SEMRUSH
An Adobe Company

Traffic Analytics: Overview

toolnut.com

Generated on November 24, 2026

Overview

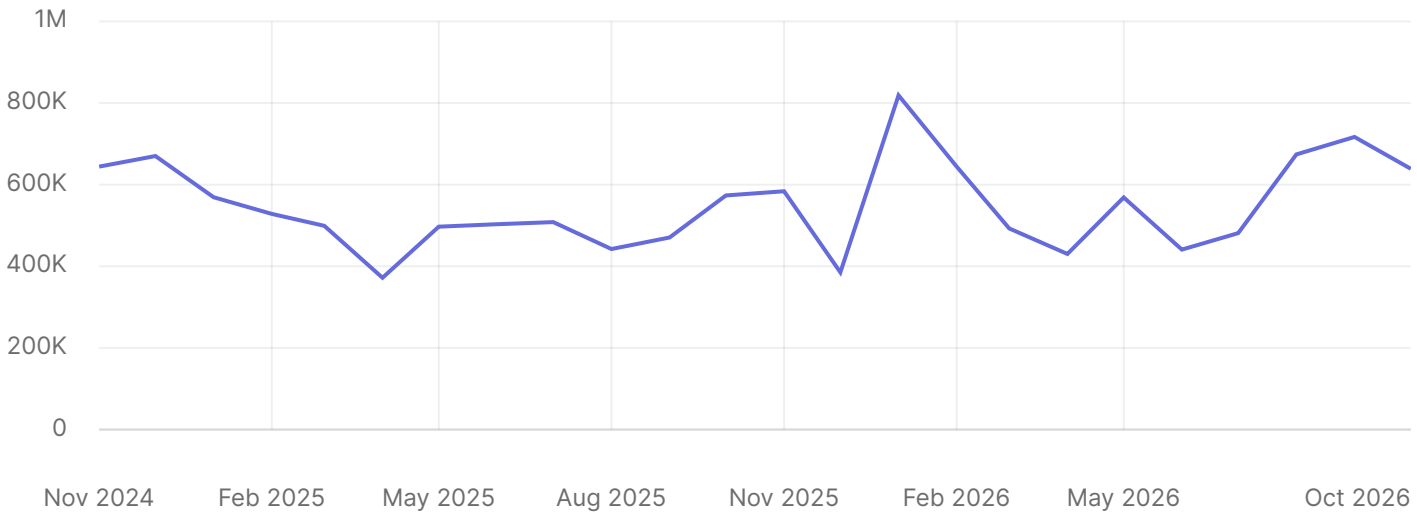
Summary

Website: toolnut.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: United States | Device: All

Website	Visits	Unique Visitors	Purchase Conversion	Pages / Visit	Avg. Visit Duration	Bounce Rate
toolnut.com	13.15M ↓3.15M	8.02M ↓852.25K	0.2% ↓0.7%	2.91 ↑0.19	5m 58s ↓12s	58% ↓3.1%

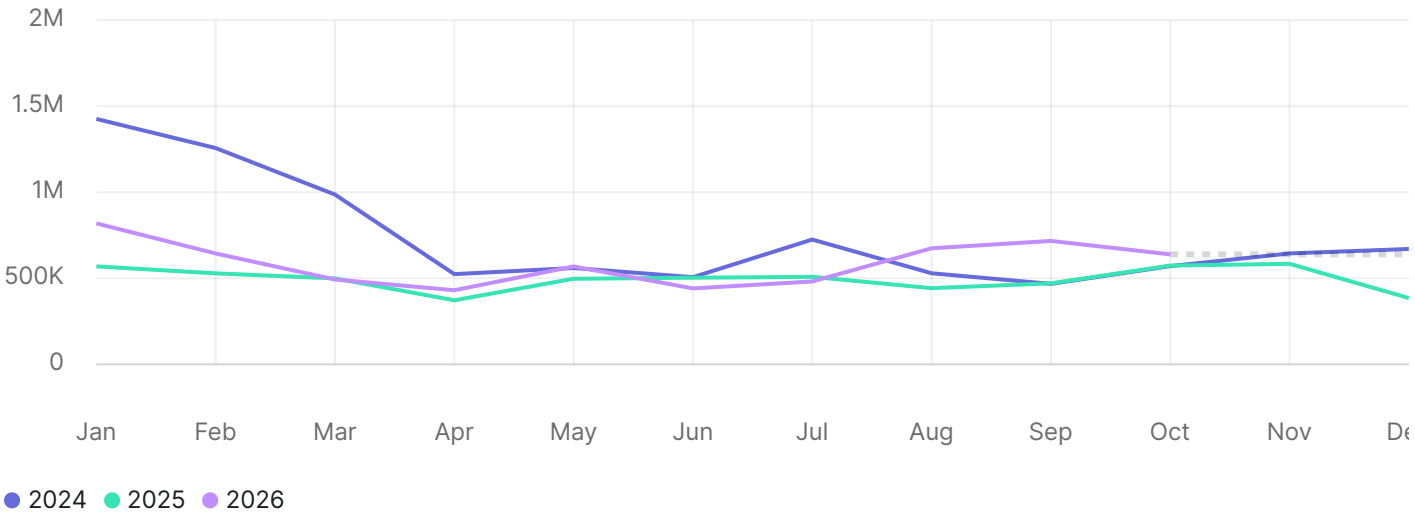
Traffic Trend

Website: toolnut.com | Location: United States | Device: All | Target metric: Visits



