

A STUDY TO ANALYZE THE WEBSITE TRAFFIC OF THE AMAZON E-COMMERCE PLATFORM USING SEMRUSH TOOL

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ABSTRACT

This study is to examine the website traffic of the Amazon e-commerce platform using the SEMrush tool, with a specific focus on identifying the sources of traffic, measuring user interaction, and determining important performance metrics. SEMrush, a prominent digital marketing tool, provides comprehensive information on traffic metrics, organic and paid search campaign effectiveness, and competitor analysis. The analysis involves assessing the overall website traffic, the geographic breakdown of visitors, and the percentage of direct, referral, social, and sponsored search traffic. By examining Amazon's primary keywords, back link profile, and paid advertising tactics, this analysis offers a thorough perspective on the digital footprint of the platform. In addition, the research examines user behaviour indicators such as bounce rates, pages per visit, and average session duration, which help to ascertain user involvement and loyalty. A systematic strategy to data collecting, analysis, and interpretation is employed in the study methodology for examining the website traffic of Amazon's e-commerce platform utilising SEMrush. This study aims to analyse traffic sources, user engagement, keyword performance, and other important indicators in order to provide a thorough assessment of Amazon's online operation. The principal tool employed for data collecting is SEMrush, which provides comprehensive insights into website traffic and SEO effectiveness. The study used a non-probability purposive sample method, specifying Amazon's website as the target for traffic analysis. Segmentation of data is based on traffic sources (organic, paid, referral, social), devices (desktop vs. mobile), and geographical locations. This digital marketing tool offers a multifaceted dashboard for monitoring website traffic, keywords, backlinks, and competition analysis. This study largely utilises the "Traffic Analytics" and "Organic Research" modules. This SEMrush investigation uncovers Amazon's competitive advantage in search engine rankings, its strategic implementation of SEO and SEM, and its predominant position in the worldwide e-commerce industry. The findings provide useful information for companies seeking to improve their digital marketing efforts by utilising search engine traffic and engagement techniques.

Keywords: Competitor Analysis, Traffic Analysis, Keywords, SEO, Organic Search, Paid Search.

1. INTRODUCTION

In response to technical improvements, consumer behaviour changes, and intensified competition, marketing in e-commerce, particularly on platforms like Amazon, has been fast evolving. The contemporary body of research highlights the crucial significance of digital marketing tactics in generating website traffic, achieving conversions, and fostering client loyalty. An important trend emphasised is the utilisation of personalised marketing based on data-driven analytical findings. By utilising sophisticated algorithms and artificial intelligence (AI), Amazon tailors recommendations to individual customers, therefore improving user experience and boosting the probability of repeat purchases (Kumar & Gupta, 2023). The use of this customised strategy has been shown to greatly enhance customer involvement by focussing on individual customer preferences, browsing history, and buying habits, resulting in a more refined purchasing experience (Bhandari et al., 2022). Moreover, influencer marketing has emerged as a fundamental aspect of Amazon's promotional endeavours. Through partnerships with influencers, whether they are big or micro-influencers, brands enhance their outreach by connecting with specific audiences who place trust in the suggestions of these influencers. Recent research indicates that influencer marketing on Amazon positively impacts brand visibility and reputation by promoting genuine interaction (Chen & Zhang, 2022). One other significant change is Amazon's emphasis on search engine optimisation (SEO) and promoted products. Product discoverability can be enhanced by Amazon sellers through the optimisation of product listings using pertinent keywords and the use of sponsored advertisements. Emerging research suggests that this strategy not only increases the level of exposure but also raises the rate at which sales are converted, as evidenced by the fact that SEO ranking has an impact on more than 40% of the traffic encountered on Amazon (Smith & Patel, 2023).

Furthermore, the implementation of omni-channel marketing techniques has become essential. Amazon seamlessly integrates many channels such as social networking, email marketing, and even physical store relationships to provide a unified purchasing experience. The study conducted by Anderson (2023) indicates that customers who interact with brands across several touch points are more likely to exhibit greater purchase intent and loyalty. The significance of user-generated content (UGC), such as customer reviews and ratings, has been shown to be crucial for Amazon's marketing endeavours. Evidence from recent research indicates that favourable reviews not only enhance customer confidence but also substantially boost conversion rates (Li & Wei, 2023). Amazon's strategy of giving priority to genuine comments from verified customers has bolstered its credibility, therefore strengthening its ability to influence purchasing choices and cultivate consumer confidence.

2. REVIEW OF LITERATURE

The measurement of website traffic in e-commerce is an essential indicator that demonstrates the effectiveness of a platform's online presence and marketing endeavours. Current scholarly research highlights the intricate nature of the elements that impact website traffic, especially for prominent e-commerce platforms such as Amazon. One crucial determinant is search engine optimisation (SEO), which continues to be one of the most efficient methods to draw in natural visitors. Research conducted by Patel & Agarwal (2022) demonstrates that product pages that are skilfully optimised, include pertinent keywords, metadata, and superior content, have a substantial impact on search rankings, resulting in increased visibility and traffic. When e-commerce platforms allocate resources to search engine optimisation (SEO), they experience a significant surge in organic traffic, which frequently results in improved conversion rates. One further significant factor contributing to website traffic is paid advertising using pay-per-click (PPC) models. Recent research conducted by Zhang & Li (2023) emphasises the significance of employing sponsored advertisements, both on search engines such as Google and within e-commerce platforms like Amazon, to attract instant visitors. The cost-intensive nature of this approach guarantees the prominent placement of items or services at the top of search results, therefore attracting the attention of potential purchasers and boosting click-through rates.

Furthermore, social media marketing has become a potent instrument for generating internet traffic to e-commerce platforms. Social media networks such as Facebook, Instagram, and TikTok provide vast reach and precise targeting capabilities, enabling e-commerce firms to generate traffic through several means including posting, advertising, and partnerships with influencers. As to the findings of Bhandari et al. (2023), the incorporation of social media into e-commerce platforms facilitates a smooth transition from discovering products to making purchases, hence enhancing website traffic and consolidating brand recognition. Furthermore, the strategic use of mobile optimisation is becoming more crucial in the attraction and retention of website traffic. With the increasing use of mobile shopping as the primary means of online buying, research conducted by Kim & Lee (2022) demonstrates that websites designed for mobile devices garner notably greater levels of traffic and user interaction. Mobile-optimized e-commerce platforms that enhance their user interface (UI) and user experience (UX) are more likely to get a greater market share, since customers strongly favour quick, responsive, and user-friendly mobile websites.

Furthermore, email marketing is recognised as a vital instrument for sustaining a consistent stream of recurring website traffic. A study conducted by Anderson & Gupta (2023) demonstrates that personalised email marketing, which are based on customer data, are effective in retaining current consumers and promoting repeat visits for e-commerce enterprises. These campaigns include special offers, discounts, and product recommendations.

