



# How Does Alexa Rank Work How Accurate Is Alexa Ranking?

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How Does Alexa Rank Work How Accurate Is Alexa Ranking? Is there a way Alexa tracks traffic? This is what this article intends to reveal! As a web owner, [Alexa Rank](#) shows a number of metrics including Alexa Traffic Rank which reveals ranks in the USA, Other Sites, and Link Sites, and right in Alexa charts you can see different fields you can graph outside of a site history your web and make an assessment.

## [How Does Alexa Rank Work How Accurate Is Alexa Ranking?](#)

Alexa Rank is calculated by combining the site's "estimated" visits plus visitor engagement over the past three months. Web traffic is estimated from data collected by the Alexa toolbar. This bar monitors user browsing behavior serving as a sample for all Internet users.24 Sept 2020



## [Where does Alexa pull its data from and is it trusted?](#)

Normally - Alexa pulls its ratings from its tool known as the Alexa Toolbar. This is a toolbar that people install inside their browsers and basically keeps track of their activity around the World Wide Web space - such as what websites they visit and how regularly they visit.

This is where and how Alexa usually pulls in its data - hence it really has such a small set of data to work with that only a small percentage of individuals actually use the Alexa toolbar.

## [Is Alexa Rank Accurate?](#)

Although Alexa Rank can be a quick and easy way to compare the performance of one website against the performance of another site, Alexa stats are not accurate.

In fact, people have compared Alexa Rank with data available on [Google Analytics](#), and have come to the conclusion that Alexa Rank is not at all accurate.

Alexa also claims that it pulls its data and statistics from "other" unknown sources too!

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[Can Alexa Rank Be Manipulated?](#)

You can manipulate your site's Alexa rank. By creating JavaScript code, we will not go into details here, but this code automatically opens your site pages based on the presence of the Alexa toolbar in the browser.



Categorically - the traffic data Alexa uses depends on their toolbar, which means that the more people visiting your site who have the toolbar installed on their web browser, the better your Alexa rank will be!

To check a website's Alexa rank, you can simply do it directly via their website, or you can just install their "adware" toolbar.

[What are the most popular websites in the world according to Alexa's ranking?](#)

1. Google.com

2. YouTube.com
3. Tmall.com
4. Baidu.com
5. Qq.com
6. Facebook.com
7. Sohu.com
8. Taobao.com
9. 360.cn
10. Yahoo.com

### [What are the disadvantages of relying on Alexa ranking?](#)

- Data is limited to users who have installed the toolbar only.
- They can be easily manipulated (as mentioned earlier), which makes the classification unreliable.
- Subdomains and subpages are not arranged separately like the mobile version or blog site. Therefore, which means that important pages of your site, such as the entire mobile version, are not counted, m.website.com.

In conclusion, the actual stats provided by Alexa are pulled from its toolbar. For example, if your site receives 30,000 visits per day, and then say only 20% of those use the toolbar, Alexa will only get data for only 6,000 visitors. The remaining visitors will likely not be counted or will get data like this - from various sources.