



March 27, 2024

SEO Report Template

Report Template



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Traffic

Traffic Analytics: Summary

ebay.com | All Devices | Worldwide | February 2024

Visits

872.7M -3.90%

Unique Visitors

248.8M -1.74%

Pages / Visit

5.36 -5.41%

Avg. Visit Duration

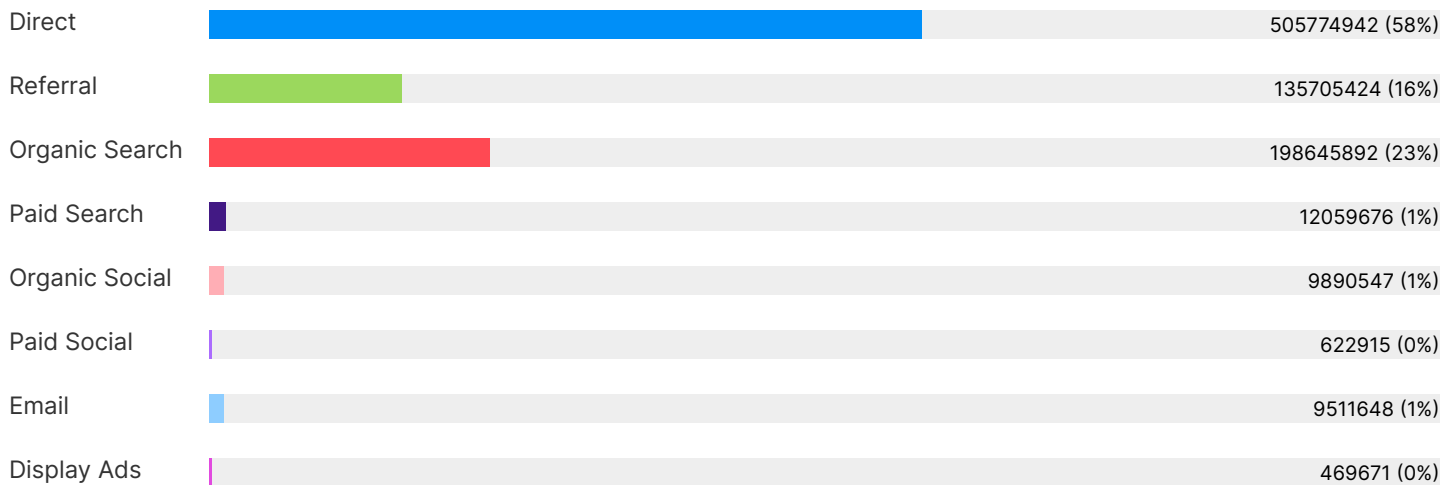
13:38 -4.66%

Bounce Rate

43.96% +1.61%

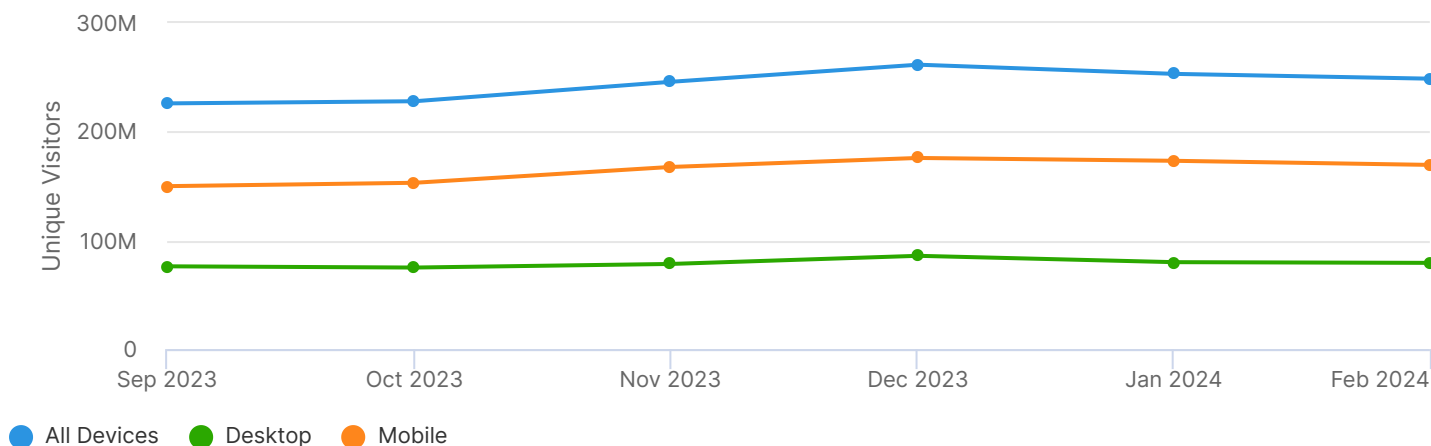
Traffic Analytics: Traffic Channels

ebay.com | All Devices | Worldwide | February 2024



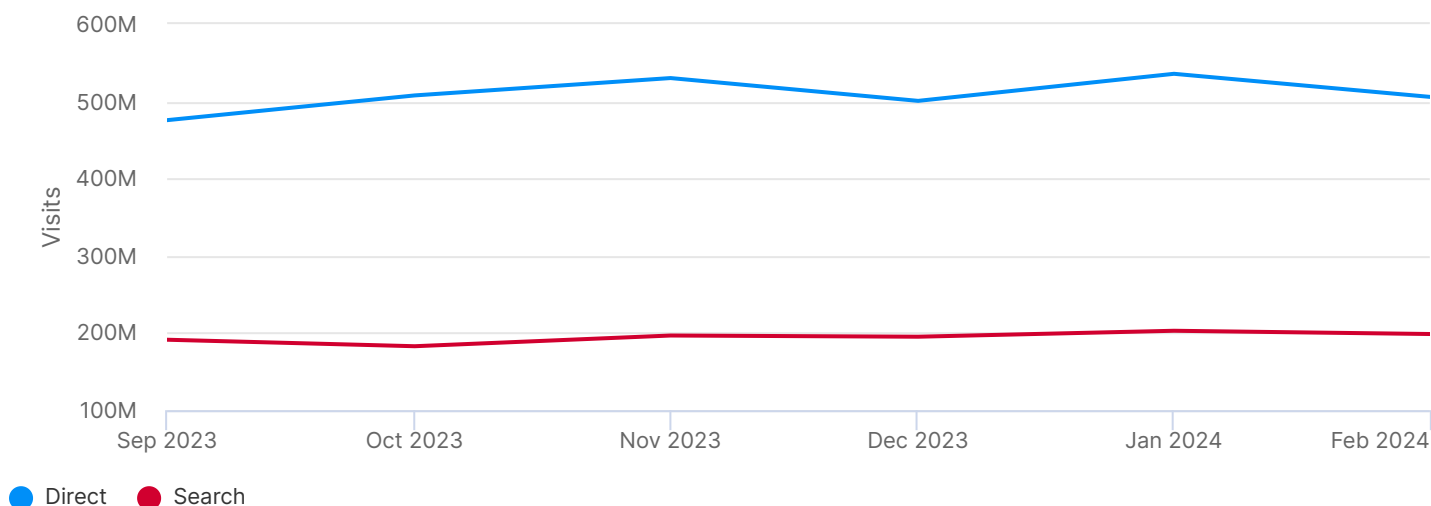
Traffic Analytics: Metrics Chart By Device (Unique Visitors)

ebay.com | All Devices | Worldwide | Last 6 months



Traffic Analytics: Traffic Sources Trend By Type

ebay.com | All Devices | Worldwide | Last 6 months



Traffic Analytics: Top Traffic by Countries

ebay.com | All Devices | February 2024

Country	All Devices	Desktop	Mobile
United States	77.34% 674.9M	44.81%	55.19%
United Kingdom	2.02% 17.6M	23.07%	76.93%
Mexico	1.82% 15.9M	29.28%	70.72%
Canada	1.27% 11.1M	49.11%	50.89%
Brazil	1.19% 10.4M	28.59%	71.41%

