



COMMUNICATIONS GROUP  
Marketing | Public Relations

# Backlink Audit

ComGroup

# Overview

## Backlinks: Totals

Root Domain: ebay.com

### Total Backlinks

# 5.1B

The number of links pointing to the queried URL

### Authority Score

# 93

Authority Score is our proprietary metric used to measure overall quality of domain and influence on SEO. The score is based on the number of backlinks, referring domains, organic search traffic, and other data.

### Referring IPs

# 271.3K

The number of IPs pointing to the queried URL

### Referring Domains

# 558.5K

The number of Domains pointing to the queried URL

## Backlinks: Follow vs Nofollow

Root Domain: ebay.com

# 72%

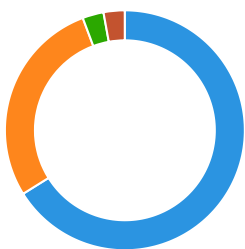
Follow (3.6B)

# 28%

Nofollow (1.4B)

## Backlinks: Types

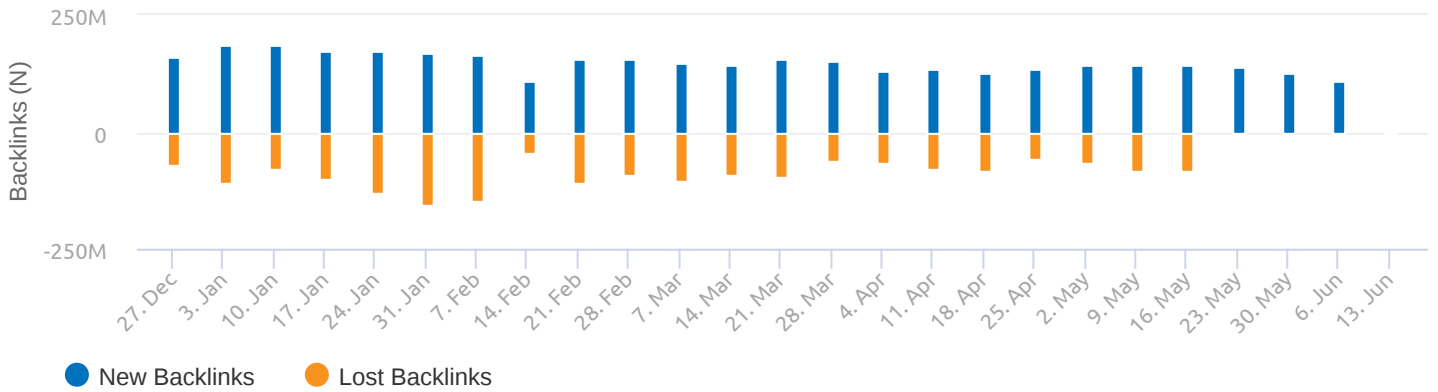
Root Domain: ebay.com



Text	3.6B (69.66%)
Image	1.5B (29.68%)
Form	19.4M (0.38%)
Frame	14.6M (0.29%)

## New & Lost Backlinks

ebay.com | 6 Months



### Backlinks: Top Referring Domains

Root Domain: ebay.com

Root Domain	Backlinks	IP / Country
<a href="http://breakninja.com">breakninja.com</a>	207,800,526	162.214.99.223
<a href="http://betterparts.biz">betterparts.biz</a>	175,998,308	198.8.91.45
<a href="http://etk.club">etk.club</a>	145,421,761	89.108.120.81
<a href="http://car-breaker.com">car-breaker.com</a>	145,190,092	217.160.0.152
<a href="http://buythingsonline.net">buythingsonline.net</a>	134,108,456	172.67.197.248

### Backlinks: Top Indexed Pages

Root Domain: ebay.com

Title and URL	Domains	Backlinks
Access Denied <a href="http://www.ebay.com/">http://www.ebay.com/</a>	69,289	16,038,074
Electronics, Cars, Fashion, Collectibles & More   eBay <a href="https://www.ebay.com/">https://www.ebay.com/</a>	36,993	11,315,284
Authentic styles 4 less   eBay Stores <a href="https://www.ebay.com/str/authentichandbagsandmore">https://www.ebay.com/str/authentichandbagsandmore</a>	10,105	1,298,732
Balance of Nature 1 Fruits And 1 Veggies Supplements Energy Natural 180 Capsules for sale online   eBay <a href="https://www.ebay.com/p/1247771589">https://www.ebay.com/p/1247771589</a>	5,249	29,262
Access Denied <a href="http://www.ebay.com/n/error">http://www.ebay.com/n/error</a>	4,324	2,107,343

