



Domain Overview (Desktop)

facebook.com

Organic Search: Summary

US | facebook.com

607.0M -2% TRAFFIC

SEMrush Rank	4	
Keywords	91.2M	-1%
Traffic Cost	\$468.8M	-3%

Backlinks: Summary

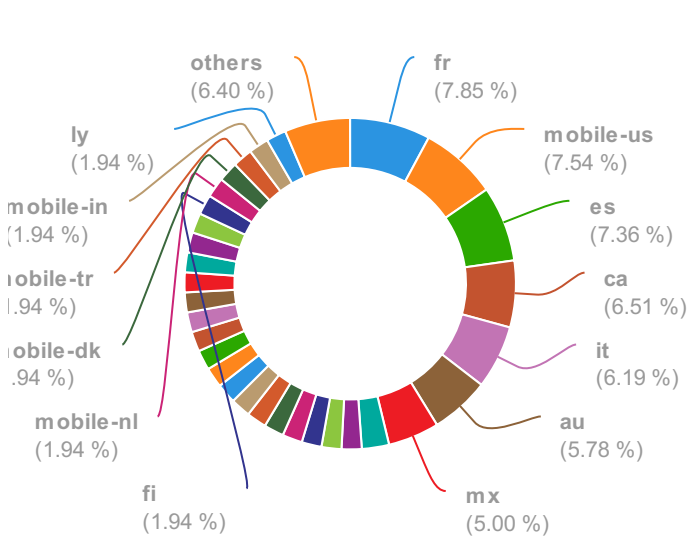
Root Domain: facebook.com

53.3B TOTAL BACKLINKS

Referring Domains	27M
Referring IPs	5M

Organic Search: Keywords By Country

facebook.com



Paid Search: Summary

US | facebook.com

1.7M 33% TRAFFIC

Keywords	30.4K	-17%
Traffic Cost	\$3.1M	35%

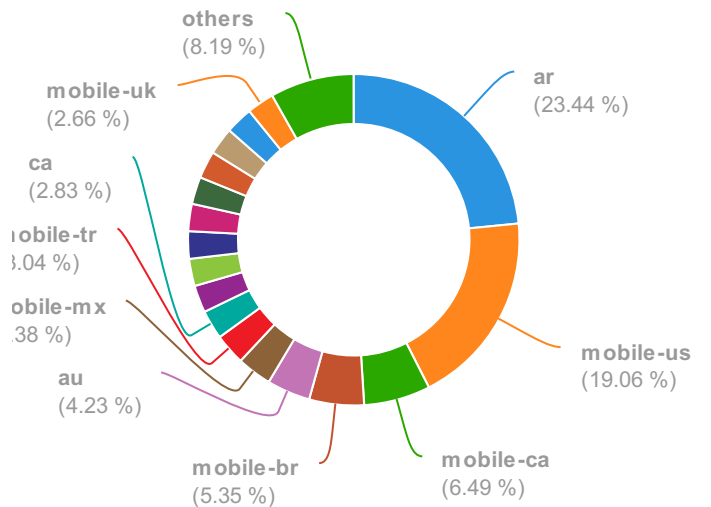
Display Advertising: Summary

facebook.com

2.7M TOTAL ADS

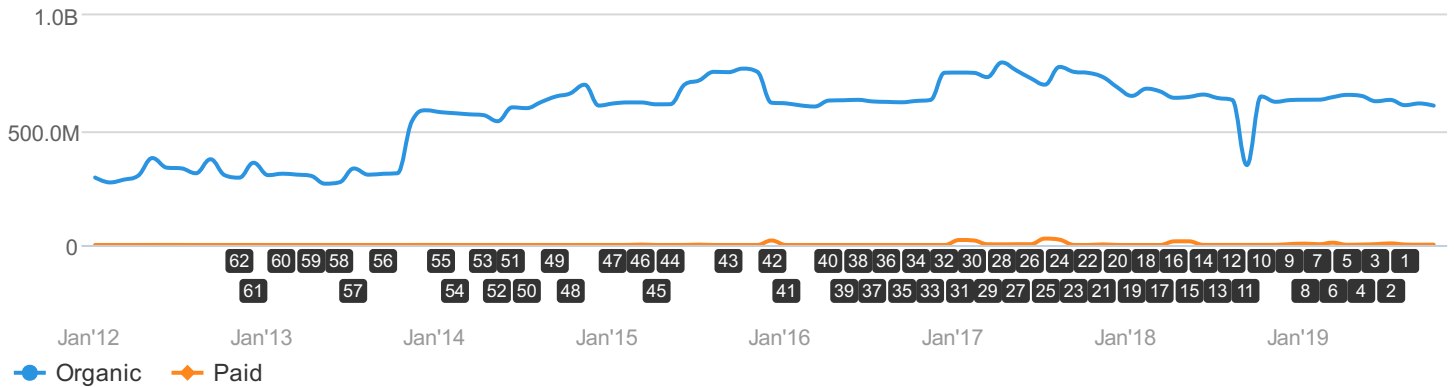
Publishers	2M
Advertisers	16

Paid Search: Ad Keywords by Country



Traffic: Organic vs Paid

facebook.com | US | All time



#	Date	Note	Category
1	Sep 25, 2019	Pre-Announced Google Core Update ↗ In an unusual move, Google has released an early warning that a core algorithm update is coming on September 25. This could mean that this update will be bigger than usual, as Google rarely confirms its updates.	Google organic
	Sep 18, 2019	Google Reduces the Number of Reviews in SERP ↗ Google has announced that it is now applying stricter rules for showing reviews in search results. The most significant change is that reviews that are only present on the website of the business itself will be ignored. The drop in the number of reviews shown is already noticeable in the SEMrush Sensor statistics, but the impact varies from industry to industry.	Google organic
	Sep 13, 2019	Friday the 13th Update ↗ This September, Friday the 13th was a really scary day for many webmasters, as search results began to change and rankings shifted. This could be a sign of a Google core algorithm update, as it has been some time since the previous one.	Unconfirmed
	Sep 10, 2019	Change in the Nofollow Links Treatment ↗ Google representatives have announced that they are changing the way they interpret the nofollow link attribute. Previously, links with nofollow were always ignored for ranking purposes. Now, Google will decide for itself whether to count this link or not. Google has also introduced two additional attributes for user-generated content and sponsored content.	Google organic
2	Aug 30, 2019	Signs of a Google Update at the End of Summer ↗ The summer has ended, but not before another wave of changes hit the search rankings. As usual, there were no comments from Google, but it seems that this update was predicted by possible insiders.	Unconfirmed
	Aug 8, 2019	Google Issue with Indexing New Content ↗ For the second time this year, Google is experiencing problems with indexing fresh content on the web. If your traffic depends a lot on new content (e.g. a news site), you may see a decline in traffic these days.	Google organic
3	Jul 18, 2019	"Maverick" Update ↗ Yet again this month, the SERPs are being rocked by a so far unconfirmed update. This one is the most significant so far on the Sensor scale, so it deserves its own name.	Unconfirmed

