



# Domain Overview (Desktop)

f1autocentres.co.uk

### Organic Search: Summary

UK | f1autocentres.co.uk

**145.7K** -5% TRAFFIC

SEMrush Rank	4.9k	
Keywords	22.2K	9%
Traffic Cost	£74.1K	-14%

### Paid Search: Summary

UK | f1autocentres.co.uk

**695** 100% TRAFFIC

Keywords	1	100%
Traffic Cost	£190	100%

### Backlinks: Summary

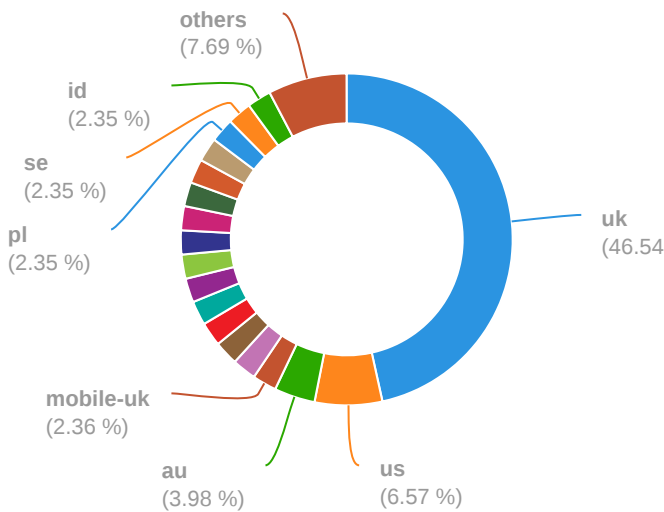
Root Domain: f1autocentres.co.uk

**27.7K** TOTAL BACKLINKS

Referring Domains	1K
Referring IPs	1K

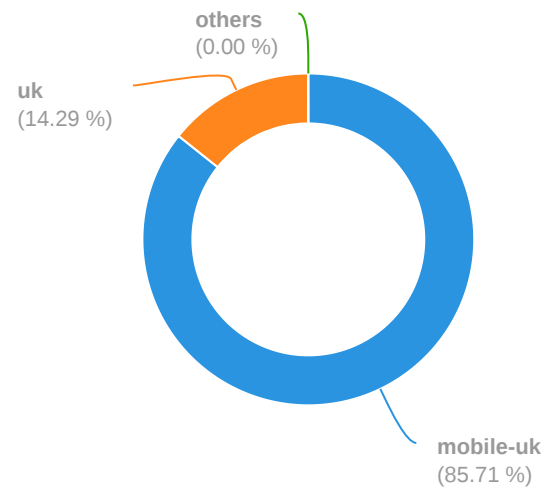
### Organic Search: Keywords By Country

f1autocentres.co.uk



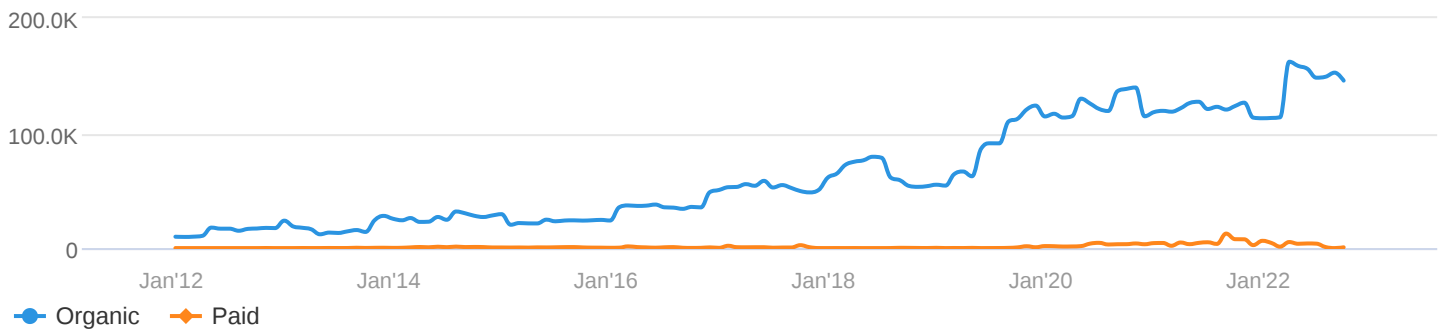
### Paid Search: Ad Keywords by Country

UK | f1autocentres.co.uk



### Traffic: Organic vs Paid

f1autocentres.co.uk | UK | All time