# Competitors

## Backlinks: Competitors 10

Root Domain: ebay.com

Authority Score	Domain	Competition Level ▼	Common Ref. Domains	Total Ref. Domains	Backlinks
86	walmart.com	20% 	60,528	281,884	325,286,787
89	fandom.com	19% 	65,758	414,512	2,586,308,737
85	cnet.com	18% 	75,220	567,853	602,927,980
84	latimes.com	18% 	74,292	533,984	498,651,441
87	msn.com	17% 	84,824	697,039	613,225,839
90	imdb.com	17% 	110,441	999,996	3,146,244,840
86	usatoday.com	17% 	82,271	684,868	335,670,110
79	kickstarter.com	17% 	57,622	389,680	124,999,382
84	wired.com	17% 	69,089	523,785	197,573,503
84	cbsnews.com	16% 	62,920	460,440	130,258,768

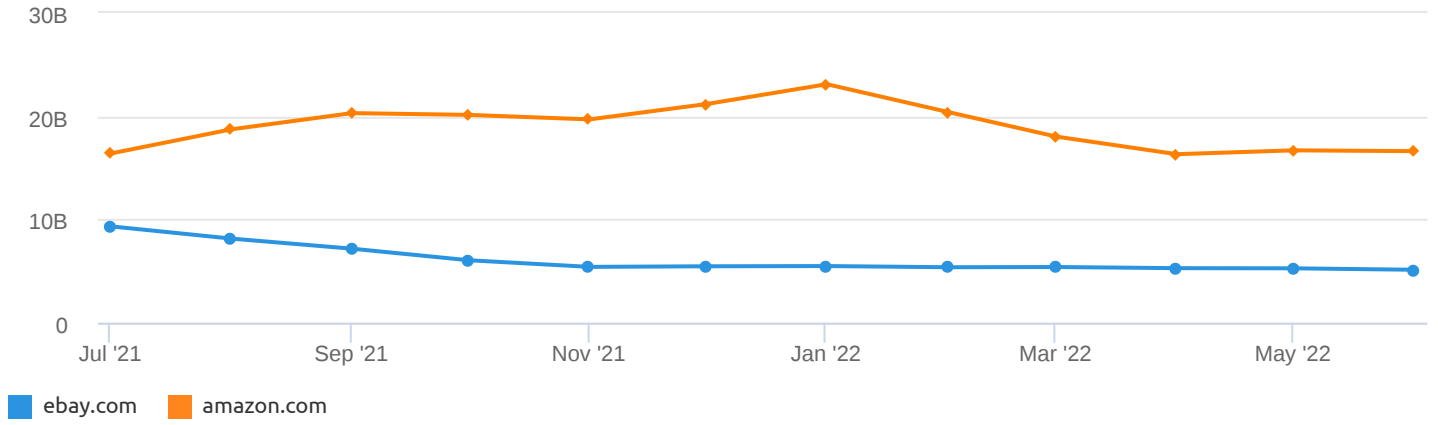
## Backlinks: Competitors Comparison (Overview)

Root Domains: ebay.com, amazon.com

URL	Top Backlinks	Referring Domains	Referring IPs	Authority Score
ebay.com root domain	5.1B	558.5K	271.3K	93
amazon.com root domain	🏆 16.6B	🏆 3.5M	🏆 816.0K	🏆 97

