



Domain Overview (Desktop)

shadyrays.com

Organic Search: Summary

US | shadyrays.com

201.8K 0% TRAFFIC

SEMrush Rank	14.6k	
Keywords	7.6K	19%
Traffic Cost	\$8.6M	0%

Paid Search: Summary

US | shadyrays.com

104.9K 69% TRAFFIC

Keywords	377	34%
Traffic Cost	\$641.1K	6%

Backlinks: Summary

Root Domain: shadyrays.com

15.2K TOTAL BACKLINKS

Referring Domains	985
Referring IPs	1K

Display Advertising: Summary

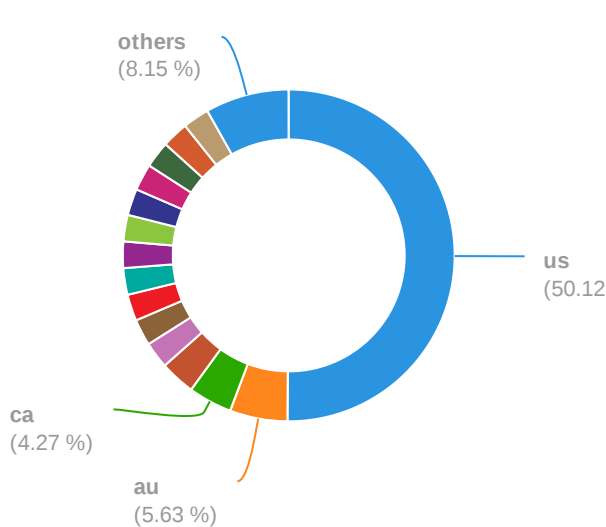
shadyrays.com

214 TOTAL ADS

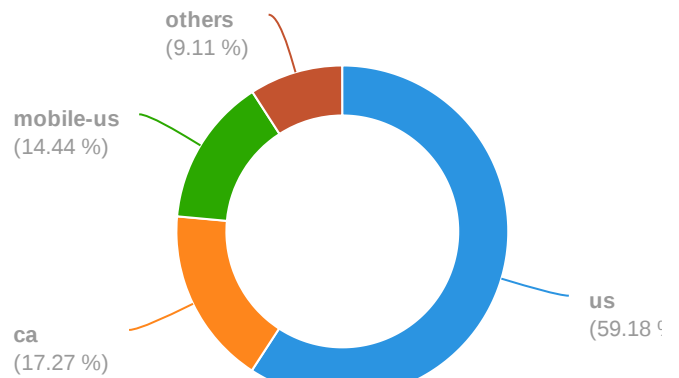
Publishers	317
Advertisers	0

Organic Search: Keywords By Country

shadyrays.com



Paid Search: Ad Keywords by Country



Traffic: Organic vs Paid

shadyrays.com | US | All time



Organic search traffic

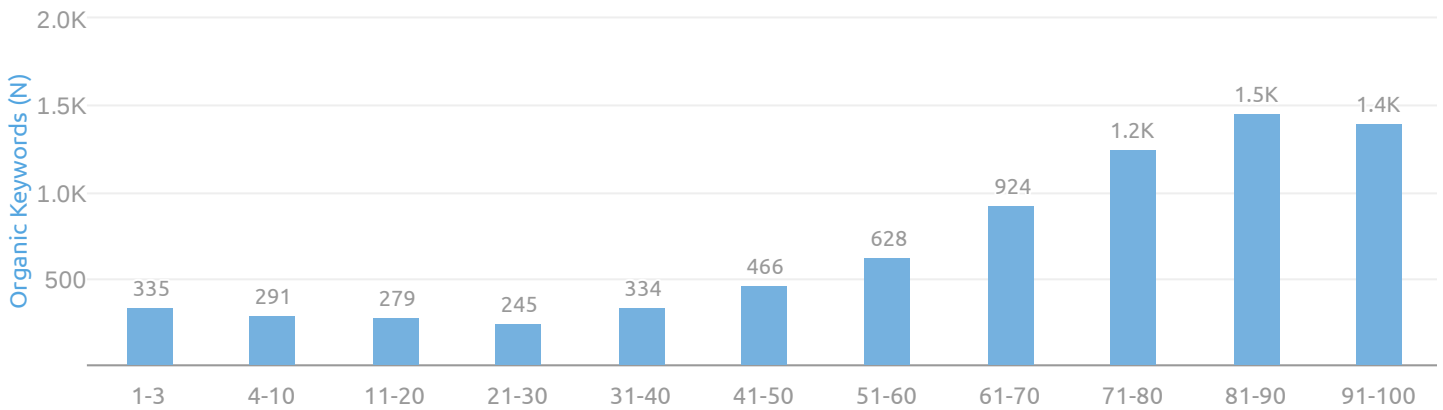
Organic Search: Top Keywords (7,600)

