

Flipkart



Digital Marketing Strategies

Flipkart SEO Statistics

Flipkart website

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Biggest Deals on Premium Smartphones Revealed Now >

Nothing ₹42,999 From ₹28,999*
Pixel ₹43,999 From ₹27,699*

THE BIG BILLION DAYS
COMING SOON
Powered by **NOISE**

10% Instant Discount* (CICI Bank, AXIS BANK)

*Incl. Offers

Electronics

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Top Deals on Front Loads

Up to ₹5,200 Off on Exch.
From ₹17,990



Flipkart website has a Domain authority of 79

Authority Score 

 79

Semrush Domain Rank

6.1K

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.

Flipkart Traffic overview

Organic Search Traffic 

231.2M +0.8%

Keywords 17.3M 



Paid Search Traffic 

4M +1.4%

Keywords 1.2K 

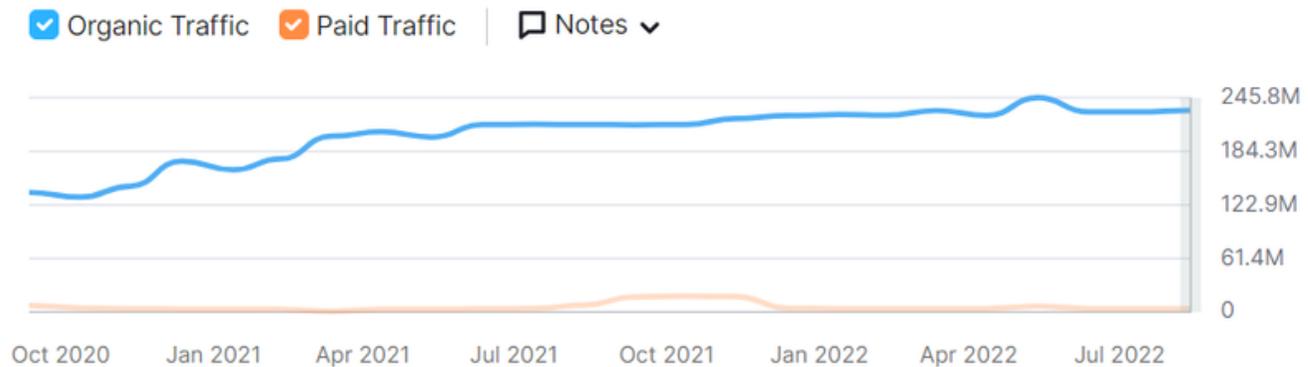
Flipkart Organic Traffic overview

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	231.2M	17.3M
 IN	97%	225.1M	4.7M
 US	<0.1%	492.5K	3.5M
 AE	<0.1%	444.9K	178.6K
 PH	<0.1%	410K	380.4K
Other	2.1%	4.8M	8.6M

Organic Traffic 231,221,956/month

1M 6M 1Y 2Y All time



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.

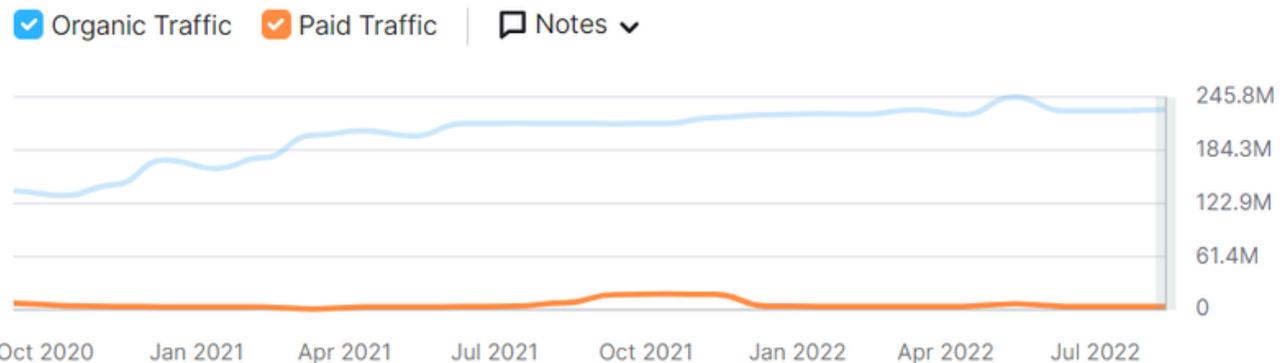
Flipkart paid Traffic overview

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	4M	1.2K
 IN	100%	4M	1.2K
 SG	<0.1%	174	4
 BD	<0.1%	27	1
 US	<0.1%	20	5
Other	<0.1%	99	21

Paid Traffic 3,968,482/month

1M 6M 1Y 2Y All time



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.

