



Digital Marketing Strategies

Jio SEO Statistics

Jio website

Jio

Mobile

JioFiber

Business

Shop

Apps

Search



Get a Jio SIM delivered for FREE

Enjoy 4G connectivity with a world of unlimited experiences and complimentary benefits.

Get Jio SIM

Let's celebrate



Recharge



Pay Bills



Get Jio SIM



Port to Jio



Get JioFiber



Support

Jio website has a Domain authority of 65

Authority Score 


 **65**

Semrush Domain Rank

46.6K ↑

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.

Jio Traffic overview


Organic Search Traffic 

18.3M +2.4%

Keywords

308.3K ↓



Paid Search Traffic 

50.5K +36%

Keywords

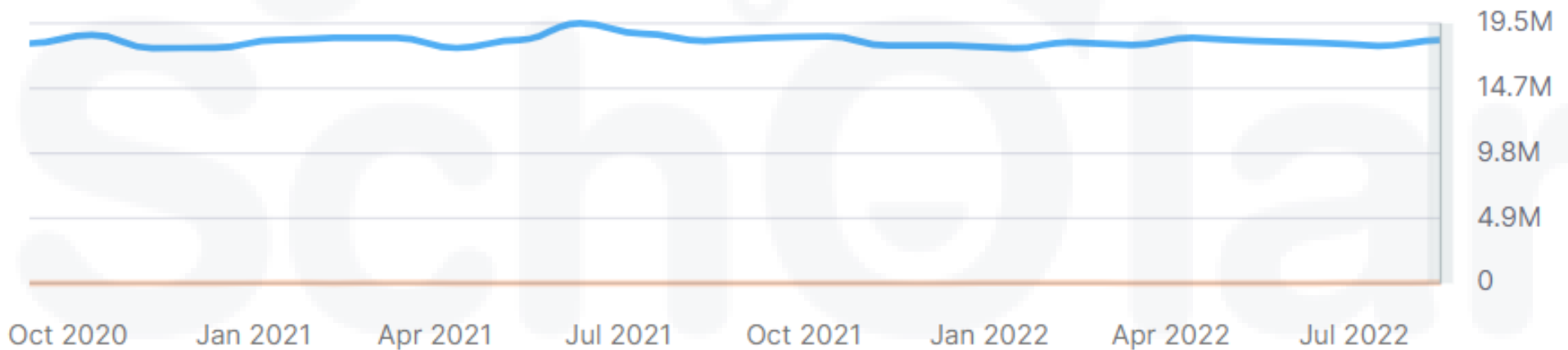
36 ↑

Jio Organic Traffic overview

Organic Traffic 18,278,219/month

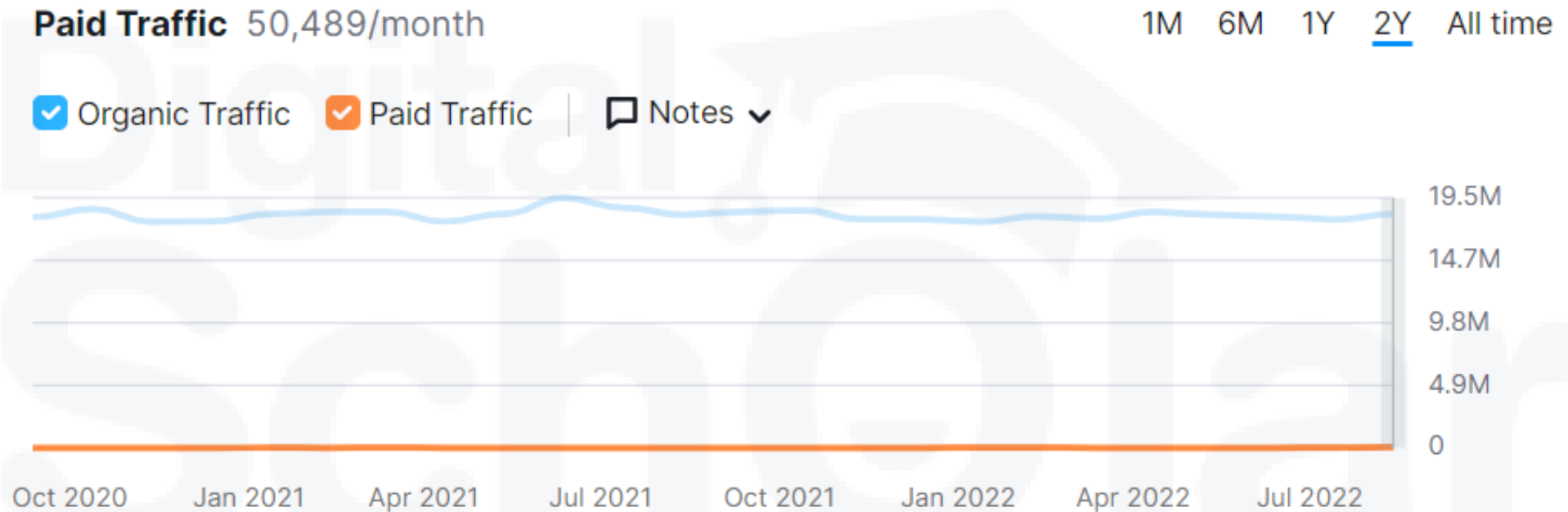
