



Domain Overview (Desktop)

viator.com



Organic Search: Summary

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1.7M 5% TRAFFIC

SEMrush Rank	1.8k
Keywords	1.5M -1%
Traffic Cost	\$11.5M -9%

Paid Search: Summary

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400.7K 20% TRAFFIC

Keywords	31.4K 33%
Traffic Cost	\$1.5M 2%

Backlinks: Summary

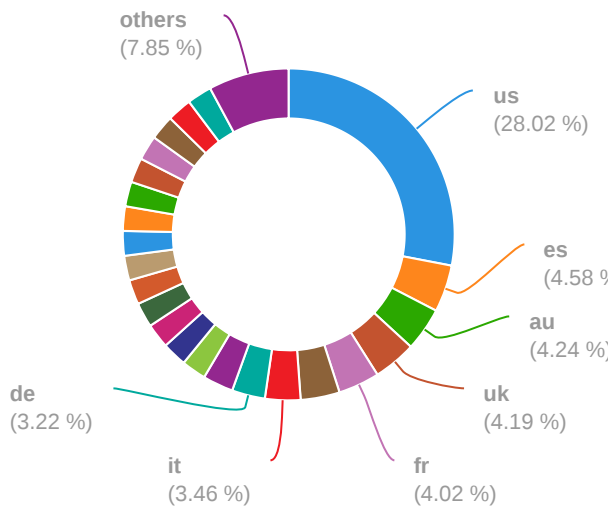
Root Domain: viator.com

121.8M TOTAL BACKLINKS

Referring Domains	63K
Referring IPs	49K

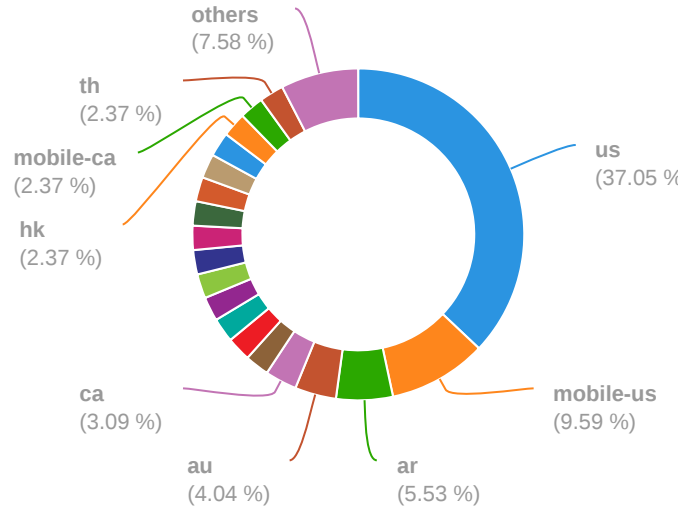
Organic Search: Keywords By Country

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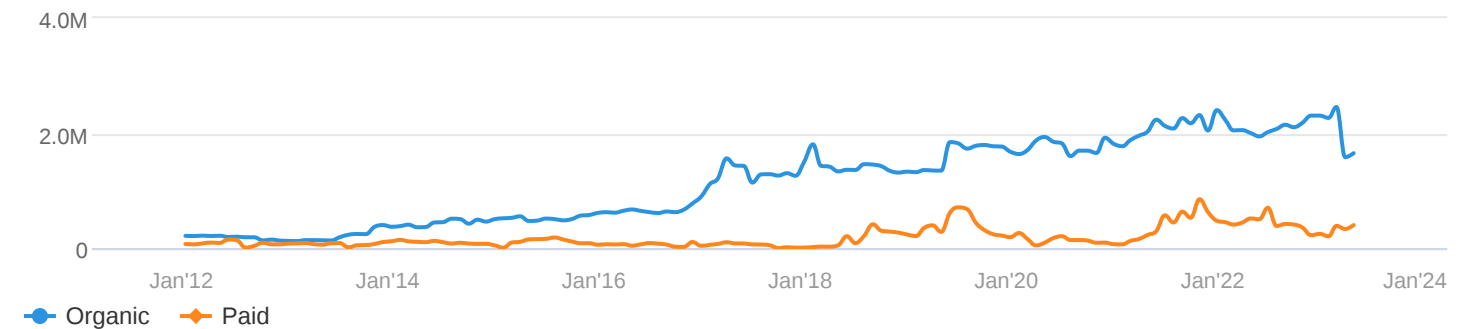
Paid Search: Ad Keywords by Country

