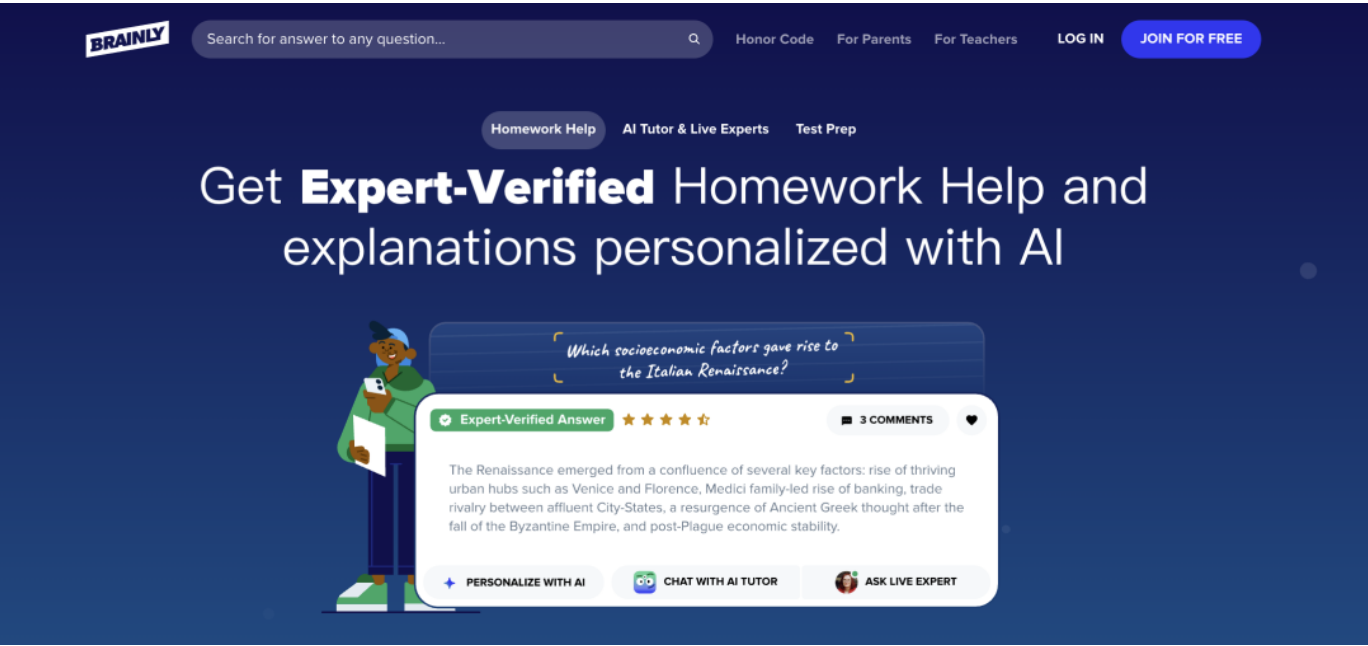


以月访问量1450万的网站为例教你如何找出网站靠哪些页面从搜索引擎获取流量

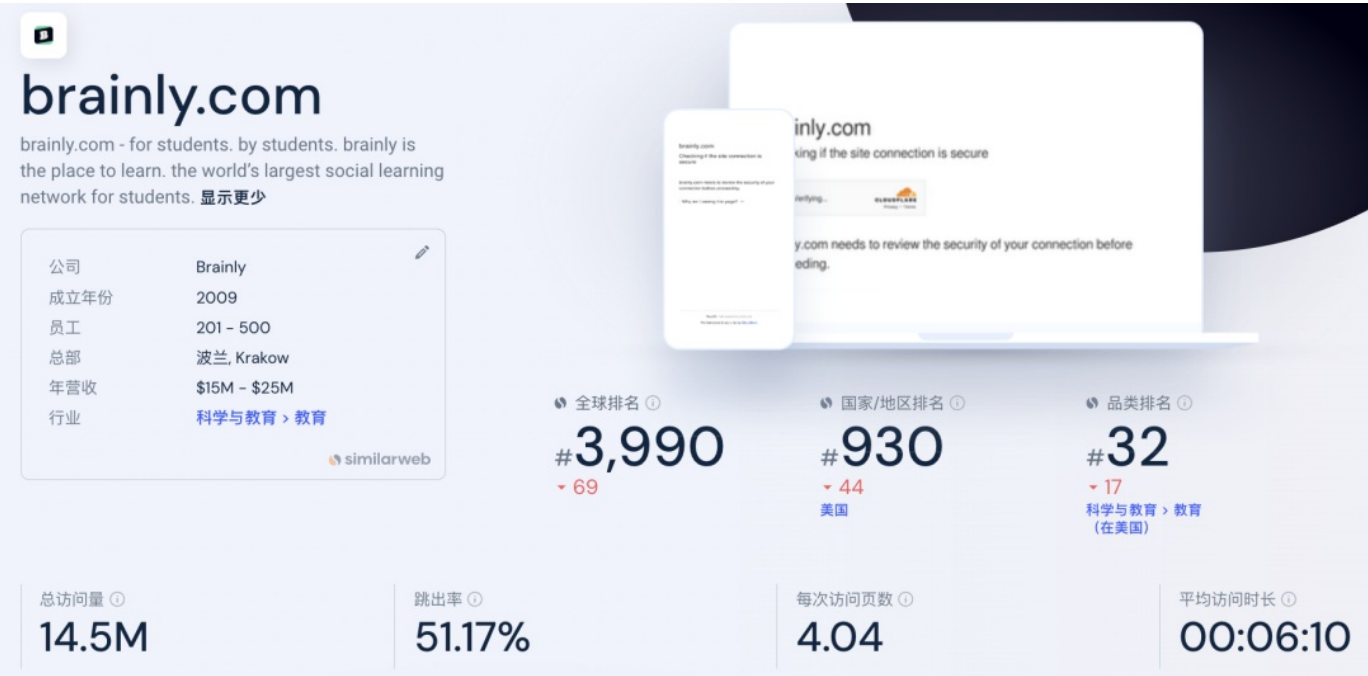
原创 我是哥飞 哥飞 2023-10-04 07:55:23 广东



大家好，我是哥飞。

之前我们在《哥飞解读：一个数学在线教育网站如何做到一千万月访问量》中分享了 cuemath.com 这个专注于数学的在线教育网站。

今天再分享个月访问量 1450 万的在线教育网站 brainly.com，类似于国内的作业帮，给学生用于完成家庭作业，寻找作业辅导的网站。



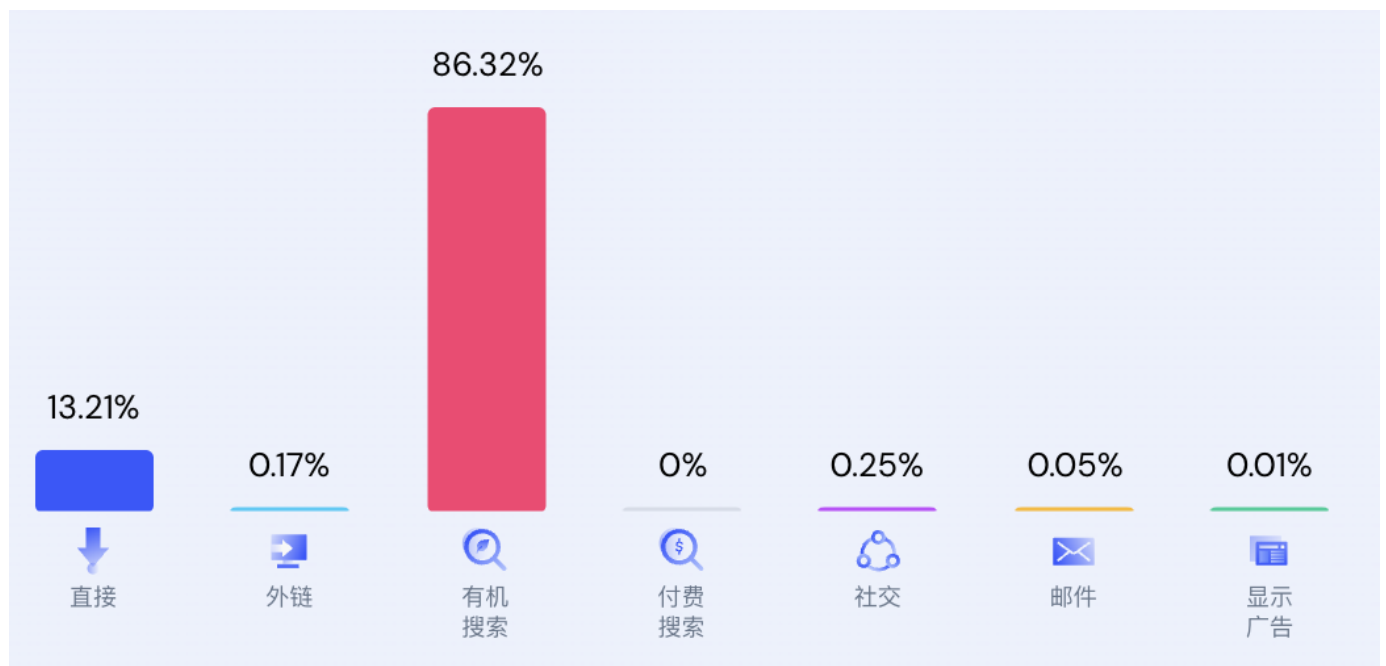
这个网站有点意思，是一家波兰公司创建并维护的，但是87.88%流量来自于美国。

热门国家/地区 ⓘ



[查看所有国家/地区 →](#)

86.32%流量来自于搜索引擎，哥飞就很好奇，这个网站都是通过哪些页面获取搜索流量的。



打开 Semrush，显示有170万搜索流量，这与 Similarweb 的估算数据不准确，先不管了。



从 Semrush 统计的自然搜索来源分布来看，79%来自于美国，倒是与 Similarweb 统计的 87.88% 相差不是太多，反正都是美国占大头就是了。



我们看下美国来流量的关键词，好多都是品牌词。

关键词

1.7M 1.22%

流量

1.3M 0.08%

流量成本

US\$248.1K -0.21%

自然搜索排名 1 - 100 (1,692,006)




关键词	意图	排名	SF	流量	流量 %	搜索量	KD %