#	Date ▼	Note	Category
	Jul 16, 2019	Google Update to Reduce Adult Content ↗ In the middle of July, Google released an official update to its algorithm. Ambiguous queries that can be interpreted as adult-oriented will now show more “normal” results. In other words, when there is a non-adult-themed interpretation of the search query, Google will prefer it.	Google organic
	Jul 13, 2019	Signs of a Regular Google Update in July ↗ Webmaster forums and SEMrush Sensor indicate that a usual unannounced update happened around July 12-13.	Unconfirmed
4	Jun 7, 2019	Domain Diversity Update ↗ Google has rolled out an update to improve the situation when a single domain dominates search results for a specific query. As Google says, it generally will not show more than 2 URLs from the same domain in search results.	Google organic
	Jun 4, 2019	US Database Update SEMrush US database now contains over 160 million keywords.	SEMrush
		Pre-Announced Google Core Update ↗ In an unusual move, Google has announced that it will be releasing a core ranking algorithm update around June 3–4. According to a Google spokesman, there is nothing special or big about this update, and there are no particular things to watch out for or try to fix	Google organic
5	May 22, 2019	Search Results Shake Up. Another Google Indexing Bug Suspected ↗ As Google has confirmed another problem with indexing — this time related to new content--the SEMrush Sensor has reported significant shifts in rankings. It has yet to be determined if this is cause and effect.	Google organic
6	Apr 27, 2019	Unconfirmed Google Update after De-Indexing Fix ↗ After Google fixed its earlier problem with de-indexing some pages, its regular pattern of at least one unannounced update per month seems to have resumed. On April 27, the SEMrush Sensor detected significant shifts in rankings, and many webmasters confirmed that they saw changes in their traffic.	Unconfirmed
	Apr 7, 2019	Google De-indexing Issue Leads to Shifts in Rankings ↗ Google has confirmed that a glitch in their algorithm caused some pages to be de-indexed and removed from search results.	Google organic
7	Mar 12, 2019	Florida 2 Core Algo Update ↗ Danny Sullivan of Google has confirmed that a broad core algorithm update was released earlier this week. The update was dubbed Florida 2 at the WebmasterWorld forum. As it is a broad update, there are no specific changes to look out for. Updates like this focus on the overall quality of search and how well the results match the user's intent.	Google organic
	Mar 1, 2019	Unconfirmed Google Update around March 1 ↗ The SEMrush Sensor has been detecting an increase in SERP fluctuations since the beginning of March. A lot of webmasters have also noticed shifts in rankings and have reported a significant Google Update. While some of them claimed that the changes made on March 1 were later reversed on March 2, the SEMrush Sensor's measurements do not confirm that.	Unconfirmed
8	Feb 22, 2019	Volatility Spikes Continue Through February ↗ February turned out to be a very interesting month in terms of SERP changes. Statistics from SEMrush Sensor point to a series of small Google algorithm updates, with peaks on February 7, 12 and 22. Although none of these updates were commented upon by Google officials, webmasters agree that updates did occur.	Unconfirmed

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	Feb 7, 2019	Yet Another Google Update ↗ It seems that another unconfirmed Google update happened on February 7. It was reported by SEMrush Sensor and webmasters.	Unconfirmed
9	Jan 7, 2019	First Google Update of the Year ↗ The New Year begins with what seems to be a monthly Google Update. Webmasters and the SEMrush Sensor have reported that a substantial update started around January 7.	Unconfirmed
10	Nov 16, 2018	Signs of a regular Google Update ↗ A higher than normal search volatility in the middle of November points to a typical unannounced Google algorithm update. Healthcare and finance are among the most impacted industries	Unconfirmed
	Nov 1, 2018	Halloween Ranking Update ↗ Were you spooked by Google's activity on Halloween? Many webmasters have reported scary shifts in search results, and the SEMrush Sensor has also detected something sinister.	Unconfirmed
11	Oct 9, 2018	A Streak of Weekly Google Updates ↗ This autumn seems to be a turbulent season, with reports of ranking shifts coming almost every week. The latest update happened on October 9. As usual, Google representatives haven't confirmed it.	Unconfirmed
12	Sep 27, 2018	Google Birthday Update ↗ Google representatives have confirmed they released a minor search algorithm update on the company's anniversary, September 27. They did not disclose any details regarding this update.	Google organic
	Sep 11, 2018	Google Update on September 11th ↗ Following a series of smaller seismic shocks in late August and early September, SEMrush Sensor registered a huge impact on the 11th. High volatility combined with webmaster reports indicate another "silent" Google update. These updates usually happen without any official comment.	Unconfirmed
13	Aug 1, 2018	Google Search Quality Update ↗ Google has officially confirmed that it has released a major search quality update. According to its statement, the update is not focused on demoting bad content, but rather on providing more relevant results. Webmasters are still advised to look out for potential rankings drops.	Google organic
14	Jul 22, 2018	Monthly Google Algo Update in July ↗ The pattern of seeing approximately one ranking volatility spike per month continues. Around July 22, search results noticeably shifted, indicating that a regular Google Update is underway.	Unconfirmed
15	Jun 16, 2018	Mid-June Google Update Signs ↗ In the middle of June, we saw all the usual signs of a silent Google algo update. The SEMrush Sensor showed a spike in volatility, and webmasters across the world reported shifts in traffic and positions. The pattern of at least one such update per month seems to be holding.	Unconfirmed
16	May 24, 2018	A Google Update in May ↗ After two weeks of relative calm, the SEMrush Sensor has detected a sudden volatility spike suggesting that Google rolled out another update. This seems to be confirmed by webmasters reporting huge shifts in rankings and traffic.	Unconfirmed
17	Apr 17, 2018	Core Algo Update in April ↗ Google has confirmed that it released a core algorithm update in mid-April. Updates like this happen several times a year, and there are usually no particular recipes for fixing position drops. The SEMrush Sensor registered this update with peaks on April 18 and 20.	Google organic