Indeed, the significance of consumer trust and website security in stimulating website traffic should not be undervalued. E-commerce platforms that allocate resources to safeguard customer data, such as purchasing SSL certificates and implementing transparent privacy rules, experience a significant surge in website traffic. This is because customers tend to favour websites where they perceive their personal and financial information to be secure (Johnson & Wang, 2023). Trust-building elements, such as authenticated user reviews and convenient return policies, also stimulate website traffic by mitigating the perceived risk linked to online purchase.

Social media interaction is crucial in augmenting website traffic for e-commerce platforms, serving as a conduit between product exploration and acquisition. Based on current scholarly research, social media platforms like Facebook, Instagram, TikTok, and Pinterest play a crucial role in facilitating interactive engagements that drive consumers to e-commerce websites. Engagement metrics, including likes, shares, comments, and click-throughs, are crucial indicators of a brand's capacity to foster connection with its audience and exert influence on buying choices. A study conducted by Chen & Liu (2023) demonstrates that social media posts incorporating interactive elements, such as polls, quizzes, and user-generated content (UGC), have the potential to enhance click-through rates by as much as 20%. This is because consumers are more inclined to visit the e-commerce website in quest of further information. Research conducted by Zhang & Wei (2023) indicates that platforms such as Instagram Shopping and TikTok's in-app buying features have facilitated a more seamless consumer experience, minimising obstacles and promoting impulsive

purchases, so enhancing the overall traffic to the e-commerce site. According to a study conducted by Johnson & Patel (2022), social media advertisements that include prominent call-to-action (CTA) buttons, such as "Shop Now" or "Learn More," have a substantial impact on stimulating traffic to e-commerce websites. By retargeting customers who have demonstrated interest in similar products, these advertisements effectively direct potential purchasers back to the website for the purpose of making purchases.

3. RESEARCH OBJECTIVES

- To analyze the Website Traffic of the Amazon using SEMRUSH tool.
- To analyse the organic Search vs paid search.
- To identify the Traffic channels.
- To identify the devices used by the users and top organic Keywords.

4. RESEARCH GAP

The majority of research on Amazon's webpage traffic focus on well-established markets such as the United States and Europe. Limited research exists on the variations in traffic sources, user behaviour, and engagement in emerging regions like India, Southeast Asia, and Latin America, where the expansion of e-commerce is rapidly increasing. Although numerous studies examine the general Internet traffic, there is a lack of thorough investigation into the distinctions between mobile and desktop traffic. Given the growing prevalence of mobile commerce, it is essential to comprehend user behaviour and access patterns that are unique to these devices. Contemporary study predominantly centres on clicks, bounce rates, and session durations. More comprehensive research is required on engagement measures, including interaction with product reviews, duration of time spent on product detail pages, and post-purchase behaviour, as these factors significantly impact the overall effectiveness of the platform.

5. RESEARCH METHODOLOGY

A systematic strategy to data collecting, analysis, and interpretation is employed in the study methodology for examining the website traffic of Amazon's e-commerce platform utilising SEMrush. This study aims to analyse traffic sources, user engagement, keyword performance, and other important indicators in order to provide a thorough assessment of Amazon's online operation. The principal tool employed for data collecting is SEMrush, which provides comprehensive insights into website traffic and SEO effectiveness. The study used a non-probability purposive sample method, specifying Amazon's website as the target for traffic analysis. Segmentation of data is based on traffic sources (organic, paid, referral, social), devices (desktop vs. mobile), and geographical locations. This digital marketing tool offers a multifaceted dashboard for monitoring website traffic, keywords, backlinks, and competition analysis. This study largely utilises the "Traffic Analytics" and "Organic Research" modules.

6. ANALYSIS & INTERPRETATION

Data analysis is the systematic application of statistical and logical methods to define, graphically represent, summarise, and assess data. Data mining encompasses the processes of cleansing, converting, and modelling data in order to uncover valuable information, make inferences, and facilitate decision-making.

Demographic Analysis

According to the SEMrush tool, demographic analysis looks at website traffic data based on the types of people who visit a website. This gives information about important demographics like age, gender, location (geographic region), and sometimes the hobbies or behaviour patterns of users. This information is gathered by SEMrush to help businesses, marketers, and researchers learn more about the types of people who visit their websites. This lets them make content, marketing strategies, and goods that better meet the needs and preferences of different groups of people.

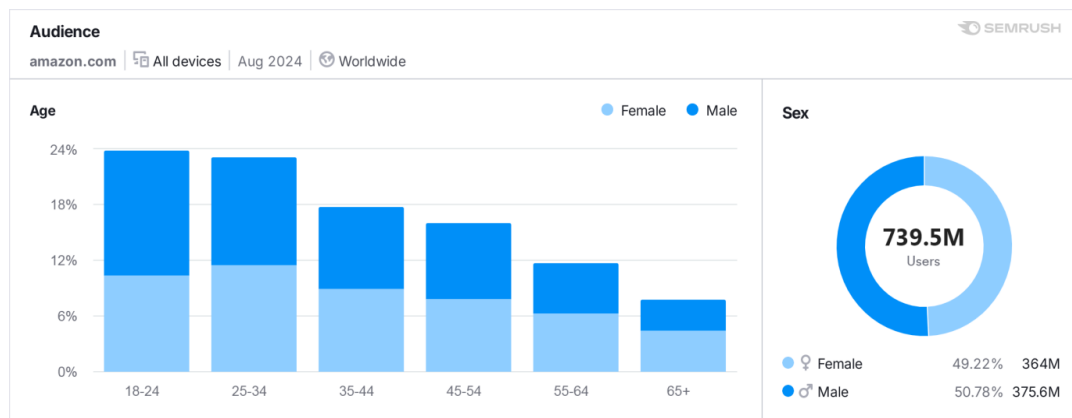


Figure 1: Age and Sex Analysis using SEMRUSH

The study shows that 24% of the users fall under the age group of 18-24. Worldwide 739.5 Million users are using Amazon where 50.78 % i.e. 375.6 Million users are male. Amazon shopping habits of young people, especially those between the ages of 18 and 24, are greatly affected by a number of things. This group of people is very active on digital sites and often uses technology to help them decide what to buy. Amazon lets young shoppers look at goods and buy them whenever they want, so they can fit shopping into their busy schedules or buy things on the spot. Young people often find out about new goods on social media sites like Instagram, TikTok, and YouTube, which often have links to Amazon product pages. Influencers and reviews of products they see on social media lead them to Amazon to make quick purchases. Amazon has deals just for students, like Prime Student memberships that give you free shipping, special deals, and savings on school supplies.