# Organic search traffic

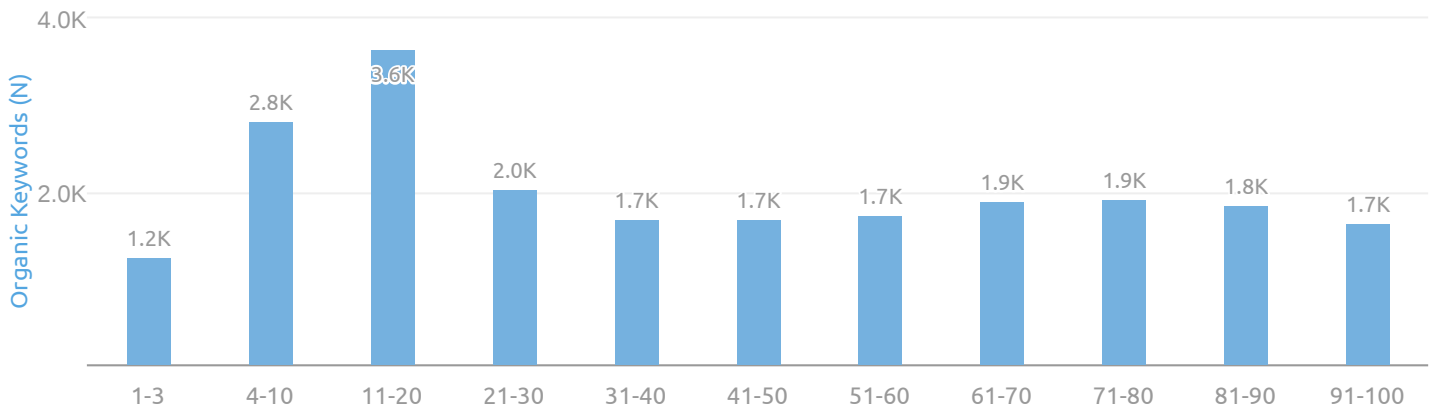
## Organic Search: Top Keywords (22,164)

UK | f1autocentres.co.uk

Keyword	Pos	Volume	CPC (GBP)	Traffic
formula one autocentres	1 (1)	14,800	0.27	8.12%
f1 autocentre	1 (1)	9,900	0.16	5.43%
formula 1 autocentre	1 (1)	6,600	0.26	3.62%
formula one autocentre	1 (1)	5,400	0.27	2.96%
f1 autocentres	1 (1)	2,900	0.19	1.59%

## Organic Search: Keyword Position Distribution

UK | f1autocentres.co.uk



## Keywords by Intent

UK | f1autocentres.co.uk



Intent	Keywords	Traffic
Informational	10.0K	35.8K
Navigational	2.3K	67.2K
Commercial	7.8K	29.1K
Transactional	5.6K	47.9K

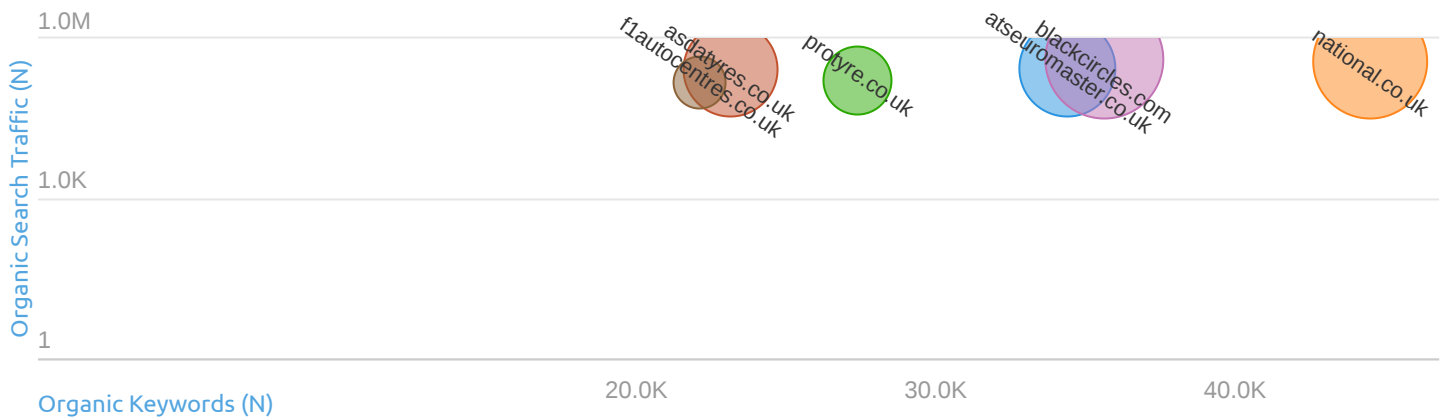
### Organic Search: Top Competitors (7,922)