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18	Mar 23, 2018	Continuing Update Signals ↗ There are some signals suggesting that either a core update confirmed earlier this month continues to reverberate through SERPs, or there was another update on March 23.	Unconfirmed
	Mar 9, 2018	Google Core Algo Update ↗ Google representatives have confirmed that they released a core ranking algorithm update over the weekend. Updates like this occur several times a year, but Google has no specific recommendations on what webmasters should fix if they have been hit by this update. The update has also affected the SEMrush Sensor score.	Google organic
	Mar 2, 2018	Signs of a Google Update ↗ The SEMrush Sensor and webmasters have reported that another Google Update has denoted the beginning of spring 2018. There is not a complete consensus, though, and the update might be niche-specific.	Unconfirmed
19	Feb 21, 2018	Significant Google Update in February ↗ With the SEMrush Sensor having detected an unprecedented quake across all databases, it is clear that something happened on February 21. However, the reports from webmasters are scarce so far, and there is no indication as to what the update was about.	Unconfirmed
20	Jan 23, 2018	A Series of Minor Google Updates ↗ The SEMrush Sensor has been showing an increased level of changes in search rankings for a while now. Many webmasters have reported swings in traffic. However, there is no indication of a single significant update yet. All signs look more like a series of smaller changes.	Unconfirmed
	Jan 15, 2018	Keyword Database Is Being Updated ↗ We are updating our keyword database, retiring old, unused keywords, and adding the new contemporary ones. We are also updating search volumes to make them more accurate.	SEMrush
	Jan 6, 2018	Google Algo Tweaks at the Beginning of the Year ↗ According to Barry Schwarz, the new year began with tweaks to several algorithm updates, which occurred in December. Based on his report, the earlier changes that dealt with keyword permutations, PBNs and celebrity sites, were fine-tuned by Google around January 5-7.	Unconfirmed
21	Dec 25, 2017	Google Update Targeting Spammy Links ↗ Barry Schwarz concluded, based on webmasters' reports, that another Google Update hit around the time of Christmas. This one seems to be deliberately targeting spammy link techniques, such as PBNs (Private Blog Networks). The update was not registered by the SEMrush Sensor, however.	Unconfirmed
	Dec 13, 2017	Pre-holidays Google Update ↗ Another Google update hit websites in the middle of December. It was reported by SEMrush Sensor and the WebmasterWorld experts, and later confirmed by Google's representatives. The analysis performed by Barry Schwarz suggests that the update hit at least two website categories: - Sites with too many landing pages targeting KW permutations - Sites with too many ads or thin content	Google organic
22	Nov 15, 2017	Mid-November Google Update ↗ Webmasters and the SEMrush Sensor have reported a high level of fluctuations in rankings this week, suggesting a significant update. Preliminary analysis shows that sites with lots of ads and thin content were affected.	Google organic
23	Oct 8, 2017	Columbus Day Weekend Update ↗ On October 7-9, all the usual signs of a Google Update were present: the SEMrush Sensor reported high volatility and webmasters were talking about position shifts. Google has not yet commented on what seems to have been a gradually rolled-out update.	Unconfirmed

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24	Sep 26, 2017	Google Results Shuffle Continues ↗ After two significant volatility spikes on September 16 and 20, the SEMrush Sensor and other monitoring tools again reported that there were signs of a possible Google Update. As usual, Google's representatives have not officially confirmed that an update has been released.	Unconfirmed
	Sep 16, 2017	Google Update on September 16th ↗ The SEMrush Sensor reported that Google's rankings volatility was off the charts on September 16. This was confirmed by considerable talk on webmaster forums, as many users reported sudden shifts in their domain's positions. The details of the update are not yet clear.	Unconfirmed
	Sep 8, 2017	Rankings Update on September 8 ↗ The SEMrush Sensor reported a volatility spike on September 8, a sign that an update is occurring. In a somewhat unusual pattern, webmasters began reporting shifts in positions and traffic almost two days earlier. No details of the update are available yet.	Unconfirmed
25	Aug 22, 2017	Hawk Local Algorithm Update ↗ The changes in the local pack rankings that were attributed to the Possum algorithm update a year ago now seem to have been partially rolled back. Possum previously forced similar businesses located near each other to be filtered out of local search results. On August 22, Google released a refined algorithm update, dubbed "Hawk," which returned the majority of those businesses to the local pack. Nevertheless, businesses that share the same building can still be filtered out.	Google organic
	Aug 19, 2017	Google Quality Update in late August ↗ Many websites experienced significant changes in rankings on August 14 and August 19. The analysis of the patterns suggests that another quality update has been rolled out, penalizing sites with bad user experience, such as: - Thin content with lots of ads - Broken links and/or Flash - Low relevance to the query	Google organic
26	Jul 8, 2017	Signs of a Google Update over the Weekend ↗ The SEMrush Sensor and other tracking tools have shown increased volatility in Google search results over the weekend. However, a potential update is yet to be confirmed by webmasters or Google's representatives	Unconfirmed
27	Jun 24, 2017	Significant Long-term Google Update ↗ With the SEMrush Sensor showing all-time-high volatility scores, this seems to be the biggest update so far. Many webmasters have also confirmed that they've seen traffic changes. Despite all efforts, this analysis has revealed no patterns for the update, and there has been no official announcement from Google.	Google organic
	Jun 14, 2017	Small Google Update on June 14th ↗ The SEMrush Sensor detected a high volatility in Google rankings on June 14. There are also some reports from webmasters who experienced traffic drops and rises. On the whole, the update seems to be of a limited nature.	Unconfirmed
28	May 17, 2017	Weeklong Google Update ↗ The SEMrush Sensor has reported a high volatility in Google's search results. Some webmasters have also confirmed that there was an update. Although this change may be caused by the recent drop of the Featured Snippet link from search results, it is not enough to completely explain the shifts, which have been occurring for a week already.	Google organic
29	Apr 4, 2017	Small Google Update on April 4th ↗ Many rank tracking tools, including the SEMrush Sensor, have reported that there was a rise in Google volatility on April 4. Some webmasters have noticed this movement as well. The Sensor reports an increase in the amount of ads being shown, but there is no evidence that it is related to the update	Unconfirmed