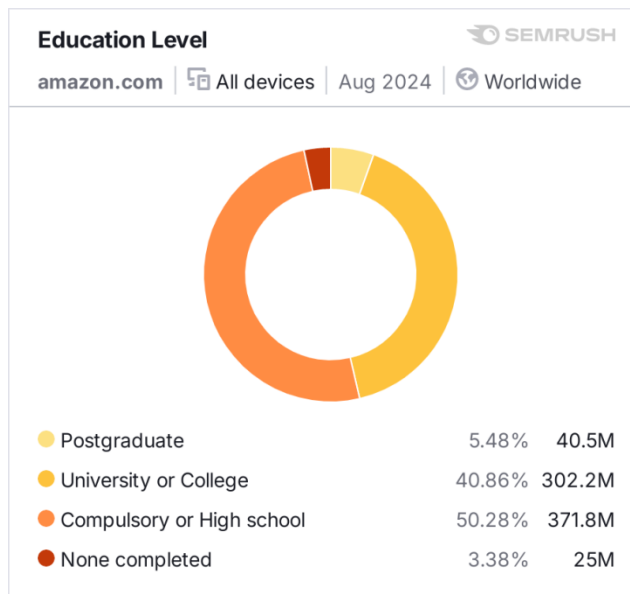


Figure 2: Education Level

From the above analysis, researcher found that 50.28% of the users i.e. 371.8 Million users completed High School and 40.86% i.e. 302.2 Million users have completed Universities or colleges. So mostly students prefer using Amazon for online shopping.

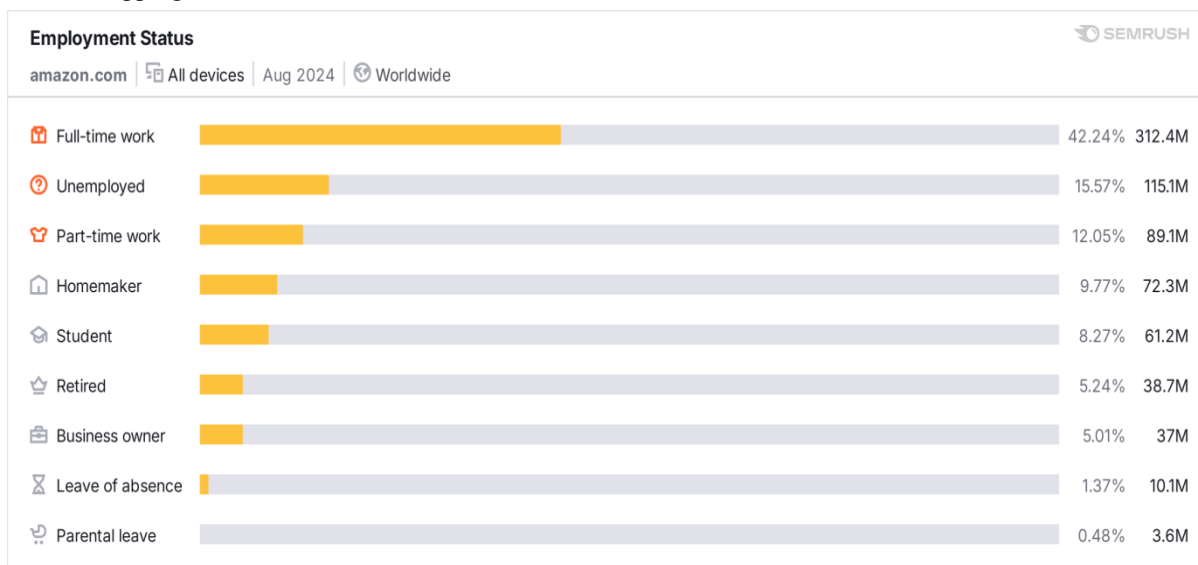


Figure 3: Employment Status

Figure 3 show that 42.24% of the users i.e. 312.4 Million are doing full-time work. Full-time workers usually have a lot going on, so they don't have much time for regular shopping in person. With its large selection of products, simple search tools, and fast delivery choices, Amazon's online store appeals to this group because it lets them shop from home or work. People who work full-time can shop on Amazon whenever they want, so they don't have to plan trips to places. A lot of full-time workers buy office supplies, tech gadgets, and books connected to their jobs on Amazon.

Amazon Business is for corporate and business accounts. This makes it easy for full-time workers to get the things they need for work.

Organic Search Vs Paid Search Analysis using SEMRUSH

People use search engines like Google and Bing to find websites and information. This is called "organic search," and it happens without the help of paid ads. Search engine optimisation (SEO) is the process of making a website more relevant, with better content and a better technical structure so that it ranks higher for certain terms. This makes the website more visible in organic search results. Paid search, also known as pay-per-click (PPC) advertising, on the other hand, is when businesses pay for their ads to show up in search engine results for specific terms. Paid search gives you instant traffic and exposure, while organic search usually takes longer but is more stable over time.

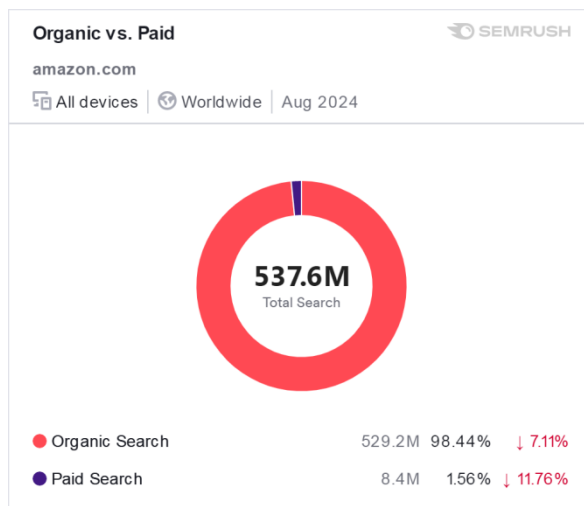


Figure 4: Search Analysis

Figure 4 shows that 537.6 Million users are searching and browsing the Amazon.com daily. Out of those around 98.44% i.e. 529.2 Million are organic search and 1.56% i.e. 8.4 Million are paid searches. Web tracking is a key part of figuring out how well both organic and paid search campaigns are doing. A lot of businesses use tools like SEMrush to keep an eye on important data like traffic volume, bounce rate, conversion rate, and user behaviour. With these insights, businesses can improve the general user experience on their website, make their paid search campaigns more effective, and make their SEO strategies work better. So, web analytics is a very important tool for checking how well both organic and paid search campaigns are doing, allowing digital marketers to make decisions based on data.

Traffic Analysis of Amazon

Businesses can get a full picture of how well their website is doing by using the SEMrush tool to analyse traffic and keep track of different web traffic data. Companies can see how people find their website, how they interact with it, and how they compare to other websites in the same industry with SEMrush's thorough breakdown of traffic sources, user engagement, and competitor comparisons.