Flipkart Traffic

Branded vs. Non-Branded Traffic

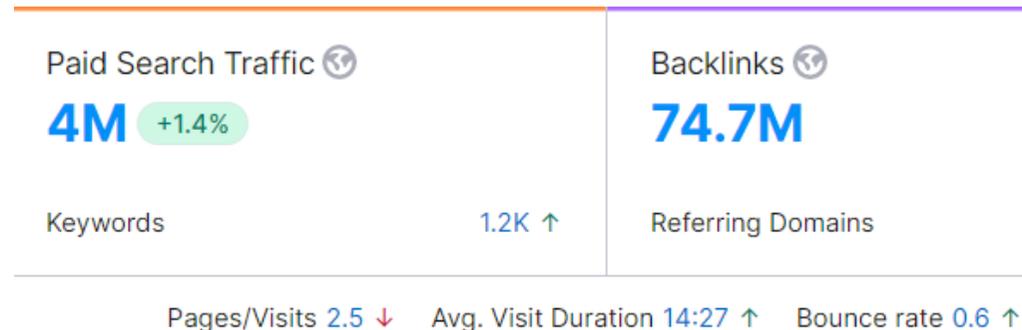


● Branded	25.5%	by 2.25K keywords
● Non-Branded	74.5%	by 3.46M keywords

[View details](#)

Branded will show you all branded keywords that we find for the queried domain. Non-branded will show keywords that are not branded for any domain at all.

Flipkart has 4M Paid search traffic and Backlinks of 74.7 M

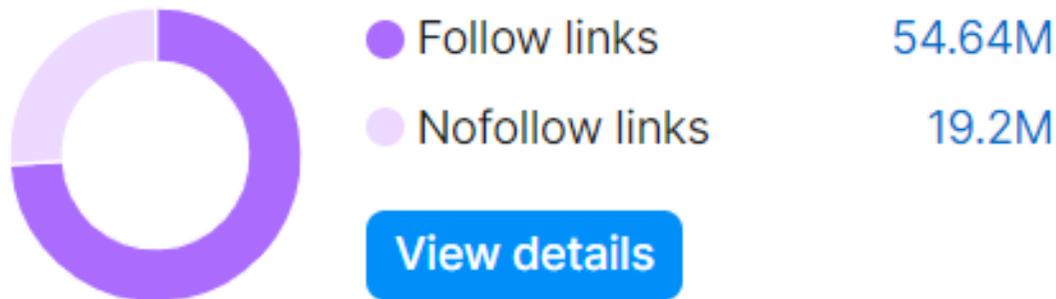


Paid search traffic is attributed from visitors clicking on a link in an advertisement or sponsored listing that a business has paid for in order to appear at the top of search results.

Flipkart Backlink Profile

A backlink profile is the quantity, anchors and quality of links pointing to your website.

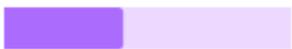
Follow vs Nofollow



- Dofollow backlinks and nofollow backlinks are two ways of identifying a link and telling Google how to associate the website you are linking to your website.
- Dofollow links are a way to pass on authority to a website, while a nofollow link does not pass on link juice.

Flipkart Backlinks types

Backlink Types

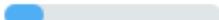
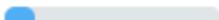
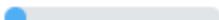
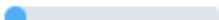
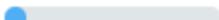
Text		41%	30.7M
Image		58%	42.8M
Form		<1%	35.1K
Frame		<1%	453.6K

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- 41% of the backlinks is from Text
- 58 % of the backlinks is from Image