UK | f1autocentres.co.uk

Competitor	Com. Keywords	SE Keywords	Com. Level
atseuromaster.co.uk	3.7k	34.5k	34%
national.co.uk	3.9k	44.5k	33%
protyre.co.uk	3.0k	27.4k	31%
asdatyres.co.uk	2.6k	23.1k	30%
blackcircles.com	3.2k	35.6k	27%

### Organic Search: Competitive Position Map

UK | f1autocentres.co.uk



### Organic Branded Search

UK | f1autocentres.co.uk

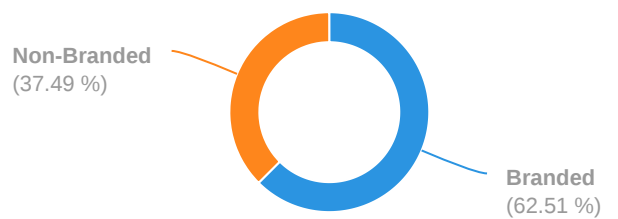
**91.1K** 0% TRAFFIC

Keywords 902

### Branded vs Non-Branded

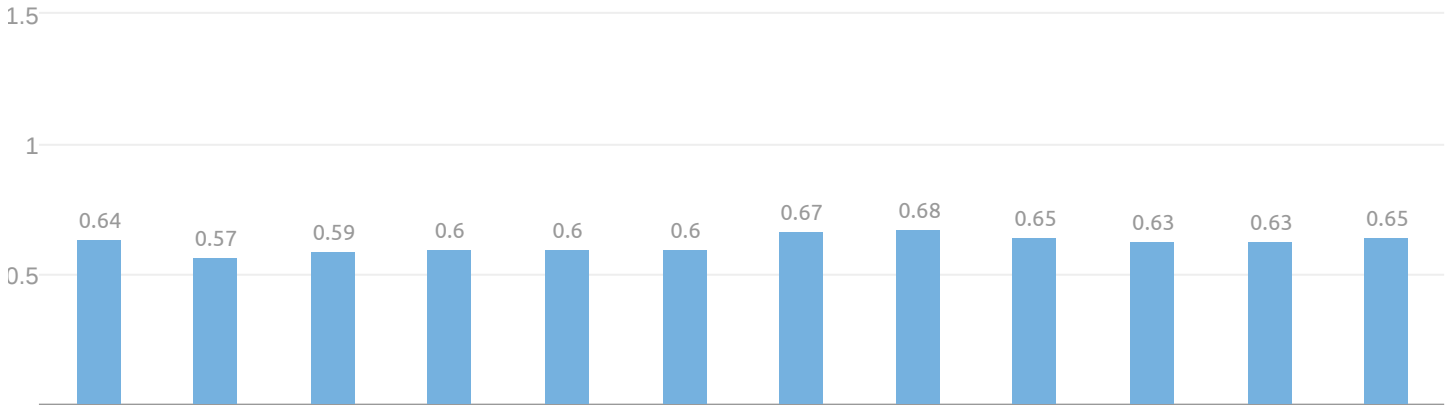
UK | f1autocentres.co.uk

**62.51%** Branded Traffic    **37.49%** Non-Branded Traffic



### Organic Search: Branded Traffic Trend

UK | f1autocentres.co.uk



## Paid search traffic

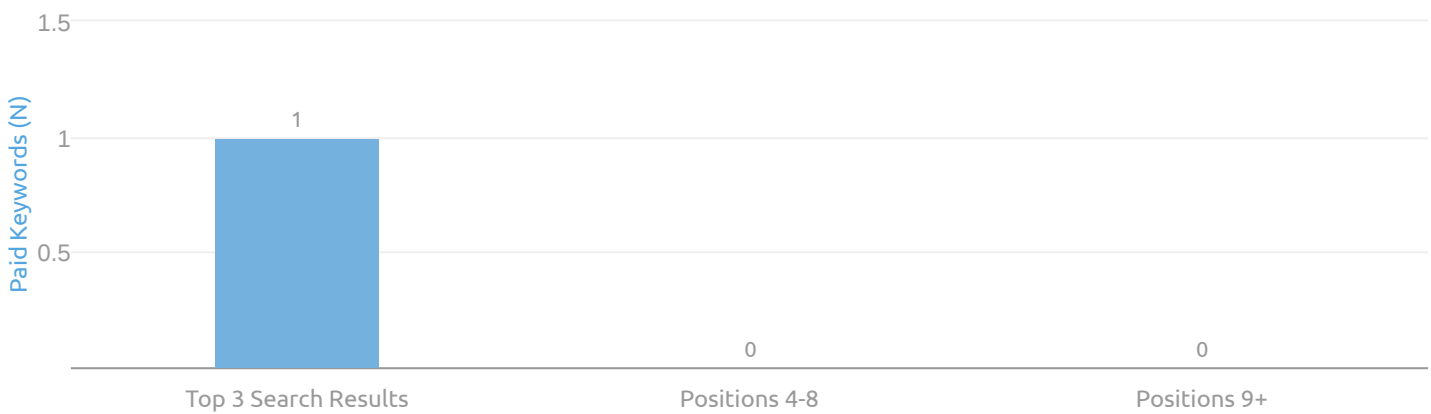
### Paid Search: Top Keywords (1)

UK | f1autocentres.co.uk

Keyword	Pos	Volume	CPC (GBP)	Traffic
formula one autocentres	1 (1)	14,800	0.27	100.00%

### Paid Search: Ad Copy Position Distribution

UK | f1autocentres.co.uk



### Paid Search: Top Competitors

UK | f1autocentres.co.uk



## Paid Search: Competitive Positioning Map

UK | f1autocentres.co.uk

NO DATA

## Sample Ads (1)

UK | f1autocentres.co.uk

[F1 Autocentres - Tyres, MOT, Servicing](#)

**Ad** <https://www.f1autocentres.co.uk/>

Cheap Tyres, MOTs, Servicing, Exhausts, Clutches, Brakes, Shocks & Batteries. The UK's leading autocentre group with over 100 locations. Secure Online Payments. Book A Service. Highlights: Family-Owned Business, Multiple Payment Options Available, Serving Since 1969.

