SimilarWeb

MARCH 2021

Website Analysis

- cambriausa.com
- pentalquartz.com
- caesarstoneus.com
- silestoneusa.com

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Global rank

Dec 2020 - Feb 2021, Worldwide

cambriausa.com	#154,368
pentalquartz.com	#702,057
caesarstoneus.com	#159,751
silestoneusa.com	#394,069

Country rank

Dec 2020 - Feb 2021, United States

cambriausa.com	#31,224
pentalquartz.com	#139,449
caesarstoneus.com	#34,343
silestoneusa.com	#78,645

Category rank

In Heavy Industry and Engineering/Construction and I

cambriausa.com	#147
pentalquartz.com	#1,153
caesarstoneus.com	#169
silestoneusa.com	#561

TRAFFIC & ENGAGEMENT

Total visits

Dec 2020 - Feb 2021 United States

Domain	
cambriausa.com	618,746
pentalquartz.com	86,665
caesarstoneus.com	727,518
silestoneusa.com	189,405

Device distribution

Dec 2020 - Feb 2021 United States

Domain		
cambriausa.com	49.8%	50.2%
pentalquartz.com	39.7%	60.3%
caesarstoneus.com	25.7%	74.3%
silestoneusa.com	56.7%	43.3%

Engagement

Dec 2020 - Feb 2021 United States All traffic

Metric	cambriausa.com	pentalquartz.com	caesarstoneus.com	silestoneusa.com
Monthly visits	206,249	28,888	**242,506**	63,135
Monthly unique visitors	147,720	17,424	**157,658**	44,526
Visits / Unique visitors	1.40	**1.66**	1.54	1.42
Deduplicated audience BETA	N/A	N/A	N/A	N/A
Visit duration	**00:02:56**	00:01:05	00:01:07	00:02:25
Pages per visit	**3.90**	2.95	2.52	3.65
Bounce rate	47.61%	65.21%	63.38%	**36.68%**

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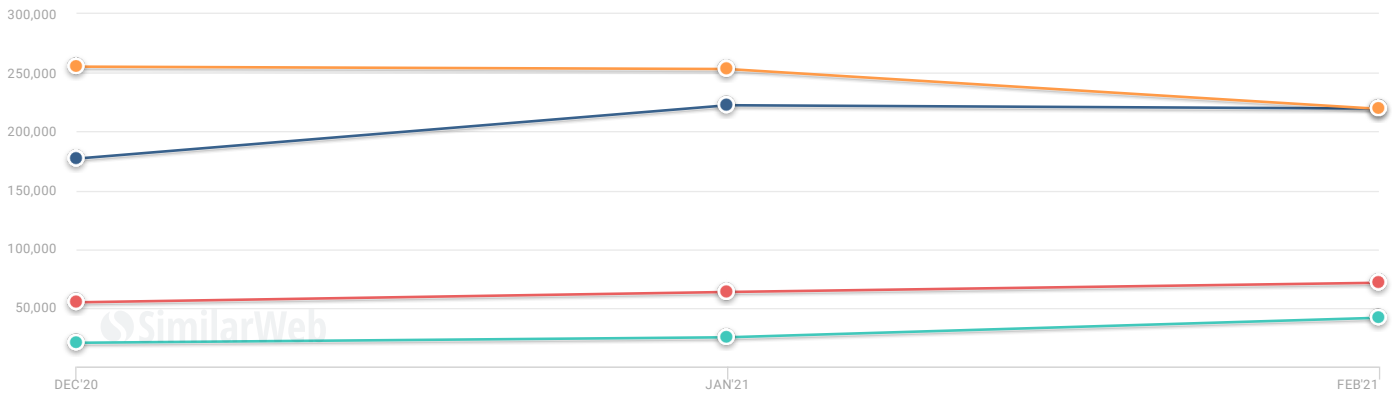
Visits over time

Dec 2020 - Feb 2021, All Traffic

cambriausa.com	pentalquartz.com	caesarstoneus.com	silestoneusa.com
618.7K	86.7K	727.5K	189.4K



GEOGRAPHY

Top countries

Dec 2020 - Feb 2021, Desktop

cambriausa.com · pentalquartz.com · caesarstoneus.com · silestoneusa.com

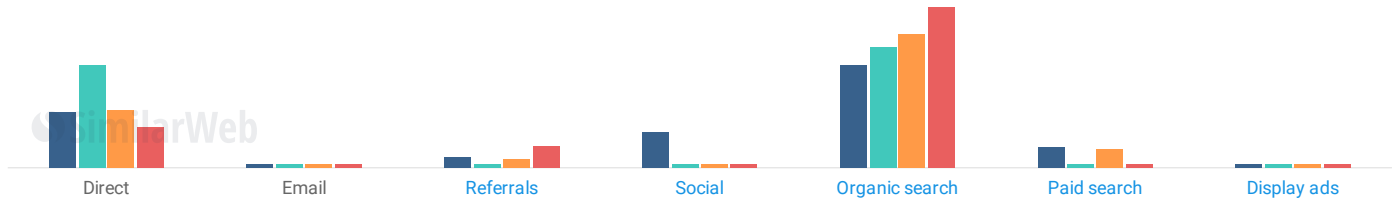
Country	Traffic Share	Group Traffic Share Split
United States	85.14%	48.4% / 29.4% / 16.8%
Canada	4.28%	59.9% / 27.7% / 10.9%
Israel	3.03%	94.9%
India	1.33%	37.8% / 50.0% / 12.2%
Australia	0.70%	90.4%