> <input type="checkbox"/> brainly >>	N	1	5	294.4K	21.90	368K	82
> <input type="checkbox"/> brainly >>	N	5	5	12.9K	0.95	368K	82
> <input type="checkbox"/> brainly.com >>	N	1	3	4.3K	0.32	5.4K	81
> <input type="checkbox"/> brianly >>	N	1	5	4.3K	0.32	5.4K	78
> <input type="checkbox"/> how are viruses different from bacteria apex >>	I	2	7	2.9K	0.21	22.2K	19
> <input type="checkbox"/> braily >>	N	1	5	2.3K	0.17	2.9K	80
> <input type="checkbox"/> brainley >>	N	1	6	2.3K	0.17	2.9K	79
> <input type="checkbox"/> brainly login >>	N T	1	5	1.9K	0.14	2.4K	49
> <input type="checkbox"/> brainlu >>	N	1	5	1.9K	0.14	2.4K	77
> <input type="checkbox"/> brainly math >>	T	1	4	1.9K	0.14	2.4K	54
> <input type="checkbox"/> branly >>	N	1	4	1.5K	0.11	1.9K	79
> <input type="checkbox"/> branily >>	N	1	5	1.3K	0.09	1.6K	79
> <input type="checkbox"/> brainly free >>	N T	1	5	1.3K	0.09	1.6K	47
> <input type="checkbox"/> brainly com >>	N	1	4	1.3K	0.09	1.6K	76
> <input type="checkbox"/> brain ly >>	N	1	6	1.3K	0.09	1.6K	71
> <input type="checkbox"/> brainly subscription >>	N T	1	6	1.3K	0.09	1.6K	48
> <input type="checkbox"/> which sentence should be revised to reduce wordiness >>	I	1	4	1.1K	0.08	4.4K	15
> <input type="checkbox"/> 2-2×5+7 >>	I	1	7	1.1K	0.07	8.1K	26
> <input type="checkbox"/> brainyl >>	N	1	5	1K	0.07	1.3K	76
> <input type="checkbox"/> brainlt >>	N	1	6	1K	0.07	1.3K	72
> <input type="checkbox"/> which of the following is an example of the rewards >>	I	1	2	892	0.06	3.6K	18

