com  Instagram.com  Vk.com  Reddit.com | Low |
| Mobile apps available: | Tiktok  Tik Tok Wall Picture  Vigo Video | Facebook  Facebook Local  Facebook analytic | Twitter.com  Facebook.com  Youtube.com | Snake the escape game  Quick maths  Gravity the game | Low |

**SWOT Table**

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| **STRENGTHS**   1. New social software form --- Different from traditional form, like facebook or Whatsapp, there only a few similar apps like Tiktok. 2. Minimativity --- the aim of Tiktok is the public. For their user experience, it has the characteristic of minimal operation. In this process, users can share the experience in one-step shooting in a simple shooting operation, so that users can experience a simpler and convenient video sharing experience. 3. Interactiveity --- With the information published by the micro video anchor, the video Tiktok recorded enables multiple interactions in the virtual world of the network. The activities includes many original filters and special effects in specifit interactive operations, which can bring different visual scenes and videos. 4. Quickness --- Unlike other types of networks micro-video, Tiktok can bring more diverse and fast scene modes to users, especially for short video scenes that are switched for one second, through different types of shooting such as self-timer and cute pet, short video can be quickly output into documentary, micro-movie, musical and so on. | **WEAKNESSES**   1. Centralization. Honestly centralization is not a question, but when the software develops to a certain stage, the centralization problem is fatal. 2. Quality issues: Tiktok sacrificed the quality level of the video for the number of users. More and more low-quality short videos post on tiktok. 3. As the number of users and the continuous growth of works, the centralized operation mode will become more and more powerless. 4. Rice against time. Although there are few similar products on the market at present, other Big Internet companies like Facebook and will definitely join the competition of short videos when they saw the success of Tiktok. At that time, Tiktok have to face the big companies’ mature model and huge user base. |
| **OPPORTUNTIES**   1. Still have time before other Internet company come in this area. 2. With the development of Internet and 5G, short video app will have their ‘Golden time’. 3. Having one of the best big data algorithm, how to use it in the future? | **THREATS**   1. Content regulation issues: With more users begin to use Tiktok, how to regulate and review users and videos is becoming the most important risk for Tiktok. 2. Profit model: How to earning money in the future |