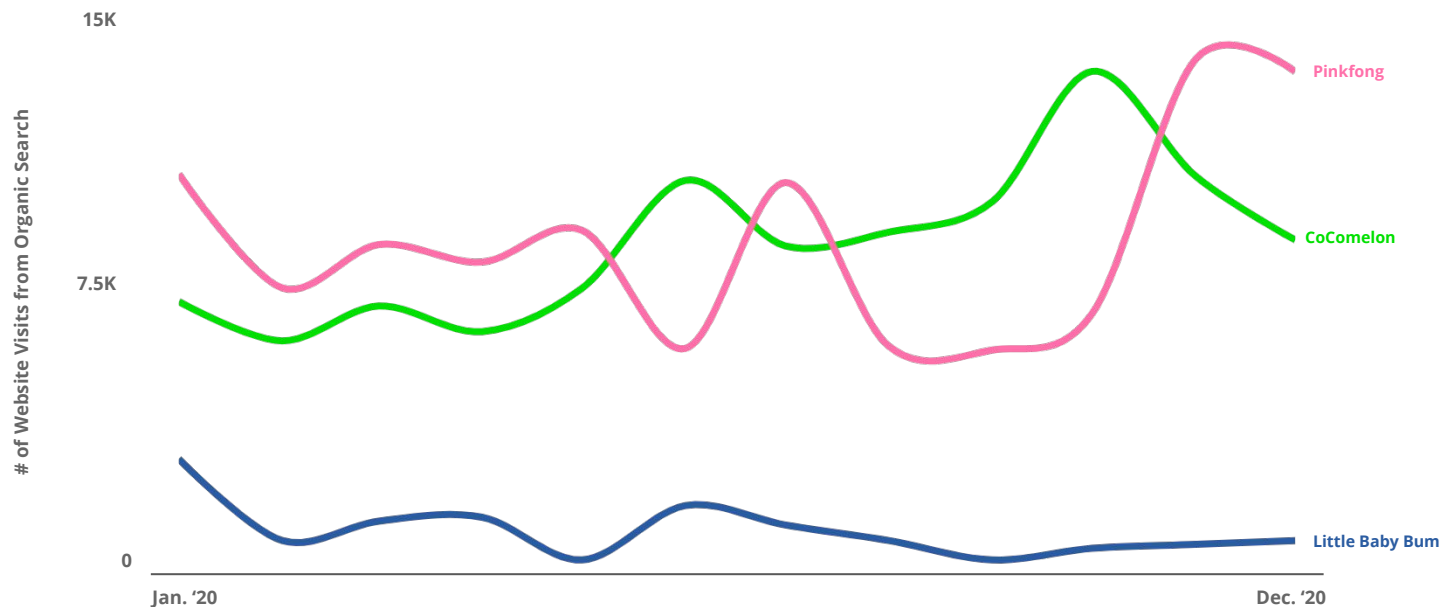


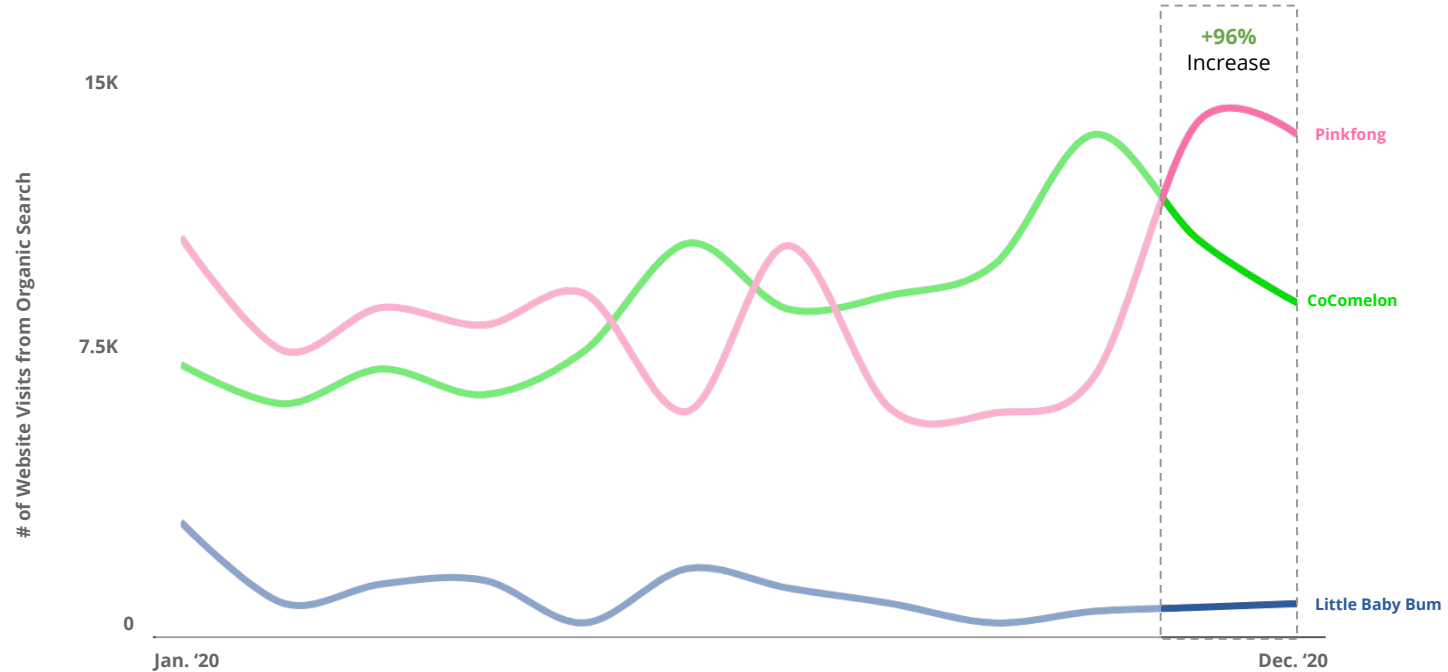


**How Pinkfong Generated The Highest
Volume Of Organic Search Traffic
Kids Content**

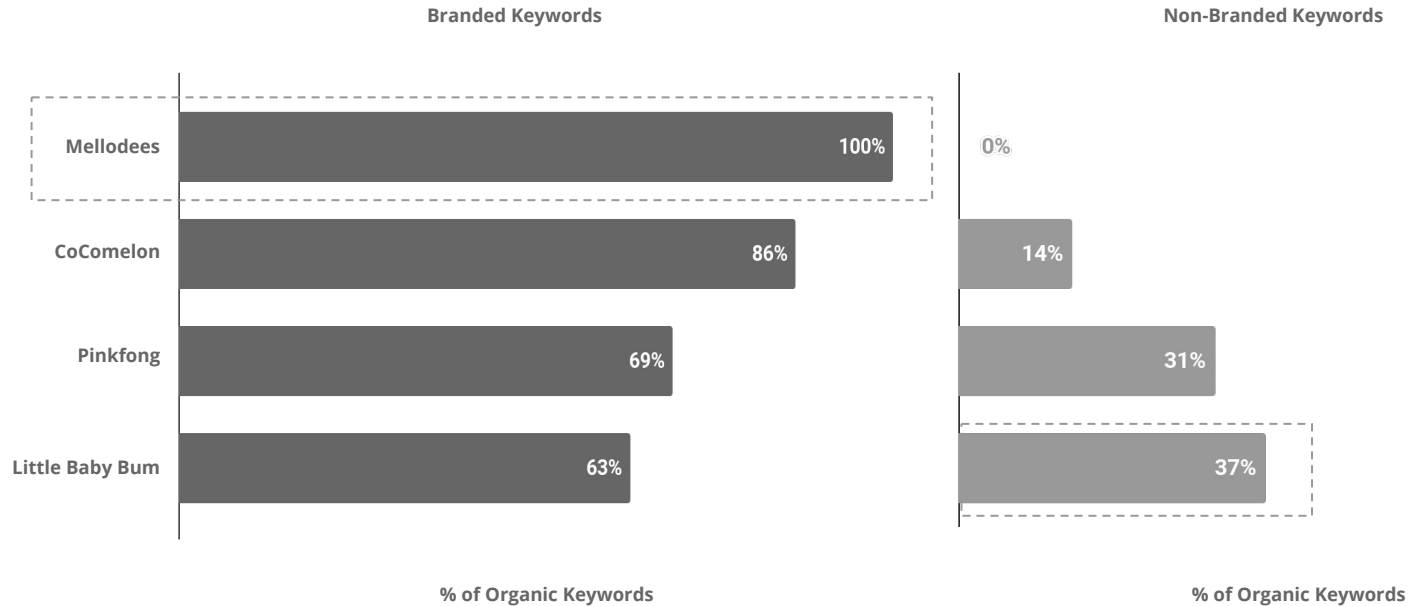
Currently, there are no competitors running Paid Search ads, with 100% of search traffic being driven from Organic Search. Pinkfong and CoComelon generated the highest volume of Organic Search traffic, with both brands generating an average of 8K site visits per month.