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Traffic: Organic vs Paid

viator.com | US | All time





Organic search traffic

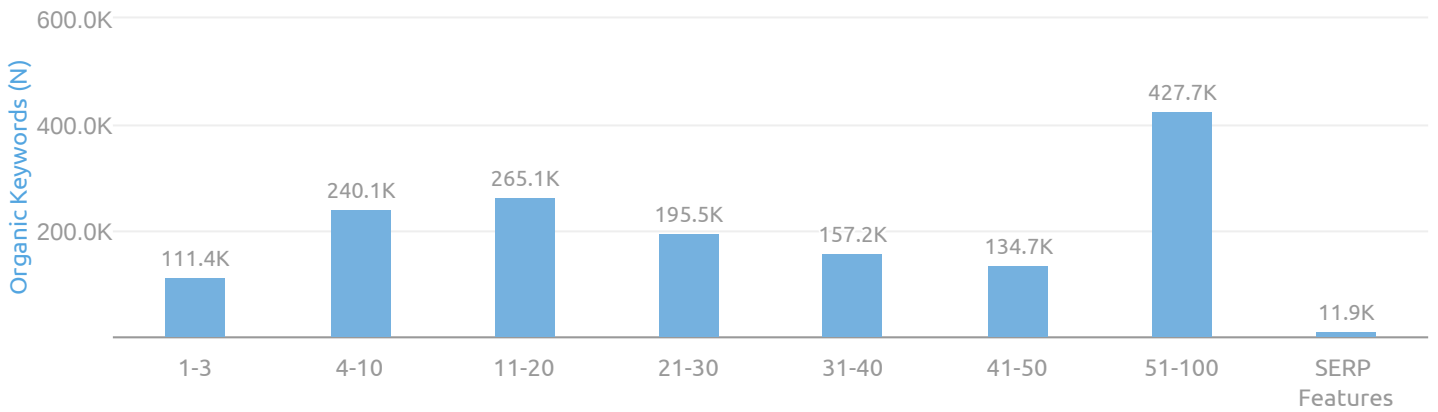
Organic Search: Top Keywords (1,531,600)

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Keyword	Pos	Volume	Traffic
viator	1	201,000	9.73%
viator tours	1	40,500	1.96%
viator travel agent	1	12,100	0.58%
viatour	1	6,600	0.31%
hot air balloon rides	1	18,100	0.27%

Organic Search: Keyword Position Distribution

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Keywords by Intent

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Intent	Keywords	Traffic
Informational	712.0K	401.6K
Navigational	221.1K	396.2K
Commercial	635.6K	935.9K
Transactional	216.7K	237.8K



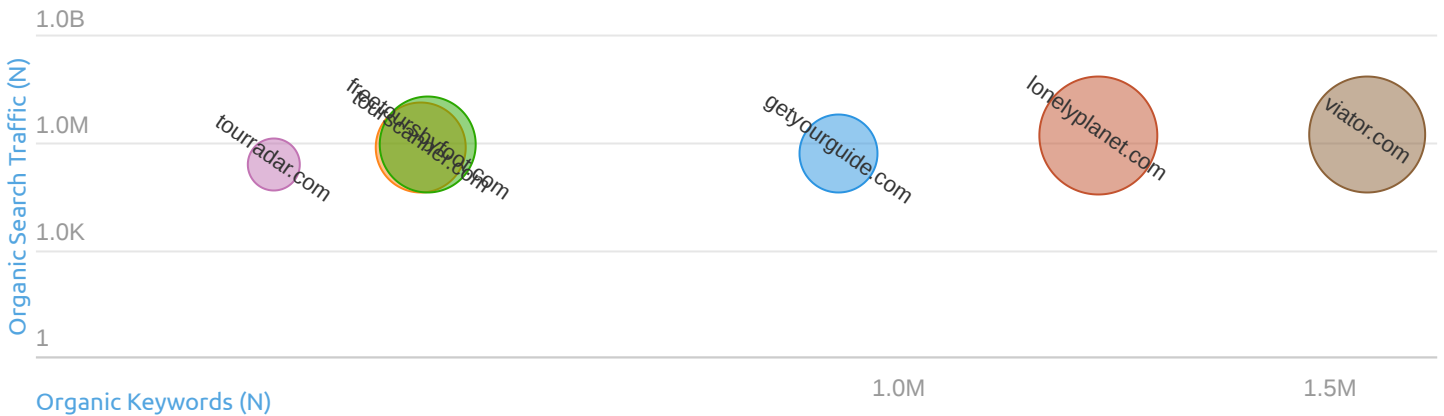
Organic Search: Top Competitors (372,255)

