Flipkart

Digital Marketing Strategies

Digital
Scholar

Flipkart SEO Statistics

Flipkart website

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%

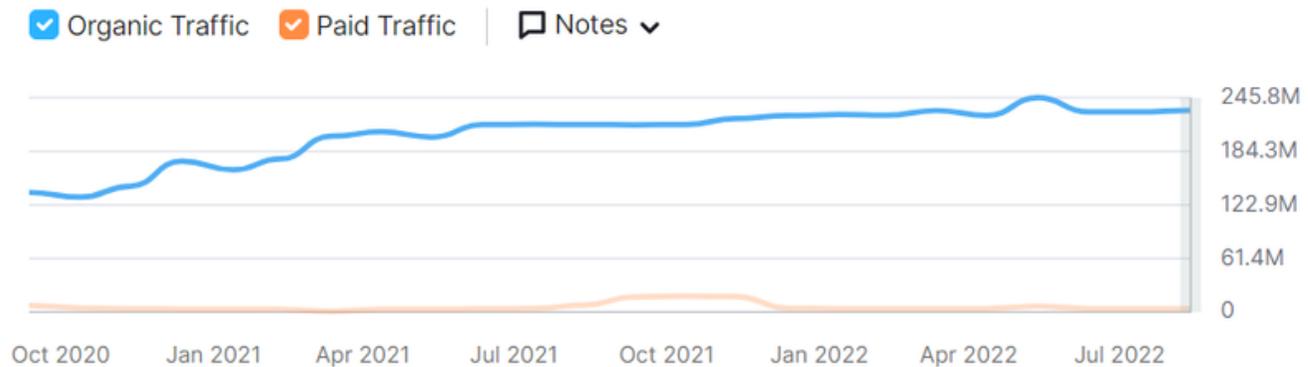Keywords   17.3M ↓

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   ☑ Paid Traffic   🏷 Notes ⌄

245.8M
184.3M
122.9M
61.4M
0

Oct 2020   Jan 2021   Apr 2021   Jul 2021   Oct 2021   Jan 2022   Apr 2022   Jul 2022

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.
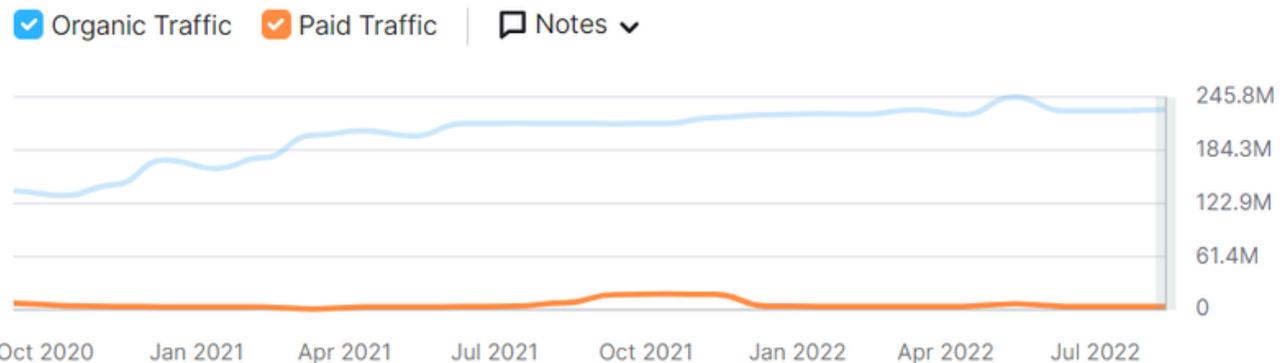
Flipkart paid Traffic overview

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

☑ Organic Traffic   ☑ Paid Traffic | 🏷 Notes ⌄

245.8M
184.3M
122.9M
61.4M
0

Oct 2020   Jan 2021   Apr 2021   Jul 2021   Oct 2021   Jan 2022   Apr 2022   Jul 2022

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.