Most recently in December, Pinkfong saw a **+96%** increase in organic search traffic, claiming the #1 spot in terms of search traffic volume.

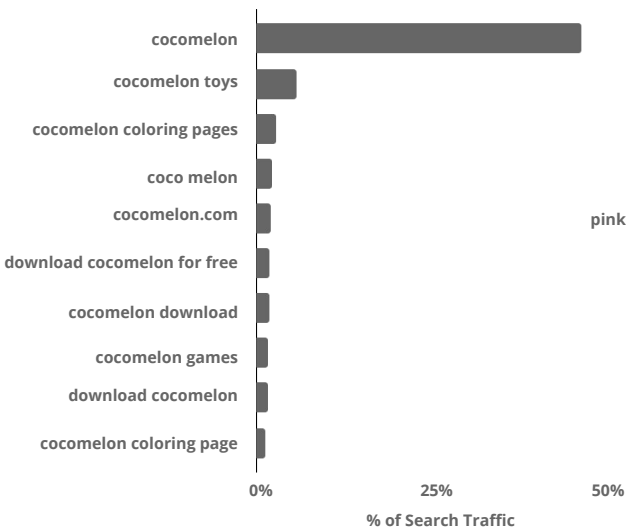


The majority of keywords driving search traffic in 2020 were branded (query that includes the brand name). Mellodees has the highest percentage of branded keywords at 100%, while Little Baby Bum has the highest percentage of non-branded keywords at 37%.



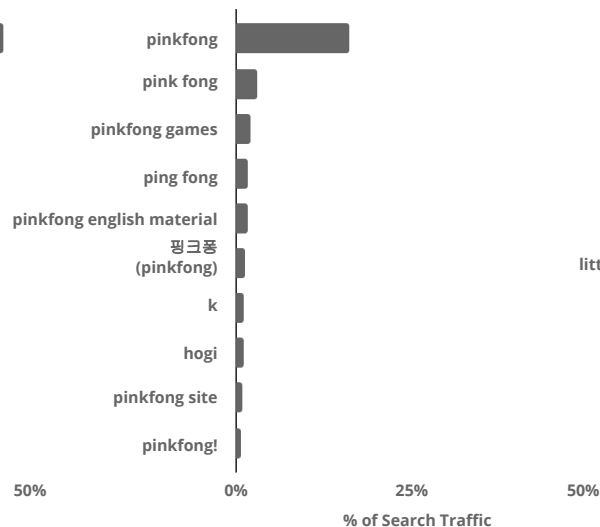
The top organic keywords driving traffic to competitors' sites are:

CoComelon



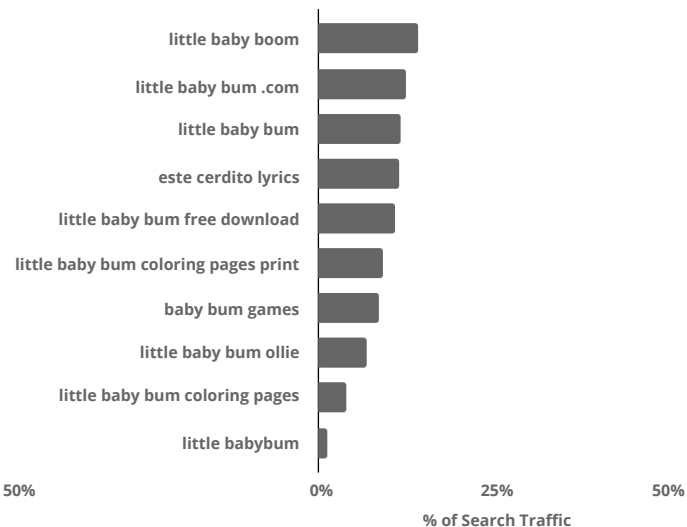
Cocomelon + [activity/games]
(e.g., coloring pages, games, download, etc.)

