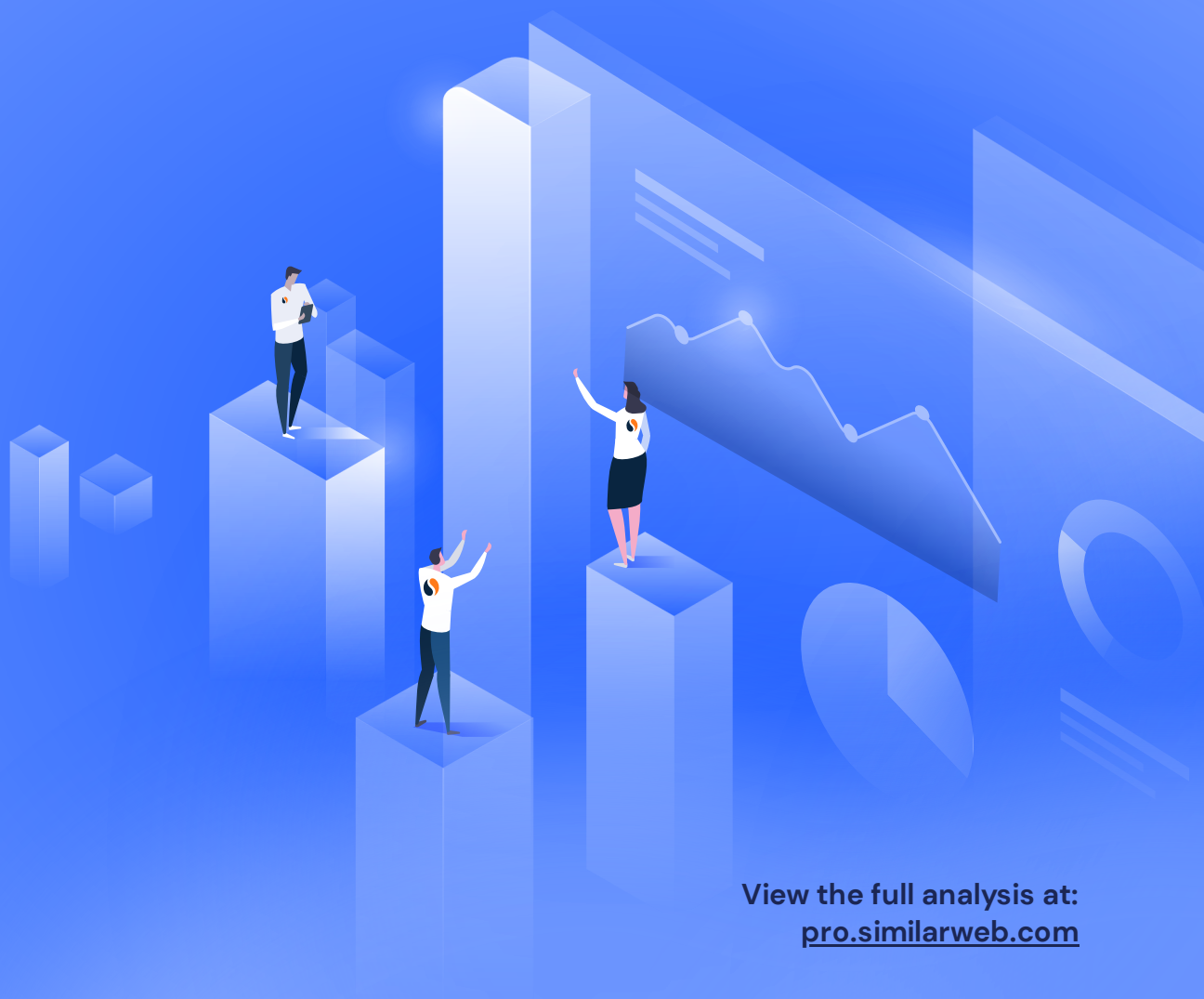


August 2022

Website Analysis

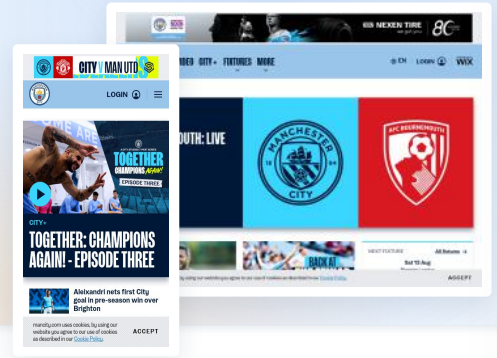
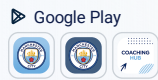
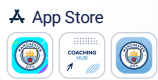
mancity.com



View the full analysis at:
pro.similarweb.com



the official website of manchester city f.c. get the latest man city news, injury updates, fixtures, player signings, match highlights & much more!