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Competitor	Com. Keywords	SE Keywords	Com. Level
getyourguide.com	200.3k	931.1k	50%
tourscanner.com	72.0k	446.8k	22%
freetoursbyfoot.com	38.9k	455.4k	10%
lonelyplanet.com	41.9k	1.2m	9%
tourradar.com	25.1k	275.7k	9%

Organic Search: Competitive Position Map

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Organic Branded Search

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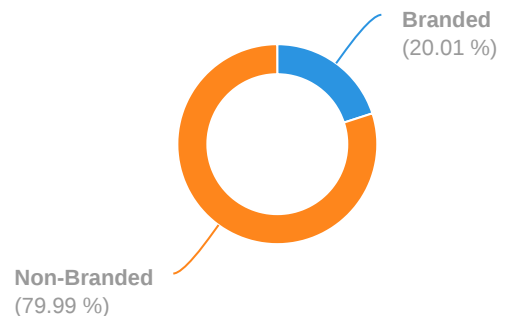
330.6K 0% TRAFFIC

Keywords 33.3K

Branded vs Non-Branded

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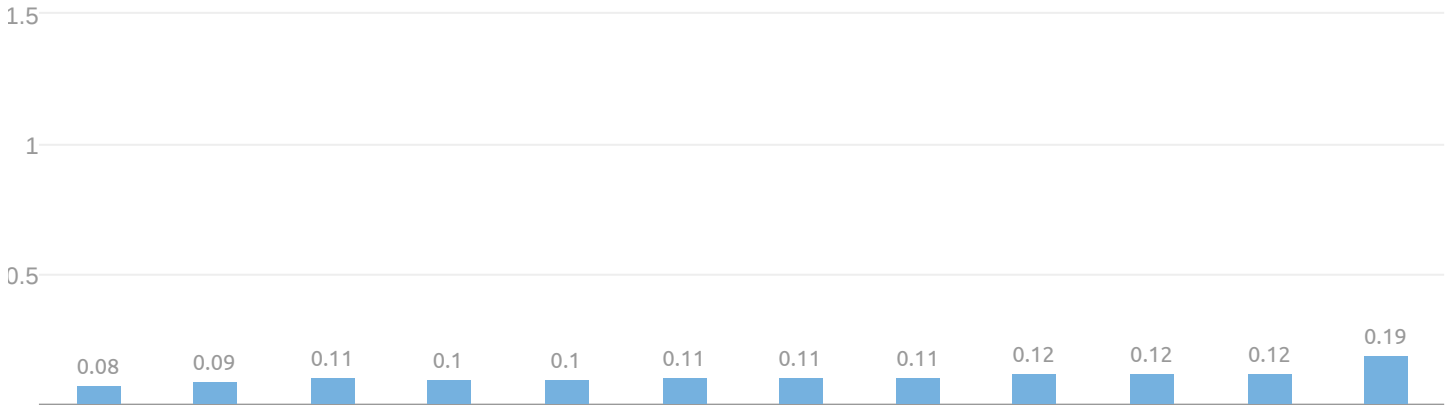
20.01% Branded Traffic **79.99%** Non-Branded Traffic





Organic Search: Branded Traffic Trend

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Paid search traffic

Paid Search: Top Keywords (31,404)

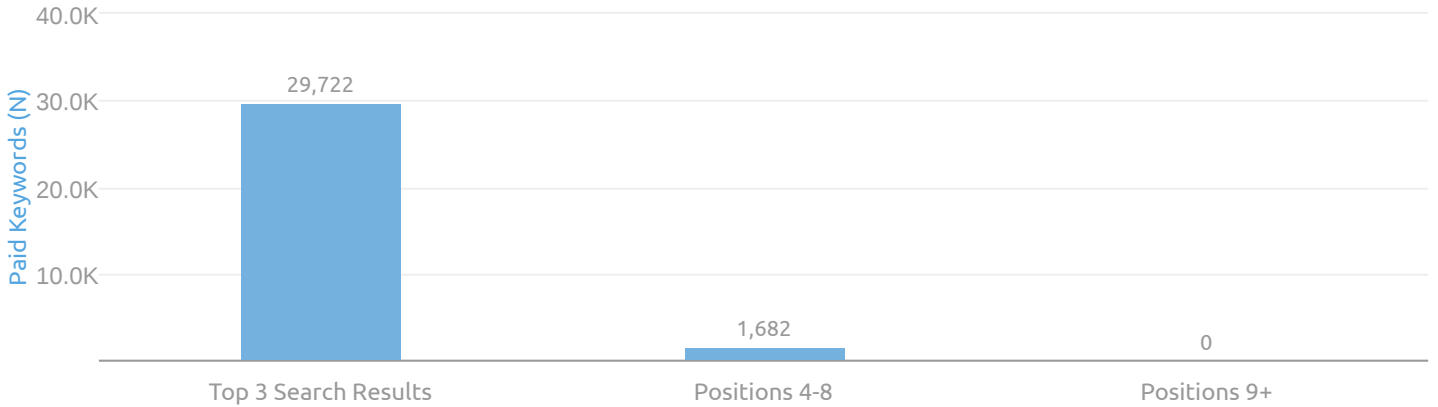
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Keyword	Pos	Volume	CPC (USD)	Traffic
antelope canyon	1 (1)	246,000	0.75	2.88%
viator	1	201,000	42.17	2.35%
viator	1 (1)	165,000	52.20	1.93%
colosseum	1 (1)	90,500	1.78	1.06%
things to do in boston	1 (1)	74,000	0.22	0.86%



