

What is Similarweb

- Analytical intelligence that analyze website performance & traffic
- Compare website to competitor
- Discover leads
- Find top-performing keywords
- Learn visitor interests, locations, and behavior
- Track trends in online campaigns & marketing channels.



<https://www.similarweb.com>

What Problems Does Similarweb Solve?

Analyze your website performance to compare to competitors

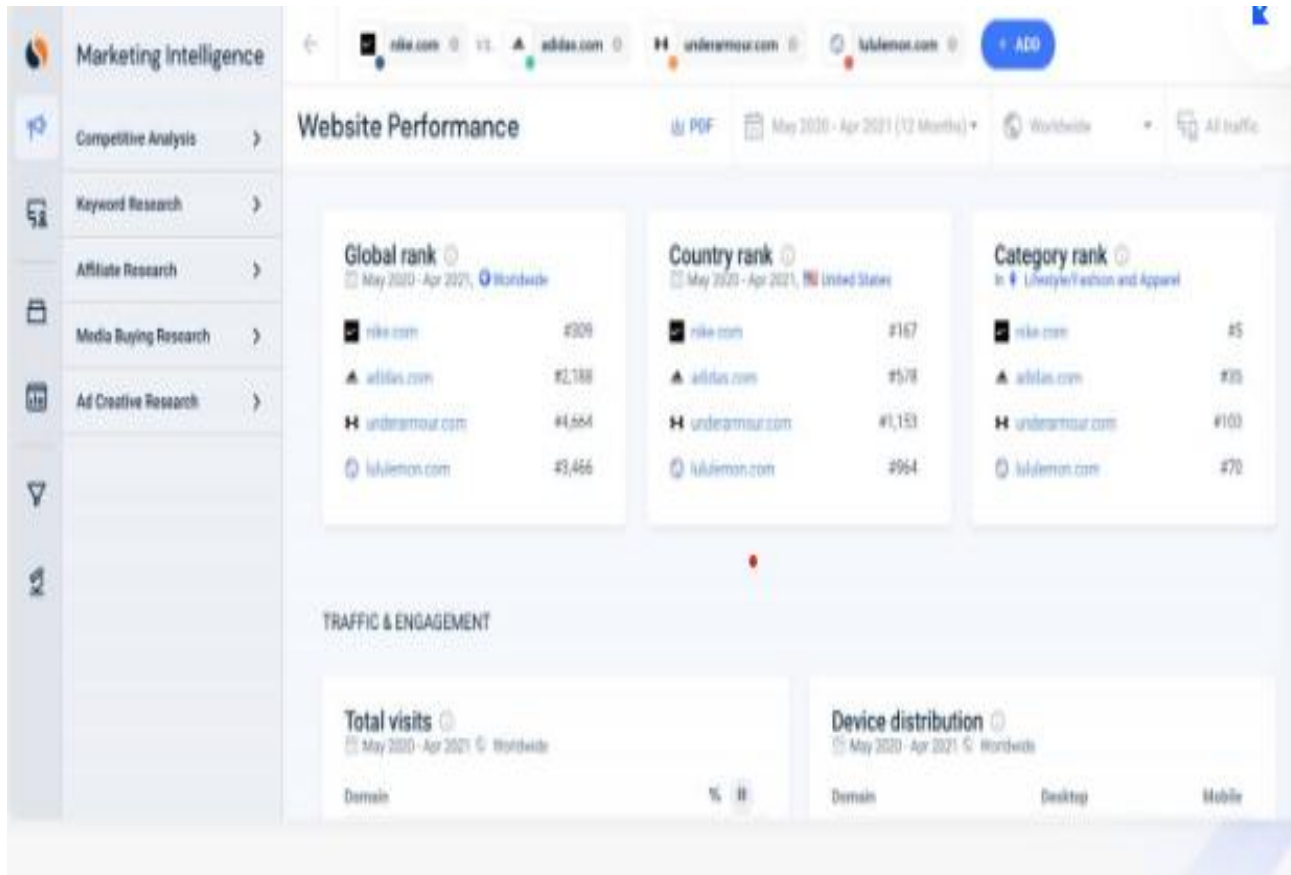
Help you to find & generate leads

Give insight into competition

Helps you to understand your target audience

Improve website performance

How Does Similarweb Work?



- Analyze competitors, market share & identifies audience
- Captures workflows from data collection
- Collects data from sources to generate traffic estimates and insights
- Estimates visits, pageviews, time on site, bounce rates, and traffic sources
- Gathers anonymized browsing data
- Generate insights, reports, and leads

How Can a Small Business Use SimilarWeb?



Bakery:

- **Specific Use:** Can use to analyze other bakery website to see what are the top products, how do similar bakeries market their products, what is working & what is not.



Boutique Shop:

- **Specific Use:** Can use to identify & discover fashion trends, seasonal styles, or popular product to tailor their inventory based on customer interests.