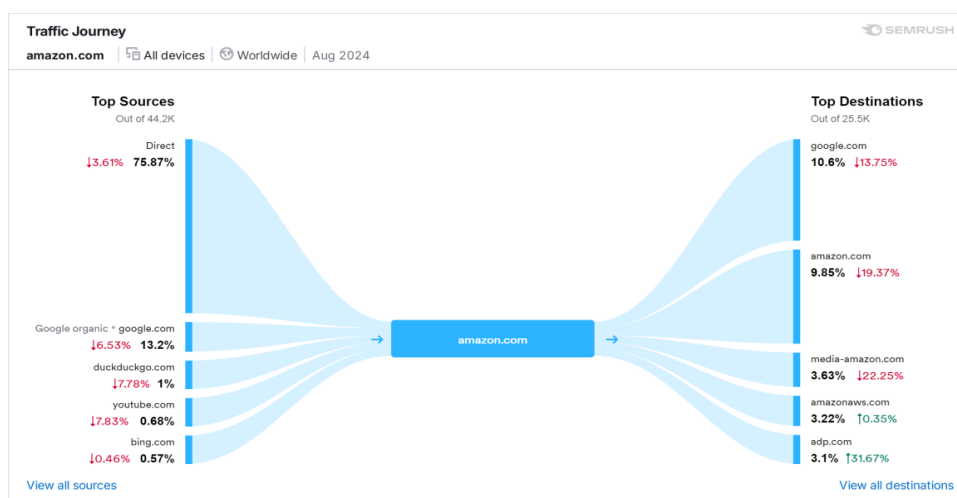


Figure 5: Traffic Journey of Amazon

The SEMrush Traffic Journey report for amazon.com in August 2024 shows both the traffic sources (how people get to Amazon) and the traffic destinations (where people go after leaving Amazon).

Top Sources

Out of 44.2K samples, 75.67% of traffic comes from direct sources, which means that people either type in the URL directly or use bookmarks to go to Amazon. This shows that people really like and recognise the company. Direct business, on the other hand, went down by 3.61%.

13.2% of Amazon's traffic comes from search engines, mostly Google Organic. This shows how important organic search results are for sending people to Amazon, even though the number of visitors dropped by 6.53%. Smaller amounts of traffic come from DuckDuckGo (1%) and Bing (0.57%). Some users also come from YouTube (0.68%), probably because of product videos and reviews.

Top Destination

When people leave amazon.com, the top sites they visit next are Google.com (10.6%) and Amazon itself (9.85%), which could mean they are looking for more information or going to specific Amazon subdomains. Both of these groups have seen drops: traffic from Google has dropped by 13.75 percent, and Amazon's own internal navigation has dropped by 19.37 percent.

Other places they go include media-amazon.com (3.63%), which probably has to do with Amazon's media-related services or material, but it also went down 22.25%. AWS.com (Amazon's cloud platform) saw growth of 10.35%, and adp.com (a payment service provider) saw growth of 31.67%. This may be because more business-related services are being offered.

The data on the traffic journey shows that Amazon is the leader in both straight traffic and organic search. But drops in some important areas, like Google and Amazon's internal navigation, show that users' habits are changing or that search engine optimisation or internal linking needs to be changed. At the same time, more business-related traffic to Amazon Web Services (AWS) and other business sites shows that these areas could grow.

Traffic Channels

People come to a website from a lot of different places, which are called "traffic channels." These channels help group the ways people reach a website, which gives marketers information about which strategies work best and helps businesses improve their online presence.

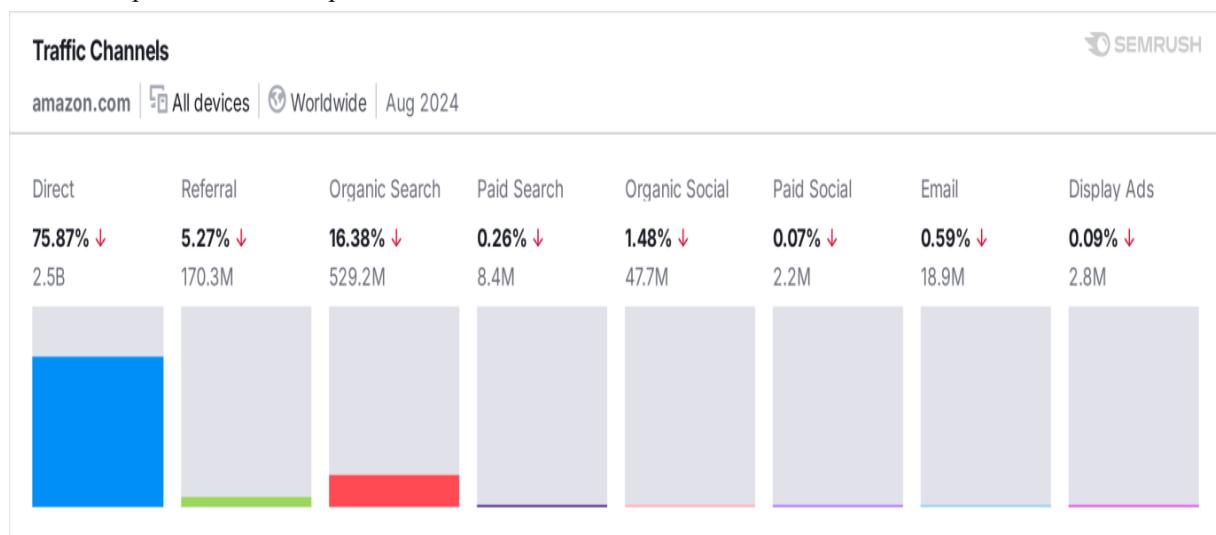


Figure 6: Traffic Channels

The Traffic Channels report for amazon.com in August 2024, generated using SEMrush, provides a breakdown of how visitors arrive at Amazon from different sources, offering key insights into the effectiveness of various marketing strategies and user behaviors.

Key Insights:

Direct Traffic (75.87%):

Most of Amazon's traffic comes from direct sources, which shows that people are familiar with the brand. Two and a half billion hits happen because people either type in the URL directly or use saved bookmarks to get to Amazon. But straight traffic went down a little, which suggests that even though brand loyalty is still high, Amazon may be facing more competition or changes in how users act.

Referral Traffic (5.27%):

Referral traffic, which comes from other websites linking to Amazon, makes up 170.3 million views. This source also saw a small drop, which could mean that partnerships, affiliate links, or visits from other websites have changed.

Organic Search (16.38%):

With 529.2 million visits, organic search is still an important route for Amazon. This means that people are still finding Amazon through free search engine results, mostly on Google. But the drop in traffic from organic search means that either there is more competition for SEO ranks or some keywords aren't showing up as much in search results.

Paid Search (0.26%):

Only 8.4 million of those visits came from paid search ads, which shows that Amazon counts less on paid search ads for traffic than on organic means. Paid search only brings in a small amount of traffic, which suggests that Amazon may focus more on pure and direct traffic sources to get new customers.

Organic Social (1.48%):

The 47.7 million hits came from posts, shares, or mentions on social networks that were not paid for. Even though this channel isn't very big compared to others, it shows how important Amazon's content marketing and social media influence are.

Paid Social (0.07%):

There isn't much paid social traffic—only 2.2 million hits come from ads on social media sites. This makes it seem like Amazon is focussing less on paid social media efforts and more on free or other ways to get people to visit their site.

