

September 2024

# Website Analysis

- vesti.kz
- prosports.kz
- shaiba.kz
- sports.kz
- sportx.kz



View the full analysis at:  
[pro.similarweb.com](https://pro.similarweb.com)

### Global rank

Last 28 days (As of Sep 28) Worldwide

Domain	Rank
vesti.kz	#33,718
prosports.kz	#441,407
shaiba.kz	#98,731
sports.kz	#9,282
sportx.kz	#2,167,174

### Country rank

Last 28 days (As of Sep 28) Kazakhstan

Domain	Rank
vesti.kz	#184
prosports.kz	#5,574
shaiba.kz	#489
sports.kz	#122
sportx.kz	#22,714

### Industry rank

In Sports/Sports - Other

Domain	Rank
vesti.kz	#464
prosports.kz	#5,822
shaiba.kz	#1,309
sports.kz	#154
sportx.kz	#26,116

## Traffic & Engagement

### Total visits

Last 28 days (As of Sep 28) Worldwide

Domain		
vesti.kz	<div><div></div></div>	2.232M
prosports.kz	<div><div></div></div>	93,888
shaiba.kz	<div><div></div></div>	820,961
sports.kz	<div><div></div></div>	8.869M
sportx.kz	<div><div></div></div>	12,265

### Device distribution

Last 28 days (As of Sep 28) Worldwide

Domain	Desktop	Mobile
vesti.kz	4.7% <div><div></div></div>	95.3%
prosports.kz	15.1% <div><div></div></div>	84.9%
shaiba.kz	10.9% <div><div></div></div>	89.1%
sports.kz	3.2% <div><div></div></div>	96.8%
sportx.kz	29.2% <div><div></div></div>	70.8%

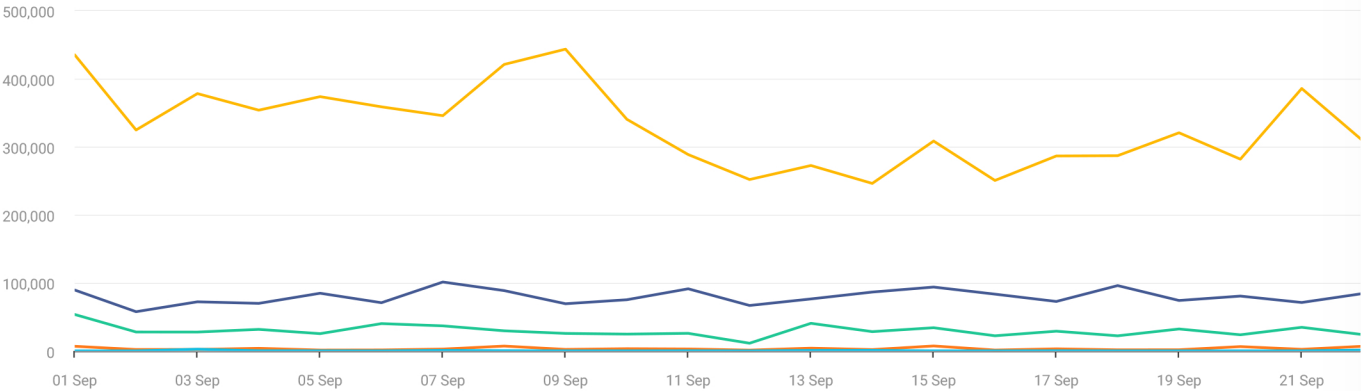
### Engagement

Metric	vesti.kz	prosports.kz	shaiba.kz	sports.kz	sportx.kz
Daily avg. visits	79,721	3,353	29,320	316,751	438
Visit duration	00:01:29	00:01:10	00:02:38	00:01:24	00:00:33
Pages per visit	2.04	1.71	2.22	1.85	1.49
Bounce rate	48.32%	49.64%	45.72%	43.54%	61.79%
Page Views	162,304	5,724	65,159	584,868	652