1M 6M 1Y 2Y All time

Organic Traffic Paid Traffic | Notes ▼



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.

Jio paid Traffic overview



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.

Jio Traffic

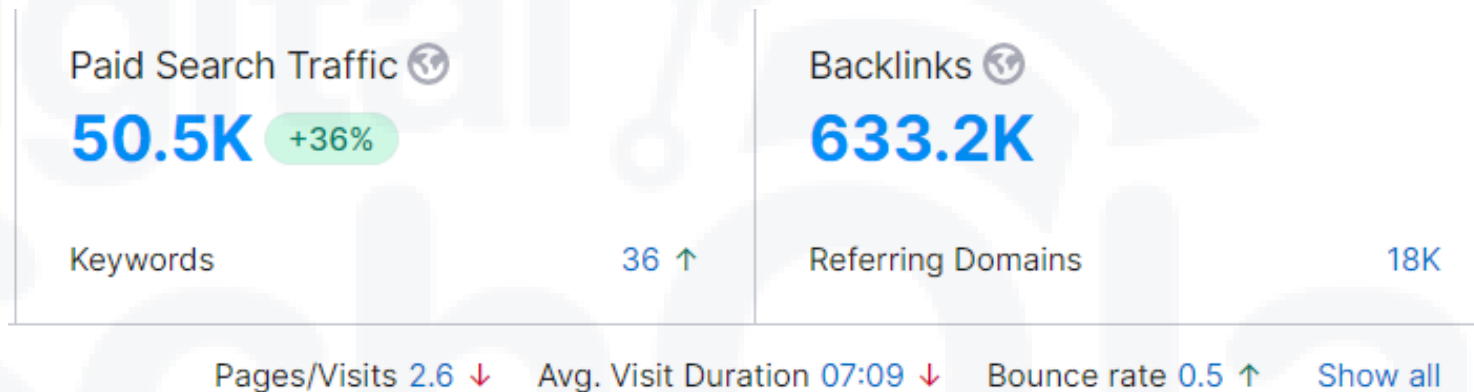
Branded vs. Non-Branded Traffic



● Branded	89.5%	by 869 keywords
● Non-Branded	10.5%	by 21.01K keywords

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.

Jio has 50.5 k Paid search traffic and Backlinks of 633.2 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.

Jio Backlink Profile

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

Follow vs Nofollow

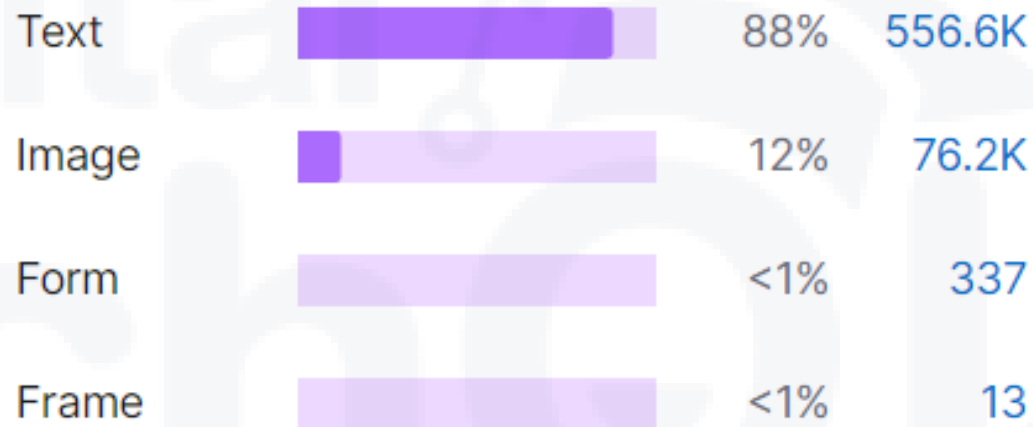


● Follow links	524.29K
● Nofollow links	110.61K

- 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.