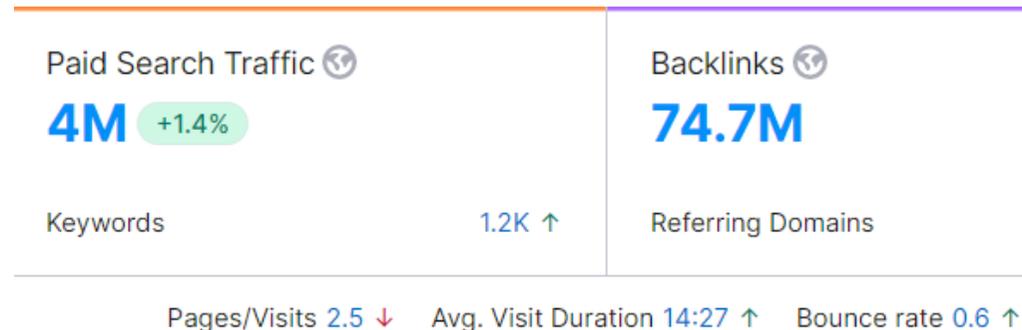# Flipkart Traffic

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

● Follow links	54.64M
● Nofollow links	19.2M

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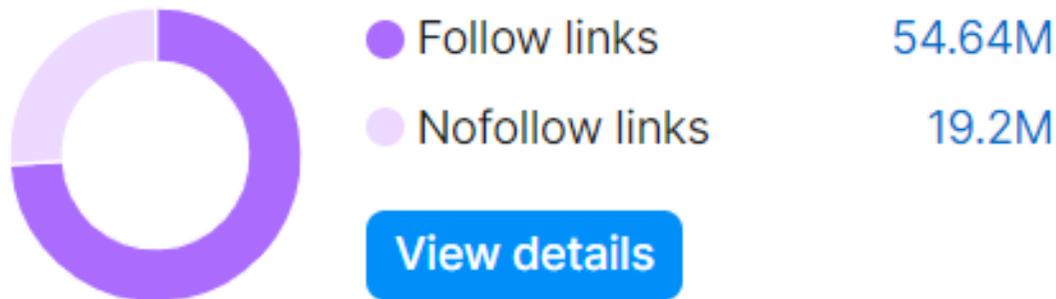
- **Dofollow backlinks and nofollow backlinks are two ways of identifying a link and telling Google how to associate the website you are linking to your website.**
- **Dofollow links are a way to pass on authority to a website, while a nofollow link does not pass on link juice.**
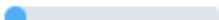
Flipkart Backlinks types

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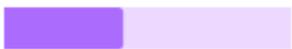
Text		41%	30.7M
Image		58%	42.8M
Form		<1%	35.1K
Frame		<1%	453.6K

View full report

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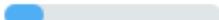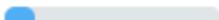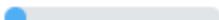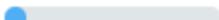
An organic competitor is a website you're competing against for position on keywords, be it for one or many
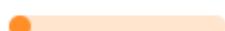
Competitive Positioning Map
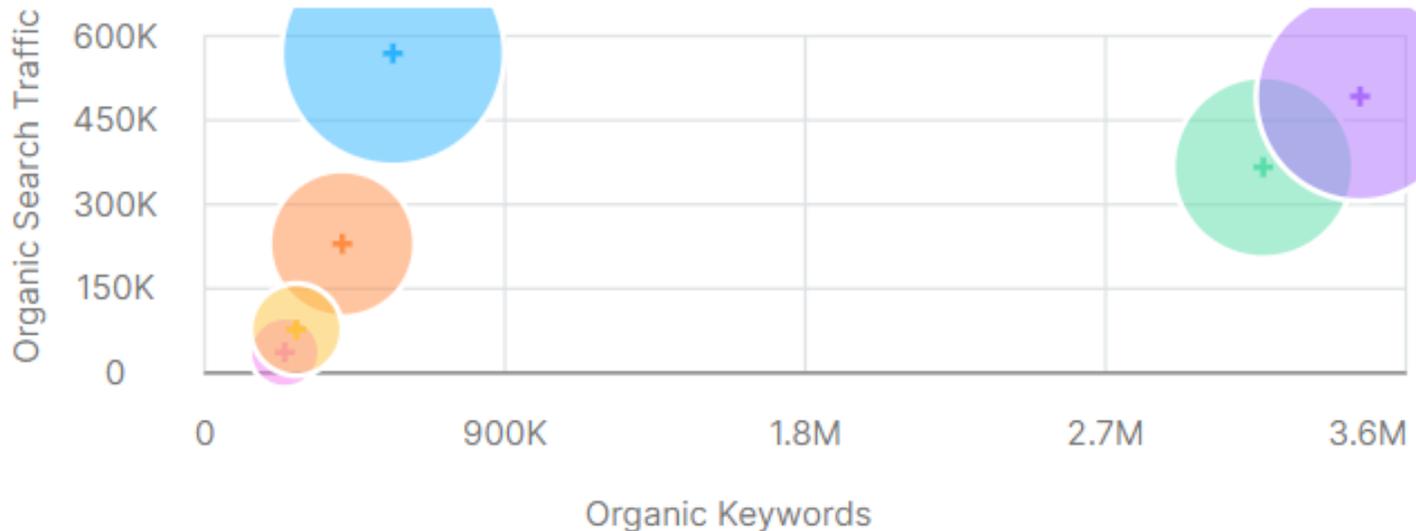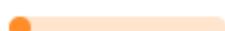

A competitive positioning map is a visual positioning tool that compares brands, products or services.

