

August 2022

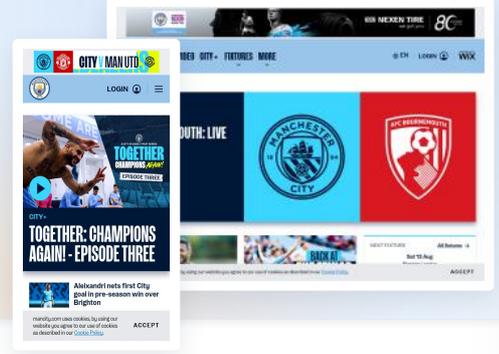
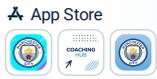
Website Analysis

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 #4,877 
 Australia

Industry rank #16 
 .../Soccer

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 ⓘ	00:02:30	 Bounce Rate ⓘ	20.89%

Visits Over Time ⓘ

May 2022 - Jul 2022 🇺🇸 Australia 🌐 All traffic

<input checked="" type="checkbox"/> mancity.com	<input type="checkbox"/> manutd.com	<input type="checkbox"/> arsenal.com	<input type="checkbox"/> liverpoolfc.com	<input type="checkbox"/> thefa.com
404,503	513,938	585,152	1.154M	42,441



Geography

Top countries ⓘ

May 2022 - Jul 2022 Desktop



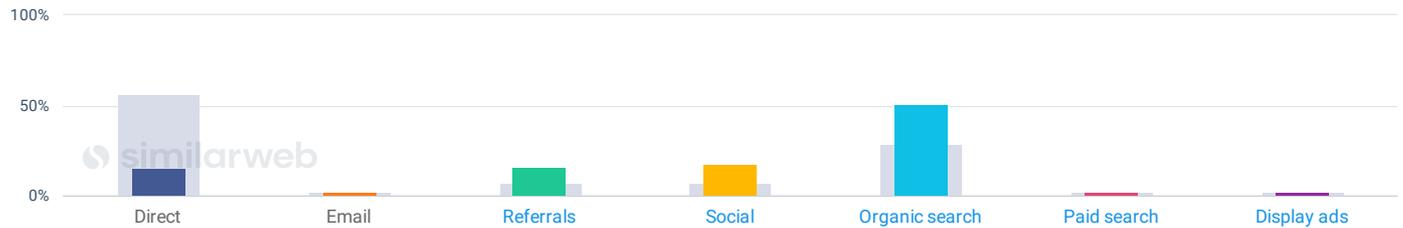
Country	Traffic Share	Change
United Kingdom	37.96%	↑ 90.74%
United States	9.49%	↑ 109.44%
Norway	2.80%	↑ 78.61%
India	2.17%	↑ 132.27%
Nigeria	2.03%	↑ 206.83%

Marketing Channels

Channels overview ⓘ

May 2022 - Jul 2022 Australia Desktop

mancity.com Soccer
47,465 **105.2K**

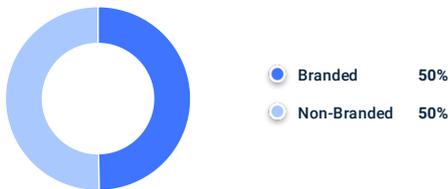


Organic Search

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

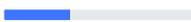
Paid search makes up 1.25% of website traffic 

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%		-
manchester city shop	34.33%		-

Referrals

Referrals makes up 16.13% of website traffic 

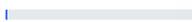
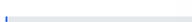
Top Referring Websites

 May 2022 - Jul 2022  Australia  Desktop

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

Top Referring Industries

 May 2022 - Jul 2022  Australia  Desktop

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

Outgoing Traffic

Top Link Destinations

 May 2022 - Jul 2022  Australia  Desktop

Domain	Share	Change
 socialize.eu1.gigya.com	77.03%	 -
 secure7.arcot.com	22.97%	 -

Outgoing Ads

Top Ad Destinations

 May 2022 - Jul 2022  Australia  Desktop



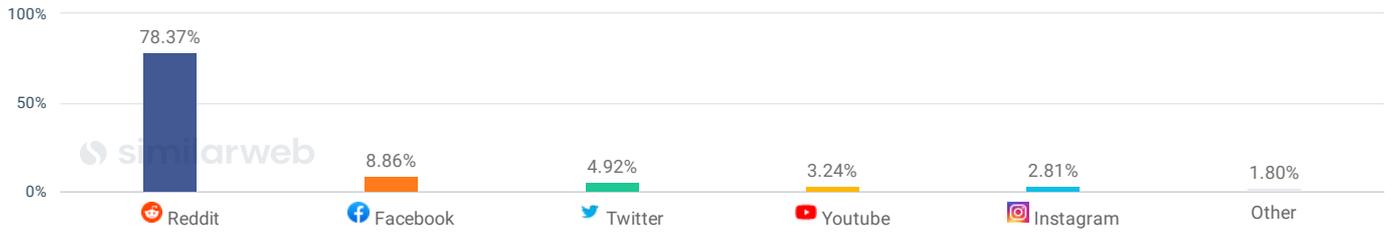
No results
Try a different website, date range or country

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