Traffic & Engagement

Total visits ⓘ

May 2022 - Jul 2022 Australia

404,503

↑ 250.31% from last month

Device distribution ⓘ

May 2022 - Jul 2022 Australia



- Desktop 11.76%
- Mobile Web 88.24%

Global rank

#12,973

Country rank

Australia

#4,877







Industry rank

.../Soccer

#16

Engagement overview ⓘ

May 2022 - Jul 2022 Australia All Traffic

 Monthly visits ⓘ	134,834	 Deduplicated audience ⓘ BETA	 Pages / Visit ⓘ	2.27
 Monthly Unique Visitors ⓘ	48,136	 Visit Duration ⓘ	 Bounce Rate ⓘ	20.89%

Visits Over Time ⓘ

May 2022 - Jul 2022 🇦🇺 Australia 📱 All traffic

☒ mancity.com

vs.

☐ manutd.com

☐ arsenal.com

☐ liverpoolfc.com

☐ thefa.com

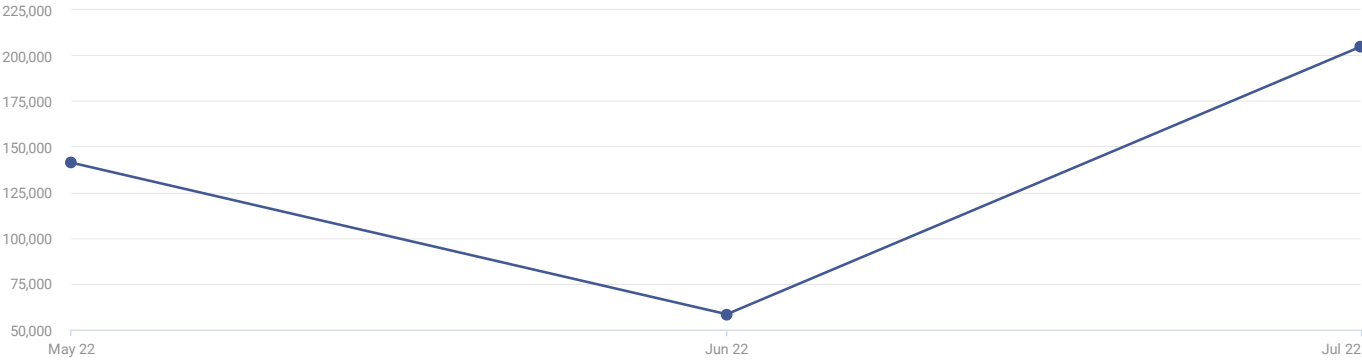
404,503

513,938

585,152

1.154M

42,441



Geography

Top countries

May 2022 - Jul 2022 Desktop



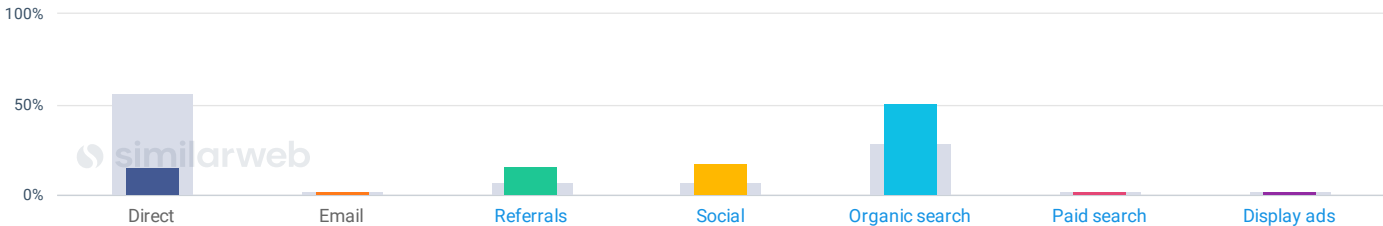
Country	Traffic Share	Change
United Kingdom	37.96%	↑ 90.74%
United States	9.49%	↑ 109.44%
Norway	2.80%	↑ 78.61%
India	2.17%	↑ 132.27%
Nigeria	2.03%	↑ 206.83%