Email Traffic (0.59%):

18.9 million Visits came from email campaigns, which is a small but steady source of traffic that shows how well Amazon's email marketing efforts are at bringing customers to the site.

Display Ads (0.09%):

Display ads brought in 2.8 million visits, showing that banners and other visual ads don't have a big impact on Amazon's total traffic but do help get people's attention understanding how well different marketing tactics work and how people behave.

Website traffic from Top organic Search Engines

The vast majority of Amazon's visits come from direct and organic search channels. This shows that the site has strong brand recognition and an effective SEO strategy. But the small drop in visits from direct, referral, and organic search could mean that users' habits have changed or that more marketing needs to be done in these areas.

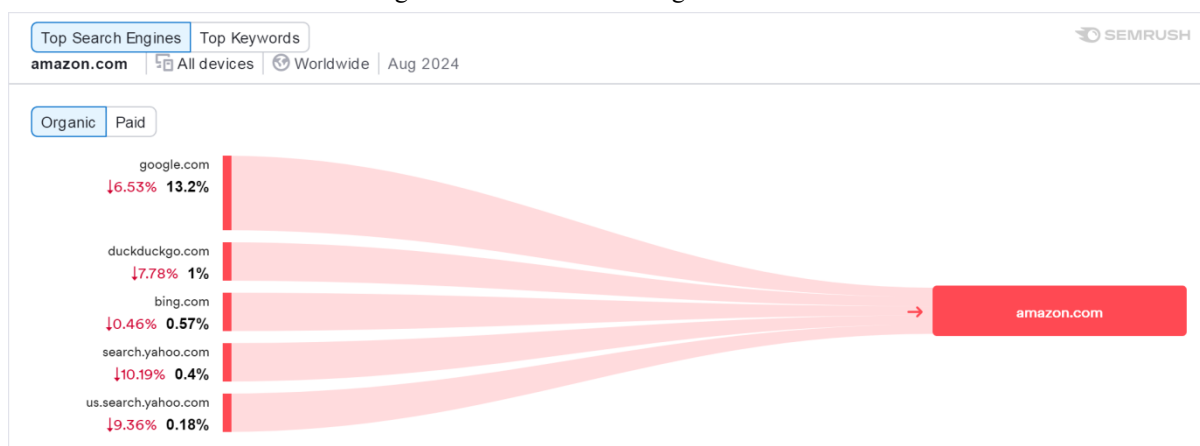


Figure 7: Top Organic search Engine using SEMRUSH

Google sends 13.2% of all organic traffic to Amazon, which is the biggest share of all traffic. Even though Google is Amazon's most popular search engine, traffic from Google has dropped by 6.53% during this time. This could mean that Amazon is less visible or ranks lower for some terms on Google's search results. DuckDuckGo, a search engine that cares about privacy, sends 1% of its data to Amazon. The 7.78% drop in traffic from this platform shows that fewer users are going to Amazon. This could be because of changing user habits or Amazon not being as visible in DuckDuckGo's search results. Another important source is Bing, which sends 0.57% of its traffic to Amazon. Even though it's not as famous as Google, this search engine is still very important. However, traffic from Bing went down

by 0.46%. There seems to be some stability here, though Bing's general contribution is going down a little. 0.4% of Amazon's traffic comes from Yahoo Search. But traffic from Yahoo Search dropped by 10.19%, which was the most of any of the search engines that were mentioned. This means that Yahoo's ability to send people to Amazon has probably decreased over time, possibly because fewer people are using the site. With 0.18% of organic traffic, the U.S. form of Yahoo Search is also not very important. Like its global counterpart, this channel's traffic has dropped by 9.36%, which is in line with the general trend of Yahoo's sites seeing less traffic. Google is responsible for a huge portion of all search engine traffic, so it makes sense that most of Amazon's search traffic comes from Google. The small drop in traffic from Google (-6.53%) could mean that there is more competition for keywords, Amazon is changing its SEO approach, or algorithm updates are changing how it ranks for some queries. The big drop in traffic from both Yahoo Search and US Yahoo Search shows that Yahoo isn't driving as much e-commerce traffic as it used to. For the most part, this is in line with the trend of fewer people using Yahoo as their main search tool in favour of Google and Bing. Even though traffic to Amazon has slightly decreased, Google.com is still the most popular search engine that leads people to the site. People use smaller search engines like DuckDuckGo, Bing, and Yahoo much less, with Yahoo having the biggest drop in traffic. This means that Amazon should keep optimising for Google while also thinking about how to make its listings more visible and improve its performance on other search engines to get more traffic from different places. The small drops in all of them could mean that there is more competition, that users' habits are changing, or that it's harder to keep your search results high.

Website Traffic from Top Paid Search Engine

Amazon uses paid search engine marketing (SEM) as part of its overall digital marketing strategy. However, compared to its organic search results, paid search doesn't play a big role in Amazon's overall marketing. Paid search, also known as pay-per-click (PPC) advertising, lets Amazon bid on certain terms in Google, Bing, and other search engines so that ads show up high in search results. Paid search can bring in targeted traffic and make certain goods or promotions more visible, but SEMrush data shows that paid search only accounts for a small part of Amazon's total traffic.