Pinkfong



Most international
#6 = pinkfong in Korean

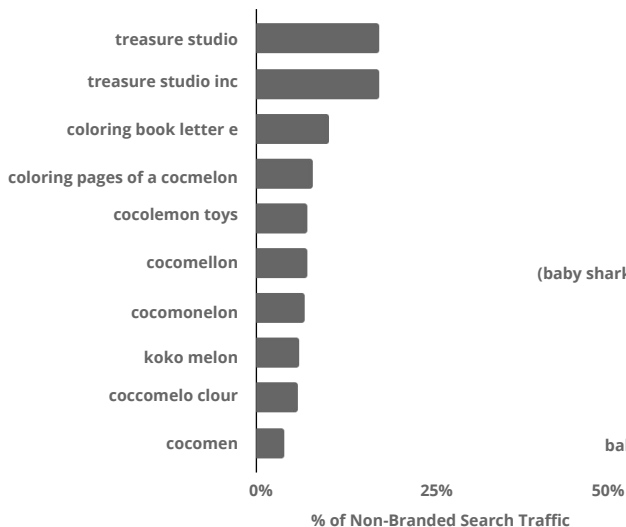
Little Baby Bum



LBB + [activity/games]
(e.g., coloring pages, games)/lyrics

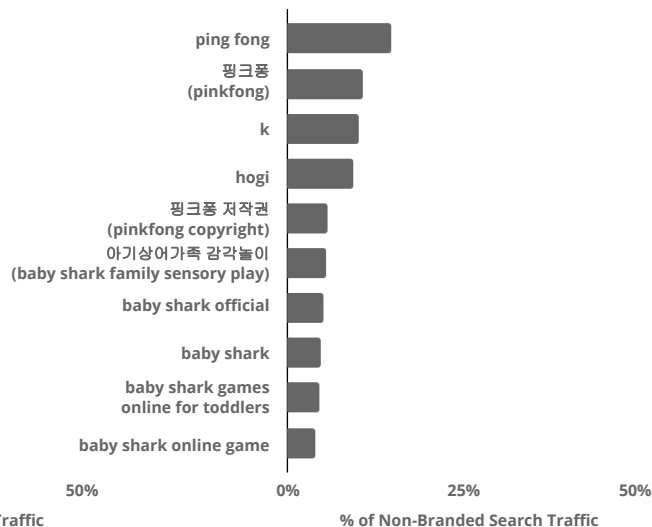
The top non-branded keywords driving traffic to competitors' sites are:

CoComelon



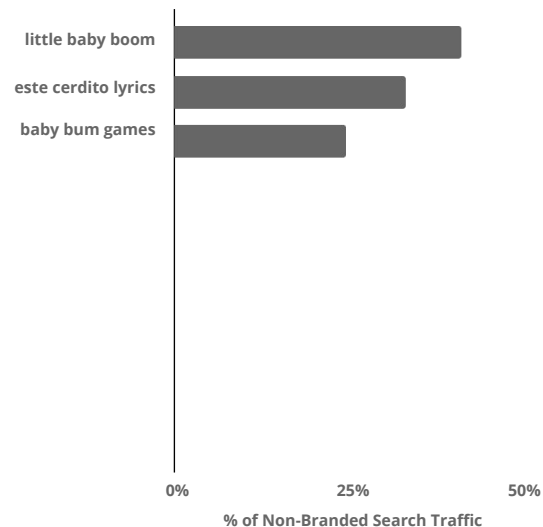
Cocomelon misspellings & products
e.g., coloring pages or "cocomellon"