Jio Backlinks types











Backlink Types



- 88 % of the backlinks is from Text
- 12 % of the backlinks is from Image



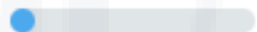

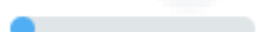


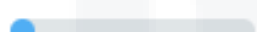

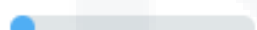
Jio Backlinks Referring Domains

Referring Domains

Root Domain	Country/IP	Backlinks
cleartalking.com 	 166.0.232.95	240,614
jjobbroadbanddelhi.com 	 172.67.130.100	87,687
c99.nl 	 104.21.88.144	28,867
appnol.com 	 142.251.111.121	6,171
getnewcoupon.com 	 172.67.174.237	5,426

Jio Top Organic Competitors

Main Organic Competitors 3,813

Competitor	Com. Level 	Com. Keywords	SE Keywords
ril.com 		68	7,672
selectra.in 		155	16,932
infofru.com 		48	2,368
easemydeal.com 		22	770
freecharge.in 		93	4,514

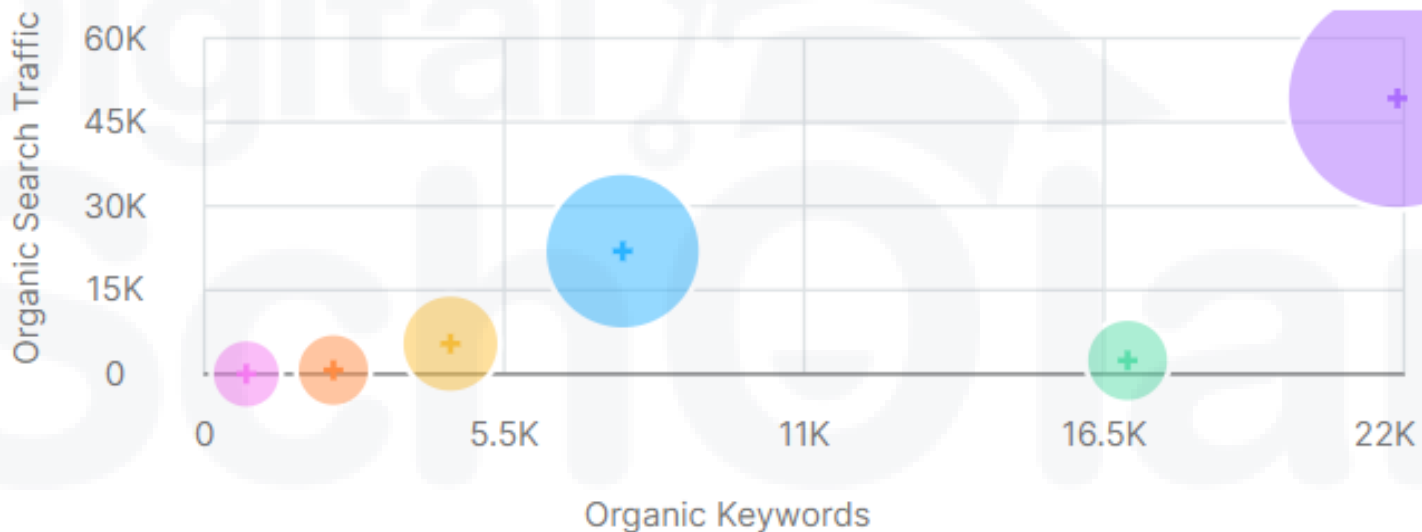
An organic competitor is a website you're competing against for position on keywords, be it for one or many