## Backlinks: Competitors Comparison Chart (Total Backlinks)

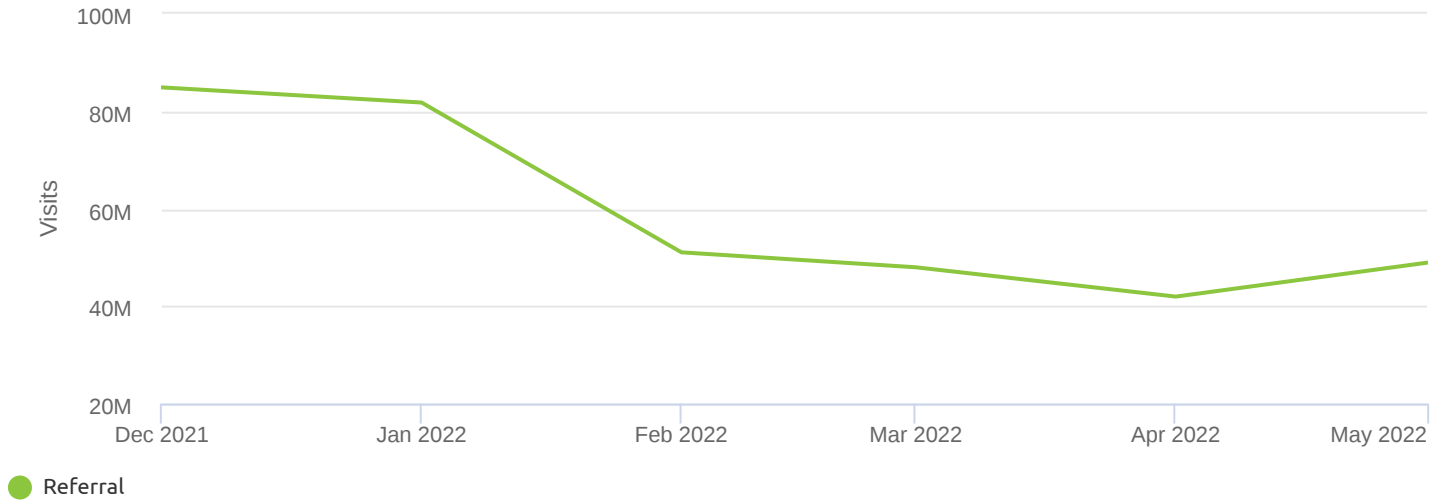
Root Domains: ebay.com, amazon.com | 1 Year



# Organic and referral traffic

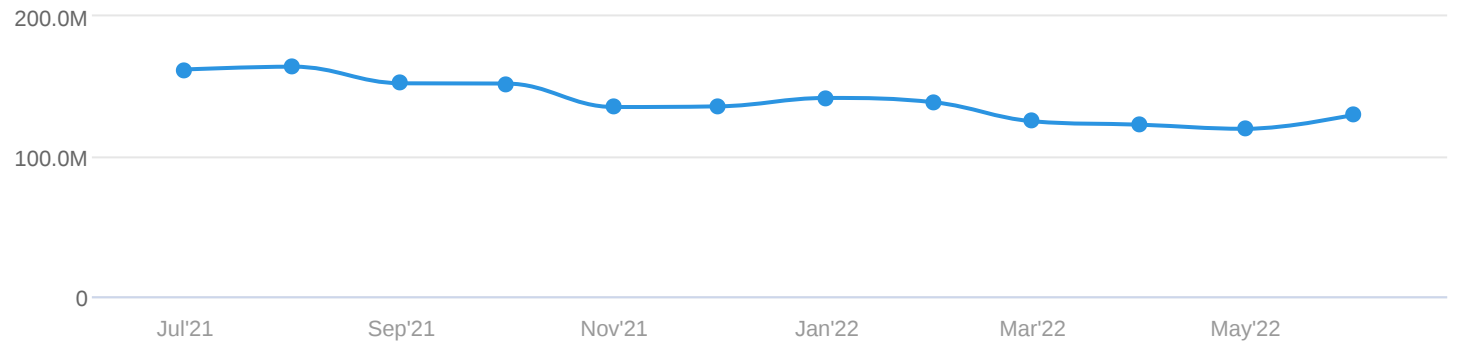
## Traffic Analytics: Traffic Sources Trend By Type

ebay.com | All Devices | Worldwide | Last 6 months



## Organic Search: Traffic chart

ebay.com | US | 1 Year



## Organic Search: Keywords chart

ebay.com | US | 1 Year

