



# Domain Overview (Desktop)

vcahospitals.com

## Organic Search: Summary

US | Domain | vcahospitals.com

**4.5M** 3% TRAFFIC

|              |        |    |
|--------------|--------|----|
| Semrush Rank | 671    |    |
| Keywords     | 1.4M   | 2% |
| Traffic Cost | \$6.3M | 2% |

## Paid Search: Summary

US | Domain | vcahospitals.com

**5.1K** 25% TRAFFIC

|              |        |     |
|--------------|--------|-----|
| Keywords     | 240    | 48% |
| Traffic Cost | \$7.5K | 10% |

## Backlinks: Summary

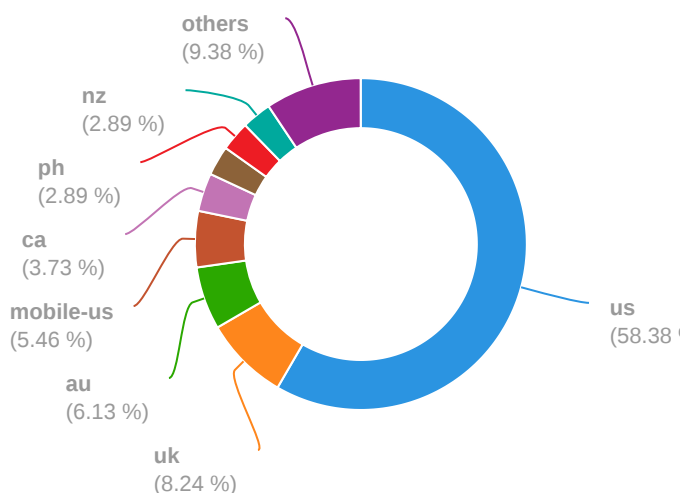
Root Domain: vcahospitals.com

**2.5M** TOTAL BACKLINKS

|                   |     |
|-------------------|-----|
| Referring Domains | 59K |
| Referring IPs     | 35K |

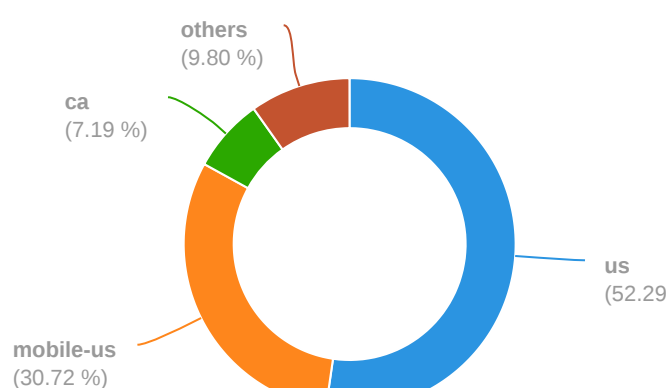
## Organic Search: Keywords By Country

US | Domain | vcahospitals.com



## Paid Search: Ad Keywords by Country

US | Domain | vcahospitals.com



## Traffic: Organic vs Paid

US | Domain | vcahospitals.com | All time



# Organic search traffic

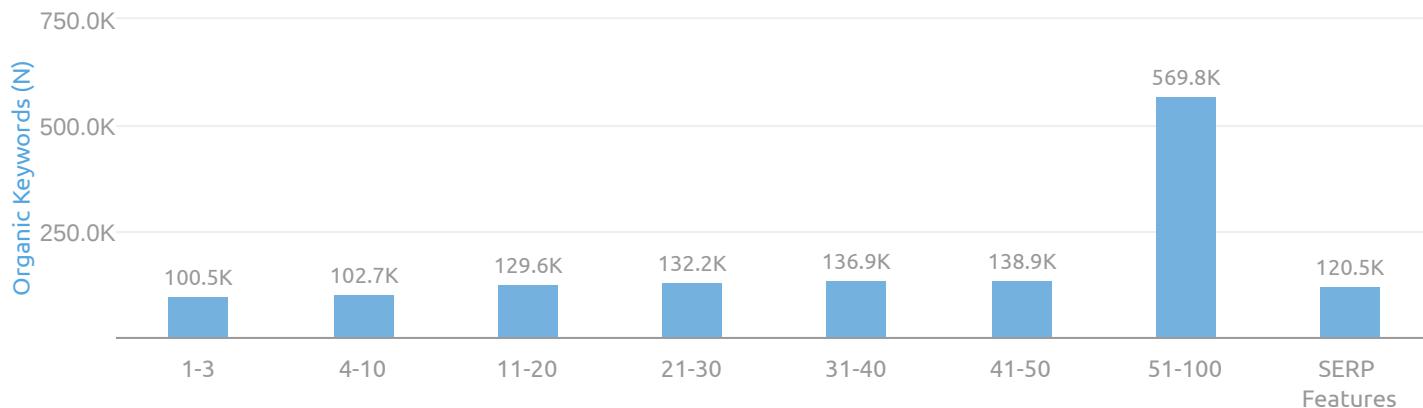
## Organic Search: Top Keywords (1,431,176)