Jio's Competitive Positioning Map

Organic Keywords

Competitive Positioning Map

- ril.com ● selectra.in ● infofru.com
- easemydeal.com ● freecharge.in ● jio.com



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

Paid Keywords of Jio

Paid Keywords 36

Top 3
 4-9
 9+



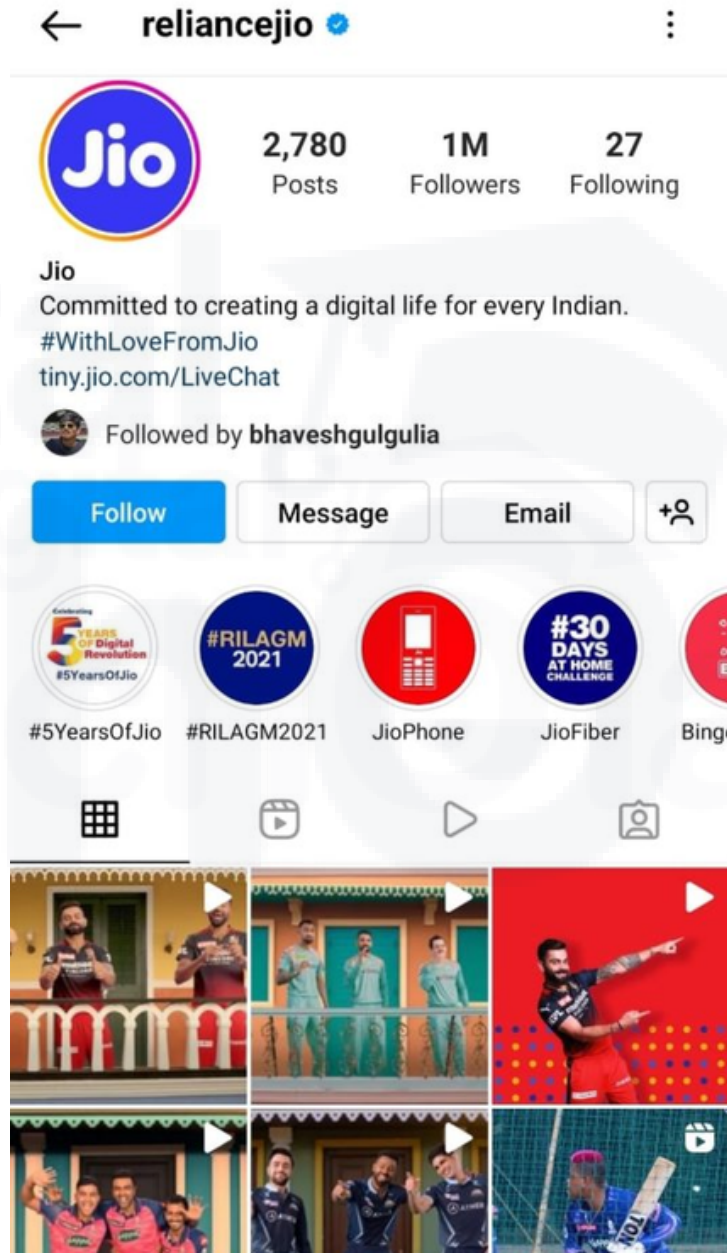
Paid keywords are keywords you bid for inside Google Ads. You pay Google a fee for each click in order to appear in their sponsored action for keywords related to your business.