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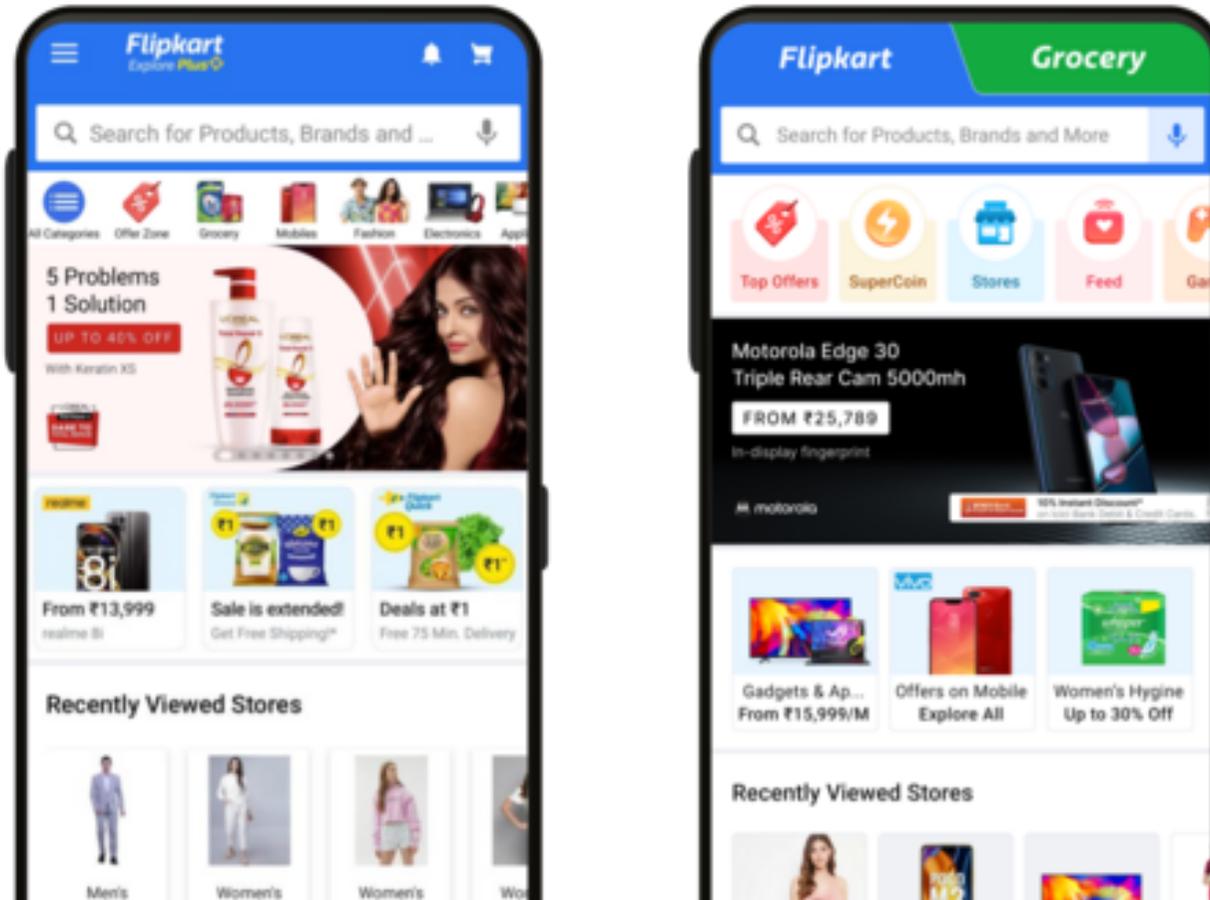
Flipkart mobile app is one of the best and successful e commerce app available

Flipkart Instagram Marketing Strategies

Flipkart Instagram engagement rate

3,048,258 followers

INSTAGRAM ENGAGEMENT RATE

@flipkart

0.04%

INTERACTIONS PER POST

7.5k

5k

2.5k

0

1   3   5   7   9   11   12
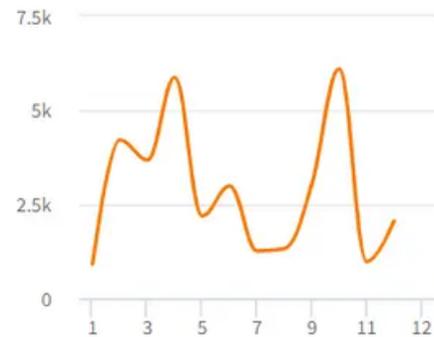
Average Engagement

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

Flipkart Twitter engagement rate

THANK YOU