US | Domain | vcahospitals.com

| Keyword             | Pos | Volume  | Traffic |
|---------------------|-----|---------|---------|
| vca animal hospital | 1   | 74,000  | 1.31%   |
| vca                 | 1   | 60,500  | 1.07%   |
| dog breeds          | 4   | 368,000 | 0.52%   |
| trazodone for dogs  | 1   | 74,000  | 0.40%   |
| giardia in dogs     | 1   | 60,500  | 0.33%   |

## Organic Search: Keyword Position Distribution

US | Domain | vcahospitals.com



## Keywords by Intent

US | Domain | vcahospitals.com



| Intent                                             |       | Keywords | Traffic |
|----------------------------------------------------|-------|----------|---------|
| <span style="color: blue;">●</span> Informational  | 67.1% | 1.2M     | 3.5M    |
| <span style="color: purple;">●</span> Navigational | 5.3%  | 94.5K    | 721.5K  |
| <span style="color: orange;">●</span> Commercial   | 21.6% | 383.1K   | 1.5M    |
| <span style="color: green;">●</span> Transactional | 5.9%  | 104.8K   | 348.7K  |

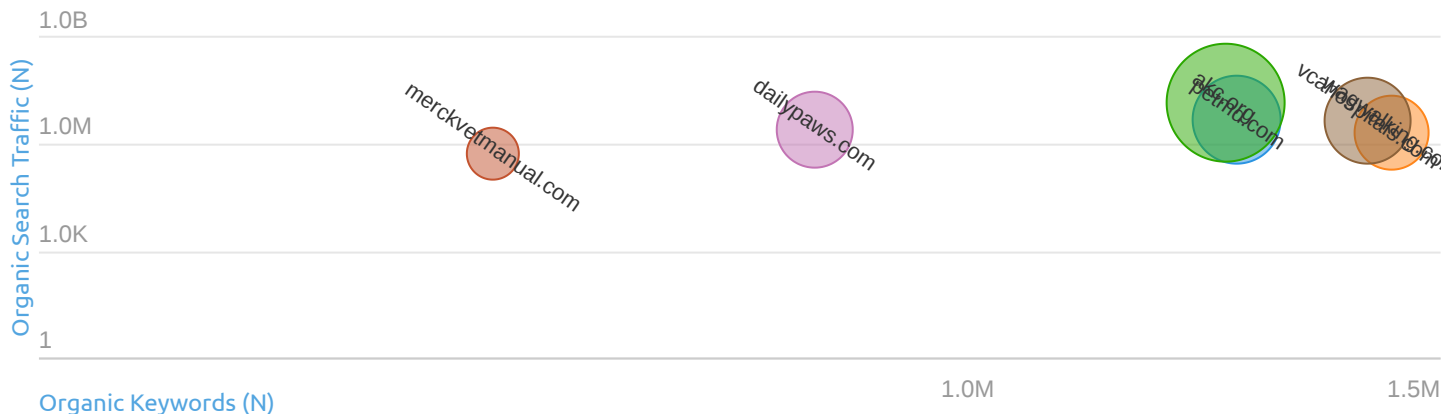
## Organic Search: Top Competitors (153,239)

US | Domain | vcahospitals.com

| Competitor                         | Com. Keywords | SE Keywords | Com. Level                                        |
|------------------------------------|---------------|-------------|---------------------------------------------------|
| <a href="#">petmd.com</a>          | 169.9k        | 1.3m        | 43%<br><div><div style="width: 43%;"></div></div> |
| <a href="#">wagwalking.com</a>     | 96.9k         | 1.5m        | 28%<br><div><div style="width: 28%;"></div></div> |
| <a href="#">akc.org</a>            | 94.9k         | 1.3m        | 23%<br><div><div style="width: 23%;"></div></div> |
| <a href="#">merckvetmanual.com</a> | 52.2k         | 489.4k      | 23%<br><div><div style="width: 23%;"></div></div> |
| <a href="#">dailypaws.com</a>      | 66.0k         | 835.6k      | 19%<br><div><div style="width: 19%;"></div></div> |

