

Mar 2025 - May 2025

# Website Analysis

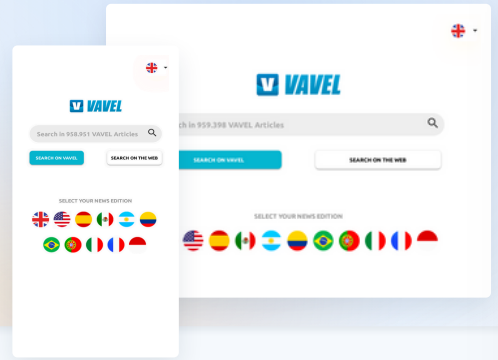
vavel.com



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

VAVEL is an international sports media outlet available in 10 countries.

Google Play



## Traffic & Engagement

### Total visits

Mar 2025 - May 2025 Worldwide

4.784M

↓-27.69% from last month

### Device distribution

Mar 2025 - May 2025 Worldwide



- Desktop 16.13%
- Mobile Web 83.87%

Global rank

#50,646

Country rank

Brazil

#7,519

Industry rank

.../Sports

#749

### Engagement overview

Mar 2025 - May 2025 Worldwide All Traffic

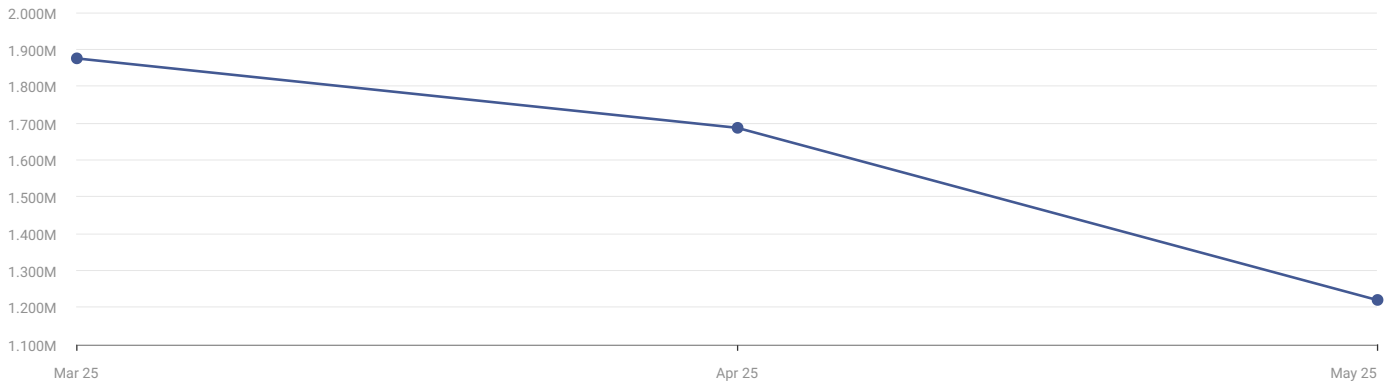
Monthly visits	1.594M	Deduplicated audience	1.134M	Pages / Visit	1.81
Monthly Unique Visitors	1.191M	Visit Duration	00:00:39	Bounce Rate	55.14%