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30	Mar 17, 2017	AdWords' Exact Match Type Replaced with Semantic Match ↗ Google has announced that exact match keywords can now show for semantic match queries as well as exact match queries. This can lead to a decrease in conversion rates for some ads.	Google paid
	Mar 8, 2017	Large Google Rankings Update 'Fred' ↗ Webmaster forums have reported numerous position and traffic shifts. The SEMrush Sensor is also showing a High level of volatility this day. Google's representatives have officially confirmed that they released an update that specifically targets websites with "quality issues."	Google organic
	Mar 6, 2017	Google shows more Top Stories in Related Picks ↗ Google has added a new feature that allows users to see more AMPs in search results. Some pages now show the 'Related picks' section under Top Stories, which can be expanded into a series of AMPs.	Google organic
31	Feb 7, 2017	Google Algorithm Update on Feb 7th ↗ Although less than a week has passed since the previous shift in rankings, it appears that Google is rolling out another ranking algorithm update. Many webmasters and tracking tools, including SEMrush Sensor, have reported significant rankings changes in Google search results.	Google organic
	Feb 1, 2017	Google Algo Update Seems to Target PBNs ↗ Webmasters and the BlackHatWorld forum have reported that there seems to be a Google update penalizing PBNs (Private Blog Networks), a black hat SEO technique. Although these claims are supported by data from different tracking tools, including SEMrush Sensor, Google has not officially confirmed this update.	Google organic
32	Jan 24, 2017	Symptoms of a Google Update ↗ Although many tracking tools and webmasters reported multiple ranking and traffic changes on January 24, Google has not confirmed it released an update.	Unconfirmed
	Jan 16, 2017	MLK Day Update ↗ Some Google algorithm tracking tools and a few webmasters noticed signs of a Google Update on Martin Luther King day.	Unconfirmed
	Jan 10, 2017	Intrusive Interstitials Mobile Penalty ↗ Google has announced that starting January 10th it will be penalizing mobile pages with interstitials that impede user access to content. Here are the examples of techniques that could be penalized: - Pop-ups that cover the main content - Standalone interstitial that needs to be dismissed to access the main content - Hiding the main content below the fold	Google organic
33	Dec 15, 2016	Google Update Signals ↗ According to multiple reports, there were significant ranking changes in Google search results on December 15. This may be a major Google update or continuing testing of mobile-first index, which was rolled out a month ago.	Unconfirmed
	Dec 13, 2016	US Database Update ↗ SEMrush US database now contains over 120 million keywords.	SEMrush
	Dec 7, 2016	Desktop Search UI Update ↗ Google has updated the UI of its desktop search, bringing it closer to mobile UI. Apart from several visual changes, the desktop users now see more cards.	Google organic

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34	Nov 30, 2016	Signs of Google punishing sites for bad UX ↗ Glenn Gabe has reported significant changes in traffic for multiple sites, particularly those with intrusive ads, mobile pop-ups and other bad user experience practices. This update was neither confirmed by Google nor caught by major trackers.	Unconfirmed
	Nov 23, 2016	AMP Carousels for Hotel Listings ↗ Google now shows a new AMP Carousel for hotel listings in mobile search results.	Google organic
	Nov 18, 2016	Reversal of a previous Google Update ↗ Reports from webmasters and tracking tools indicate that another Google Update happened on November 18th. Part of the changes done by previous update are reported to be reversed.	Unconfirmed
	Nov 10, 2016	Google Algo Update: Mobile Impacted ↗ Several SERP tracking tools indicated significant changes in rankings on Thursday, November 10th. Symptoms indicate mobile-related changes, probably testing of mobile-first index.	Google organic
	Nov 4, 2016	Mobile-First Index Experiment Started ↗ Google announced that they've launched an experiment to use mobile version of the website as primary source of content. The scope of the experiment is limited for now, but will be gradually expanded. No significant impact on ranking is expected.	Google organic
35	Oct 24, 2016	Early signs of Google algorithm update ↗ Several webmasters as well as tracking tools have reported rankings changes in Google search results. At the moment, it is too early to say if it is a big change or a random fluctuation.	Unconfirmed
	Oct 13, 2016	Penguin 4.0 rollout complete ↗ Gary Illyes from Google confirmed that the rollout of Penguin 4.0 which started on September 23rd is completed by now.	Google organic
	Oct 5, 2016	Data suggests a Google Update or algorithm change ↗ Twitter discussions and data from tracking tools suggest that an algorithm change happened around October 5th, which may be a change in recent Penguin 4.0 or an unrelated algorithm update	Unconfirmed
36	Sep 28, 2016	Penguin 4.0 Recoveries start to roll out ↗ Penguin 4.0 penalty recoveries started to roll out on September 28th, according to Gary Illyes from Google. They seem to be completed by the beginning of next week, October 3rd.	Google organic
	Sep 23, 2016	Penguin 4.0 launch ↗ Google has officially launched Penguin 4.0. The update eliminates the long wait for site owners to recover if they have been penalized. Also, Penguin is now part of the core algorithm, same as Panda.	Google organic
	Sep 20, 2016	AMPs indexed in organic search ↗ Google has officially rolled out Accelerated Mobile Pages in organic search results around the world. Corresponding pages may see an increase in mobile traffic	Google organic
	Sep 13, 2016	Possible tweaks to previous weekend Google Update ↗ After big update on Friday, September 2nd, some more ranking fluctuations are reported a week later. This could be a sign that Google is tweaking the algorithm, but no official confirmation has been received.	Unconfirmed