# Backlinks

## Top backlinks

Root Domain: f1autocentres.co.uk

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Energy Impact <a href="https://www.energyimpact.co.uk/">https://www.energyimpact.co.uk/</a>	<a href="https://www.f1autocentres.co.uk/">https://www.f1autocentres.co.uk/</a>	Text
MOT test - Wikipedia <a href="https://en.wikipedia.org/wiki/MOT_test">https://en.wikipedia.org/wiki/MOT_test</a>	"MOT Testing Guide" <a href="https://www.f1autocentres.co.uk/mot/mot-guide">https://www.f1autocentres.co.uk/mot/mot-guide</a>	Text
<a href="http://www.f1autocentres.com/">http://www.f1autocentres.com/</a>	<a href="http://www.f1autocentres.co.uk/">http://www.f1autocentres.co.uk/</a>	-
<a href="http://www.f1autocentres.com/">http://www.f1autocentres.com/</a>	<a href="https://www.f1autocentres.co.uk/">https://www.f1autocentres.co.uk/</a>	-
Car repair Shop Formula One Autocentres - Local Tourmake <a href="https://local.tourmake.net/formula-one-autocentres-fareham-road-en...">https://local.tourmake.net/formula-one-autocentres-fareham-road-en...</a>	<a href="http://www.f1autocentres.co.uk/branch/car-tyres-service-mot-fareham/84/">www.f1autocentres.co.uk/branch/car-tyres-service-mot-fareham/84/</a> <a href="http://www.f1autocentres.co.uk/branch/car-tyres-service-mot-fareha...">http://www.f1autocentres.co.uk/branch/car-tyres-service-mot-fareha...</a>	-