Marketing Channels

Channels overview

May 2022 - Jul 2022 Australia Desktop

mancity.com Soccer
47,465 105.2K

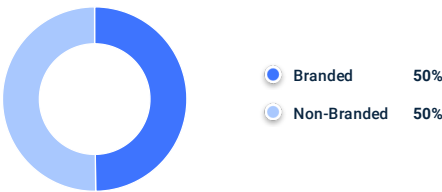


Organic Search

Organic search makes up 50.64% of website traffic

Branded VS. Non-Branded

May 2022 - Jul 2022 Australia Desktop



Top Organic Search Terms

May 2022 - Jul 2022 Australia Desktop

man city	17.96%	↑ 264.58%
manchester city	10.57%	↑ 285.96%
haaland	2.90%	↓ 19.38%
man city shop	2.70%	↑ 257.51%
mcfc touring squad	1.56%	-

Paid Search

Paid search makes up 1.25% of website traffic 

Top search ads

 Jul 2022  Australia  Desktop



Top Paid Search Terms

 May 2022 - Jul 2022  Australia  Desktop






watch man city vs club am...	41.06%	<div><div></div></div>	-
manchester city shop	34.33%	<div><div></div></div>	-

Referrals

Referrals makes up 16.13% of website traffic 

Top Referring Websites

 May 2022 - Jul 2022  Australia  Desktop

Domain	Share	Change
 premierleague.com	87.21%	<div><div></div></div> ↑ 669.75%
 c.newsnow.co.uk	6.39%	<div><div></div></div> -
 fullmatchesreplay.com	3.49%	<div><div></div></div> -
 forum.melbournefootball.com	0.58%	<div><div></div></div> -
 cookdandbombd.co.uk	0.58%	<div><div></div></div> -

Top Referring Industries



 May 2022 - Jul 2022  Australia  Desktop

Website Categories	Traffic Share
Soccer	97.67% <div><div></div></div>
Arts and Entertainment - Other	0.58% <div><div></div></div>
Fantasy Sports	0.58% <div><div></div></div>
Basketball	0.58% <div><div></div></div>
Dictionaries and Encyclopedias	0.58% <div><div></div></div>

Outgoing Traffic

Top Link Destinations

 May 2022 - Jul 2022  Australia  Desktop

Domain	Share	Change
 socialize.eu1.gigya.com	77.03%	<div><div></div></div> -
 secure7.arcot.com	22.97%	<div><div></div></div> -

Outgoing Ads

Top Ad Destinations

 May 2022 - Jul 2022  Australia  Desktop



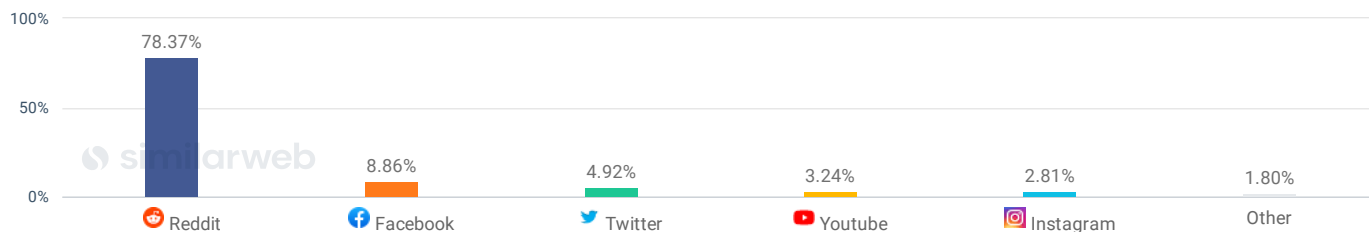
No results
Try a different website, date range or country

Social

Social makes up 17.15% of website traffic 

Social Traffic

 May 2022 - Jul 2022  Australia  Desktop



Display Advertising

Display ads makes up <1% of website traffic 

Display Ad Network

 May 2022 - Jul 2022  Australia  Desktop



No results

Try a different website, date range or country

Top publishers

 May 2022 - Jul 2022  Australia  Desktop



No results

Try a different website, date range or country