Pinkfong



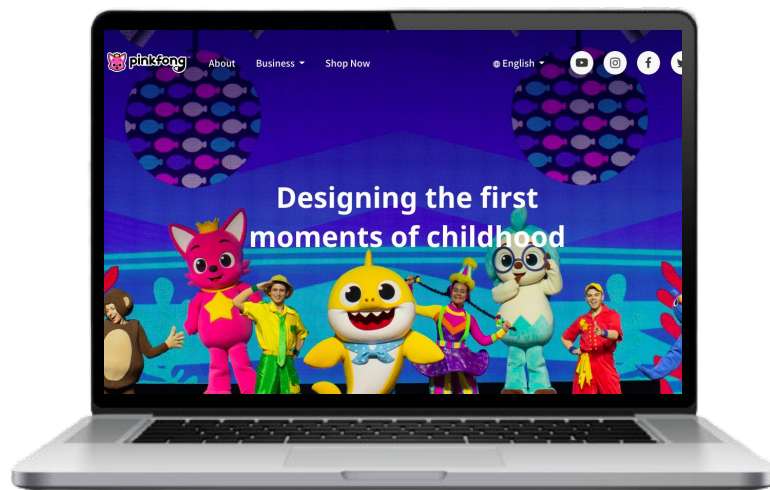
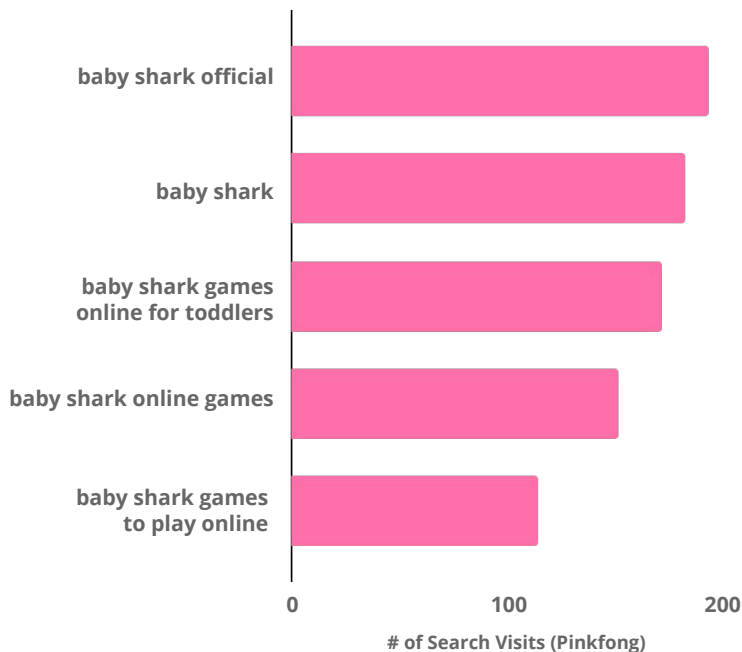
Korean spellings & Baby Shark
e.g., "baby shark official:"