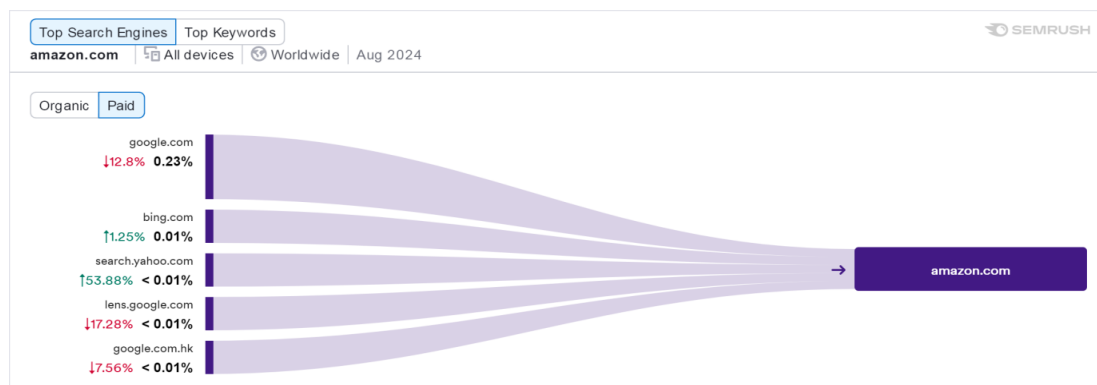


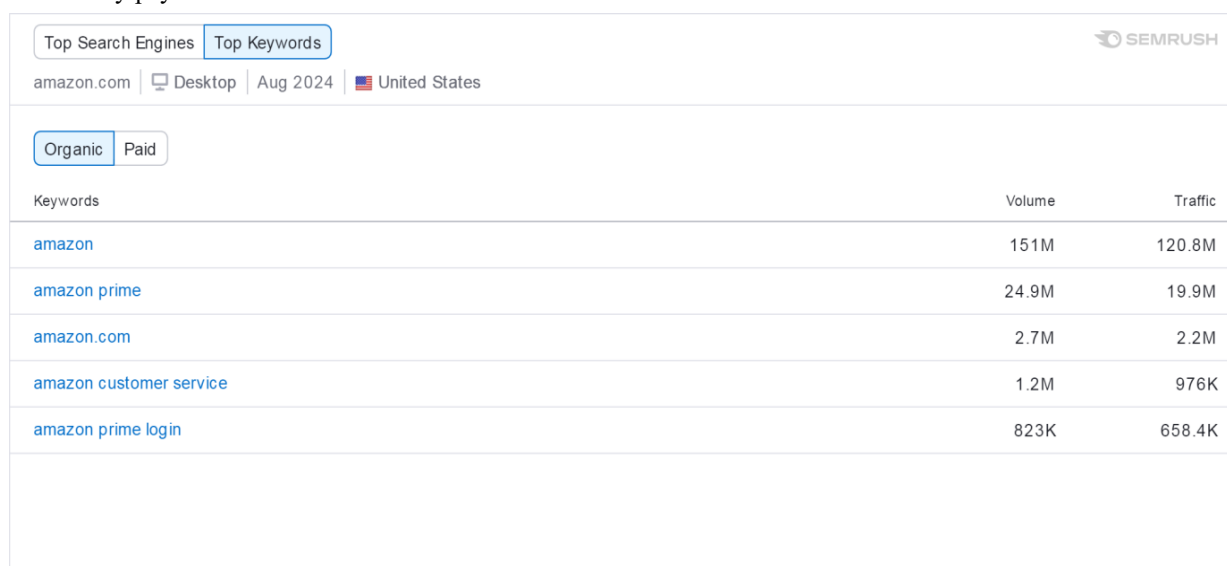
Figure 8: Top Paid search Engine using SEMRUSH

Most of Amazon's paid search traffic comes from Google.com, which accounts for 0.23% of all paid search traffic. Even though Google was the source of the most traffic, it dropped by 12.8%, which suggests that Amazon may have had to cut back on its paid efforts on Google or faced more competition for ad spots. Only 0.01% of all paid search hits come from Bing, which is a very small share. On the other hand, traffic from Bing went up by 1.25%, which shows that Bing is still a consistent, if small, part of Amazon's paid search strategy. This rise could be due to a focus on Bing's users, who are different from Google's in some ways. Yahoo's paid search traffic is almost invisible; it makes up less than 0.01% of all traffic. Even though Yahoo only had a small share, its paid traffic went up by a noticeable 53.88%. This suggests that Amazon may have recently increased its advertising on Yahoo, possibly because there is less competition for ad space on this platform than on others. A Google vision search engine called Google Lens brought in almost no paid traffic (less than 0.01%). But paid traffic to this source dropped by 17.28%, which suggests that Amazon's paid ads on visual search platforms like Lens aren't working very well and may have been lowered in importance. Paid search from Google.com.hk, which is the Hong Kong version of Google, also brought in very little traffic to Amazon—less than 0.01%. Traffic from this source dropped by 7.56 percent, which could mean that less advertising was done or that it wasn't working as well in this area. According to the data, Amazon still gains from paid search traffic, but it doesn't depend on PPC campaigns very much. Google still has the most paid search traffic, but Amazon's 12.8% drop could mean that it is either cutting back on its paid ads or having trouble with more competition for terms. Even though the number of visits has gone down, Google is still a big part of sending bought traffic to Amazon because it has so many users. It's interesting that sites like Bing and Yahoo, which don't send

much traffic, saw increases in paid search traffic, especially Yahoo, which saw a 53.88% jump. This could mean that Amazon is using these platforms to broaden its paid search efforts. It may be taking advantage of settings with less competition to get more exposure at lower costs. The small share from these sites, on the other hand, shows that they are still secondary sources in Amazon's paid search strategy. Also, the drop in traffic from Google Lens says that Amazon may not be putting a lot of money into visual search as a paid advertising strategy, or it may not be giving them the return on investment they were hoping for. This shows that even though visual search is growing, it might not yet be a big source of paid search traffic for Amazon and other online stores.

Top organic Keywords of Amazon

Organic keywords are the words or phrases that people type into search engines like Google, Bing, or Yahoo to find goods, services, or information without having to pay for ads to show up. Websites show up in the search results for these terms based on how relevant they are, how good their content is, and how well they are optimised for SEO, not because they pay for ads.



Keywords	Volume	Traffic
amazon	151M	120.8M
amazon prime	24.9M	19.9M
amazon.com	2.7M	2.2M
amazon customer service	1.2M	976K
amazon prime login	823K	658.4K

Figure 9: Top organic Keywords analysis

The Top Organic terms report for amazon.com in August 2024 for the United States (Desktop), which was made by SEMrush, lists the most popular terms that bring people to Amazon's website through organic search results. The terms that people type into search engines to get to Amazon are shown in this data. There are numbers in the report like search volume (how many times each keyword is searched for) and traffic (how many visits to Amazon each term is thought to have caused). It's no surprise that "amazon" is the most popular keyword, with 151 million searches and 120.8 million site views. People are so familiar with the Amazon brand that they search for the company directly for this reason. The high number shows that Amazon is a popular place for many online shoppers, which makes its market dominance even stronger.

There is also a lot of traffic for the term "amazon prime," with 24.9 million searches and 19.9 million views. Customers are constantly looking for services related to their Amazon Prime membership, such as shipping benefits, Prime Video, or deals. This shows how important Amazon Prime is to the company's business model. People are looking for "amazon.com" and not typing it into the address bar, as shown by the 2.7 million searches and 2.2 million visits. This is likely because it is easier or more habitual for them to do this. The strong link of Amazon as a reliable online shopping site is strengthened by this. People search for "amazon customer service" 1.2 million times and visit 976,000 times. This shows that customer service is important to a lot of users, and Amazon's reputation for being good at it makes sure that people who need help or information about sales, returns, or general support can find it. get the information they need from the business itself. A lot of people are looking to get into their Amazon Prime accounts, as shown by the fact that the term "amazon prime login" gets 823,000 searches and 658,400 visits. This makes the services that come with Amazon Prime even more important and shows how much users depend on them.

This keyword data gives us a quick look at how people look for services and goods related to Amazon. A lot of people are looking for terms that are directly related to Amazon, like "amazon" and "amazon prime." This shows how strong Amazon's brand is.

Amazon continues to be the leader in online shopping, as shown by the large number of searches and visitors. People often search for Amazon by name or related services instead of specific goods, which shows that they trust and are familiar with the platform. The fact that service-related queries like "amazon customer service" and "amazon prime

login" are present shows that users don't just look for shopping-related things; they also use the platform to manage their subscriptions, accounts, and customer service questions. This shows how important Amazon's services, like Prime and customer service, are to the total user experience, which helps keep customers coming back and keeping them loyal. The keyword data also shows what users want. For example, the most popular terms show that users want to use Amazon as a tool, either for general shopping, Prime services, or account management, rather than searching for specific products. This proves that Amazon's SEO approach works very well at getting traffic that is interested in its main services and brand.