Branded vs Non-Branded

US | Domain | ebay.com

52.34% Branded Traffic
47.66% Non-Branded Traffic

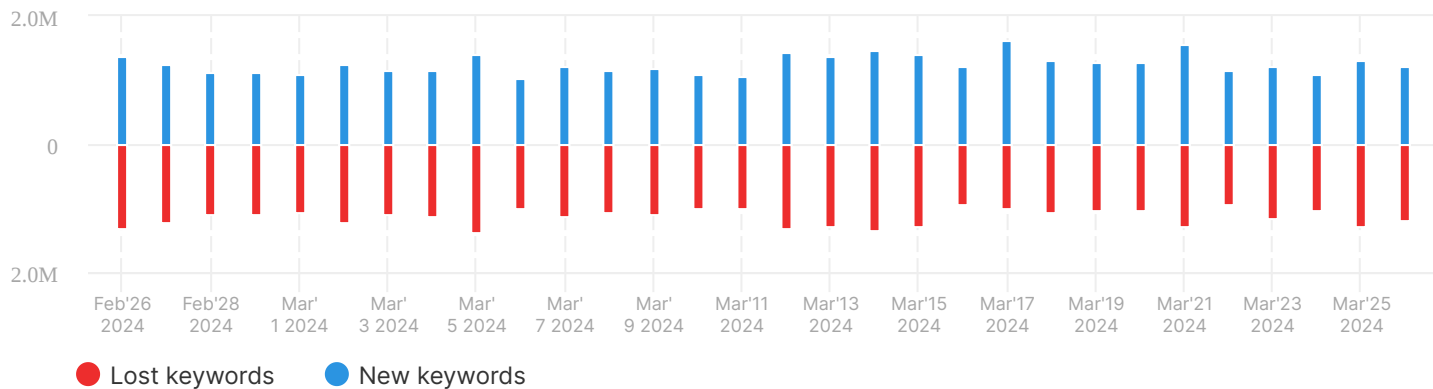




Keywords

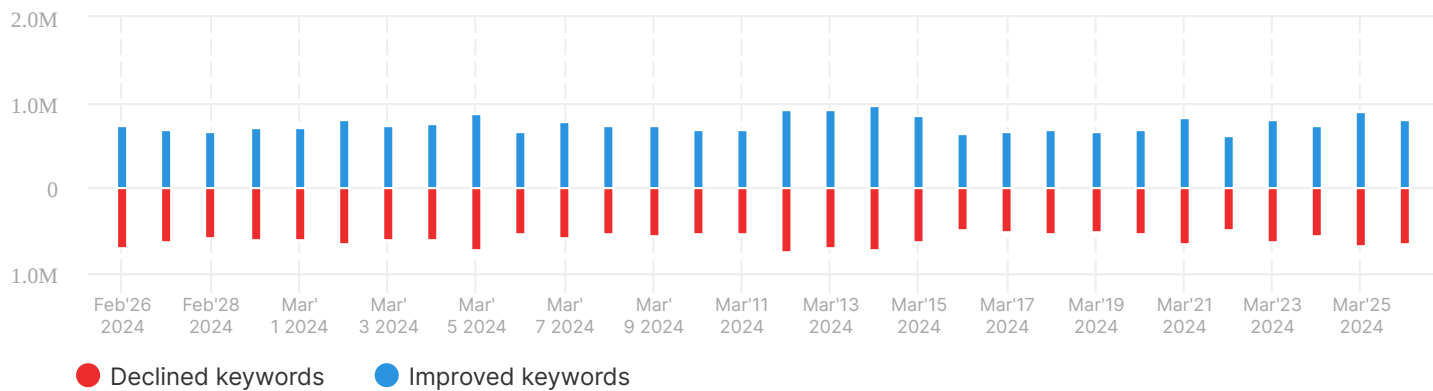
New vs Lost Organic Keywords

US | Domain | ebay.com | Last month | Organic



Improved vs Declined Organic Keywords

US | Domain | ebay.com | Last month



Backlinks

Backlinks: Summary

Root Domain: ebay.com

2.9B

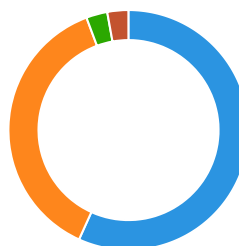
 TOTAL BACKLINKS

Referring Domains 619K

Referring IPs 250K

Backlinks: Types

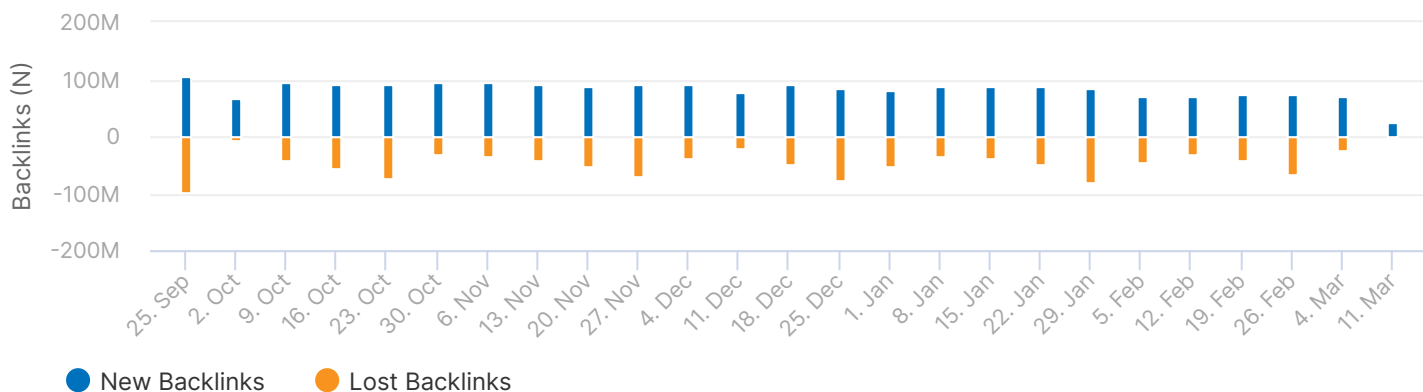
Root Domain: ebay.com



- Text**
1.7B (59.91%)
- Image**
1.1B (39.62%)