Visits over time

Last 28 days (As of Sep 28) Worldwide All traffic

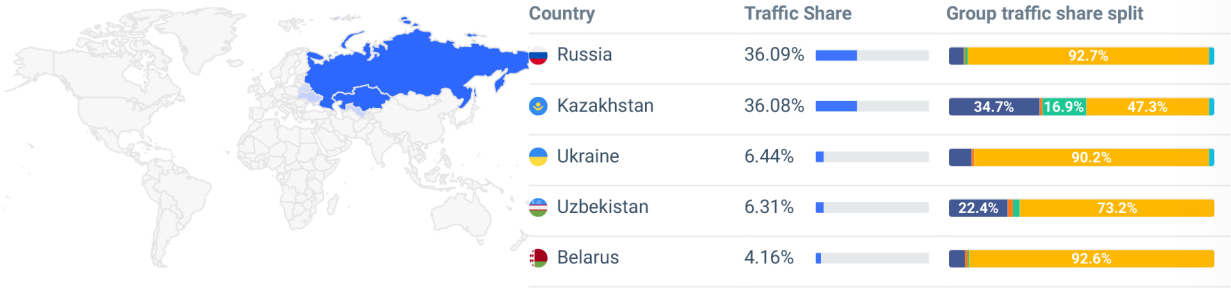
vesti.kz 2.232M  
prosports.kz 93,888  
shaiba.kz 820,961  
sports.kz 8.869M  
sportx.kz 12,265



Geography

Top Countries

Last 28 days (As of Sep 28) All traffic



Marketing Channels

Channels overview

Last 28 days (As of Sep 28) Worldwide Desktop

vesti.kz 105,339  
prosports.kz 14,222  
shaiba.kz 89,334  
sports.kz 280,559  
sportx.kz 3,577



## Organic Search

prosports.kz is in the lead with 56.04% organic search

### Top organic search terms

Last 28 days (As of Sep 28) Worldwide Desktop

vesti.kz prosports.kz shaiba.kz sports.kz sportx.kz

Search Term	Traffic Share	Group Share Split	Volume	CPC
футбол россии	0.80%	100%	246,810	\$0.21
фигурное катание новости	0.59%	100%	63,230	-
вхл омские крылья игра сег...	0.55%	100%	-	-
mma новости	0.52%	100%	118,290	-
панчин о старении новая кн...	0.45%	100%	-	-

## Paid Search

prosports.kz is in the lead with <1% paid search

### Top paid search terms



No results

Try broadening your parameters or searching for something else.

## Referrals

● sportx.kz is in the lead with 8.11% referrals traffic 


### Top referring websites





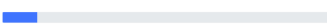




 Last 28 days (As of Sep 28)  Worldwide  Desktop

Domain	Website Categories	Traffic Share	Group Traffic Share Split
 clk.idealmedia.io	News and Media	40.44% 	 100%
 dzen.ru	Community and Society	24.80% 	 99.4%
 smi24.kz	News and Media	19.56% 	 19.5% 80.5%
 top-page.ru	Computers Electronics and Technology	6.61% 	 100%
 sportmail.ru	News and Media	3.60% 	 100%

## Ad Monetization

### Top ad destinations

 Last 28 days (As of Sep 28)  Worldwide  Desktop

Domain	Traffic share	Group Traffic Share Split
 makeupstore.uz	88.38% 	 100%
 temu.com	10.60% 	 100%
 ellenora.de	1.02% 	 100%

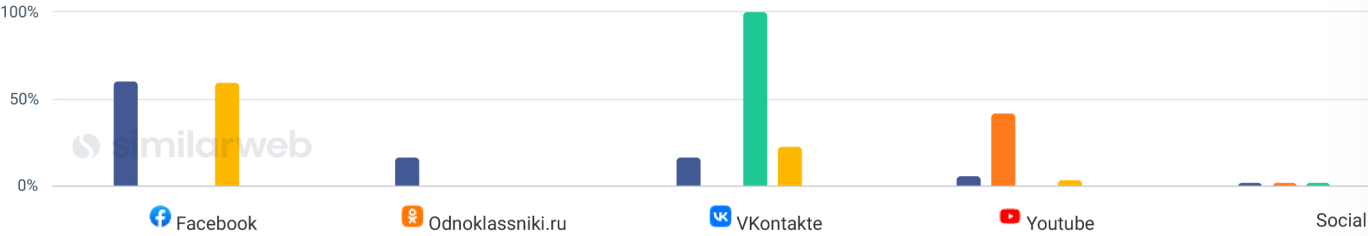
Social

● sportx.kz is in the lead with 2.29% social traffic

Social traffic

Last 28 days (As of Sep 28) Worldwide Desktop

vesti.kz prosports.kz shaiba.kz sports.kz sportx.kz



Display Advertising

● prosports.kz is in the lead with <1% display ads traffic

Top publishers

Last 28 days (As of Sep 28) Worldwide Desktop



No results

Try a different website, date range or country

Display ad network

Last 28 days (As of Sep 28) Worldwide Desktop