我们先把所有品牌词和相关 typo 词都排除掉，总共需要排除掉18个关键词：

- [brainly](#)
- [baianly](#)
- [brianly](#)
- [braily](#)
- [brainley](#)
- [brainlu](#)
- [branly](#)

- branily
- braibly
- brain ly
- brainyl
- brainlt
- brainky
- rainly
- brsinly
- brainl
- brainlly
- bainly

 排名 ▾ 搜索量 ▾ KD ▾ 意图 ▾ SERP 精选结果 ▾ 高级筛选器 2 ✕

排除 ▾	关键词 ▾	包含 ▾	brainly	
排除 ▾	关键词 ▾	包含 ▾	baianly	
排除 ▾	关键词 ▾	包含 ▾	brianly	
排除 ▾	关键词 ▾	包含 ▾	braily	
排除 ▾	关键词 ▾	包含 ▾	brainley	

+ 添加条件

应用✕ 清除筛选器

全都排除之后，还剩170万个关键词，带来了96万的搜索量。

关键词

1.7M1.23%

流量

960.5K0.21%

流量成本

US\$55.4K0.42%

自然搜索排名 1 - 100 (1,686,622)


<input type="checkbox"/> 关键词	意图	排名	SF	流量	流量 %	搜索量	KD %	URL
> <input type="checkbox"/> how are viruses different from bacteria apex >>	I	2	7	2.9K	0.21	22.2K	19	brainly.com/question/10482543
> <input type="checkbox"/> which sentence should be revised to reduce wordiness >>	I	1	4	1.1K	0.08	4.4K	15	brainly.com/question/4280557
> <input type="checkbox"/> 2-2×5+7 >>	I	1	7	1.1K	0.07	8.1K	26	brainly.com/question/31352956
> <input type="checkbox"/> which of the following is an example of the rewards >>	I	1	2	892	0.06	3.6K	18	brainly.com/question/16432434
> <input type="checkbox"/> estimate the number of heartbeats in a pound of butter. >>	C I	1	6	892	0.06	3.6K	16	brainly.com/question/31317009
> <input type="checkbox"/> which word has the most negative connotation >>	I	1	5	892	0.06	3.6K	15	brainly.com/question/2487782
> <input type="checkbox"/> please select the best answer from the choices provided >>	C	1	4	871	0.06	6.6K	16	brainly.com/question/8936969
> <input type="checkbox"/> select the correct answer from each drop down menu >>	I	1	6	719	0.05	2.9K	15	brainly.com/question/20234080
> <input type="checkbox"/> which negative aspect of interest groups does the scenario illustrate >>	I	1	3	719	0.05	2.9K	12	brainly.com/question/22245705
> <input type="checkbox"/> a teacher surveys a random group of students >>	I	1	4	719	0.05	2.9K	12	brainly.com/question/27475825
> <input type="checkbox"/> a straight highway is 100 miles long >>	I	1	4	719	0.05	2.9K	13	brainly.com/question/3154118
> <input type="checkbox"/> identify the equivalent expression for each of the expressions below >>	I	1	6	595	0.04	2.4K	50	brainly.com/question/12179298
> <input type="checkbox"/> which option best completes the table >>	C	1	3	595	0.04	2.4K	14	brainly.com/question/16438545
> <input type="checkbox"/> how might you add keystone species to the concept map >>	I	6	3	518	0.03	14.8K	17	brainly.com/question/29610362
> <input type="checkbox"/> which table represents a linear function >>	I	2	7	475	0.03	3.6K	35	brainly.com/question/9446244
> <input type="checkbox"/> which of the following is an example of the rewards >>	I	2	2	475	0.03	3.6K	18	brainly.com/question/14521139
> <input type="checkbox"/> 652/60 >>	I	1	3	475	0.03	3.6K	10	brainly.com/question/32872476
> <input type="checkbox"/> which expression is equivalent to st 6 >>	I	1	5	471	0.03	1.9K	16	brainly.com/question/14433906
> <input type="checkbox"/> select the correct answer from each drop-down menu. >>	I	1	5	471	0.03	1.9K	14	brainly.com/question/20234080
> <input type="checkbox"/> which sentence uses correct parallel structure >>	I	1	5	471	0.03	1.9K	15	brainly.com/question/13712761
> <input type="checkbox"/> political advertisements are considered most effective among voters. >>	I	1	3	471	0.03	1.9K	16	brainly.com/question/17884170
> <input type="checkbox"/> which of the following statements is true >>	C I	8	4	430	0.03	33.1K	22	brainly.com/question/29468206