## Organic Search: Competitive Position Map

US | Domain | vcahospitals.com



## Organic Branded Search

US | Domain | vcahospitals.com

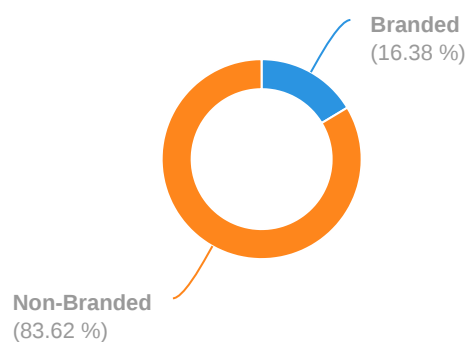
**740.3K** 0% TRAFFIC

Keywords 27.0K

## Branded vs Non-Branded

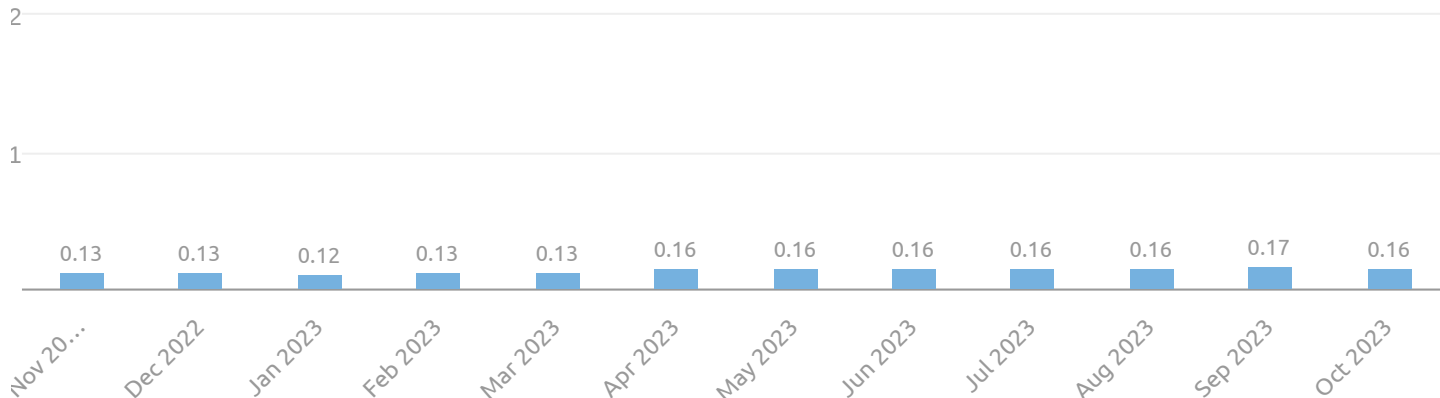
US | Domain | vcahospitals.com

**16.38%** **83.62%**  
Branded Traffic Non-Branded Traffic



## Organic Search: Branded Traffic Trend

US | Domain | vcahospitals.com



## Paid search traffic

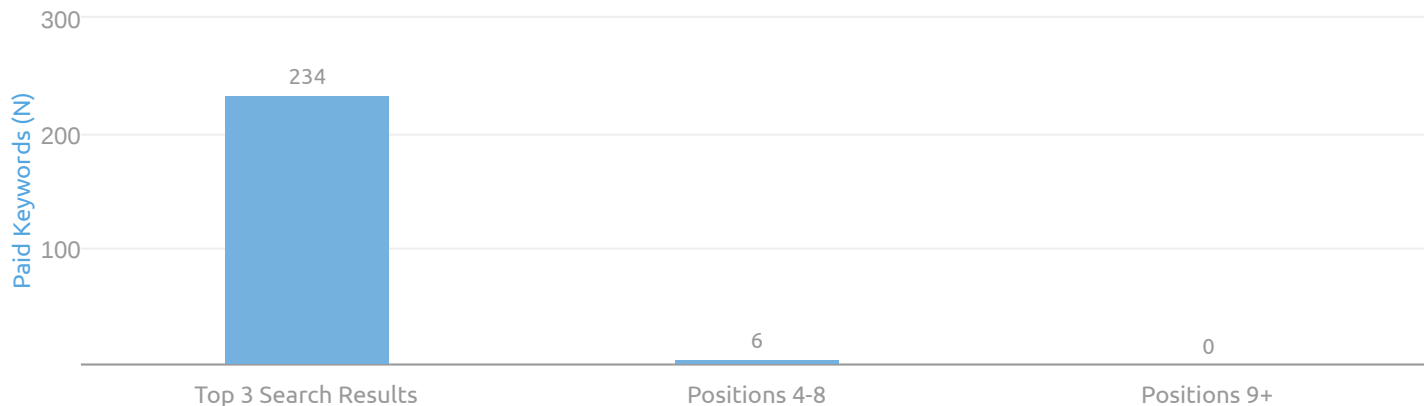
### Paid Search: Top Keywords (240)

US | Domain | vcahospitals.com

| Keyword              | Pos   | Volume | CPC (USD) | Traffic |
|----------------------|-------|--------|-----------|---------|
| dog seizures         | 1 (1) | 14,800 | 0.10      | 13.67%  |
| seizures in dogs     | 1 (1) | 12,100 | 0.76      | 11.17%  |
| dog skin cancer      | 1 (1) | 8,100  | 1.27      | 7.47%   |
| osteosarcoma in dogs | 1 (1) | 6,600  | 1.19      | 6.10%   |
| dog rash             | 1 (1) | 5,400  | 1.05      | 4.97%   |

## Paid Search: Ad Copy Position Distribution

US | Domain | vcahospitals.com



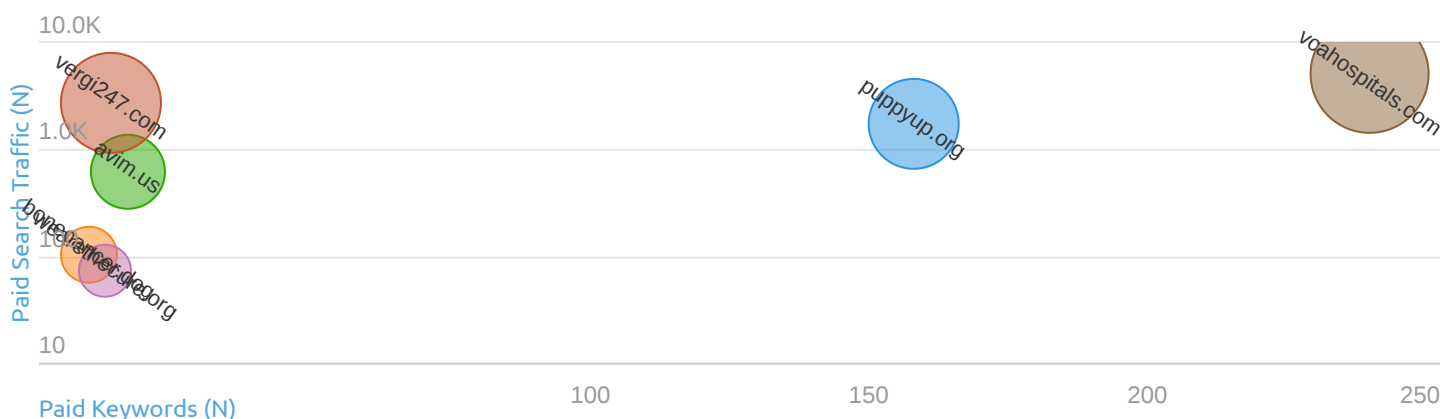
## Paid Search: Top Competitors (79)

US | Domain | vcahospitals.com

| Competitor                      | Com. Keywords | Ads Keywords | Com. Level     |
|---------------------------------|---------------|--------------|----------------|
| <a href="#">puppyup.org</a>     | 8             | 158          | 4% <div></div> |
| <a href="#">bonecancer.dog</a>  | 5             | 10           | 3% <div></div> |
| <a href="#">avim.us</a>         | 4             | 17           | 3% <div></div> |
| <a href="#">vergi247.com</a>    | 3             | 14           | 2% <div></div> |
| <a href="#">wearthecure.org</a> | 3             | 13           | 2% <div></div> |

## Paid Search: Competitive Positioning Map

US | Domain | vcahospitals.com



## Sample Ads (240)

US | Domain | vcahospitals.com

**VCA Animal Specialty Group LA – Epilepsy/Seizure Treatments****Ad** <https://local.vcahospitals.com › neurology>

Our neurologists deliver the very best possible treatment options & outcome for your pet. Epilepsy/Stroke/IVCC/Spinal & Brain Trauma/Nerve & Degenerative Diseases. Animal Hospital. Urgent Care. Veterinary Neurology.