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	Sep 2, 2016	Google Core Algo Update on Weekend ↗ Changes in core and local web search results have been widely reported by webmasters and ranking tools. John Mueller of Google did not officially confirm the update, although said it is definitely not Penguin 4.0.	Google organic
	Sep 1, 2016	Possum local algorithm launch ↗ 1. Businesses that fall outside of the physical city limits saw a huge spike in ranking. 2. Google is now filtering based on address and affiliation. 3. The physical location of the searcher is more important than it was before. 4. Search results vary more based on slight variations of the keyword searched. 5. The local filter seems to be running more independently from the organic filter.	Google organic
37	Aug 12, 2016	Possible boost of HTTPS as Ranking Signal ↗ Various sources report increase of HTTPS sites in top results. However, the change in algorithm has been denied by Google representative.	Unconfirmed
	Aug 2, 2016	Possible reversal of a previous Google Update ↗ Based on reports from webmasters and dedicated tools, there is a possibility that Google reversed the changed happened a week ago. Again significant changes have been noticed in ranking.	Unconfirmed
38	Jul 26, 2016	Expanded Text Ads are Live Google has officially launched expanded text ads. The extra-long ads with double headlines are now available across all devices. This may potentially change paid traffic flows.	Google paid
		Signals of a possible Google Update ↗ Webmasters and tracking tools reported increased volatility in Google rankings, but no confirmed update from Google has been announced	Unconfirmed
39	Jun 26, 2016	Evidence of a Google Update in June ↗ Evidence collected by a researcher suggests that there was a Google Update in June, but no confirmation from official sources had been received	Unconfirmed
40	May 12, 2016	Mobile Friendly Boost ↗ Google representatives announce completion of an update which improves positions of mobile-friendly websites in mobile search	Google organic
41	Feb 20, 2016	Right sidebar Ads removed ↗ Google will no longer show ads in the right sidebar. Now it will place up to four ads above the search results and all the rest will be moved to the bottom of the results page, which may lead to a drop in click-through rates. This update is limited to desktop search results.	Google paid
42	Jan 16, 2016	Burj Khalifa Update ↗ Another core algorithm update confirmed by Google's representatives after significant fluctuations on the weekend.	Google organic
	Jan 8, 2016	Google Core Update ↗ Google's representatives have confirmed that they rolled out a core ranking algorithm update that took more than a week to complete.	Google organic
43	Oct 26, 2015	RankBrain Introduction ↗ Google announced the usage of machine-learning algorithm called RankBrain to sort search results	Google organic

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	Oct 1, 2015	US Database Update ↗ On October 1st we launched an update of our US database update. Now it contains more than 80 million keywords and top 100 organic positions for each of them.	SEMrush
44	Jun 22, 2015	Panda 4.2 ↗ Google has announced that it has launched a Panda refresh, but it may take months to fully roll out.	Google organic
45	May 3, 2015	The Quality Update ↗ Google has confirmed that it made changes to its core ranking algorithm in terms of how quality signals are processed.	Google organic
46	Apr 22, 2015	Mobile Friendly Update ↗ Google has begun the global rollout of the mobile-friendly update that impacts search rankings on mobile devices only. This update introduces mobile-friendliness as a ranking factor and applies only to individual pages, not entire websites.	Google organic
47	Feb 5, 2015	Unnamed Update ↗ Multiple SERP-trackers and many webmasters reported major flux in Google SERPs. Google did not officially confirm an update.	Google organic
48	Nov 13, 2014	Google Drops Carousel for Local Listings ↗ Google replaces its horizontal Carousel display of local search results by a 3-pack of organic listings. Several categories are affected: restaurants, nightlife, entertainment and hotels.	Google organic
49	Oct 24, 2014	Google Pirate Update ↗ Google announced an update to its filtering system. Near the end of the month torrent tracker websites took a dive in the search results	Google organic
	Oct 23, 2014	Panda 4.1 ↗ Google has announced that the latest version of its Panda Update — a filter designed to penalize “thin” or poor content from ranking well — has been released	Google organic
	Oct 17, 2014	Penguin 3.0 ↗ Google updated their Penguin algorithm with version 3.0. It evaluates a site’s backlink profile and may demote a site if it is poor	Google organic
	Oct 2, 2014	In the News' Box ↗ Google made a change in the display of the News-box results, and later announced they had expanded the news websites links set	Google organic
50	Aug 24, 2014	Authorship Removed ↗ John Mueller of Google Webmaster Tools announced that Google will completely stop showing authorship information in search results - both author photos and bylines	Google organic
	Aug 6, 2014	HTTPS as rank signal ↗ Google officially announced their decision to start using HTTPS as a ranking signal. Initially the update would affect less than 1% of queries, but we should expect for HTTPS to gain weight over time	Google organic
51	Jul 24, 2014	Pigeon ↗ Google has released a new algorithm to provide a more useful, relevant and accurate local search results that are tied more closely to traditional web search ranking signals. The changes will be visible within the Google Maps search results and Google Web search results.	Google organic

