SEMRUSH
An Adobe Company

Traffic Analytics: Overview

travers.com

Generated on November 24, 2026

Overview

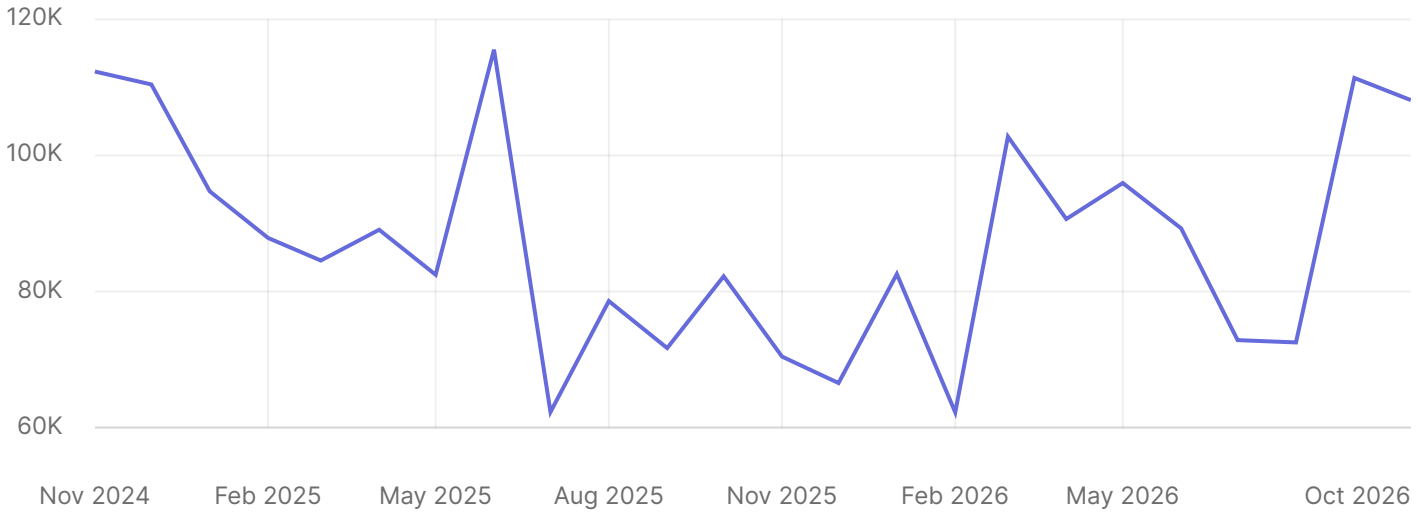
Summary

Website: travers.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: Worldwide | Device: All

Website	Visits	Unique Visitors	Purchase Conversion	Pages / Visit	Avg. Visit Duration	Bounce Rate
travers.com	2.1M ↑ 174.74K	1.53M ↑ 96.59K	0.6% ↑ 0.2%	3.15 ↑ 0.77	6m 45s ↓ 1m 3s	63.9% ↓ 1.3%

