



AUGUST 2021

# Website Analysis

etsy.com

View the full analysis at:  
[pro.similarweb.com](https://pro.similarweb.com)

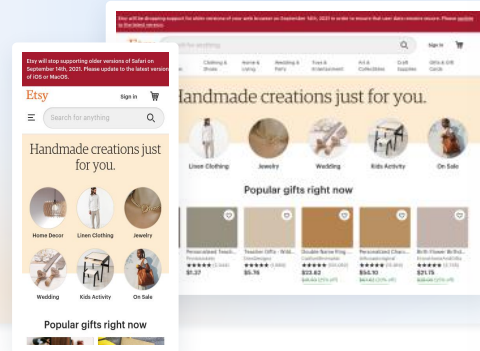


find the perfect handmade gift, vintage & on-trend clothes, unique jewelry, and more... lots more.

App Store



Google Play



TRAFFIC & ENGAGEMENT

Total visits

May 2021 - Jul 2021 United Kingdom

108.6M

↑ 2.60% from last month

Device distribution

May 2021 - Jul 2021 United Kingdom



Global rank

#69

Country rank

United Kingdom

#54

Industry rank

.../Marketplace

#5

Engagement overview

May 2021 - Jul 2021 United Kingdom All Traffic

Monthly visits

36.20M

Deduplicated audience

N/A

Pages / Visit

6.18

Monthly Unique Visitors

15.10M

Visit Duration

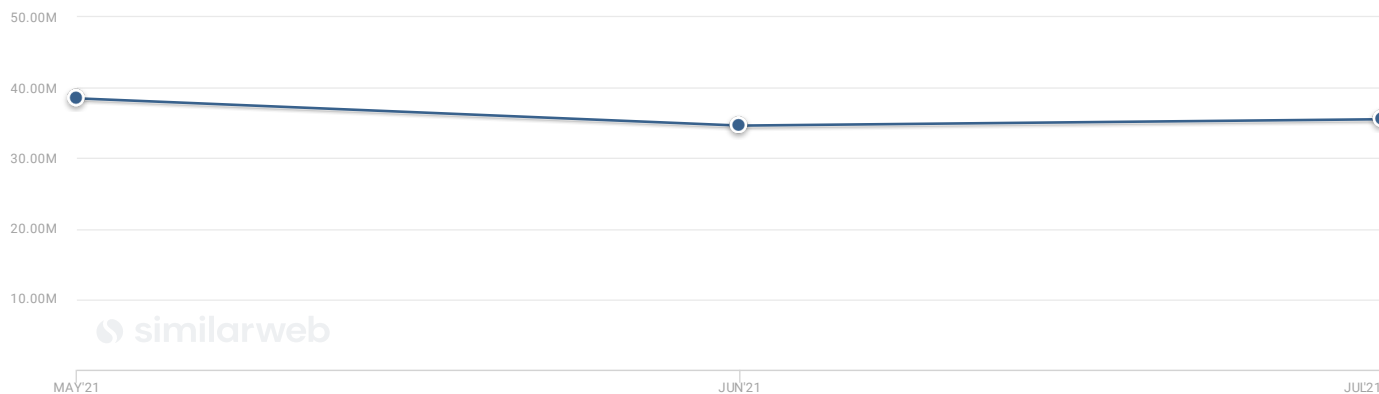
00:06:22

Bounce Rate

42.66%

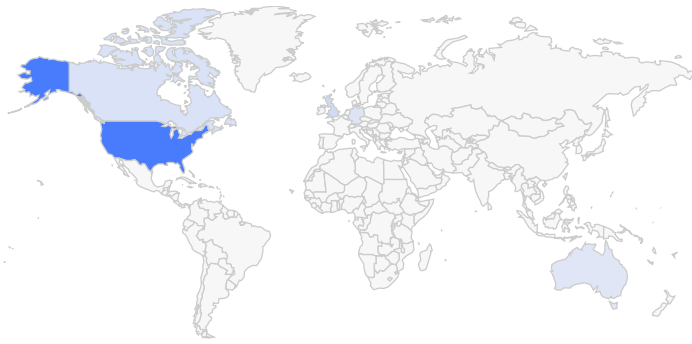
Visits Over Time

May 2021 - Jul 2021, All Traffic



### Top Countries ⓘ

May 2021 - Jul 2021, Desktop



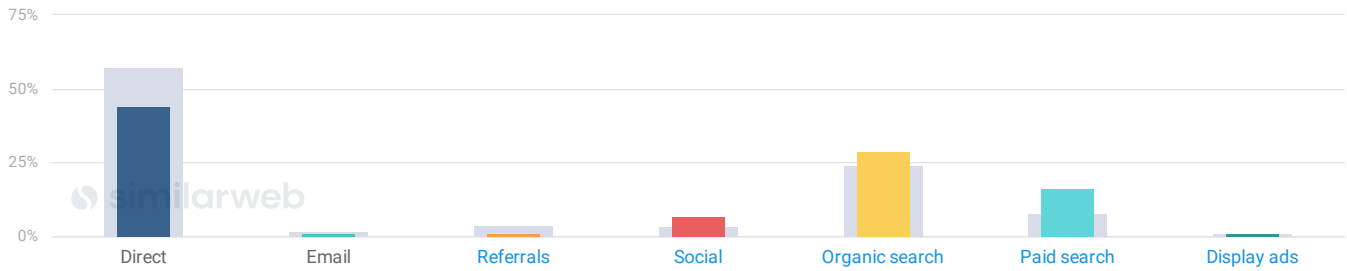
United States	61.14%	<div style="width: 61.14%;"></div>	↑ 1.650%
United Kingdom	8.94%	<div style="width: 8.94%;"></div>	↑ 2.500%
Canada	5.18%	<div style="width: 5.18%;"></div>	↑ 2.500%
Germany	3.33%	<div style="width: 3.33%;"></div>	↑ 7.160%
Australia	2.51%	<div style="width: 2.51%;"></div>	↑ 19.050%

