



SimilarWeb

Website Analysis Overview Report

November 2017

rfs.ru



View the full analysis at: <https://pro.similarweb.com>



Global Rank ⓘ

#186,547

Country Rank ⓘ
Russia

#10,667

Category Rank ⓘ
Sports/Soccer

#932

Website Audience

Total Visits ⓘ

Aug 2017 - Oct 2017, Worldwide

758,515

↑ 70.98% from last month

Unlock Unique Visitors metrics

Traffic Share ⓘ

Aug 2017 - Oct 2017, Worldwide



Desktop 55.45%

Mobile Web 44.55%

Monthly Visits

252,838

Monthly Unique Visitors BETA

115,358

Avg. Visit Duration

00:02:41

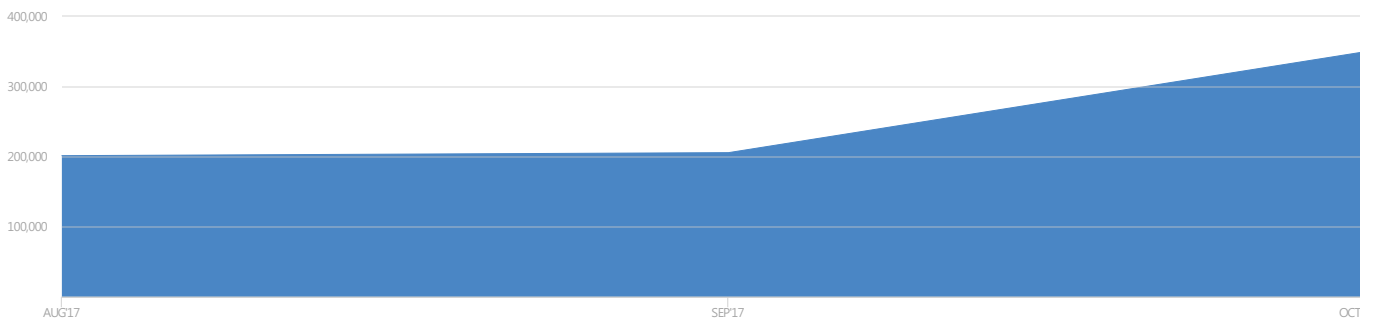
Pages / Visit

3.54

Bounce Rate

45.03%

Visits Over Time ⓘ Last 3 Months | All Traffic



Geography



Top 5 Countries ⓘ

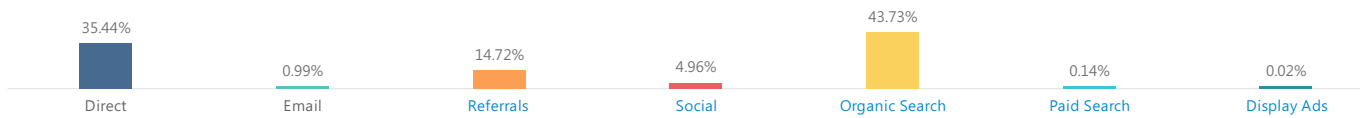
Aug 2017 - Oct 2017, Desktop Only

Russia	82.32%	↑ 56.25%
Ukraine	2.81%	↓ -21.86%
Japan	1.88%	↓ -2.59%
Spain	1.77%	↓ -34.79%
Germany	1.32%	↑ 38.89%

Marketing Mix

Channels Overview

Aug 2017 - Oct 2017, Worldwide Desktop Only



Referrals

Top Referring Websites

Aug 2017 - Oct 2017, Worldwide Desktop Only

Website	Percentage	Change
ru.wikipedia.org	10.35%	↑ 22.11%
go.mail.ru	8.71%	↓ -0.16%
yandex.ru	7.66%	↑ 18.26%
sport-express.ru	6.89%	↑ 68.78%
amfr.ru	5.94%	↑ 32%

Top Referring Categories

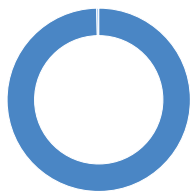
Aug 2017 - Oct 2017, Worldwide Desktop Only

Category	Percentage
Soccer	33.72%
Sports	22.10%
Search Engine	7.66%
Sports News	2.18%
Business and Industry	1.70%

Search

Search Traffic

Aug 2017 - Oct 2017, Worldwide Desktop Only



Organic 99.66%
Paid 0.34%

Top Search Terms

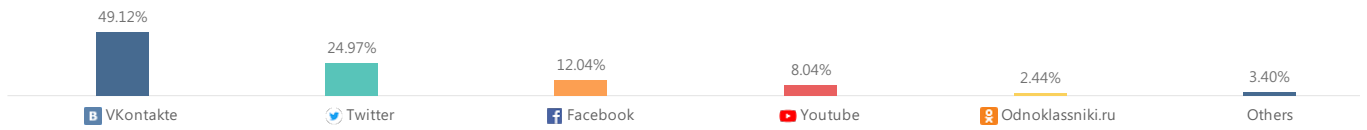
Aug 2017 - Oct 2017, Worldwide Desktop Only

Search Term	Percentage	Change
рфс	40.35%	↑ 92.19%
сборная россии по футболу	3.39%	↓ -7.48%
нас	2.69%	↑ 161.72%
rfs	2.69%	↑ 66.2%
сборная россии	1.72%	↑ 26.97%

Social

Social Traffic [ⓘ]

Aug 2017 - Oct 2017, Worldwide Desktop Only



Display Advertising

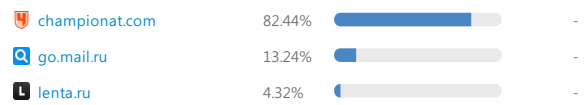
Display Ad Network [ⓘ]

Aug 2017 - Oct 2017, Worldwide Desktop Only



Top Publishers [ⓘ]

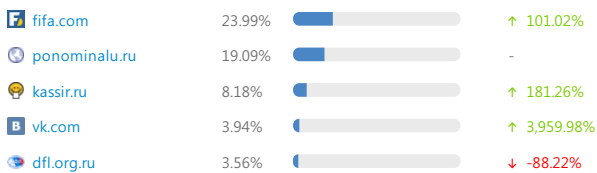
Aug 2017 - Oct 2017, Worldwide Desktop Only



Outgoing Links

Top Links Destination [ⓘ]

Aug 2017 - Oct 2017, Worldwide Desktop Only



Outgoing Ads

Top Ads Destination [ⓘ]

Aug 2017 - Oct 2017, Worldwide Desktop Only