## Backlinks: Top Anchors

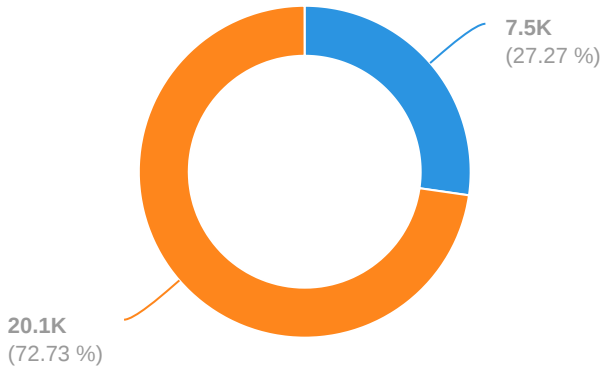
Root Domain: f1autocentres.co.uk

Anchors	Percentage	Domains	Backlinks
website	13%	55	3,560
f1autocentres.co.uk	10%	173	2,824
ats	8%	17	2,331
public website	7%	2	1,988
blackcircles	4%	26	1,198

### Backlinks: Follow vs Nofollow

f1autocentres.co.uk

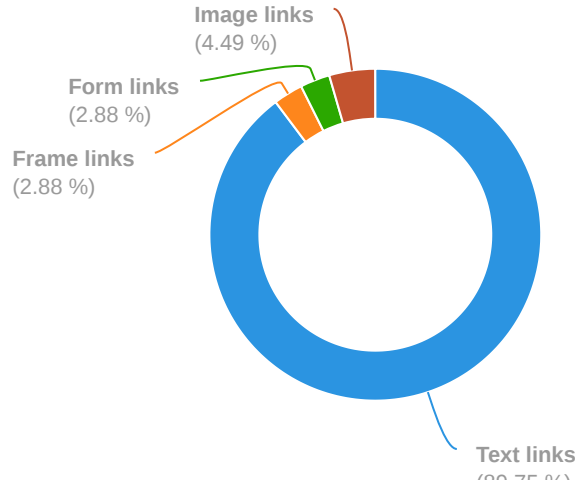
**7.5K** Follow links  
**20.1K** Nofollow links



### Backlinks Types

f1autocentres.co.uk

**26.4K** Text links  
**7** Frame links  
**0** Form links  
**1.3K** Image links



### Backlinks: Top Referring Domains

Root Domain: f1autocentres.co.uk

Root Domain	Backlinks	IP / Country
<a href="http://carole-anne.photography">carole-anne.photography</a>	6,828	198.134.109.146
<a href="http://guideservice.co.uk">guideservice.co.uk</a>	3,622	51.68.215.96
<a href="http://localprices.co.uk">localprices.co.uk</a>	1,883	77.68.15.120
<a href="http://auto-lock.co.uk">auto-lock.co.uk</a>	947	172.67.197.233
<a href="http://callto.uk">callto.uk</a>	717	135.181.210.93

### Backlinks: Top Indexed Pages

Root Domain: f1autocentres.co.uk

Title and URL	Domains	Backlinks
<a href="http://www.f1autocentres.co.uk/">http://www.f1autocentres.co.uk/</a>	299	3,678
Tyres, MOT, Servicing, Batteries & Exhausts   F1 Autocentres <a href="https://www.f1autocentres.co.uk/">https://www.f1autocentres.co.uk/</a>	231	1,729
Tyres   Cheap Tyres with Same Day Fitting   F1 Autocentres <a href="https://www.f1autocentres.co.uk/tyres">https://www.f1autocentres.co.uk/tyres</a>	65	151
<a href="https://f1autocentres.co.uk/">https://f1autocentres.co.uk/</a>	62	295
Cheap Tyres   Car Tyres   Tyres UK   F1 Autocentres <a href="http://www.f1autocentres.co.uk/car-tyres.php">http://www.f1autocentres.co.uk/car-tyres.php</a>	49	1,297