My Jio mobile app

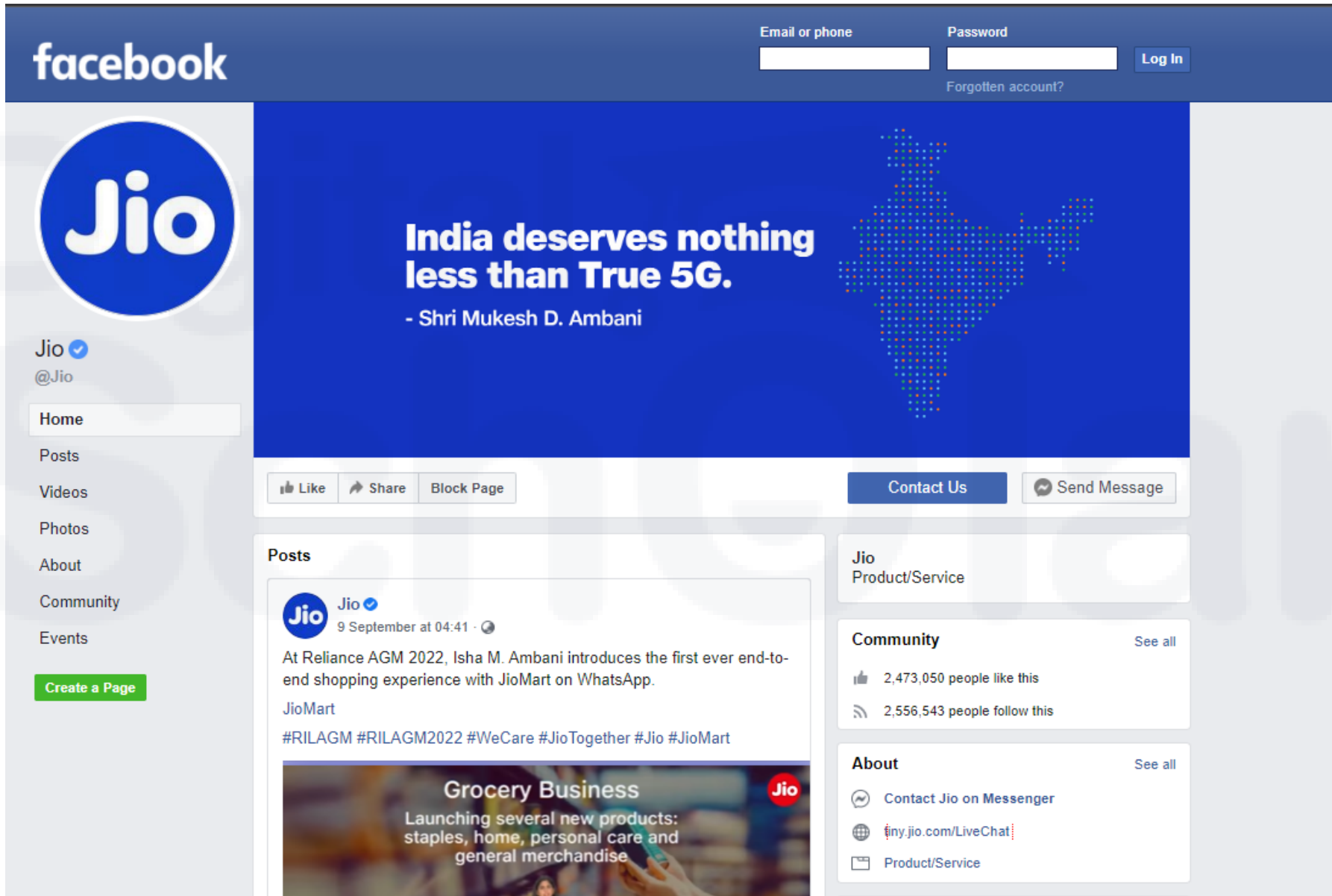


JIO mobile app is one of the best and successful shopping app available

Jio Instagram Marketing Strategies



Jio Facebook Marketing Strategies



The screenshot shows the Jio Facebook page interface. At the top, there is a navigation bar with the Facebook logo on the left and login fields for 'Email or phone' and 'Password' on the right, along with a 'Log In' button and a link for 'Forgotten account?'. The main header area features the Jio logo on the left and a large blue banner with the text 'India deserves nothing less than True 5G.' attributed to '- Shri Mukesh D. Ambani'. Below the banner are buttons for 'Like', 'Share', 'Block Page', 'Contact Us', and 'Send Message'. The left sidebar contains navigation options: Home, Posts, Videos, Photos, About, Community, and Events, with a 'Create a Page' button at the bottom. The main content area displays a post from Jio dated 9 September at 04:41, announcing the launch of JioMart on WhatsApp. The post includes a video thumbnail titled 'Grocery Business' with the text 'Launching several new products: staples, home, personal care and general merchandise'. The right sidebar shows 'Jio Product/Service', 'Community' (with 2,473,050 likes and 2,556,543 followers), and 'About' (with links to contact on Messenger, a live chat link, and product/service information).

Jio Twitter Marketing Strategies

← **Reliance Jio** ✓
4,745 Tweets



Jio

Follow

Reliance Jio ✓
@reliancejio

Committed to creating a digital life for every Indian.
[#WithLoveFromJio](#)
tiny.jio.com/liveChat

jio.com  Joined November 2012

1 Following 803.5K Followers

THANK YOU

Digital 
Scholar