Little Baby Bum

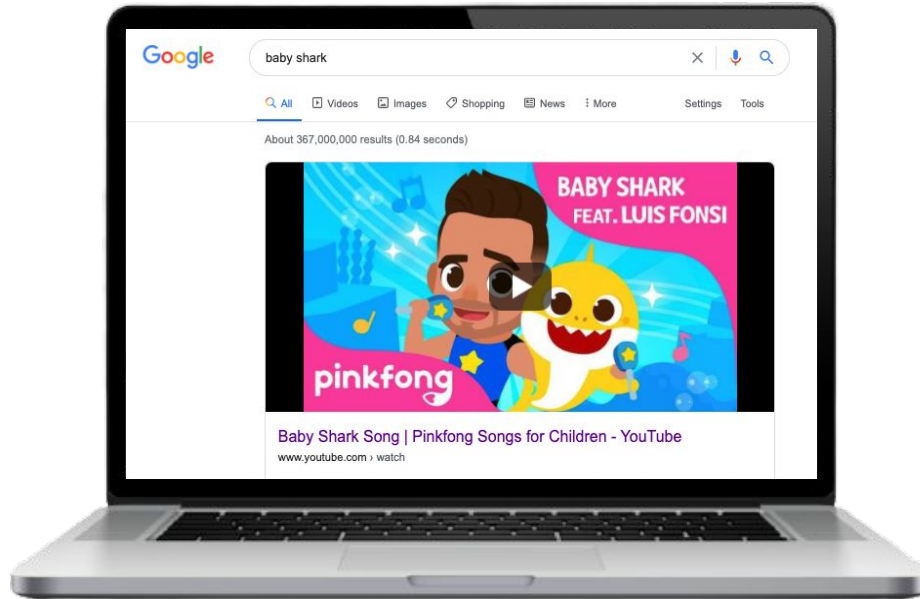


Misspellings & Games
*Not many non-branded keywords for LBB

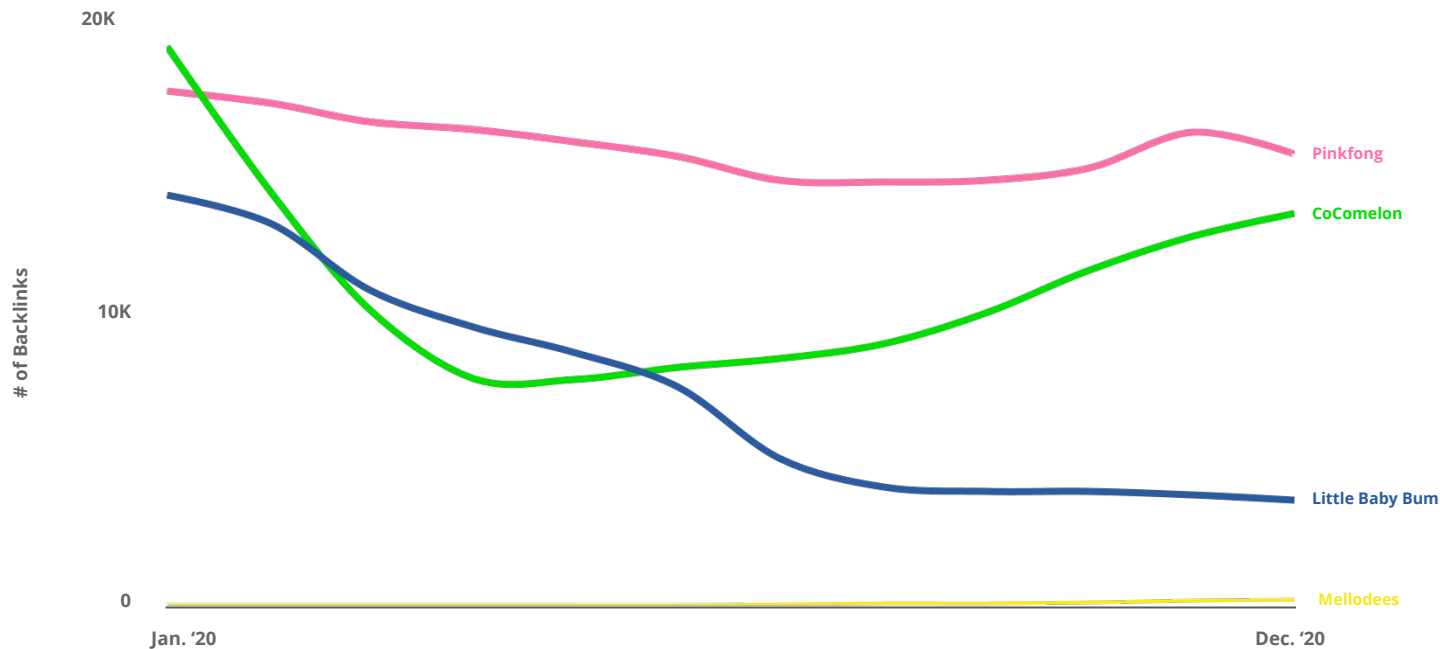
All three competitors have videos for the popular song “Baby Shark.” However, Pinkfong (who first published the song) receives 100% of the traffic for keywords related to Baby Shark, highlighting an area of opportunity for other brands.



Less than 1% of the 6 million monthly searches for “baby shark” go to Pinkfong’s website. This is most likely due to the top search spot going to their YouTube video instead, as Google knows searchers are most likely looking for the video and not the creator’s website.



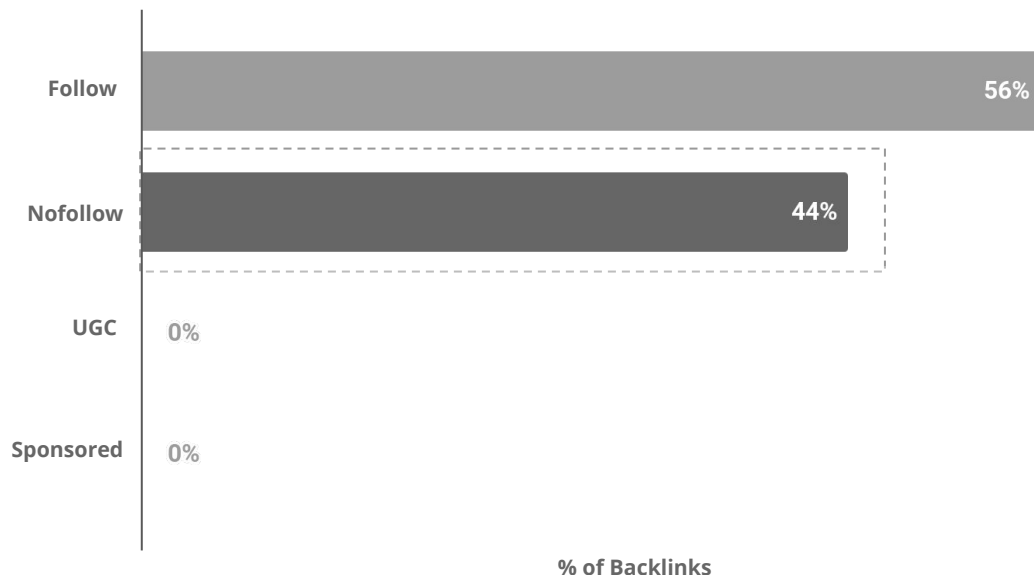
Since January, Pinkfong, CoComelon, & Little Baby Bum all saw an overall decline in the their total number of backlinks. However, CoComelon's number of backlinks has steadily been increasing since April of 2020 (+73%) , indicating they may be investing in SEO.