Traffic Analysis from Social Media

Social media traffic research is important for figuring out how well social networks bring people to a website and affect how engaged users are with it. Businesses can get useful information about how they're doing on social media by using SEMrush to do this research and then change their strategies to fit. Businesses can use SEMrush to keep an eye on the amount and quality of traffic coming from social media sites like Facebook, Instagram, Twitter, and LinkedIn. This helps them figure out which sites get the most visitors and which ones work best for their intended audience.

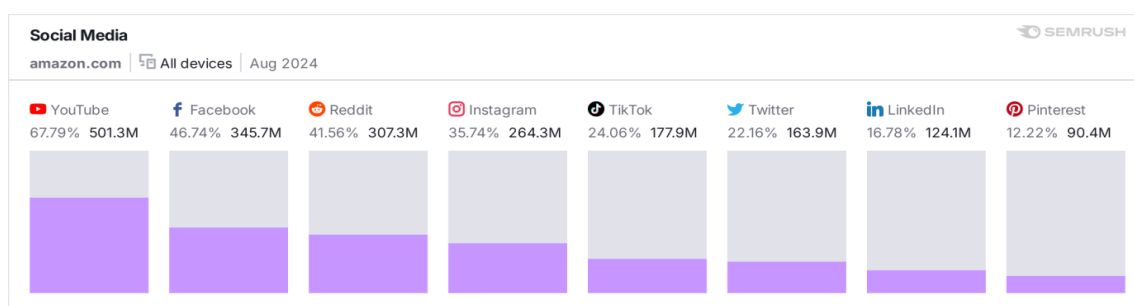


Figure 10: Traffic Analysis from Social Media tools.

SEMrush looked at the Social Media Traffic report for amazon.com in August 2024 and showed how different social media sites bring people to Amazon's website. The percentage of total social media traffic and the number of visits for each site show how well it is doing. Amazon gets most of its social media traffic from YouTube, which gets 501.3 million views and accounts for 67.79% of all traffic. This proves that video material can really get people to watch and visit your site. This is most likely because of product reviews, tutorials, ads, and partnerships with influencers. Amazon can use visual content and connect with its viewers through videos, which brings a lot more people to this platform. Facebook brings in 345.7 million hits, which is 46.74% of all social media traffic and makes it the second most popular site. This shows how many people use Facebook and how well Amazon uses targeted ads, user-generated content, and community involvement on the site. Facebook's strong success shows that users interact with Amazon a lot through posts, promotions, and social sharing. Reddit brings in 41.56% of all traffic, or 307.3 million views. Reddit's strong performance shows that Amazon's products are talked about a lot in different subreddits (forums), where people give and receive advice and answer questions. Reddit's community-driven nature makes it a great place for peer suggestions and free traffic. With 264.3 million views, Instagram is responsible for 35.74% of social traffic. Since Instagram is all about visual content and finding new products, this suggests that Amazon uses paid content, influencer marketing, and interesting visuals to get people to visit their site. Instagram is a great way to promote fashion, culture, and consumer goods. With 177.9 million visits, TikTok is responsible for 24.06% of Amazon's social business. This shows how short videos and social marketing are becoming more and more important. This huge amount of traffic is probably due to Amazon's skill at capitalising on TikTok trends, challenges, and partnerships with influencers. Twitter is responsible for 163.9 million views, or 22.16% of all traffic. Twitter is a great place for quick news, sales, and customer service interactions. Amazon stays active on Twitter and drives traffic to its site through updates, new products, and interactions with customers. LinkedIn brings in 124.1 million hits, or 16.78% of all social traffic. Amazon's strong presence on LinkedIn is probably due to its focus on business-to-business (B2B) services, hiring, and corporate material that professionals and businesses find useful. With 90.4 million views, Pinterest is responsible for 12.22% of all social traffic. Since Pinterest is used to find new products and get visual ideas, this traffic is probably from people looking for home art, fashion, and lifestyle items. This makes it a good place for marketing to consumers.

The different types of traffic from these social sites show how important it is to use multiple social media channels to bring a lot of people to Amazon. YouTube's popularity shows how powerful video content can be for finding new products, telling stories about brands, and making content that people will want to watch again and again. It also shows how well Amazon uses influencers and user-generated material to get people to visit their website. Facebook's

strong performance shows that it is still a useful tool for engaging a wide audience. Amazon can use ads, stories, and posts, among other types of content, to attract visitors to Facebook. In the same way, Amazon benefits from natural, community-driven talks where users share their experiences and suggestions, as shown by the large number of visitors from Reddit. Visual and short-form content is becoming more and more important, especially for younger audiences and products that are driven by customer demand. Both platforms are great at getting brands seen through relationships with influencers and viral marketing, which brings in a lot of traffic. A big part of what brings people to these platforms is Amazon's ability to make visually appealing material that people want to share. LinkedIn shows how important business-to-business marketing and corporate material are. Even though LinkedIn isn't as well known as some consumer sites, it shows how far Amazon can reach with businesses and professionals, especially when it comes to services like AWS (Amazon Web Services), hiring, and thought leadership. Pinterest's traffic shows that it has a niche market for visually-driven searches and product ideas. Pinterest is very important for fashion, lifestyle, home art, and DIY. Through user boards and pins, Amazon's product listings can get more attention.

Traffic from Device Report of Amazon

The Devices report for amazon.com in August 2024, produced by SEMrush, offers detailed analysis of the breakdown of website traffic between desktop and mobile devices. The data reveals a cumulative count of 739.5 million visits across all electronic devices.



Figure 11: Device Dashboard of Amazon.com

The bulk of Amazon's traffic, amounting to 68.5% or 506.6 million visits, is generated by mobile devices. This phenomenon is indicative of the increasing prevalence of mobile browsing and purchasing, particularly as consumers progressively depend on smartphones and tablets for online transactions and product exploration. The significant proportion of mobile user traffic highlights the need of enhancing Amazon's mobile user experience, encompassing app usability, mobile web design, and rapid page loading. Desktop devices account for 31.5% of Amazon's overall traffic, which is equivalent to 233 million visits. Although desktop usage continues to be substantial, it is evidently eclipsed by mobile usage, suggesting that a considerable number of consumers perhaps favour the ease and availability of purchasing on their mobile devices. Desktop users encompass experts or individuals that engage in precise, research-driven purchases or participate in intricate activities such as business transactions or large purchasing. The data indicates that the main factor influencing the amount of traffic to Amazon is mobile usage, which corresponds to the worldwide pattern of mobile shopping gaining in prominence. This exemplifies the ease and adaptability that mobile devices provide, allowing consumers to peruse and acquire things from any location and at any moment. The strategy of Amazon is expected to prioritise mobile-first optimisations, thereby guaranteeing a seamless and effective experience for mobile customers, starting from product exploration to the final checkout process. Desktop traffic, however being smaller in percentage, nevertheless constitutes a substantial fraction of Amazon's total visits. Tasks that necessitate bigger screens, such as bulk ordering, comprehensive comparisons, or commercial purchasing, are likely to be better suited for desktop computers. Given the robust mobile traffic and consistent desktop usage, Amazon must maintain a balanced approach to both platforms, focussing on optimising mobile for ease and guaranteeing desktop usability for more intricate activities.