仔细观察就会发现，大多数都是长句子问题，而且从 url 也能够看出来，brainly.com 把很多问题都生成页面了，给搜索引擎抓取，然后从搜索引擎获取流量。

所以本文开头提出的问题，现在哥飞就给大家答案了，直接通过这种方式就可以找到来流量的页面。

下面我们拿几个页面具体分析一下。

拿第一个问题“**How are viruses different from bacteria? APEX**”来说，估计是课本上或者作业上就有的问题，才会有这么多人同时问这个问题。



×
🔍

Images
Videos
News
Shopping
Books
Maps
Flights
Finance

About 2,490,000 results (0.32 seconds)

While bacteria are single-celled organisms with a more complex structure, viruses are much smaller and lack a cellular network. Additionally, bacteria reproduce independently through binary fission, while viruses require a host cell to replicate.

while viruses require a host cell to replicate.

Minerva Natural Health
https://minervanaturalhealth.com.au › General Health

How Are Viruses Different From Bacteria Apex

About featured snippets • Feedback

Questions & answers

QA 中第1个

Brainly

Question

how are viruses different from bacteria? APEX

Answer · 16 votes

Bacteria are unicellular microorganisms that can b...

[More](#)

Study.com

Question

How are viruses different from bacteria? a. Bacteria are heterotrophic while viruses are...

Answer · 0 votes

Viruses are different from bacteria in that B. bacteria...

[More](#)

Brainly.in

Question

How are viruses different from bacteria apex?

Answer · 0 votes

Viruses are different from bacteria.In comparison to...

[More](#)

Feedback

People also ask

- How are viruses different from bacteria?
 - Why are viruses considered to be non-living apex?
 - What is the difference between a virus and a bacteria AQA?
 - How is a virus different from other?
- Feedback

第2条

Brainly
https://brainly.com › Biology › Middle School

how are viruses different from bacteria? APEX

Jun 15, 2018 — Viruses are microorganisms that can only reproduce within the cells of a host organism. The differences between viruses and bacteria include;

2 answers · Top answer: Bacteria are unicellular microorganisms that can be found everywhere ...

从谷歌搜索结果可以看到，虽然 brainly.com 出现了2次，但是因为精选结果直接给出了答案，所以总22.2K搜索量中，brainly.com 只拿到了2.9K，占比13%左右。

另外大家要注意到，虽然第一个网站拿到了精选结果，但是因为精选结果直接给出答案，所以第一个网站也只拿到了5.5K的搜索量，占比25%左右。

	URL	页面 AS	引荐域名	反向链接	搜索流量	URL 关键词
1	https://minervanaturalhealth.com.au/how-are-viruses-different-from-bacteria-apex/ minervanaturalhealth.com.au	0	0	0	5.5K	11

精选摘要

我们回到 brainly.com 的搜索结果，有没有发现，剩下的这些长关键词的 KD 都不高。

关键词

1.7M1.23%

流量

960.5K0.21%

流量成本

US\$55.4K0.42%

自然搜索排名 1 - 100 (1,686,622)