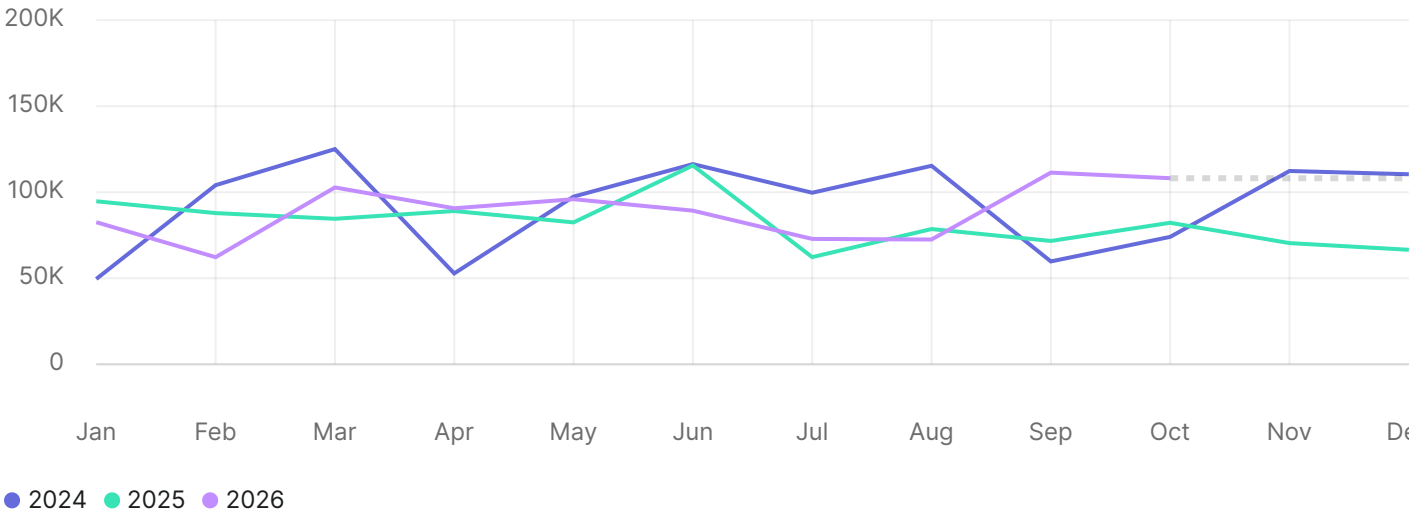
Traffic Trend

Website: travers.com | Location: Worldwide | Device: All | Target metric: Visits



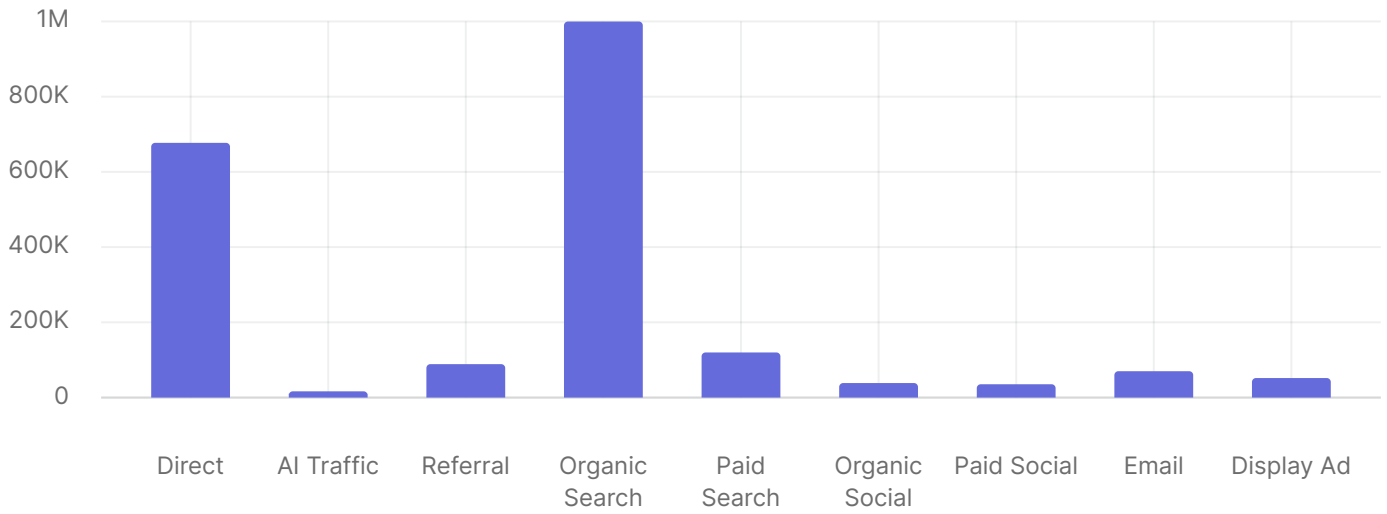
Year-over-Year Trend

Website: travers.com | Location: Worldwide | Device: All | Target metric: Visits



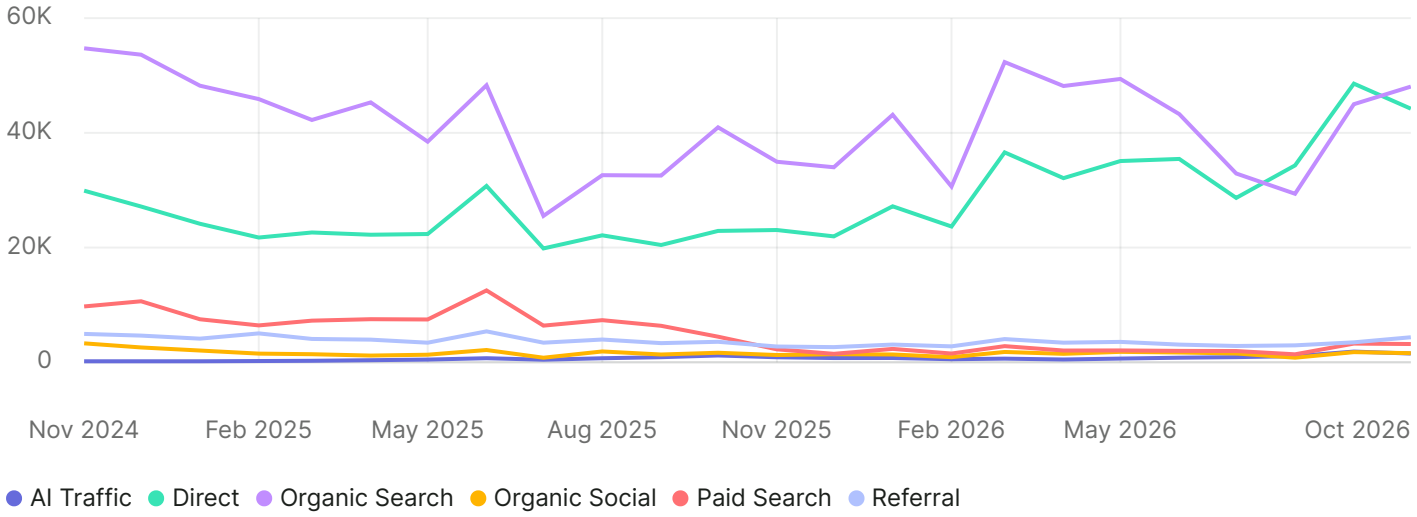
Traffic Channel Distribution

Website: travers.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: Worldwide | Device: All