Flipkart Top Organic Competitors

Main Organic Competitors 532,400

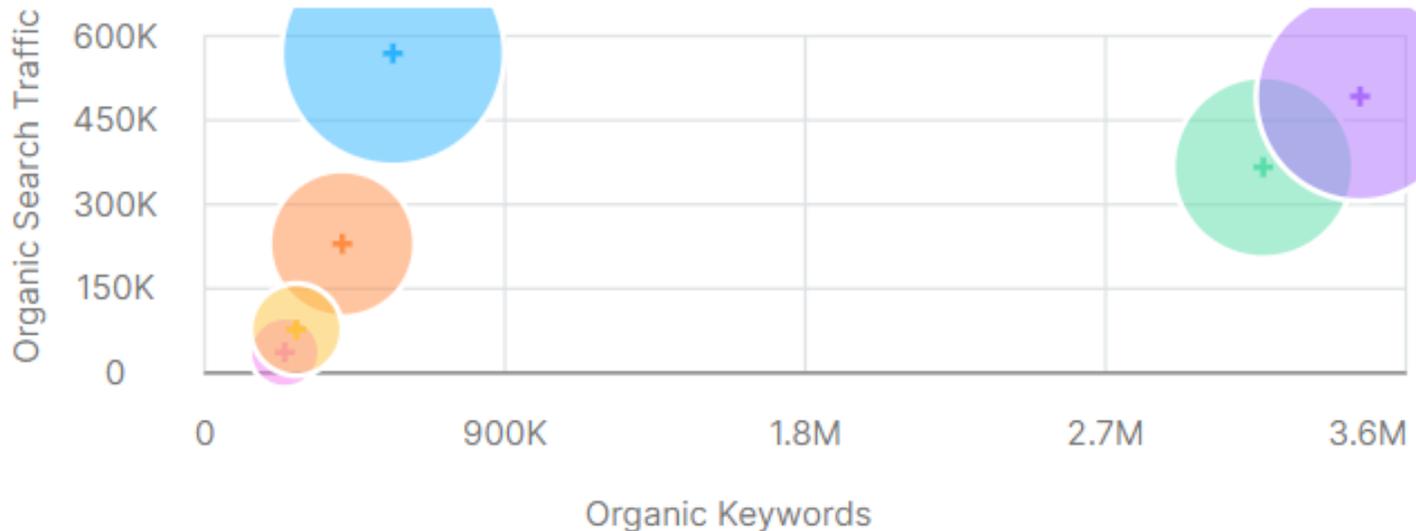
Competitor	Com. Level 	Com. Keywords	SE Keywords
amazon.in 		36,594	564,298
indiamart.com 		46,748	3,172,690
myntra.com 		21,363	412,437
meesho.com 		10,508	240,003
smartprix.com 		8,337	274,873

An organic competitor is a website you're competing against for position on keywords, be it for one or many

Competitive Positioning Map

Competitive Positioning Map

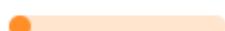
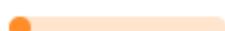
- amazon.in ● indiamart.com ● myntra.com
- meesho.com ● smartprix.com ● flipkart.com



A competitive positioning map is a visual positioning tool that compares brands, products or services.

Top Paid Keywords of Flipkart

Main Paid Competitors 9

Competitor	Com. Level 	Com. Keywords	Paid Keywords
happyfares.in 		1	13
easemytrip.com 		1	25
asaptickets.com 		1	1,171
emirates.com 		1	1,436
flighthub.com 		1	1,735

Paid keywords are keywords you bid for inside Google Ads. You pay Google a fee for each click in order to appear in their sponsored action for keywords related to your business.

Sample Text Ads of Flipkart

Sample Text Ads 46

Shop online at Amazon India - India's largest online store

<https://www.amazon.in/> 

Top brands for Phones and Electronics. Latest trends in Fashion. Free Shipping available* Vast selection. Best prices. 100% Purchase protection. Free Shipping*. Shop Now.

pen drive price - 16gb pendrive price

<https://www.amazon.in/> 

USB drives are commonly used for storage, data backup, transferring files between devices. A USB drive, also referred to as a flash drive or memory stick, is a small.

