

The Top 10 Review Websites

*analyzed data was extracted from Alexa



MY BUSINESS

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
1	any business	158.03 million	34.3%

Audience Demographic Snapshot

What is the most common / average user persona?

GENDER* 

HAVE KIDS?* 

ANNUAL INCOME*  \$0-100K

AGE*  18 to 65+

EDUCATION*  all education levels

BROWSING FROM*  HOME WORK SCHOOL


*Google's audience is everyone





US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
3	any business	85.57 million	29.10%


Audience Demographic Snapshot


What is the most common / average user persona?


GENDER 

HAVE KIDS? 

ANNUAL INCOME  30K+

AGE  25+

EDUCATION  some college


BROWSING FROM  SCHOOL





US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
4	e-commerce	85.44 million	55.40%


Audience Demographic Snapshot


What is the most common / average user persona?


GENDER 

HAVE KIDS? 

ANNUAL INCOME  30 - 60K

AGE  25+

EDUCATION  college graduate


BROWSING FROM  HOME WORK





US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
52	any business	40.474 million	89.10%


Audience Demographic Snapshot


What is the most common / average user persona?


GENDER 

HAVE KIDS? 

ANNUAL INCOME  60K+

AGE  35+

EDUCATION  college graduate


BROWSING FROM  WORK





US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
88	related to food, travel, restaurant	28.27 million	53.40%


Audience Demographic Snapshot


What is the most common / average user persona?


GENDER 

HAVE KIDS? 

ANNUAL INCOME  60K+

AGE  45+

EDUCATION  college graduate


BROWSING FROM  WORK





US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
402	any business	10.5 million	83.50%


Audience Demographic Snapshot


What is the most common / average user persona?


GENDER 

HAVE KIDS? 

ANNUAL INCOME  60K+

AGE  55+

EDUCATION  some college


BROWSING FROM  SCHOOL





US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
824	any business	6.15 million	88.90%


Audience Demographic Snapshot


What is the most common / average user persona?


GENDER 

HAVE KIDS? 

ANNUAL INCOME  60K+

AGE  45+

EDUCATION  no or some college

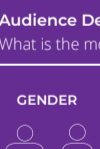
BROWSING FROM  SCHOOL

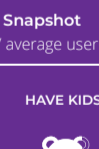


US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
1,002	any business	6.48 million	70.50%


Audience Demographic Snapshot


What is the most common / average user persona?

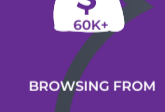
GENDER 

HAVE KIDS? 

ANNUAL INCOME  60K+

AGE  45+

EDUCATION  some college


BROWSING FROM  SCHOOL





US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
1,150	service related business	5.448 million	88.90%


Audience Demographic Snapshot


What is the most common / average user persona?


GENDER 

HAVE KIDS? 

ANNUAL INCOME  100K+

AGE  55+

EDUCATION  college graduate


BROWSING FROM  HOME WORK





US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
1,561	any business, mostly restaurants	3.67 million	23.10%


Audience Demographic Snapshot


What is the most common / average user persona?


GENDER 

HAVE KIDS? 

ANNUAL INCOME  30K+

AGE  25+

EDUCATION  college graduate

BROWSING FROM  WORK