**VCA CAVS - Cancer Care for Your Dog - Cancer Care for Your Cat****Ad** <https://local.vcahospitals.com › oncology>

Our oncologists deliver the very best possible treatment options & outcome for your pet. Our Oncologists Specialize in Cancer Surgery, Chemotherapy, Radiation and Immunotherapy.

**VCA West Coast SEAH - Epilepsy/Seizure Treatments****Ad** <https://local.vcahospitals.com › neurology>

Our neurologists deliver the very best possible treatment options & outcome for your pet. Animal Hospital. Veterinary Neurology. Urgent Care. Emergencies. Epilepsy/Stroke/IVCC/Spinal & Brain...

**VCA BAVS – Veterinary Oncology – Chemotherapy & Radiation****Ad** <https://local.vcahospitals.com › oncology>

Our oncologists deliver the very best possible treatment options & outcome for your pet. Our Oncologists Specialize in Cancer Surgery, Chemotherapy, Radiation and Immunotherapy.

# Backlinks

## Top backlinks

Root Domain: vcahospitals.com

| Referring page Title / Referring page URL                                                                                                                                                                                | Anchor text / Link URL                                                                                                                                                                                                                                 | Type  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Mars Petcare   Mars, Incorporated<br><a href="https://www.mars.com/made-by-mars/petcare">https://www.mars.com/made-by-mars/petcare</a>                                                                                   | Visit the VCA Animal Hospitals Site ><br><a href="https://vcahospitals.com/">https://vcahospitals.com/</a>                                                                                                                                             | -     |
| O xarope do Cyprivit é bom para ganho de peso? (2023)<br><a href="https://assusp.best/articles/o-xarope-do-cyprivit-e-bom-para-ganho-de...">https://assusp.best/articles/o-xarope-do-cyprivit-e-bom-para-ganho-de...</a> | <a href="https://vcahospitals.com/know-your-pet/cyproheptadine">https://vcahospitals.com/know-your-pet/cyproheptadine</a><br><a href="https://vcahospitals.com/know-your-pet/cyproheptadine">https://vcahospitals.com/know-your-pet/cyproheptadine</a> | image |
| Cat - Wikipedia<br><a href="https://en.wikipedia.org/wiki/Cat">https://en.wikipedia.org/wiki/Cat</a>                                                                                                                     | "Cat Behavior Problems - Aggression Redirected"<br><a href="https://vcahospitals.com/know-your-pet/cat-behavior-problems-aggre...">https://vcahospitals.com/know-your-pet/cat-behavior-problems-aggre...</a>                                           | image |
| myVCA - Apps on Google Play<br><a href="https://play.google.com/store/apps/details?hl=en_US&amp;id=com.vca.car...">https://play.google.com/store/apps/details?hl=en_US&amp;id=com.vca.car...</a>                         | public Website<br><a href="https://vcahospitals.com/vca-care-club">https://vcahospitals.com/vca-care-club</a>                                                                                                                                          | -     |
| myVCA - Apps on Google Play<br><a href="https://play.google.com/store/apps/details?hl=en_US&amp;id=com.vca.car...">https://play.google.com/store/apps/details?hl=en_US&amp;id=com.vca.car...</a>                         | shield Privacy Policy<br><a href="https://vcahospitals.com/privacy-policy">https://vcahospitals.com/privacy-policy</a>                                                                                                                                 | -     |