7. MANAGERIAL IMPLICATIONS

Mobile optimization as a priority- Given that 68.5% of incoming traffic originates from mobile devices, it is evident that Amazon's management must prioritise mobile optimisation. The usability and availability of mobile shopping are crucial factors in user experience, and it is imperative for management to persist in allocating resources towards

optimising both the mobile application and mobile web interface to achieve rapid loading, smooth navigation, and effortless checkout procedures. This may entail frequent app upgrades, enhanced user experience (UX) design, and refinement of mobile-specific functionalities such as voice search or AI-powered suggestions customised for mobile users. By contrast, the 31.5% desktop traffic indicates the necessity of preserving desktop capability for users who participate in more thorough research, comparison, and large-scale buying, particularly for business users and professionals.

Leveraging Social Media as a Traffic Driver The statistics indicating that YouTube (67.79%), Facebook (46.74%), and Reddit (41.56%) emerge as the primary sources of social media traffic to Amazon underscores the significance of social media platforms in Amazon's marketing and traffic generation approach. Management should contemplate an increased strategic use of video material on YouTube, given its existing ability to attract more than 501.3 million visits, therefore showcasing the efficacy of visual engagement and influencer marketing. Expanding the production of product review videos, lessons, and strategic collaborations with influencers could significantly enhance this figure. By utilising targeted advertisements, product promotions, and capitalising on community discussions, Facebook, with its extensive audience base, and Reddit, with its community-driven approach, can be further enhanced for engagement, thereby augmenting brand trust and visibility. To effectively target the younger audience and leverage viral marketing techniques, Amazon can consider expanding its efforts on networks such as Instagram and TikTok, which also generate substantial traffic contributions.

SEO and Organic Search Optimization- The analysis of the most often used organic keywords indicates that phrases such as "Amazon," "Amazon Prime," and "Amazon customer service" predominate in search results, underscoring the significance of brand awareness and enquiries linked to services. These findings indicate that Amazon's management should persist in allocating resources towards search engine optimisation (SEO) techniques that improve the prominence of service-related content, membership benefits, and core products. To sustain its dominant position in organic search traffic, Amazon must ensure that it achieves top rankings for crucial search terms. Furthermore, broadening SEO strategies to focus on a broader spectrum of product-specific keywords may attract more specialised traffic from customers seeking particular products or categories.

Diversification of Paid Search Channels- Analysis of sponsored search data reveals that although Google is the primary source of paid traffic, there has been a significant decline of 12.8% in traffic originating from Google's paid search results. This indicates a potential for Amazon to broaden its paid search approach by investigating alternative platforms like Bing and Yahoo, which saw growth in paid traffic despite their relatively lesser impact. Through the strategic allocation of resources among several platforms for pay-per-click (PPC) advertising, Amazon may mitigate its dependence on Google and leverage less competitive search engines to generate more economically efficient traffic.

Social Media Engagement for Branding and Conversion- The significance of social media platforms, visible in the traffic statistics, emphasises the requirement of ongoing involvement and creativity in social media marketing. Given the increasing importance of social platforms in generating traffic, it is advisable for Amazon's management to prioritise the creation of captivating content that promotes natural sharing, brand customer loyalty, and community engagement. Potential strategies include broadening influencer collaborations, implementing focused social media campaigns, and exploring social commerce, particularly on sites such as Instagram and TikTok, where visually appealing and widely shared content can immediately generate conversions from social feeds.

Strategic Emphasis on Video Content and YouTube- With YouTube generating more than 500 million visitors, it is imperative for management to acknowledge the increasing influence of video content on customer behaviour. Amazon should prioritise the expansion of its video marketing strategy, namely in the areas of product promotions, reviews, and tutorials, as these forms of content have a greater influence on user engagement compared to static material. Maximising the use of video not only on YouTube but also on other platforms such as TikTok and Instagram will enable Amazon to engage with a wider range of people and promote more immediate engagements with the business.

Tailored B2B and Professional Services- The 16.78% of traffic originating from LinkedIn highlights the importance of Amazon's business-to-business (B2B) services and recruitment endeavours. Employing this understanding, management can enhance its approach to enticing professional users and enterprises to services such as Amazon Web Services (AWS) and other corporate offerings. By improving LinkedIn ads that highlight Amazon's pioneering role in technology and innovation, as well as advocating for corporate purchasing solutions, Amazon may significantly enhance its visibility in the professional market.

Cross-Device Integration- Considering the significant proportion of traffic originating from both mobile and desktop devices, it is imperative for management to guarantee that Amazon's platform provides a seamlessly integrated experience across different devices. A considerable number of people may initiate their product search on mobile

devices and finalise their purchases on desktop computers, or conversely. Implementing cross-device synchronisation of user data, preferences, and cart items can greatly enhance customer satisfaction and boost conversion rates.

8. CONCLUSION

An examination of amazon.com's website traffic using SEMrush provides vital information on the platform's performance across different channels, devices, and search engines. The dominance of mobile traffic at 68.5% is indicative of the growing prevalence of mobile shopping. On the other hand, desktop traffic, however smaller at 31.5%, continues to have a notable impact on users engaged in more intricate or multifaceted transactions. Major traffic drivers on social media platforms, namely YouTube (67.79%), Facebook (46.74%), and Reddit (41.56%), demonstrate the efficacy of Amazon's content marketing and social engagement campaigns. The increasing significance of video content on YouTube indicates a rising dependence on visual interaction to attract customer interest and increase website traffic. Google remains the dominant search engine in terms of both organic and paid search. However, a significant decline of 12.8% in sponsored search traffic underscores the need of expanding paid advertising campaigns across smaller platforms such as Bing and Yahoo, which experienced growth. The exceptional performance of Amazon's organic keywords, especially brand-specific searches such as "Amazon" and "Amazon Prime," highlights the platform's strong brand awareness and the effectiveness of its search engine optimisation methodology. Nevertheless, there is still prospect to focus on more specialised and product-oriented keywords in order to enhance the growth of organic traffic. Although Amazon's traffic strategy seems to be well-optimized, there are areas for potential improvement, particularly in boosting the mobile experience, expanding interaction on social media, and diversifying sponsored search programs. Through the ongoing exploitation of its brand influence and the strategic expansion into various platforms and devices, Amazon can guarantee a consistent increase in website traffic and intensified interaction with customers.

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