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52	Jun 12, 2014	Payday Loan 3.0 ↗ The third version of PayDay Loan algorithm is officially announced, specifically targeting “very spammy queries”	Google organic
53	May 19, 2014	Panda 4.0 ↗ Matt Cutts announced the release of a major Panda update, affecting different languages to different degrees. For English-language the amount of affected queries revolving around 7,5%	Google organic
	May 16, 2014	Payday Loan 2.0 ↗ Google has confirmed they have released a new algorithm update to their Payday Loan Algorithm update over this weekend. This algorithm specifically targets “very spammy queries”	Google organic
54	Mar 24, 2014	Unnamed Update ↗ Major algorithm flux trackers and sites reported ranking changes, but this update was never confirmed by Google.	Google organic
55	Feb 6, 2014	Top Heavy 3 ↗ Google has released a refresh of its Page Layout Algorithm. The filter, downgrades the ranking of a web page with too many ads at the top or if the ads are deemed too distracting for users.	Google organic
56	Oct 22, 2013	AdRank Update ↗ Google announced a change to Ad Rank, its ad serving calculation in AdWords that determines where your ad shows and how much you'll pay per click. In addition to max CPC bid and quality score, Ad Rank will now factor in the expected impact from ad extensions and formats	Google paid
	Oct 4, 2013	Penguin 2.1 ↗ The fifth confirmed release of Google's “Penguin” spam fighting algorithm went live, expected to impact about 1 percent of all searches	Google organic
57	Aug 20, 2013	Hummingbird ↗ Officially announced by Google a month later, Humminbird is an update of its core ranking algorithm	Google organic
58	Jul 27, 2013	Multi-Week Update ↗ A series of updates confirmed by Google representatives, spanning several weeks	Google organic
59	May 22, 2013	Penguin 2.0 ↗ Matt Cutts, the head of Google's Web spam team, announced the new Penguin 2.0 update saying that 2.3% of English queries will be noticeably impacted by this update	Google organic
60	Mar 14, 2013	Panda #25 ↗ Final update before incorporation of Panda into main algorithm	Google organic
61	Jan 22, 2013	Panda #24 ↗ Official Panda update announce by Google	Google organic
62	Dec 21, 2012	Panda #23 ↗ Official Panda update announce by Google	Google organic

Organic search traffic

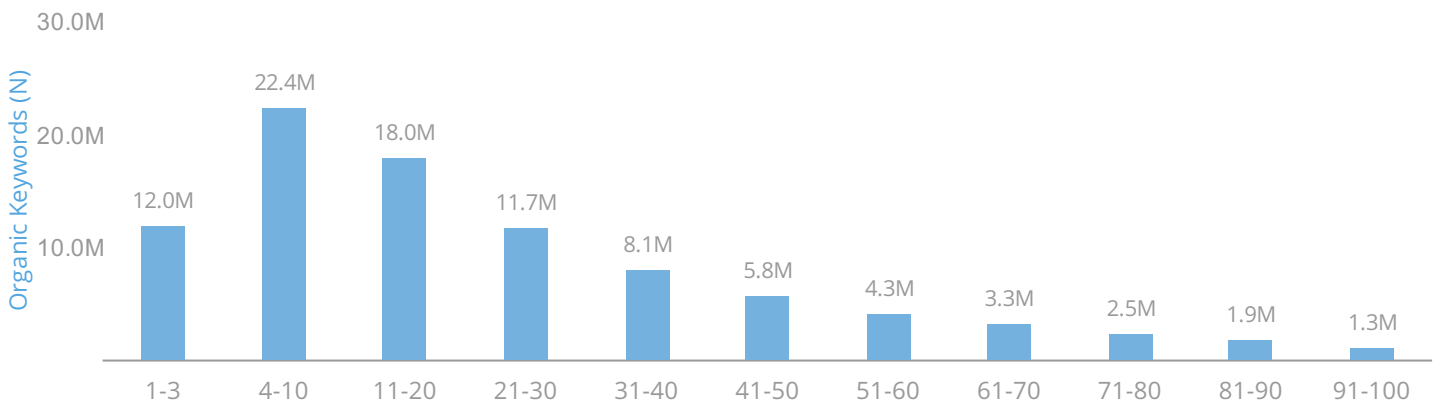
Organic Search: Top Keywords (91,226,930)

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Keyword	Pos	Volume	CPC (USD)	Traffic
facebook	1 (1)	226,000,000	0.63	29.78%
facebook login	1 (1)	37,200,000	0.75	4.90%
fb	1 (1)	4,090,000	0.94	0.53%
facebook com	1 (1)	3,350,000	0.95	0.44%
facebook com login	1 (1)	3,350,000	0.93	0.44%

Organic Search: Keyword Position Distribution

US | facebook.com



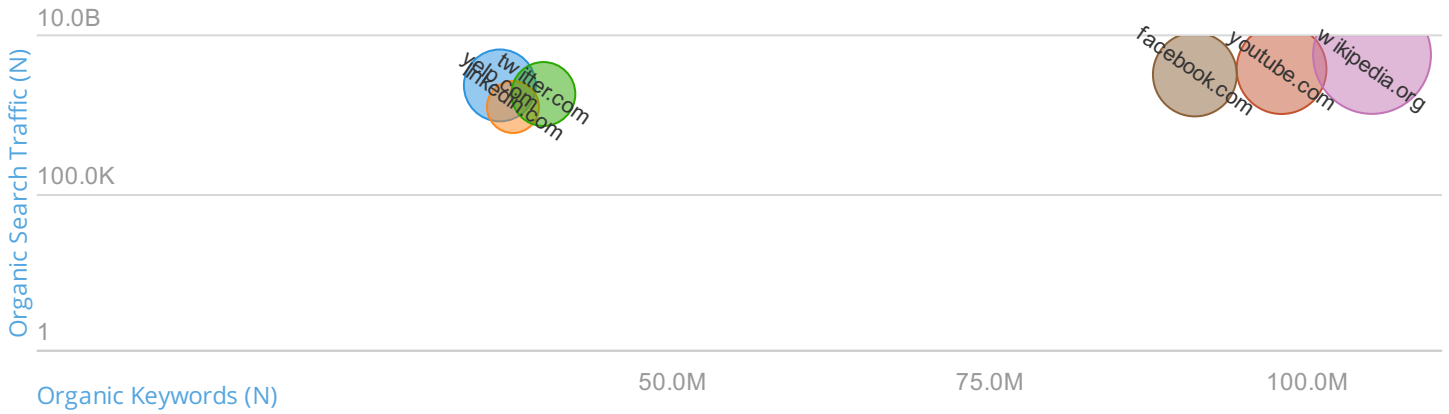
Organic Search: Top Competitors (20,900,989)

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Competitor	Com. Keywords	SE Keywords	Com. Level
yelp.com	13.7m	36.5m	39%
linkedin.com	9.5m	37.5m	28%
twitter.com	8.8m	39.9m	27%
youtube.com	9.0m	98.1m	24%
wikipedia.org	11.5m	105.2m	24%