Traffic Channel Trend

Website: travers.com | Location: Worldwide | Device: All



Top Sources

Website: travers.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: Worldwide | Device: All | Traffic channel: All

Website	Traffic Share	Visits	Diff.
travers.com	26.7%	560.41K	↑ 51.88%
google.com	16.4%	344.33K	↑ 5.15%
google.com	0.6%	12.42K	↓ 1.24%
duckduckgo.com	0.6%	11.62K	↓ 68.24%
bing.com	0.4%	7.57K	↓ 60.24%

Top Destinations

Website: travers.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: Worldwide | Device: All

Website	Traffic Share	Visits	Diff.
google.com	15%	9.37K	↓ 4.52%
nice-incontact.com	10.2%	6.39K	↓ 45.94%
mscdirect.com	5.7%	3.54K	↑ 1401.27%
youtube.com	5.1%	3.2K	↑ 84.44%
penntoolco.com	3%	1.86K	↑ 1%

Top Pages

Website: travers.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: Worldwide | Device: All

Page	Traffic Share	Unique Pageviews	Unique Visitors
travers.com	9.8%	234.26K	163.7K
solutions.travers.com/metalworking-machining/measuring-inspection/how-to-read-a-micrometer	4.4%	92.32K	67.9K
travers.com/catalogsearch/result	1.7%	151.05K	99.32K
solutions.travers.com/metalworking-machining/measuring-inspection/how-to-read-a-dial-caliper	1.3%	28.33K	24.17K
solutions.travers.com/how-to-read-a-basic-inch-and-metric-ruler	1.2%	26.62K	20.55K
travers.com/product/loggerhead-6-adjustable-wrench-61-165-002	1.2%	25.23K	22.3K
travers.com/product/jet-698054-vertical-milling-machine-87-118-670	1.1%	23.42K	21.08K
solutions.travers.com/metalworking-machining/measuring-inspection/how-to-read-a-dial-indicator	1%	22.02K	18.25K
travers.com/product/kool-mist-200-coolant-system-pump-accessory-85-500-200	0.8%	16.19K	14.57K
travers.com/product/3m-8511-general-use-dust-mask-96-084-733	0.7%	14.07K	12.66K

Top Subfolders

Website: travers.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: Worldwide | Device: All

Subfolder	Traffic Share	Unique Pageviews	Unique Visitors
travers.com/product/	38.7%	934.09K	671.15K
solutions.travers.com/metalworking-machining/	11.3%	239.71K	187.11K

Subfolder	Traffic Share	Unique Pageviews	Unique Visitors
solutions.travers.com/metalworking-machining/measuring-inspection/	7.2%	152.69K	117.79K
travers.com/category/	5.6%	224.68K	156.15K
travers.com/catalogsearch/	1.7%	151.05K	99.32K
from.travers.com/e3t/	1.4%	30.42K	21K
from.travers.com/e3t/ctc/	1.4%	30.42K	21K
from.travers.com/e3t/ctc/5c+113/	1.4%	30.42K	21K
from.travers.com/e3t/ctc/5c+113/cdp7z04/	1.4%	30.42K	21K
solutions.travers.com/metalworking-machining/threading/	0.6%	13.4K	11.07K

Top Subdomains

Website: travers.com | Period: Nov 1, 2024 – Oct 31, 2026 | Location: Worldwide | Device: All

Subdomain	Visits	Desktop	Mobile
travers.com	2.1M	69.8%	30.2%
solutions.travers.com	288.07K	69.5%	30.5%
from.travers.com	51.35K	67%	33%
catalog.travers.com	15.67K	99.2%	0.8%
docs.travers.com	11.41K	98.1%	1.9%
marketinginfo.travers.com	3.17K	100%	0%
mcstaging2.travers.com	1.24K	100%	0%
my.travers.com	241	100%	0%
mcstaging.travers.com	25	100%	0%

Geo Distribution

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

Country	Share	All Devices	Desktop	Mobile

Country	Share	All Devices	Desktop	Mobile
United States	80.9%	1.7M	64.4%	35.6%
India	3.5%	73.92K	84.6%	15.4%
Mexico	2%	42.78K	100%	0%
Canada	1.6%	33.65K	97.1%	2.9%
United Kingdom	1%	21.05K	82.3%	17.7%
Singapore	1%	20.21K	100%	0%
Germany	0.7%	14.17K	91.6%	8.4%
Philippines	0.5%	11.17K	79.6%	20.4%
Australia	0.4%	9.09K	84.2%	15.8%
Brazil	0.3%	6.63K	100%	0%