## Visits over time

Mar 2025 - May 2025 Worldwide All traffic

vavel.com vs.  marca.com  espn.com.br  tntsports.com.br  goal.com

**4.784M**    **669.4M**    **125.4M**    **7.535M**    **224.1M**



## Geography

### Top Countries

Mar 2025 - May 2025 All traffic

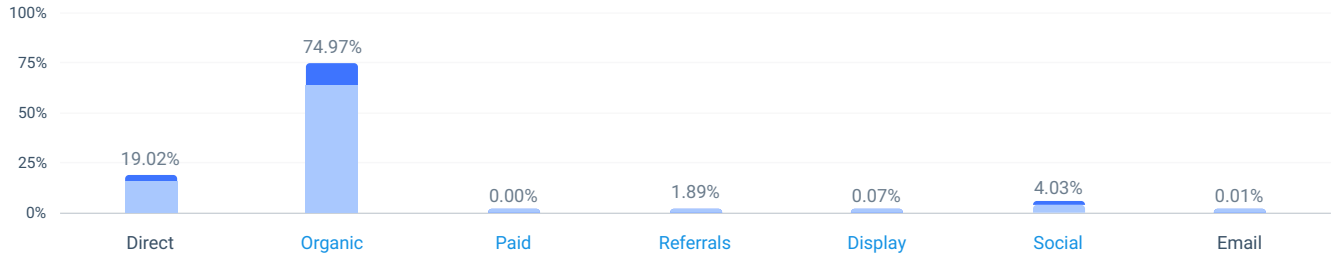


Country	Traffic Share	Change
Brazil	45.86% <div style="width: 45.86%;"></div>	↓ 36.36%
United States	6.89% <div style="width: 6.89%;"></div>	↓ 33.90%
Spain	4.58% <div style="width: 4.58%;"></div>	↓ 10.74%
Mexico	4.26% <div style="width: 4.26%;"></div>	↑ 11.56%
United Kingdom	3.32% <div style="width: 3.32%;"></div>	↑ 6.98%

# Marketing Channels

## Channels overview

Mar 2025 - May 2025 Worldwide All traffic

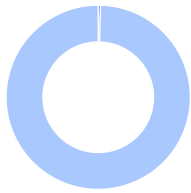


# Organic Search

Organic search makes up 70.19% of website traffic

## Branded vs. non-branded

May 2025 Worldwide All traffic



● Branded 0%  
● Non-Branded 100%

## Top organic non-branded search terms

May 2025 Worldwide All traffic

cruz azul	2.69%	↑ 115.88%
inter	2.29%	↑ 4,001.27%
newcastle united football c...	1.75%	↑ 531.04%
bologna	1.32%	-
lakers	1.29%	↓ 77.45%

### Top paid non-branded search terms



No results

Try broadening your parameters or searching for something else.

## Referrals

Referrals makes up 4.59% of website traffic

### Top referring websites

Mar 2025 - May 2025 Worldwide Desktop

Domain	Share	Change
newsnow.co.uk	42.89%	↑ 1.46%
chatgpt.com	21.14%	↑ 41.80%
testigos.intermediaweb.com.mx	12.60%	↑ 131.71%
sitelike.org	6.31%	↑ 239.08%
wikipedia.org	3.05%	↑ 420.04%

### Top referring industries

Mar 2025 - May 2025 Worldwide Desktop

Website Categories	Traffic Share
Soccer	39.07%
News and Media	23.90%
Programming and Developer Software	22.99%
Web Hosting and Domain Names	6.31%
Dictionaries and Encyclopedias	3.05%

## Outgoing Traffic

### Top link destinations

Mar 2025 - May 2025 Worldwide Desktop

Domain	Share	Change
google.com	98.64%	-
vavel.media	1.36%	-

## Outgoing Ads

### Top ad destinations

Mar 2025 - May 2025 Worldwide Desktop

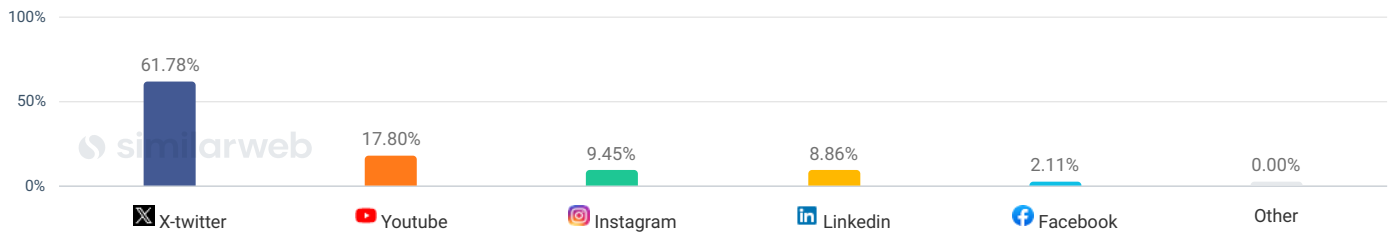
Domain	Share	Change
portalgoodnews.com	30.90%	1,568.29%
google.com	12.30%	-
play.uol.com.br	12.07%	-
scuritk065admin039.z13.web.core.windows.net	9.84%	-
portalmagnific.com	8.52%	-

# Social

Social makes up 2.05% of website traffic

## Social traffic

Mar 2025 - May 2025 Worldwide Desktop



# Display Advertising

Display ads makes up <1% of website traffic

## Display ad network

Mar 2025 - May 2025 Worldwide Desktop



No results

Try a different website, date range or country

## Top publishers

Mar 2025 - May 2025 Worldwide Desktop



No results

Try a different website, date range or country