- Form**
11.4M (0.40%)
- Frame**
2.0M (0.07%)

New & Lost Backlinks

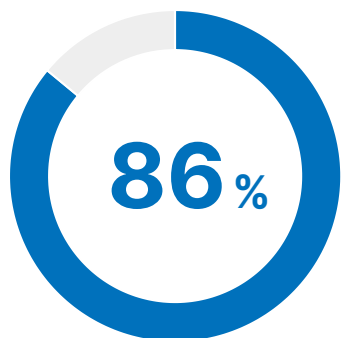
ebay.com | 6 Months





Site Audit

Site Health



Crawled Pages

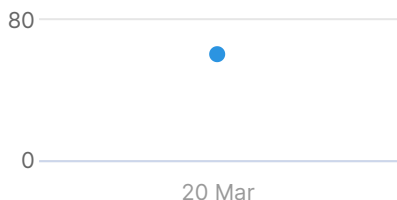
100

● Healthy (11)
 ● Broken (0)
 ● Have issues (75)
 ● Redirected (9)
 ● Blocked (5)



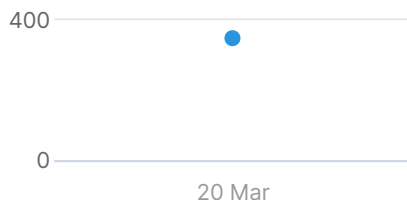
Errors

61



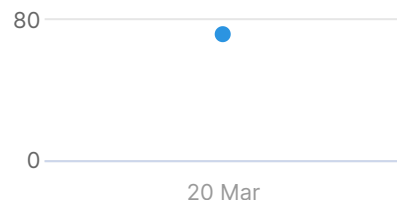
Warnings

348



Notices

72



Top Issues

64 pages have underscores in the URL	warnings	13% of total issues
55 structured data items are invalid	errors	11% of total issues
73 pages have low text-HTML ratio	warnings	15% of total issues