Cadbury
Digital Marketing Strategies
Welcome to the home of Cadbury - choc-full of history, news and tasty treats!

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COCOA LIFE
Domain Authority is a search engine ranking score that gives a measure of how successful a site is when it comes to search engine results. It was created by software development company Moz, and gives an overview of likely search engine performance.

Cadbury website has a Domain authority of 62.
A backlink profile is the quantity, anchors and quality of links pointing to your website.

### Follow vs Nofollow

- Follow links: 162.4K
- Nofollow links: 65.48K

### Backlink Types

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text</td>
<td>86%</td>
<td>194.5K</td>
</tr>
<tr>
<td>Image</td>
<td>14%</td>
<td>31K</td>
</tr>
<tr>
<td>Form</td>
<td>&lt;1%</td>
<td>1</td>
</tr>
<tr>
<td>Frame</td>
<td>&lt;1%</td>
<td>4</td>
</tr>
</tbody>
</table>
Keyword intent represents the user's purpose for the search. It's what the user is likely to do when searching for a particular phrase.
Organic traffic is those visitors that land on your website from unpaid sources, aka essentially free traffic. Organic sources here include search engines like Google, Yahoo, or Bing.

Cadbury has 960.5 K worth of organic search traffic per month.
Paid search traffic is attributed from visitors clicking on a link in an advertisement or sponsored listing that a business has paid for in order to appear at the top of search results.

Cadbury has Backlinks of 232.4 K
### Cadbury's Top Organic Keywords

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Intent</th>
<th>Pos.</th>
<th>Volume</th>
<th>CPC (USD)</th>
<th>Traffic (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>cadbury</td>
<td>N</td>
<td>1</td>
<td>18,100</td>
<td>0.42</td>
<td>33.49</td>
</tr>
<tr>
<td>cadbury chocolate</td>
<td>N</td>
<td>1</td>
<td>12,100</td>
<td>0.49</td>
<td>22.39</td>
</tr>
<tr>
<td>cadburys</td>
<td>N</td>
<td>1</td>
<td>1,600</td>
<td>0.42</td>
<td>2.96</td>
</tr>
<tr>
<td>cadbury dairy milk</td>
<td>I T</td>
<td>1</td>
<td>1,600</td>
<td>0.45</td>
<td>2.96</td>
</tr>
<tr>
<td>dairy milk</td>
<td>I T</td>
<td>1</td>
<td>4,400</td>
<td>0.63</td>
<td>2.52</td>
</tr>
</tbody>
</table>

An organic keyword is a keyword used by a person to find your website without clicking on an ad.
Cadbury's Top Organic Keywords

Organic Traffic 960,496/month

- Organic Traffic
- Paid Traffic
- Notes
# Cadbury's Top Organic Competitors

## Top Organic Keywords 1,925

<table>
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<tr>
<th>Keyword</th>
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<th>CPC (USD)</th>
<th>Traffic ( Impressions )</th>
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An organic competitor is a website you're competing against for position on keywords, be it for one or many.
A competitive positioning map is a visual positioning tool that compares brands, products or services.
Cadbury Top Organic Traffic

Organic Traffic  960,496/month
Cadbury Dairy Milk encapsulates an enormous breadth of emotions, from shared values such as family togetherness, to the personal values of individual ... See more

16,385,369 people like this
16,417,923 people follow this

http://www.cadburydairymilk.in/

Product/Service · Food and drinks company

Omkar Awate from Pune created the new Crispy Rabdi flavoured Cadbury. It’s a delicious combination of creamy rabdi and crispy butterscotch. Try it now!

#Madbury #Madbury2021 #MadburyWinner2021 #Madbury2022 #CadburyMadbury #CadburyDairyMilk #Chocolate #Chocolates #ChocolateLover #ChocolateLovers #Rabdi #Butterscotch #Dessert #Desserts #LimitedEdition #Crispy #Crunchy #KuchAchhaHoJaayeKuchMeethaHoJaaye
Cadbury Instagram Marketing Strategies

Cadbury Dairy Milk
Click on the below link to get your free Cadbury E-Recipe book.
www.shopforcadburydairymilk.in/cadburydairymilk/232205
Cadbury Twitter Marketing Strategies

Being generous takes very little. It takes very little from us, but does so much more for them.
Kohi kisii aur ki khushi mein shaamal hoker dekhiye.
#CadburyDairyMilk #KuchAchhaHoJaayeKuchMeethaHoJaaye

Follow Cadbury Dairy Milk

6,348 Tweets

104.8K Followers

@DairyMilkIn

#KuchAchhaHoJaayeKuchMeethaHoJaaye

bit.ly/2YuaQT2

Joined May 2012

3 Following
THANK YOU