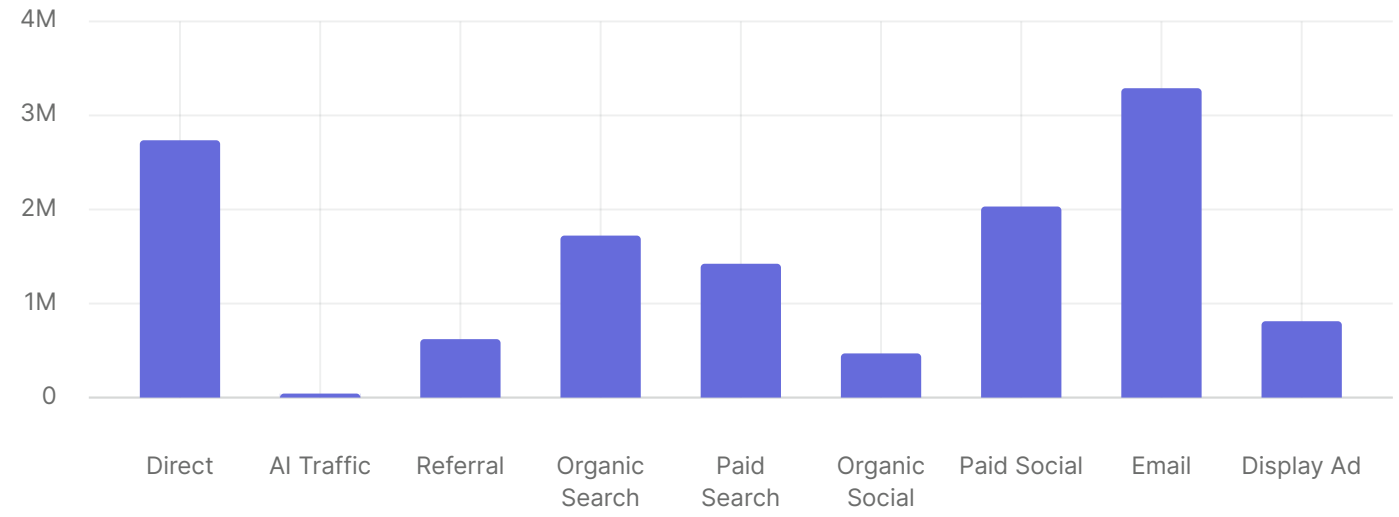
Year-over-Year Trend

Website: toolnut.com | Location: United States | Device: All | Target metric: Visits