US | shadyrays.com

Keyword	Pos	Volume	CPC (USD)	Traffic
shady rays	1 (1)	201,000	46.51	79.69%
shady rays sunglasses	1 (1)	12,100	25.10	4.79%
shady rays reviews	1 (1)	6,600	22.41	2.61%
shady rays com	1 (1)	5,400	24.07	2.14%
shadyrays com	1 (1)	5,400	24.07	2.14%

Organic Search: Keyword Position Distribution

US | shadyrays.com



Organic Search: Top Competitors (2,779)

US | shadyrays.com

Competitor	Com. Keywords	SE Keywords	Com. Level
onceuponamor.com	36	491	15%
waltonrods.com	22	316	11%
theadvisorcoach.com	99	7.1k	10%
muskiesandmore.com	22	116	9%

Competitor	Com. Keywords	SE Keywords	Com. Level
russellnewquist.com	19	327	9% <div style="width: 9%;"></div>

Organic Search: Competitive Position Map

US | shadyrays.com



Organic Branded Search

US | shadyrays.com

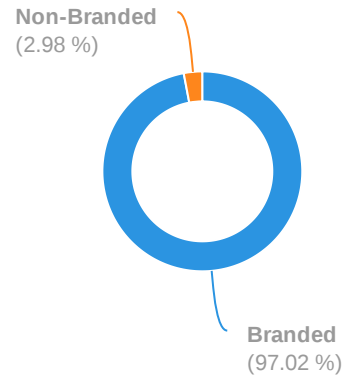
197.1K 0% TRAFFIC

Keywords: 347

Branded vs Non-Branded

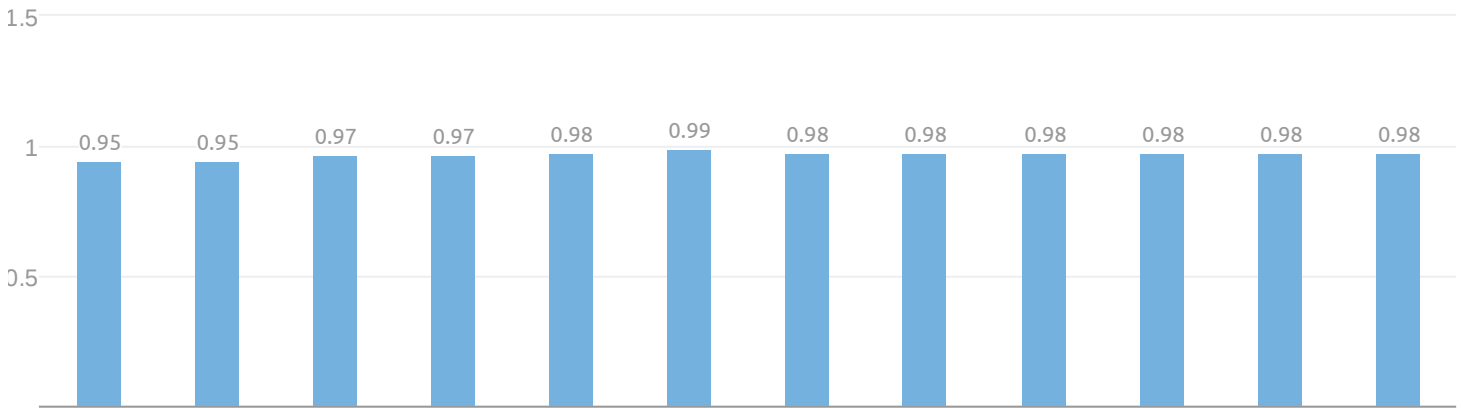
US | shadyrays.com

97.70% Branded Traffic
2.30% Non-Branded Traffic



Organic Search: Branded Traffic Trend

US | shadyrays.com



Paid search traffic

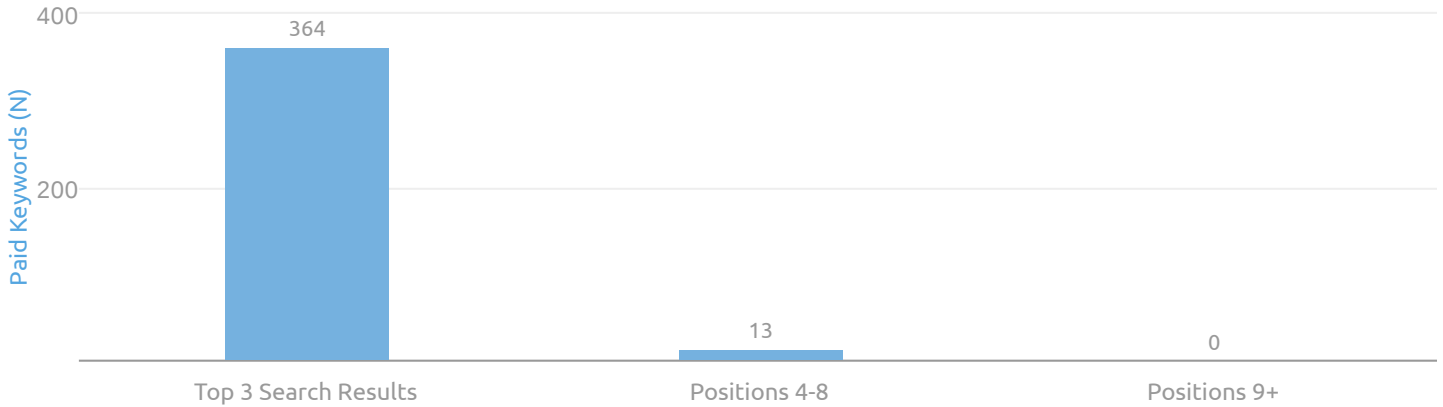
Paid Search: Top Keywords (377)

US | shadyrays.com

Keyword	Pos	Volume	CPC (USD)	Traffic
blue light glasses	1 (1)	550,000	1.21	24.63%
sunglasses	1 (1)	368,000	1.30	16.48%
shady rays	1	201,000	46.51	9.00%
blue light glasses	2 (2)	550,000	1.21	6.81%
maui jim	1 (1)	135,000	0.40	6.04%