When analyzing competitors' backlink profiles it appears that some have a higher backlink to domain ratio than others, with CoComelon having the highest at 24:1 (24 backlinks for every 1 referring domain). Whether the ratio is good or bad depends more on the quality of the backlinks rather than the number. Always ensure that backlinks are varied, organically sourced, and relevant to site content.

	Total Referring Domains	Total Backlinks	Backlinks/Domains Ratio
Pinkfong	1.3K	14.9K	11:1
CoComelon	523	12.3K	24:1
Little Baby Bum	499	3.5K	7:1
Mollodees	91	179	2:1

CoComelon has a high volume of nofollow links, which are used by search engines as a hint instead of a directive (as follow links are treated) when ranking websites in search. Whether a high level of nofollow links is good or bad depends on the type of website. Though, generally, a greater number of follow links is more favourable for SERP rankings.



Top Backlink Categories

Video Streaming Sites

vstream.online
dailymotion.com

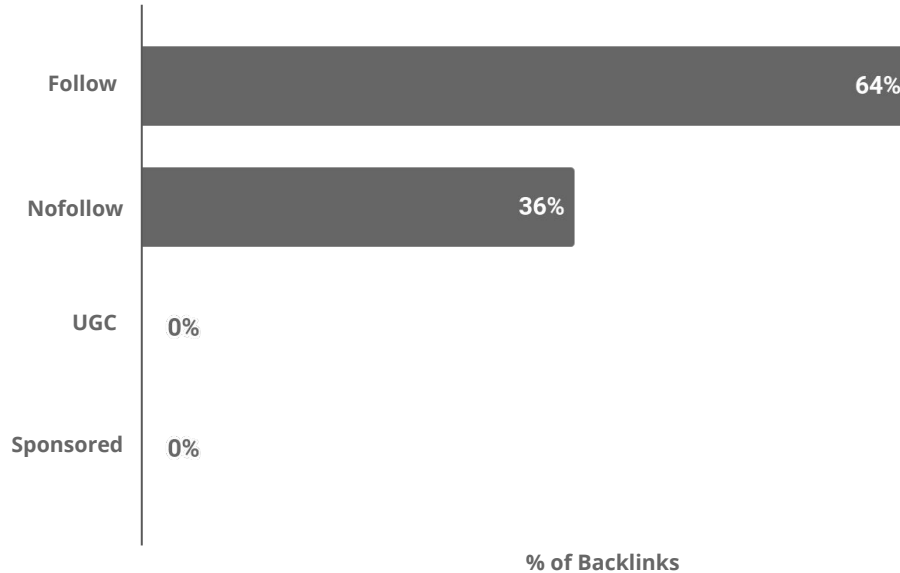
Blogs

peanutbutterranner.com

Nursery Rhyme Blogs

nurseryrhymesgirl.com

Pinkfong has the highest number of news media article mentions out of competitors which mainly centre around Baby Shark (see news links below).



Top Backlink Categories

News Sites

globalnews.ca
usatoday.com
cnn.com
vulture.com

Kids Content Blogs

nickalive.blogspot.com

Chinese Video Streaming Sites

tube2.me

Little Baby Bum has a nearly even split of follow and no follow backlinks. Whether a high level of nofollow links is good or bad depends on the type of website. Though, generally, a greater number of follow links is more favourable for SERP rankings.