Organic Search: Competitive Position Map

US | facebook.com



Organic Branded Search

US | facebook.com

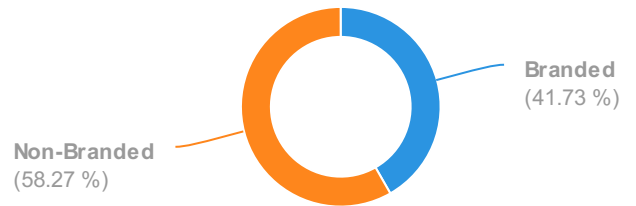
253.3M 0% TRAFFIC

Keywords 318.5K

Branded vs Non-Branded

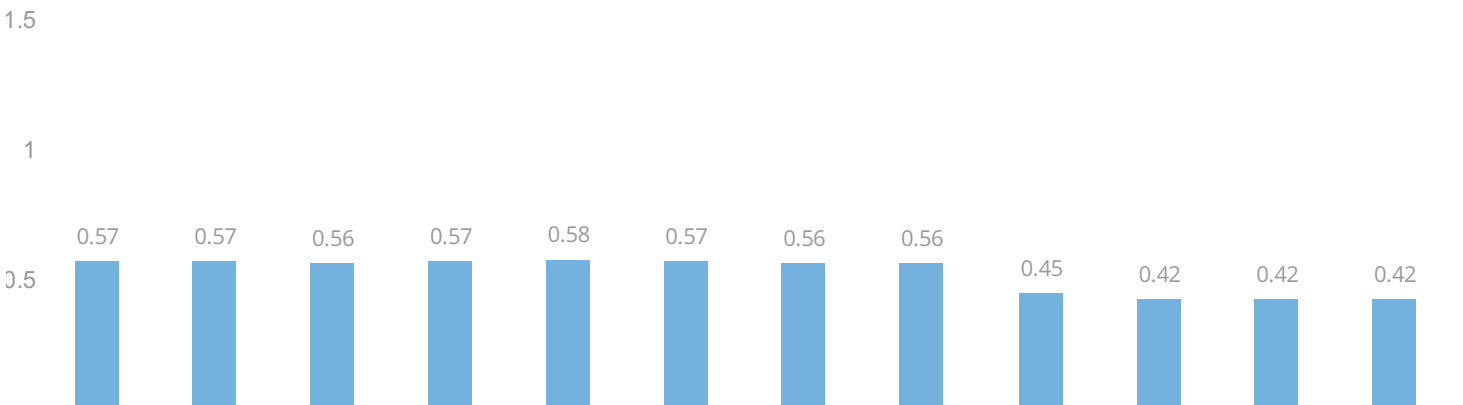
US | facebook.com

41.73% **58.27%**
Branded Traffic Non-Branded Traffic



Organic Search: Branded Traffic Trend

US | facebook.com



Paid search traffic

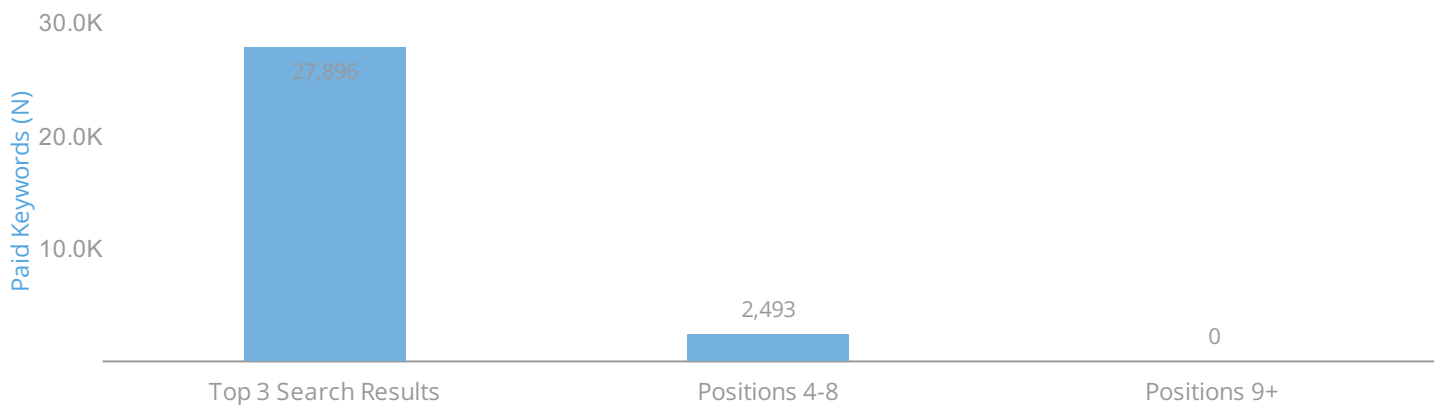
Paid Search: Top Keywords (30,389)

US | facebook.com

Keyword	Pos	Volume	CPC (USD)	Traffic
wwe	1 (1)	3,350,000	3.50	9.35%
kayak	1 (1)	2,740,000	0.12	7.64%
parent portal	1 (1)	823,000	2.43	2.29%
go fund me	1 (1)	673,000	1.55	1.87%
go fund me	1 (1)	673,000	1.55	1.87%

Paid Search: Ad Copy Position Distribution

US | facebook.com



Paid Search: Top Competitors (6,280)

US | facebook.com

Competitor	Com. Keywords	Ads Keywords	Com. Level
top10bestdatingsites.com	1.6k	9.0k	8%
top5-datingsites.com	1.2k	5.7k	7%
consumer-rankings.com	796	7.1k	4%
rent.com	844	10.0k	4%
whatsyourprice.com	712	3.5k	4%

Paid Search: Competitive Positioning Map

US | facebook.com



Sample Ads (30,389)

US | facebook.com

[WWE Friday Night SmackDown | Friday, October 4th on FOX](#)

Ad www.facebook.com/

Only 10 hours Until The Premiere of WWE Friday Night SmackDown. Premieres Friday, October 4th at 7:30p/6:30ct.

<http://portal.facebook.com/Experience-More/Stay-Connected>

Ad portal.facebook.com/Experience-More/Stay-Connected

If you can't be there, feel there with Portal. Smart video calling to fit every family. See all the...