Shop online at Amazon India - India's largest online store

<http://www.amazon.in/> 

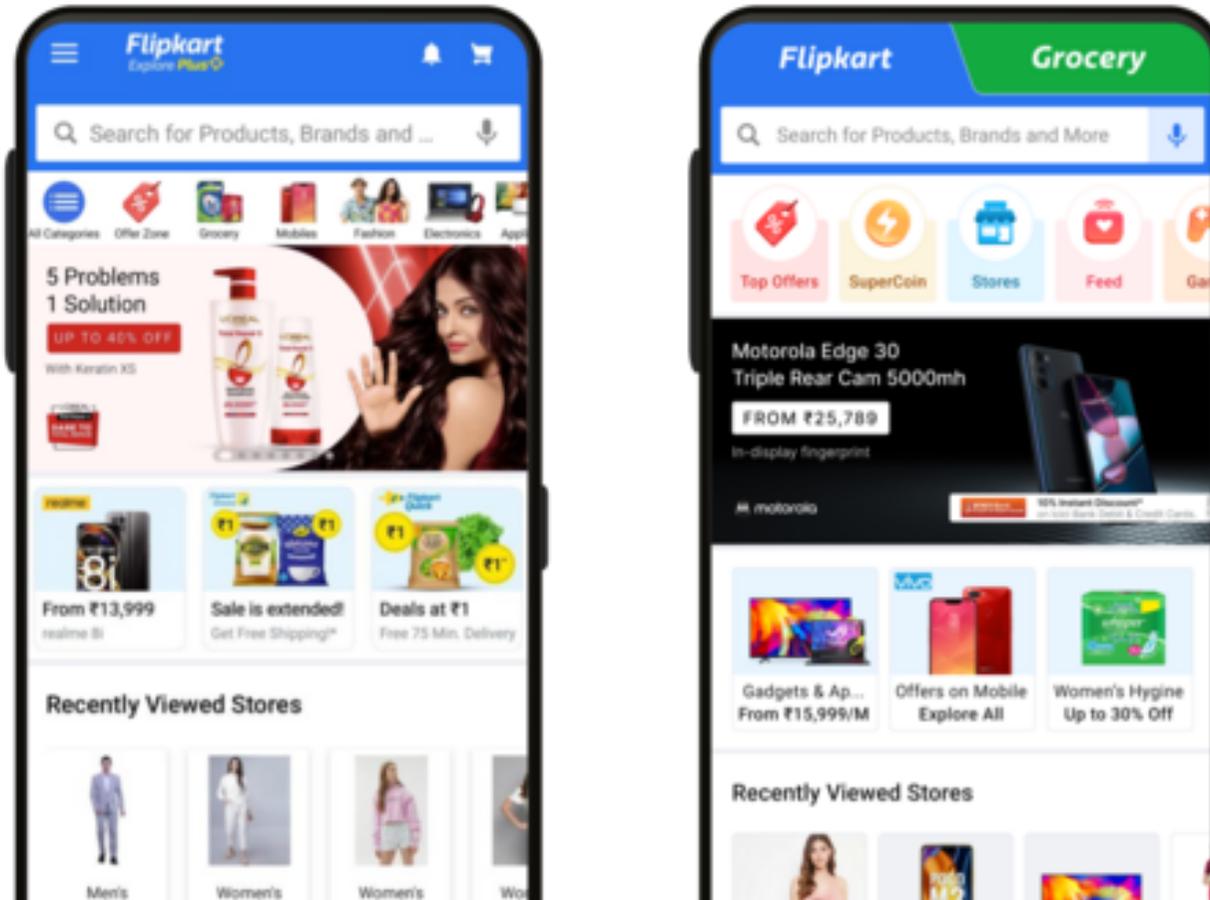
Top brands for Phones and Electronics. Latest trends in Fashion. Free Shipping available* Vast selection. Best prices. 100% Purchase protection. Free Shipping*. Shop Now.

Shop online at Amazon India - India's largest online store

<https://www.amazon.in/> 

Top brands for Phones and Electronics. Latest trends in Fashion. Free Shipping available* Vast selection. Best prices. 100% Purchase protection. Free Shipping*. Shop Now.

Flipkart mobile app



Flipkart mobile app is one of the best and successful e commerce app available

Flipkart Instagram Marketing Strategies



flipkart 

Message

Follow



3,751 posts

3M followers

2 following

Flipkart

If online shopping was like eating a toast,
we'd be butter 'cause we make it smooth 🍞

www.flipkart.com

Flipkart Instagram engagement rate

3,048,258 followers

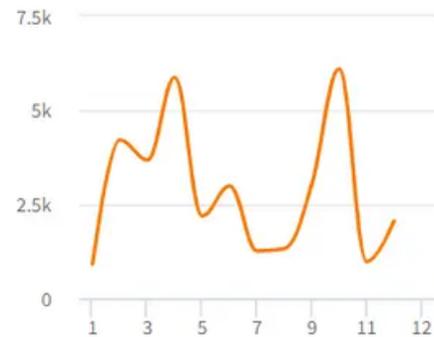
Instagram Engagement Rate



@flipkart

0.04%

Interactions per Post



Average Engagement

1,289 likes

52 comments

Flipkart Facebook Marketing Strategies

Introduction

Show everything

 India's favorite online shopping destination!
<http://www.flipkart.com>

 97,54,767 people like this , including 255 of your friends



 1,01,36,292 following this

 <http://www.flipkart.com/>

 The answer is usually available within minutes
[Send message](#)

