

Traffic comparison: Scottish Tourism websites

The figures in this document come from the publicly available figures from Google's Adplanner and Amazon's Alexa.com.

Figures taken as at 11th August 2011

Google Adplanner figures - bigger numbers = more traffic

UK Alexa ranking figures - smaller numbers = more traffic

Scottish tourism websites	Google Adplanner traffic*	UK Alexa ranking **
visitscotland.com (all sites)	6,100,000	2,279
guide.visitscotland.com (main VS website)	2,900,000	(n/a)
walkhighlands.co.uk	2,000,000	4,860
undiscoveredscotland.co.uk	670,000	6,995
welcometoscotland.com	420,000	12,122
edinburgh.org	350,000	22,401
skye.co.uk	130,000	72,814
roomfinderscotland.co.uk	37,000	145,219
visitlochness.com	21,000	76,114
visitcairngorms.com	not enough to record data	95,756
outdoorcapital.co.uk	not enough to record data	unranked for UK

UK Walking / outdoors websites	Google Adplanner traffic*	UK Alexa ranking **
walkhighlands.co.uk	2,000,000	4,860
outdoorsmagic.com	470,000	7,676
walkingworld.com	520,000	33,765
livefortheoutdoors.com	350,000	11,711
munromagic.com	240,000	101,383
walking.visitscotland.com	140,000	(n/a)
snh.gov.uk	94,000	108,691
scottishhills.com	not enough to record data	206,834

Figures have been gathered only for the websites listed above. You can easily check the figures for anywebsite by visiting Alexa and Google Adplanner.

* Google Adplanner figures given are a measure of overall traffic; they are the pageview figures taken from Google's public Adplanner service (actual pageview figures for all sites will be much higher - e.g. Walkhighlands receives 4 - 5 million pageviews per month)

** UK Alexa ranking is the GB Traffic Rank taken from Alexa internet, the web information company owned by Amazon. This ranks websites based on their UK traffic by number of visitors; Google UK and Facebook are ranked 1 and 2.

Alexa figures are not available split for subdomains - such as walking.visitscotland.com