[Facebook® Groups | Looking to Talk Kayaking?](#)

Ad www.facebook.com/

Find communities that match your interests. Your communities are waiting for you. Find Your Groups. More Together. Meaningful Connections. Share Your Experiences. Types: Basketball, Football, Soccer, Baseball, Pickup, Fantasy, College, MMA.

[Start a Facebook Fundraiser | Easy to Start](#)

Ad www.facebook.com/RaiseMoney/Start_New

Fundraise with Protected Payments to Help Keep Credentials Secure for You & Your Donors. Use Facebook to Help Build Trust and Community with a Network of Potential Donors. No or Low Fees. Easy Setup. Quick Payouts. No Fees For Nonprofits. Share with Friends.

Backlinks

Top backlinks

Root Domain: facebook.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Chevereto - Image Hosting Script https://chevereto.com/	Facebook https://facebook.com/chevereto	-
YouTube https://www.youtube.com/	https://www.facebook.com/michaelcthulhu https://www.facebook.com/michaelcthulhu	
Disqus - The #1 way to build an audience on your website https://disqus.com/?ref_noscript	https://www.facebook.com/disqus/	-
YouTube https://www.youtube.com/	https://www.facebook.com/telekanal.tnt/ https://www.facebook.com/telekanal.tnt/	
YouTube https://www.youtube.com/	https://www.facebook.com/Inter.ua?ref=hl https://www.facebook.com/Inter.ua?ref=hl	

Backlinks: Top Anchors

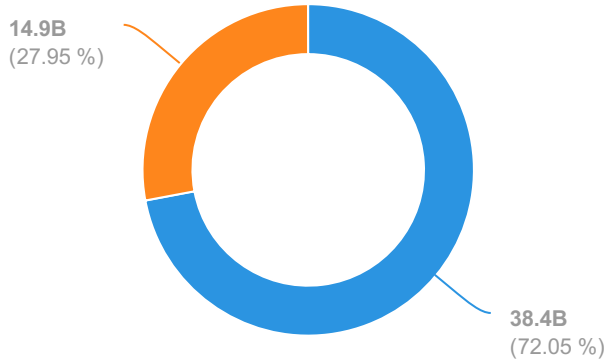
Root Domain: facebook.com

Anchors	Percentage	Domains	Backlinks
facebook	3%	9,384,550	1,753,835,564
	3%	33,220	1,710,072,914
view on facebook	1%	103,833	583,739,724
follow us on facebook	1%	571,697	272,898,495
photo	0%	65,414	223,565,313

Backlinks: Follow vs Nofollow

facebook.com

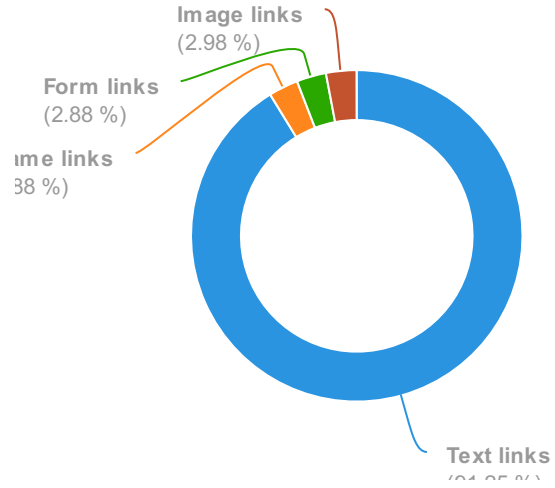
38.4B Follow links
14.9B Nofollow links



Backlinks Types

facebook.com

51.3B Text links
326.4M Frame links
6.7M Form links
1.7B Image links



Backlinks: Top Referring Domains

Root Domain: facebook.com

Root Domain	Backlinks	IP / Country
working-dog.com	182,158,109	138.201.34.247
advisor.travel	153,026,403	37.58.57.176
justdoall.com	135,817,264	66.33.194.12
libsyn.com	120,664,164	204.16.244.13
bdcocpa.com	112,757,371	204.232.171.177

Backlinks: Top Indexed Pages

Root Domain: facebook.com

Title and URL	Domains	Backlinks
http://facebook.com/finddotjobs/	26,624	1,452,538,895
Willkommen bei Facebook - anmelden, registrieren oder mehr erfahren https://www.facebook.com/	736,199	565,062,874
http://www.facebook.com/	631,612	224,110,538
http://facebook.com/	452,580	206,769,921
https://facebook.com/	229,871	154,993,464

Display advertising

Display Advertising: Recent Sites (2,438,382)

Publishers	Ads	Image	HTML	Text
www.neoseeker.com	38.7K	18.8K	962	18.9K
tw.stock.yahoo.com	505	8	96	401
forvo.com	25.2K	12.0K	900	12.3K
www.wincustomize.com	12.7K	6.1K	754	5.8K
streema.com	39.8K	15.7K	2.1K	22.1K

Display Advertising: Landing Pages (73,338)

Landing	Times seen
https://m.facebook.com/campaign/landing.php	74.4m
http://www.facebook.com/campaign/landing.php	50.3m
https://www.facebook.com/campaign/landing.php	45.8m
https://m.facebook.com/campaign/landing.php	21.7m
http://www.facebook.com/campaign/landing.php	19.3m

Display Advertising: Sample Text Ads (1,904,185)

facebook.com

Facebook® Official Site

Ad

Catch up with friends and family on Facebook today

Facebook® Official Site

Ad Facebook®

Catch up with friends and family on Facebook today

Create A Profile Now

Ad

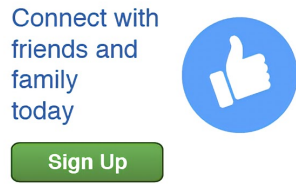
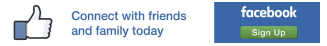
Facebook - Connect To The World

Facebook® Account Sign Up

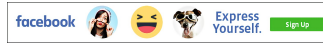
Ad

Connect With Your Friends Online. Join the Facebook Community - Free!

Display Advertising: Sample Image Ads (596,436)



Connect with friends and family today



Start connecting with your friends today.