 [Ecommerce website](#)

Flipkart Twitter Marketing Strategies



The image shows a screenshot of the Flipkart Twitter profile page. At the top, there is a navigation arrow pointing left, the name "Flipkart" with a verified account icon, and "38.9K Tweets". Below this is a blue header banner with a yellow shopping bag icon on the left, the text "Delivering joy with a smile, always." in the center, and an illustration of a delivery person on the right. Underneath the banner are icons for a menu, a message, and a "Follow" button. The profile name "Flipkart" and handle "@Flipkart" are shown below the banner. The bio reads: "If online shopping was like eating a toast, we'd be butter 'cause we make it smooth 🍞". Below the bio is a link to "@flipkartsupport". At the bottom, it shows the location "India", the website "flipkart.com", and "Joined July 2009". The follower count is "12 Following" and "2.7M Followers". At the very bottom, it says "Not followed by anyone you're following".

← Flipkart ✓
38.9K Tweets

Delivering joy
with a smile, always.

Follow

Flipkart ✓
@Flipkart

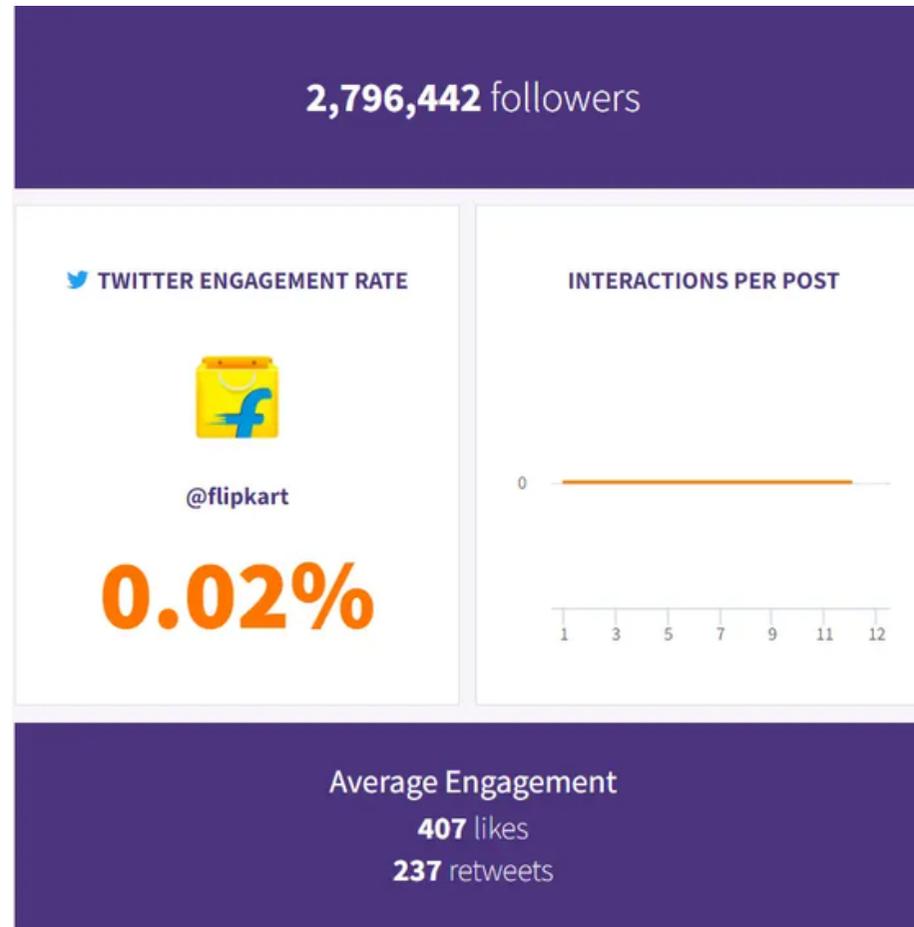
If online shopping was like eating a toast, we'd be butter 'cause we make it smooth 🍞
For customer support connect with [@flipkartsupport](#)

📍 India 🔗 [flipkart.com](#) 📅 Joined July 2009

12 Following 2.7M Followers

Not followed by anyone you're following

Flipkart Twitter engagement rate



THANK YOU