Fitness Studio:

- **Specific Use:** Can use to analyze customer interests and optimize marketing channels to attract new members and retain current ones
Analyze, track & compare competition

Similarweb Competitors

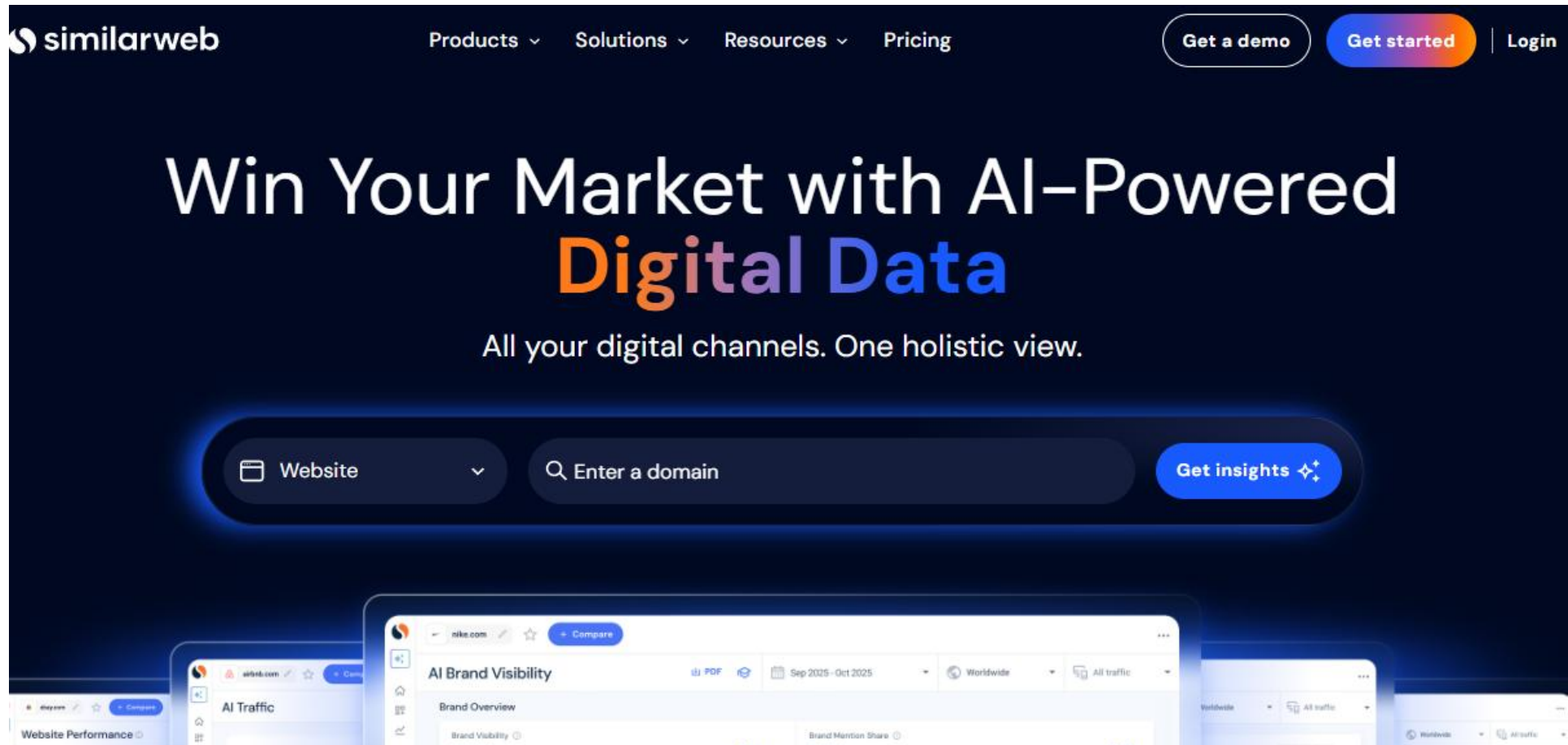
Feature	Similarweb	Semrush	SpyFu	Google Analytics
Website traffic & engagement	Estimates + external	Estimated + internal)	(Estimated)	× (only your own site)
Traffic source breakdown	✓	✓	×	✓
Competitive benchmarking	✓	✓	✓	×
Audience insights & demographics	✓	Moderate	Limited	✓ (first-party only)
Market research & trends	✓	Good	Moderate	×
Lead generation tools	Moderate / AI features	Good	Good	×

Similarweb Cost

Plan	Approx. Cost (per month)	Includes
AEO Intelligence	\$99/month	<ul style="list-style-type: none">• Basic traffic overview
Competitive Intelligence	\$125/month	<ul style="list-style-type: none">• Basic traffic & engagement• Audience demographics• Competitor alerts
Competitive Intel & SEO	\$335/month	<ul style="list-style-type: none">• Adds keyword research• Rank tracking,• Site audit• Backlink analytics
Competitive Intel, SEO & Ads	\$540/month	<ul style="list-style-type: none">• Adds paid search & display• Ad insights

Getting Started With Similarweb - Demo

- Demo: <https://youtu.be/JUuqpgPVWH8?si=0rd4MGQg8b3U8JVY>



The image shows the homepage of the Similarweb website. The header features the Similarweb logo on the left, navigation links for Products, Solutions, Resources, and Pricing in the center, and buttons for Get a demo, Get started, and Login on the right. The main content area has a dark blue background with the headline "Win Your Market with AI-Powered Digital Data" in white and orange text. Below the headline is the tagline "All your digital channels. One holistic view." A large search bar is centered, containing a "Website" dropdown menu, a search input field with the placeholder "Enter a domain", and a "Get insights" button with a sparkle icon. At the bottom, there are several overlapping screenshots of the Similarweb dashboard, showing various analytics reports such as "AI Brand Visibility", "AI Traffic", and "Website Performance".