Paid Search: Ad Copy Position Distribution

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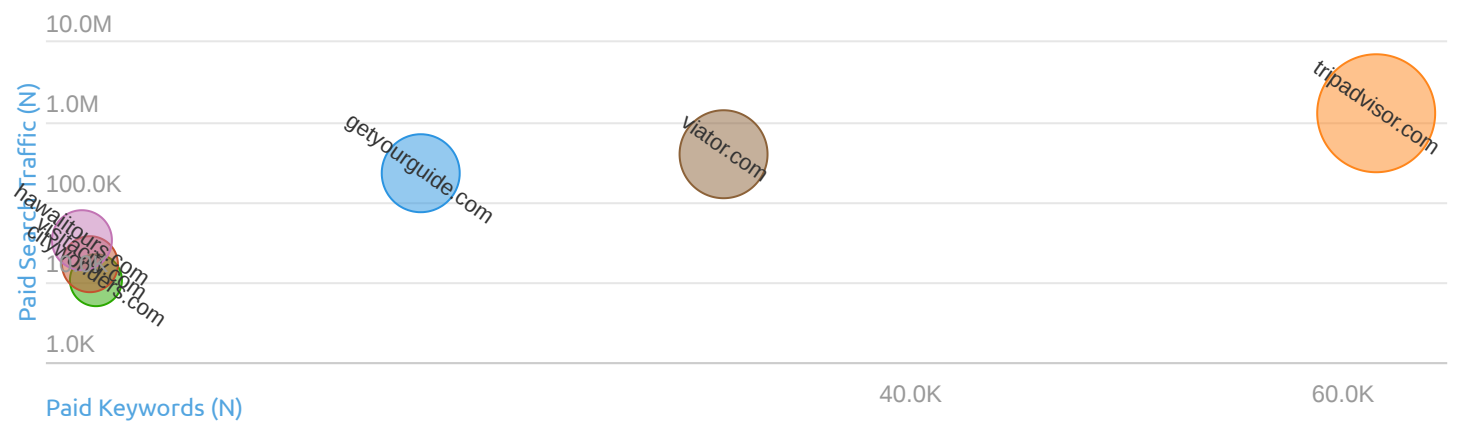
Paid Search: Top Competitors (4,474)

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Competitor	Com. Keywords	Ads Keywords	Com. Level
getyourguide.com	9.9k	17.3k	38%
tripadvisor.com	12.9k	61.6k	27%
citywonders.com	1.4k	2.4k	6%
visitacity.com	847	2.1k	4%
hawaiitours.com	734	1.7k	4%

Paid Search: Competitive Positioning Map

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Sample Ads (31,404)



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Tickets & Tours - Antelope Canyon, Arizona - Viator

Ad <https://www.viator.com>

Jump the Queues with Skip the Line Entry Tickets. Price Match Guarantee. Quick and Easy Booking. E-Tickets Available. Photos, Videos, & Maps. 24/7 Live Support.

Tours & Activities - Things to Do - Book Now & Pay Later

Ad <https://www.viator.com>

Things to Do, Tickets, Tours & Attractions 2023 | Book Now & Pay Later for Travel booking in. Free Cancellation. Ultimate flexibility. Reserve Now and Pay Later.

Viator - Viator Official Site

Ad <https://www.viator.com> › book › now

Read Verified Reviews & Book Over 345,000 Things to Do on Viator! Quick & Easy Purchase Process! Full Refund Available up to 24 Hours Before Your Tour Date. 24/7 Live Support. All Available in One App. Low Price Guarantee. Photos, Videos, & Maps. Skip the Line Tickets.