### MARKETING CHANNELS

#### Channels Overview ⓘ

May 2021 - Jul 2021, United Kingdom, Desktop Only

48.64M 13.56M



### ORGANIC SEARCH

Organic search makes up **28.98%** of website traffic

#### Branded VS. Non-Branded ⓘ

May 2021 - Jul 2021, United Kingdom, Desktop



#### Top Organic Search Terms ⓘ

May 2021 - Jul 2021, United Kingdom, Desktop

etsy	8.58%	<div style="width: 8.58%;"></div>	↑ 1.260%
etsy uk	2.24%	<div style="width: 2.24%;"></div>	↑ 2.440%
esty	0.33%	<div style="width: 0.33%;"></div>	↑ 42.460%
etsy.co.uk	0.04%	<div style="width: 0.04%;"></div>	↑ 44.050%
amazon case kindle voyage	0.04%	<div style="width: 0.04%;"></div>	↓ 91.240%

PAID SEARCH

Paid search makes up **16.21%** of website traffic

Top Search Ads <sup>ⓘ</sup>

May 2021 - Jul 2021 United Kingdom Desktop

<https://www.etsy.com/>  
**Etsy - Official Site**  
 Buy Directly From Someone Who Put Their Heart And Soul Into Making Something Special.  
 Find Things You'll Love. Support Small Businesses. Only On Etsy. Secure Transactions.

Appears on keyword **etsy** + 2 others

Top Paid Search Terms <sup>ⓘ</sup>

May 2021 - Jul 2021 United Kingdom Desktop

etsy	10.12%		↑ 11.350%
etsy uk	3.02%		↓ 1.130%
esty	0.48%		↑ 8.890%
ring size chart	0.08%		↓ 30.590%
calendar 2021	0.07%		↑ 60.930%

REFERRALS

Referrals makes up **1.10%** of website traffic

Top Referring Websites <sup>ⓘ</sup>

May 2021 - Jul 2021 United Kingdom Desktop Only

linktr.ee	11.43%		↑ 4,759.910%
oceanhero.today	3.40%		↓ 3.990%
theguardian.com	2.93%		↑ 69.460%
kickstarter.com	2.82%		↓ 61.350%
sociablelabs.com	2.56%		↑ 88.320%

Top Referring Industries <sup>ⓘ</sup>

May 2021 - Jul 2021 United Kingdom Desktop Only

Lifestyle	11.49%	
News and Media	8.89%	
Computers Electronics and Tec...	5.06%	
Education	3.89%	
Crafts	3.78%	

OUTGOING TRAFFIC

Top Link Destinations <sup>ⓘ</sup>

May 2021 - Jul 2021 United Kingdom Desktop Only

paypal.com	54.25%		↑ 8.700%
etsystatic.com	18.62%		↓ 3.650%
google.com	16.28%		↑ 27.180%
facebook.com	1.73%		↑ 46.730%
twitter.com	1.40%		↓ 2.780%

OUTGOING ADS

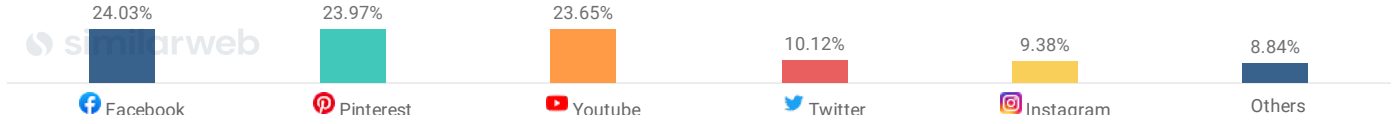
Top Ad Destinations <sup>ⓘ</sup>

May 2021 - Jul 2021 United Kingdom Desktop Only

read.qualitychecker.net	52.59%		↑ 27.360%
slc.co.uk	5.72%		↑ 86.790%
karmanow.com	5.71%		-
thesweetestthingblog.com	4.88%		-
fiverr.com	4.63%		-

### Social Traffic ⓘ

May 2021 - Jul 2021 United Kingdom Desktop Only

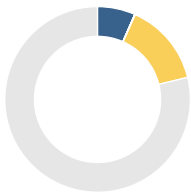


### DISPLAY ADVERTISING

Display ads makes up <1% of website traffic

### Display Ad Network ⓘ

May 2021 - Jul 2021 United Kingdom Desktop Only



- Google Display Netw... 6.58%
- Nativo 0.01%
- Shop411 0.00%
- Media.net 0.10%
- Skimlinks 14.49%
- Others 78.83%

### Top publishers ⓘ

May 2021 - Jul 2021 United Kingdom Desktop Only

Publisher	Percentage	Change
<a href="https://tumblr.com">tumblr.com</a>	19.33%	↑ 64.040%
<a href="https://youtube.com">youtube.com</a>	7.46%	↑ 51.690%
<a href="https://thisiswhyimbroke.com">thisiswhyimbroke.com</a>	7.31%	↑ 9.120%
<a href="https://rstyle.me">rstyle.me</a>	6.03%	↓ 8.290%
<a href="https://topcashback.co.uk">topcashback.co.uk</a>	3.81%	↑ 86.030%