关键词

意图

排名

SF

流量

流量 %

搜索量

KD %

URL

>

+

how are viruses different from bacteria apex >>

I

2

7

2.9K

0.21

22.2K

19

brainly.com/question/10482543

>

+

which sentence should be revised to reduce wordiness >>

I

1

4

1.1K

0.08

4.4K

15

brainly.com/question/4280557

>

+

2-2×5+7 >>

I

1

7

1.1K

0.07

8.1K

26

brainly.com/question/31352956

>

+

which of the following is an example of the rewards >>

I

1

2

892

0.06

3.6K

18

brainly.com/question/16432434

>

+

estimate the number of heartbeats in a pound of butter. >>

C

I

1

6

892

0.06

3.6K

16

brainly.com/question/31317009

>

+

which word has the most negative connotation >>

I

1

5

892

0.06

3.6K

15

brainly.com/question/2487782

>

+

please select the best answer from the choices provided >>

C

1

4

871

0.06

6.6K

16

brainly.com/question/8936969

>

+

select the correct answer from each drop down menu >>

I

🔗

1

6

719

0.05

2.9K

15

brainly.com/question/20234080

>

+

which negative aspect of interest groups does the scenario illustrate >>

I

1

3

719

0.05

2.9K

12

brainly.com/question/22245705

>

+

a teacher surveys a random group of students >>

I

1

4

719

0.05

2.9K

12

brainly.com/question/27475825

>

+

a straight highway is 100 miles long >>

I

1

4

719

0.05

2.9K

13

brainly.com/question/3154118

>

+

Identify the equivalent expression for each of the expressions below >>

I

1

6

595

0.04

2.4K

50

brainly.com/question/12179298

>

+

which option best completes the table >>

C

1

3

595

0.04

2.4K

14

brainly.com/question/16438545

>

+

how might you add keystone species to the concept map >>

I

6

3

518

0.03

14.8K

17

brainly.com/question/29610362

>

+

which table represents a linear function >>

I

🔗

2

7

475

0.03

3.6K

35

brainly.com/question/9446244

>

+

which of the following is an example of the rewards >>

I

2

2

475

0.03

3.6K

18

brainly.com/question/14521139

>

+

652/60 >>

I

1

3

475

0.03

3.6K

10

brainly.com/question/32872476

>

+

which expression is equivalent to st 6 >>

I

1

5

471

0.03

1.9K

16

brainly.com/question/14433906

>

+

select the correct answer from each drop-down menu. >>

I

🔗

1

5

471

0.03

1.9K

14

brainly.com/question/20234080

>

+

which sentence uses correct parallel structure >>

I

1

5

471

0.03

1.9K

15

brainly.com/question/13712761

>

+

political advertisements are considered most effective among voters. >>

I

1

3

471

0.03

1.9K

16

brainly.com/question/17884170

>

+

which of the following statements is true >>

C

I

8

4

430

0.03

33.1K

22

brainly.com/question/29468206

我们再拿第二个关键词“which sentence should be revised to reduce wordiness”来看，总搜索量4.4K，brainly.com拿到了1.1K，也就是25%左右，这是得益于在QA中排第一，在自然搜索结果中也排第一。



which sentence should be revised to reduce wordiness



Brainly

This palm-sized

Images

Some monitoring

Qui

Videos

News

Shopping

About 25,700 results (0.28 seconds)

Questions & answers



Brainly

Question

Which sentence should be revised to reduce wordiness? A. People live with a general expectation of privacy, not considering...

Answer · 75 votes

Among the choices, letter B is the most complex. This i...
[More](#)



Answers

Question

Which sentence should be revised to reduce wordiness?

Answer · 1 vote

some monitoring, such as video surveillance in many...
[More](#)



Brainly

Question

Help Please **Which sentence should be revised to reduce wordiness?** A. Equipped with a video camera, the robot in flight captures aeri...

Answer · 26 votes

The correct answer is C. Its movable wings allow the...
[More](#)

[Feedback](#)



Brainly

<https://brainly.com> › English › High School

Which sentence should be revised to reduce wordiness? A. ...

Jul 5, 2017 — Which sentence should be revised to reduce wordiness? A. People live with a general expectation of privacy, no Get the answers you need, now!

[2 answers](#) · Top answer: Among the choices, letter B is the most complex. This is because it us...