Paid Search: Ad Copy Position Distribution

US | shadyrays.com



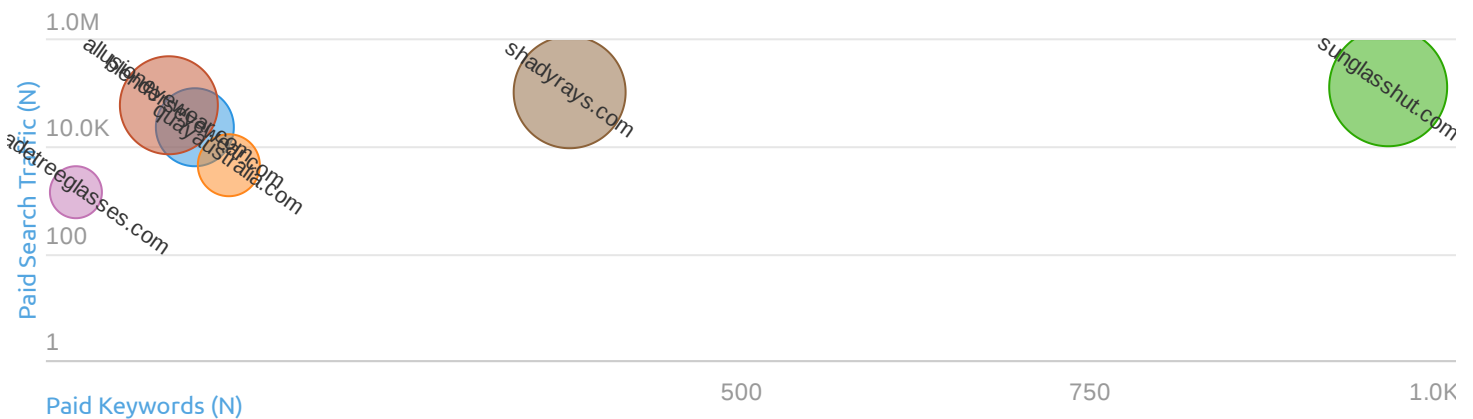
Paid Search: Top Competitors (198)

US | shadyrays.com

Competitor	Com. Keywords	Ads Keywords	Com. Level
blenderseyewear.com	11	108	5%
quayaustralia.com	11	132	4%
sunglasshut.com	18	964	3%
allusioneyewear.com	6	89	3%
shadetreeglasses.com	5	23	2%

Paid Search: Competitive Positioning Map

US | shadyrays.com



Sample Ads (377)

US | shadyrays.com

Blue Light – Shady Rays Polarized Sunglasses - ShadyRays.com

Ad <https://www.shadyrays.com/>

High Quality Sunglasses less than \$50. Includes Replacements If Lost or Broken.

ShadyRays Polarized Sunglasses - Shady Rays Sunglasses

Ad <https://www.shadyrays.com/>

Shop HD Polarized Shades & Contribute 10 Meals Towards Fighting Hunger. Shop Now. The Sunglasses Company That Replaces All Lost & Broken Sunglasses. Shop Now. Free Shipping & Returns. Helps Feed The Hungry. Shatter Resistant Lenses.

Shady Rays Polarized Sunglasses - ShadyRays.com

Ad <https://www.shadyrays.com/>

High Quality Sunglasses less than \$50. Includes Replacements If Lost or Broken.

Blue Light Glasses - Shady Rays®

Ad <https://www.shadyrays.com/>

Our premium lenses filter harmful blue light to protect your eyes both in and outdoors. Stylish Frames With Lenses Built To Block Out Harmful Blue Light, Starting at Just \$48.

Backlinks

Top backlinks

Root Domain: shadyrays.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
https://app.swellrewards.com/rwr/m2t3dod	http://www.shadyrays.com/?sref_id=m2t3dod	-
Amateur Disc Golf Tour 2021 National Amateur Disc Golf Tour https://nadgt.com/	https://shadyrays.com/	-
Shady Rays Better Business Bureau® Profile https://www.bbb.org/us/ky/louisville/profile/sunglasses/shady-rays-04...	http://www.shadyrays.com http://www.shadyrays.com/	
The Ballpark of The Palm Beaches https://ballparkpalmbeaches.com/	Shady+Rays+Banner_750x150-03.jpg Shady+Rays+Banner_750x150-03.jpg https://shadyrays.com/	
Joe Rogan Experience Podcast Sponsors & Promo Codes JRE Library https://jrelibrary.com/articles/joe-rogan-experience-podcast-sponsors-...	ShadyRays.com https://shadyrays.com/	