Top Backlink Categories

News Media

thecut.com
today.com

Mommy Blogs

honestmomblog.com

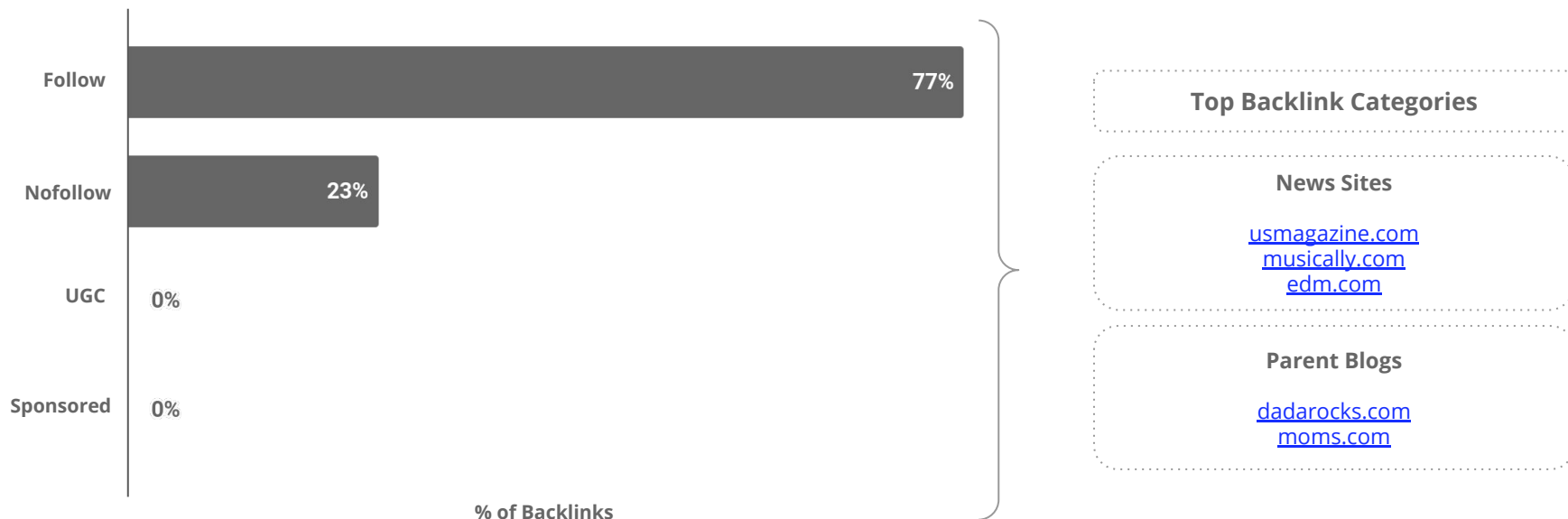
Nursery Rhyme Sites

nurseryrhymesforbaby.com

Learning Resources

[YouTube Learning](https://www.youtube.com/watch?v=...)

Mellodees has received a lot of credible backlinks due to the press they got from their association with the EDM artist Marshmello.



Key Takeaways

The How Pinkfong Generated the Highest Volume of Organic Search Traffic Case Study

Website Traffic Tactic — Organic Search Focus: Competitors currently derive the majority of their web traffic from Organic Search with none running Paid Search ads. This absence of Paid Search by competitors presents a whitespace opportunity to bid on relevant keywords to drive brand awareness & traffic for new websites.

Furthermore, competitors' Organic Search traffic is driven by branded searches (query that includes the brand name) which suggests that consumers have a high level of brand awareness as they are searching for the competitors directly. A common theme for searches is: [brand name] + [activity/game]. For example, "cocomeon games" or "little baby bum coloring pages."

Original content is also a significant search traffic driver, which is exhibited by the traffic driven to Pinkfong from the search term "Baby Shark" (as Pinkfong is the original publisher). With competitors mainly deriving their search traffic from branded terms, there is an opportunity to capitalize on non-branded search terms with either Paid Search ads or SEO-rich content.

Paid Search Tactic — Baby Shark Keywords: Currently, Pinkfong receives 100% of traffic for keywords related to "Baby Shark", highlighting an opportunity for other brands. Although every month there are 6 million searches for "Baby Shark", no competitors are bidding on these keywords. Instead the majority of this traffic goes towards YouTube as they currently claim the number one search spot for the keyword "Baby Shark".

Backlink Tactic — Quality Links: Since January, Pinkfong, CoComelon, & Little Baby Bum all saw an overall decline in their total number of backlinks. However, CoComelon's number of backlinks has steadily been increasing since April of 2020, indicating they may be investing in SEO. When analyzing competitors' backlink profiles it appears that some have a higher backlink to domain ratio than others, with CoComelon having the highest at 24:1 (24 backlinks for everyone 1 referring domain). Whether the ratio is good or bad depends more on the quality of the backlinks rather than the number. Always ensure that backlinks are varied, multiple, organically sourced (i.e. do not buy links), and relevant to site content.