虽然每个问题拿到的搜索量不是特别大，但只要你网站被收录的问题足够多，你的网站权重不断提升，那么从搜索引擎获取的流量也会很可观。

而 GPT4 就很擅长回答问题，聪明的人肯定已经早已行动了。

谷歌对于AI的态度是，不拒绝。

不看内容生成方式，只看内容质量。

怎么判断内容质量呢？就看用户点击了你的网址之后，是否能够得到满意的回答，是否还会再点击别的网页。

所以如何让GPT回答更准确，就是每个网站的竞争力了。

想知道如何提升GPT的回答准确性，想知道如何让GPT回答出来的答案更容易被谷歌抓取和收录吗？

请加哥飞的付费社群“哥飞的朋友们”，哥飞会为大家详细讲解。

这个社群从7月2日开始运营，其实聊的内容跟公众号差不多，但会比公众号更细，更深入，并且哥飞作为出海鼓励师，一直在陪伴大家走向成功。

到今天为止，这个价格666元/365天的付费社群已经有了368人加入了。

是什么原因让这么多人选择付费加入哥飞这个付费社群呢？

因为社群干货多，值！

跟着哥飞做海外网站，能够快速拿到结果。

如@Banbri 9月做的一个新网站，仅靠SEO，从谷歌搜索就获得了1万个点击。

0:14 | 0.5K/s





昨天 23:58



Banbri

还有 3 分钟就进入 10 月了，分享一下这个月上的第一个站的数据



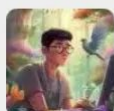
Banbri



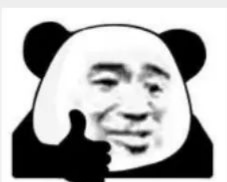
Banbri

9 月份新站新词点击量过万 🎉

昨天 23:58



Can

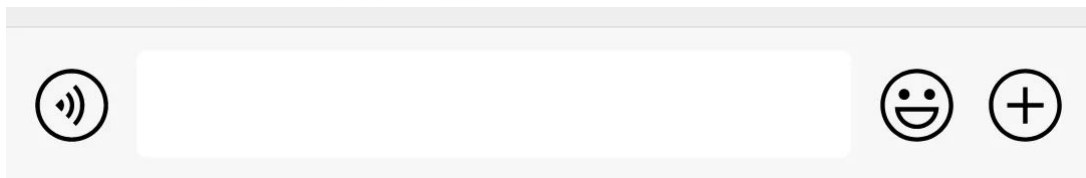


总之，牛



dream Qi





方法就是新词新站，关于新词，其实之前哥飞分享过《找新词：一个永远有效的建站策略，让你快速拿到搜索引擎流量》，大家可以复习一下。

同时社群还有一个配套网站，把群聊历史精华整理成了一个一个的话题，大家可以按话题来浏览群聊内容。

哥飞的朋友们 > 群聊

我发现我的流量都是直接访问，很不健康

#16038 2023.07.31 19:16 16条讨论

@Console.log() 大佬你的 semrush 在哪买的

#16028 2023.07.31 19:15 14条讨论

semrush 也有关键字SEO难度分析工具

#16020 2023.07.31 19:09 8条讨论

开源几款我转的iOS离线模型 中英多语言句子向量 <https://github.com/sinnuswong/Sentence-transformer-Core>

#16014 2023.07.31 18:58 2条讨论



#16013 2023.07.31 18:57 5条讨论



#16010 2023.07.31 18:51 2条讨论

App在桌面的显示名字可以是单字母，但在App Store的上架名字是不可以单字母的

#15998 2023.07.31 18:48 8条讨论



#15993 2023.07.31 18:45 10条讨论

<https://www.similarweb.com/zh/website/w>

#15988 2023.07.31 18:42 12条讨论

DemoChen 07-31 19:16:49

我发现我的流量都是直接访问，很不健康

Console.log() 07-31 19:17:30

说明被传播出去的

AUDI 07-31 19:17:33

我觉得最好的就是先冷启动直接流量没然后能有留存访问，然后在自发传播

AUDI 07-31 19:18:07

对，域名好记，基本就直接输入了

DemoChen 07-31 19:20:47

 redian.news

<https://redian.news> : wxnews

这个网站进去容易，出来难... - Redian新闻

11小时前 — 是时候请出今天的主角了。一个专门收录优质文档的网站: DocHub。DocHub. 地址: <https://www.dochub.wiki>. 这是上周偶然间在一个帖子留的留言区发现的 ...

DemoChen 07-31 19:20:48

哈哈哈

DemoChen 07-31 19:21:35

AUDI 07-31 19:22:42

自发传播，被动增加外链，这个真好

DemoChen 07-31 19:26:50

这个网站进去容易，出来难...

如果对社群感兴趣，欢迎加哥飞微信 [qiayue](#) 咨询了解。



Console.log()

广东 深圳



扫一扫上面的二维码图案，加我为朋友。