Backlinks: Top Anchors

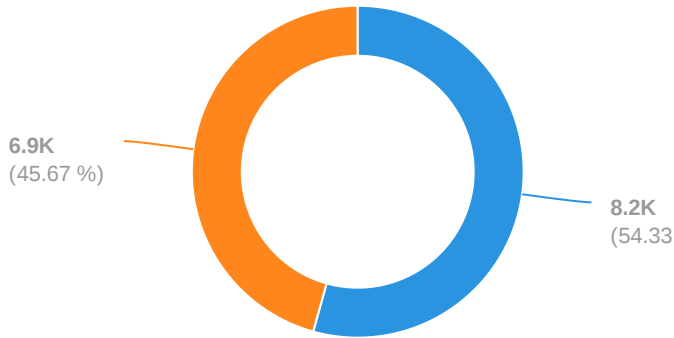
Root Domain: shadyrays.com

Anchors	Percentage	Domains	Backlinks
https://shadyrays.com/	14%	167	2,100
http://shadyrays.com?rfsn=1451748.9af3d2	6%	1	939
shadyrays.com	6%	260	923
Empty anchor	4%	173	564
get code	4%	54	548

Backlinks: Follow vs Nofollow

shadyrays.com

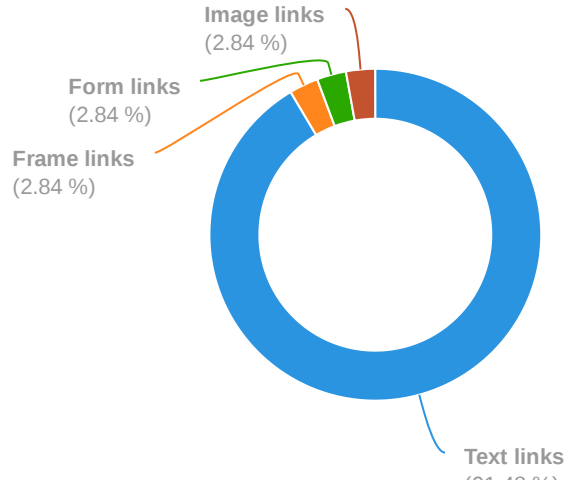
8.2K Follow links 6.9K Nofollow links



Backlinks Types

shadyrays.com

15.0K Text links 0 Frame links 0 Form links 223 Image links



Backlinks: Top Referring Domains

Root Domain: shadyrays.com

Root Domain	Backlinks	IP / Country
flashflashrevolution.com	3,487	255.255.255.255
bbcboards.net	1,854	104.22.9.189
zendesk.com	378	104.16.51.111
bertcast.com	296	132.148.58.1
coupondeals247.com	161	172.67.180.198

Backlinks: Top Indexed Pages

Root Domain: shadyrays.com

Title and URL	Domains	Backlinks
Home https://shadyrays.com/	499	3,469
http://shadyrays.com/	237	851
Shade Shop – Shady Rays® Polarized Sunglasses https://shadyrays.com/collections/shade-shop	132	348
Men's Collection – Shady Rays® Polarized Sunglasses https://shadyrays.com/collections/mens-collection	132	491
Get \$15 Free – Shady Rays® Polarized Sunglasses https://shadyrays.com/pages/sharing	114	422

Display advertising

Display Advertising: Top Publishers (317)

Publishers	Ads	Image	HTML	Text
sites.google.com	6	0	0	6
crosswordheaven.com	10	0	0	10
www.healthline.com	9	0	0	9
money.cnn.com	7	0	1	6
www.foreca.com	7	0	0	7

Display Advertising: Landing Pages (12)

shadyrays.com

Landing	Times seen
https://shadyrays.com	402
https://shadyrays.com/products/custom-snow-goggles	75
https://shadyrays.com/	13
https://shadyrays.com/products/x-series-blackglacier-polarized	7
https://shadyrays.com/products/ventura-limited-blackout-polarized	6

Display Advertising: Sample Text Ads (202)

shadyrays.com

Replacements on Lost or Broken

Ad Shady Rays
50,000+ 5 Star Reviews

Guaranteed For Life

Ad Shady Rays
Shop HD Polarized Shades & Contribute 10 Meals Towards Fighting Hunger. Buy Now.

Replacements on Lost or Broken

Ad Shady Rays
50,000+ 5 Star Reviews

Guaranteed For Life

Ad Shady Rays
50,000+ 5 Star Reviews

Display Advertising: Sample Image Ads (3)