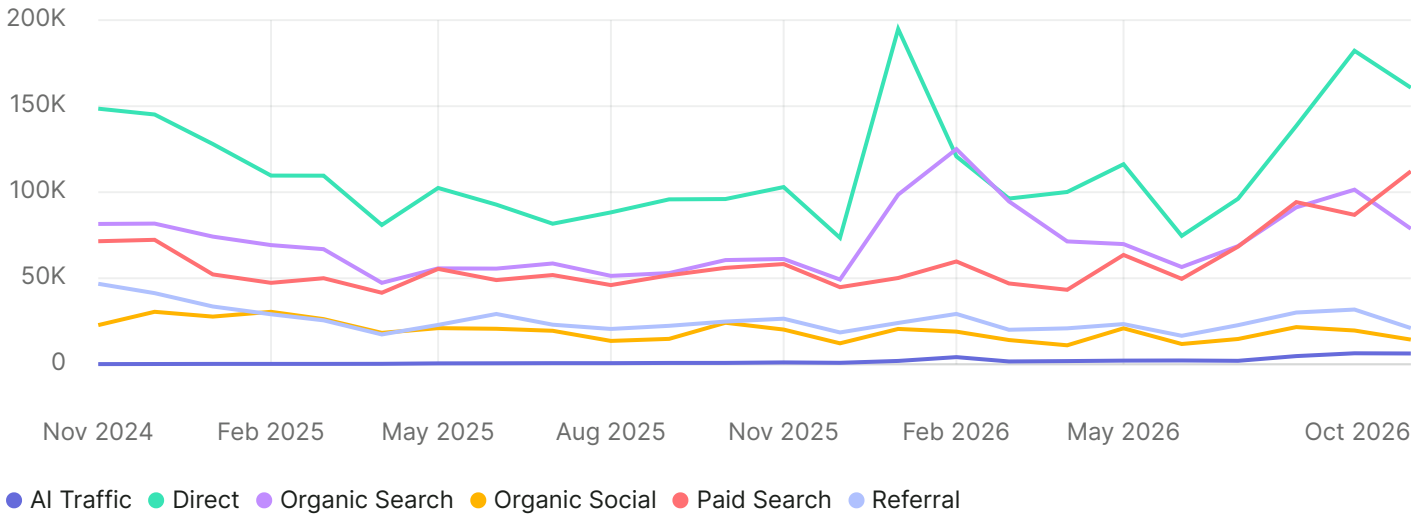
Traffic Channel Distribution

Website: toolnut.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: United States | Device: All



Traffic Channel Trend

Website: toolnut.com | Location: United States | Device: All



Top Sources

Website: toolnut.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: United States | Device: All | Traffic channel: All

Website	Traffic Share	Visits	Diff.
toolnut.com	20.8%	2.74M	↓ 31.51%
google.com	2.5%	327.5K	↑ 15.12%
google.com	1.2%	156.52K	↑ 29.72%
pricespider.com	0.6%	73.85K	↓ 57.86%
731woodworks.com	0.4%	55.5K	↑ 379.65%

Top Destinations

Website: toolnut.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: United States | Device: All

Website	Traffic Share	Visits	Diff.
google.com	17.1%	28.05K	↓ 50.15%
youtube.com	13.7%	22.36K	↓ 53.98%
milwaukeetool.com	6.9%	11.22K	↑ 259.79%
acmetools.com	6%	9.78K	↑ 535.19%
shopify.com	3.8%	6.24K	↑ 1%

Top Pages

Website: toolnut.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: United States | Device: All

Page	Traffic Share	Unique Pageviews	Unique Visitors
toolnut.com	8.3%	1.43M	893.96K
toolnut.com/shop.html	6.3%	1.39M	874.45K
toolnut.com/pages/tool-nut-monthly-giveaway-win-free-tools	1.6%	231.75K	176.67K
toolnut.com/tool-nut-giveaway	0.9%	137.18K	98.43K
toolnut.com/milwaukee-3841-20-m18-hotshot-jump-starter.html	0.8%	105.24K	91.57K
toolnut.com/search	0.8%	242.12K	166.93K
toolnut.com/collections/black-friday-buy-more-save-more-mkebl077	0.8%	99.28K	44.94K
toolnut.com/milwaukee-power-tools	0.7%	134.72K	110.44K
toolnut.com/products/festool-204083-ct-cyclone-dust-collection-pre-separator-ct-va-20	0.6%	80.83K	7.29K
toolnut.com/collections/shop	0.6%	389.62K	238.53K

Top Subfolders

Website: toolnut.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: United States | Device: All

Subfolder	Traffic Share	Unique Pageviews	Unique Visitors
toolnut.com/products/	15.9%	2.63M	1.74M
toolnut.com/collections/	8.7%	1.66M	967.37K
enews.toolnut.com/q/	2.7%	361.91K	228.03K
toolnut.com/pages/	2.2%	590.86K	434.62K
toolnut.com/checkout/	0.5%	341.51K	220.35K
toolnut.com/collections/milwaukee-power-tools/	0.5%	111.28K	70.32K
toolnut.com/checkout/cart/	0.5%	317.02K	203.86K

Subfolder	Traffic Share	Unique Pageviews	Unique Visitors
toolnut.com/collections/deal-of-the-day/	0.5%	63.73K	34.16K
toolnut.com/power-tools/	0.4%	227.01K	163.23K
toolnut.com/collections/festool-saw-blades/	0.4%	47.45K	32.18K

Top Subdomains

Website: toolnut.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: United States | Device: All

Subdomain	Visits	Desktop	Mobile
toolnut.com	13.15M	41.8%	58.2%
enews.toolnut.com	362.64K	22.6%	77.4%
m2stage.toolnut.com	2.4K	100%	0%
email.toolnut.com	813	100%	0%

Geo Distribution

Website: toolnut.com | Period: Nov 1, 2024 – Oct 31, 2026 | Target metric: Visits

Country	Share	All Devices	Desktop	Mobile
United States	98.6%	13.15M	41.8%	58.2%
Philippines	0.1%	15.23K	100%	0%
Canada	0.1%	13.81K	95%	5%
India	0.1%	13.4K	100%	0%
United Kingdom	0.1%	12K	90.7%	9.3%
Germany	0.1%	7.8K	92.5%	7.5%
Pakistan	0%	6.39K	100%	0%
Australia	0%	5.03K	100%	0%
Brazil	0%	4.54K	100%	0%
Ukraine	0%	4.5K	91.7%	8.3%