## Backlinks: Top Anchors

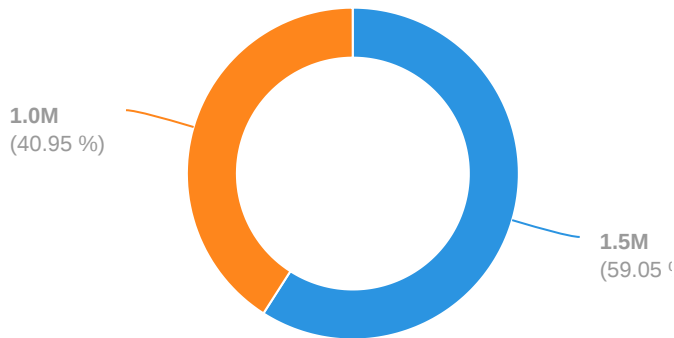
Root Domain: vcahospitals.com

| Anchors                                                                                                                 | Percentage | Domains | Backlinks |
|-------------------------------------------------------------------------------------------------------------------------|------------|---------|-----------|
| <a href="https://vcahospitals.com">https://vcahospitals.com</a>                                                         | 11%        | 236     | 259,578   |
| go now                                                                                                                  | 6%         | 27      | 141,689   |
| Empty anchor                                                                                                            | 4%         | 13,384  | 98,241    |
| vcahospitals.com                                                                                                        | 3%         | 1,063   | 79,388    |
| <a href="http://hamiltonvet.com/dating-after-divorce-children">http://hamiltonvet.com/dating-after-divorce-children</a> | 2%         | 1       | 55,615    |

## Backlinks: Follow vs Nofollow

vcahospitals.com

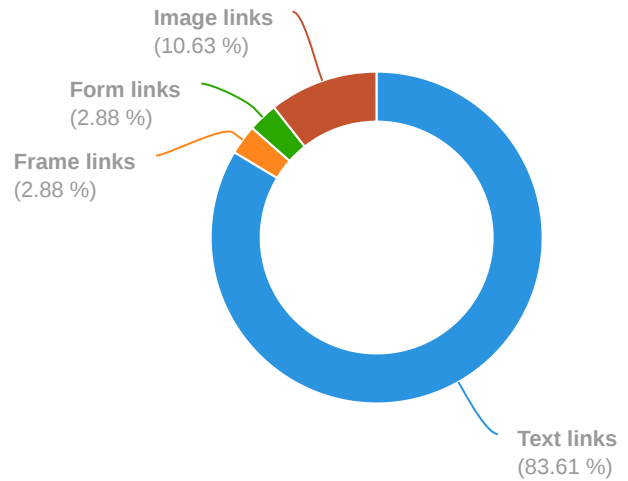
1.5M Follow links  
1.0M Nofollow links



## Backlinks Types

vcahospitals.com

2.2M Text links  
26 Frame links  
7.8K Form links  
283.2K Image links



## Backlinks: Top Referring Domains

Root Domain: vcahospitals.com

| Root Domain                       | Backlinks | IP / Country                                                                                         |
|-----------------------------------|-----------|------------------------------------------------------------------------------------------------------|
| <a href="#">ddpjj.com</a>         | 202,469   |  35.215.152.133 |
| <a href="#">idsitus.com</a>       | 127,333   |  172.67.134.202 |
| <a href="#">pnl-marketing.com</a> | 125,128   |  35.215.147.190 |
| <a href="#">amco.xyz</a>          | 98,835    |  104.21.61.16   |
| <a href="#">5354208.com</a>       | 87,509    |  35.215.141.20  |

## Backlinks: Top Indexed Pages

Root Domain: vcahospitals.com

| Title and URL                                                                                                                                                                                                           | Domains | Backlinks |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| Veterinarians & Emergency Vets<br><a href="https://vcahospitals.com/">https://vcahospitals.com/</a>                                                                                                                     | 1,901   | 56,554    |
| Attention Required!   Cloudflare<br><a href="http://www.vcahospitals.com/">http://www.vcahospitals.com/</a>                                                                                                             | 624     | 22,778    |
| Attention Required!   Cloudflare<br><a href="http://vcahospitals.com/">http://vcahospitals.com/</a>                                                                                                                     | 531     | 6,882     |
| VCA Animal Hospitals<br><a href="https://vcahospitals.com/?redirectSource=vca.com%2F">https://vcahospitals.com/?redirectSource=vca.com%2F</a>                                                                           | 400     | 10,931    |
| Xylitol Poisoning in Dogs   VCA Animal Hospital   VCA Animal Hospitals<br><a href="https://vcahospitals.com/know-your-pet/xylitol-toxicity-in-dogs">https://vcahospitals.com/know-your-pet/xylitol-toxicity-in-dogs</a> | 400     | 924       |