Colosseum - Best Tours in Rome

Ad <https://www.viator.com> › tours-&-tickets › book-now

Best Things to Do in 2023 in Rome. Free Cancellation & Full Refund Available. Quick & Easy Purchase Process! Full Refund Available up to 24 Hours Before Your Tour Date. Photos, Videos, & Maps. Verified Reviews. All Available in One App...



Backlinks

Top backlinks

Root Domain: viator.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
US Press Center Resources https://tripadvisor.mediaroom.com/us-terms-of-use	Viator https://www.viator.com/support/termsAndConditions	-
JP Press Center Resources https://tripadvisor.mediaroom.com/jp-terms-of-use	Viator https://jp.viator.com/support/termsAndConditions	-
Viator.com (viatortravel) - Profile Pinterest https://www.pinterest.com/viatortravel/	viator.com ; Opens a new tab http://www.viator.com/	image
Tripadvisor: Over a billion reviews & contributions for Hotels, Attractio... http://www.tripadvisor.ca/	Viator https://www.viator.com/en-CA/	-
Viator.com (viatortravel) - Profile Pinterest https://www.pinterest.com/viatortravel/	viator.com http://www.viator.com/	image

Backlinks: Top Anchors

Root Domain: viator.com

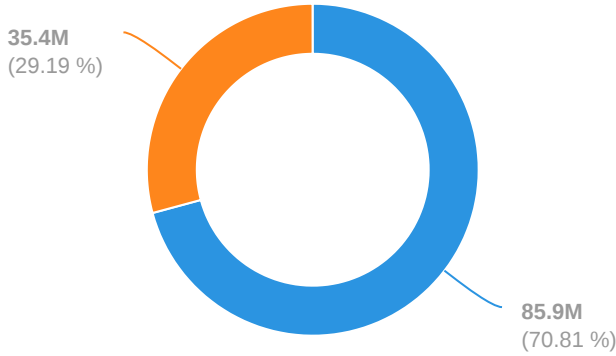
Anchors	Percentage	Domains	Backlinks
Empty anchor	4%	6,304	5,284,590
book now check availability	2%	6	2,371,634
brisbane experiences	1%	1	1,207,774
activities & tours	1%	8	1,117,195
pesan sekarang	0%	1	537,958



Backlinks: Follow vs Nofollow

viator.com

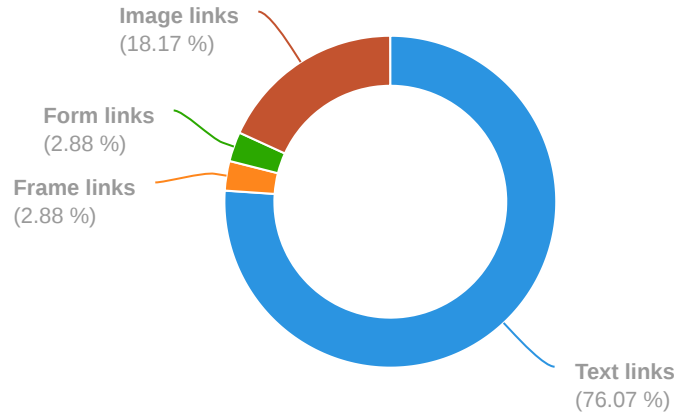
85.9M Follow links 35.4M Nofollow links



Backlinks Types

viator.com

98.3M Text links 33.8K Frame links 86.1K Form links 23.5M Image links



Backlinks: Top Referring Domains

Root Domain: viator.com

Root Domain	Backlinks	IP / Country
passza.com	13,801,799	162.243.166.242
visitgifu.com	9,444,910	34.85.72.37
hatlasttravel.com	7,328,915	161.35.33.7
mjm-travel.net	5,655,516	68.168.220.58
travelplanner.app	4,797,660	49.12.244.107

Backlinks: Top Indexed Pages

Root Domain: viator.com

Title and URL	Domains	Backlinks
Things to Do, Tickets, Tours & Attractions 2023 Viator https://www.viator.com/	2,617	190,070
https://www.viator.com/tours/St-Tropez/Taxi-Saint-Tropez-to-Monaco/d4195-124280P67	732	1,586
https://www.viator.com/tours/St-Tropez/Taxi-Saint-Tropez-to-Nice-or-Nice-Airport/d4195-124280P66	700	1,396
https://www.viator.com/tours/St-Tropez/Taxi-Saint-Tropez-to-Cannes/d4195-124280P68	687	2,231
Viator Travel Agents – Earn commission on tours & activities https://travelagents.viator.com/	422	4,632