MARKETING CHANNELS

Channels overview

Dec 2020 - Feb 2021 United States Desktop Only

cambriausa.com · pentalquartz.com · caesarstoneus.com · silestoneusa.com



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ORGANIC SEARCH

silestoneusa.com is in the lead with **70.18%** organic search

Top organic search terms

Dec 2020 - Feb 2021 Desktop United States

cambriausa.com pentalquartz.com caesarstoneus.com silestoneusa.com

Search Term	Traffic Share	Group Share Split	Volume	CPC
cambria	6.14%	100%	69,540	$0.75
silestone	4.73%	100%	23,970	$1.02
cambria quartz	4.61%	100%	17,460	$0.83
caesarstone	3.86%	100%	18,640	$0.41
quartz countertops	2.92%	64.6% 18.1% 17.3%	260,250	$2.01

There are **1.3K** organic keywords sending traffic to your competitors but not to you

You are getting more traffic than your competitors in **268** organic keywords

You and your competitors have **73** organic keywords trending this month

PAID SEARCH

cambriausa.com is in the lead with **9.31%** paid search

Top paid search terms

Dec 2020 - Feb 2021 Desktop United States

cambriausa.com pentalquartz.com caesarstoneus.com silestoneusa.com

Search Term	Traffic Share	Group Share Split	Volume	CPC
cambria	8.67%	100%	69,540	$0.75
caesarstone	7.02%	100%	18,640	$0.41
cambria quartz	6.23%	100%	17,460	$0.83
quartz countertops	4.66%	63.8% 36.2%	260,250	$2.01
ceaserstone	2.73%	100%	9,150	$0.49

You and your competitors have **10** paid keywords trending this month

There are **39** paid keywords sending traffic to your competitors but not to you

You are getting more traffic than your competitors in **70** paid keywords

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REFERRALS

silestoneusa.com is in the lead with **9.54%** referrals traffic

Top referring websites

Dec 2020 - Feb 2021 United States Desktop Only

cambriausa.com pentalquartz.com caesarstoneus.com silestoneusa.com

Domain	Category	Traffic Share	Group Traffic Share Split
contestgirl.com	Gambling	10.08%	100%
olivemill.com	Unknown	7.69%	23.5% 61.5% 15.0%
silestone.com	Home and Garden	6.83%	100%
google.com	Search Engines	6.06%	67.6% 13.3% 19.0%
kitchendesignbyidan.com	Unknown	4.61%	62.5% 12.5% 25.0%

AD MONETIZATION

Top ad destinations

Dec 2020 - Feb 2021 United States Desktop Only

cambriausa.com pentalquartz.com caesarstoneus.com silestoneusa.com

Domain	Total Group Traffic Share	Total Group Traffic Share Split
choicehotels.com	69.20%	100%
aliexpress.com	30.80%	100%

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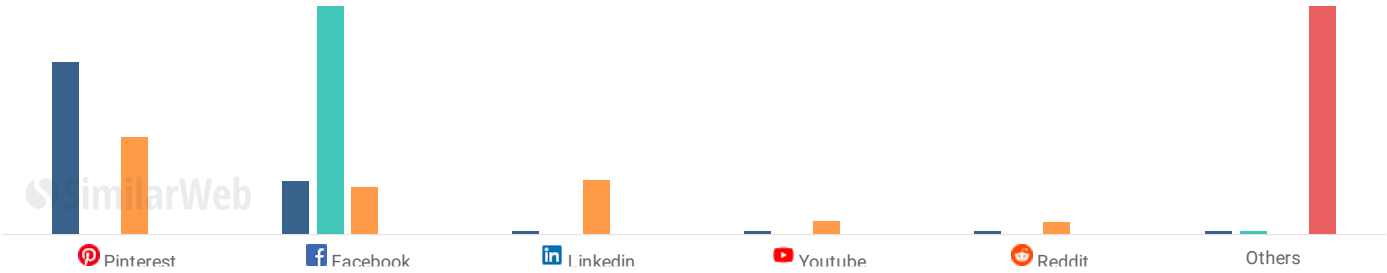
SOCIAL

cambriausa.com is in the lead with **15.75%** social traffic

Social traffic

Dec 2020 - Feb 2021 United States Desktop Only

cambriausa.com pentalquartz.com caesarstoneus.com silestoneusa.com



DISPLAY ADVERTISING

caesarstoneus.com is in the lead with **<1%** display ads traffic

Top publishers

Dec 2020 - Feb 2021 United States Desktop Only

cambriausa.com pentalquartz.com caesarstoneus.com silestoneusa.com

Domain	Total Group Traffic Share	Total Group Traffic Share Split
sebringdesignbuild.com	23.88%	100%
drweil.com	19.89%	100%
pufikhomes.com	19.89%	100%
6parknews.com	18.17%	100%
electrek.co	18.17%	100%

Display ad network

Dec 2020 - Feb 2021 United States Desktop Only

cambriausa.com pentalquartz.com caesarstoneus.com silestoneusa.com

Ad Network	Total Group Traffic Share	Total Group Traffic Share Split
Google Display Network	99.9%	27.5% / 72.5%

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