

对外汉语友商分析

ChinesePod, YoYoChinese、Chinese-Tools、LearnChineseEZ、

关键词、内容主题、营销侧重点

分析以下友商

友商网站名称

- × ChinesePod.COM
- × YoYoChinese.COM
- × Chinese-Tools.COM
- × ChineseClass101.COM
- × LearnChineseEZ.COM
- × ClearChinese.COM
- × ChinaEDUCenter.COM
- × TutorMing.COM

CHINESEPOD.COM

- ✘ 流量10K/天；
- ✘ 受众：中、美、日
- ✘ 搜索词：Movies/Tones
- ✘ CN Pronunciation
- ✘ Think you in CN
- ✘ 优化词：
- ✘ Chinese Pronunciation(流量大)、
- ✘ Thank You in CN（常规）。

Global Rank ?

80,235 ▲1,136








Rank in United States ?

84,080

Country	Percent of Visitors	Rank in Country
 China	45.6%	20,254
 United States	17.2%	84,080
 India	5.1%	136,495
 Japan	4.6%	89,539
 Singapore	3.4%	14,283
Keyword	Percent of Search Traffic	
1. chinese pronunciation	21.80%	
2. chinese movies	16.06%	
3. chinese tones	6.13%	
4. ā	2.96%	
5. thank you in chinese	2.91%	

YOYOCHINESE.COM

- ✘ 流量：6~7K/天
- ✘ 受众：美、日、英
- ✘ 关键词：Hotel in CN
CN insults、YoYo CN
Sajiao(撒娇)
- ✘ 优化词：
CN insults (粗口)、
sajiao(撒娇, 想不到)、
CN Zodiac Compatibility (中国生肖)、
Hotel in CN(常规)

Global Rank [?]	Country	Percent of Visitors	Rank in Country
 169,724 ▼ 16,836	 United States	34.3%	80,165
Rank in United States [?]	 Singapore	11.9%	6,029
 80,165	 Indonesia	11.2%	20,600
	 Japan	3.4%	258,675
	 United Kingdom	3.0%	141,031
Keyword	Percent of Search Traffic		
1. hotel in chinese	7.61%		
2. sajiao	7.33%		
3. chinese insults	6.55%		
4. yoyo chinese	6.50%		
5. chinese zodiac compat...	5.70%		

CHINESE-TOOLS.COM

- ✘ 流量：12~15K/天
- ✘ 受众：美、新、加
- ✘ 关键词：Learn CN、CN input/alphabet/ Letters、Type CN Online
- ✘ 优化词：
Learn CN(流量大，常规词)
Chinese Input(重视)、
Type Chinese(重视)

补充说明：网站流量 Learn Chinese 占核心搜索词，目标受众明确；

Global Rank ?	Country	Percent of Visitors	Rank in Country
 63,607 ▲13,141	 United States	21.0%	42,271
Rank in United States ?	 Singapore	11.6%	2,344
 42,271	 India	5.9%	73,575
	 Ukraine	5.6%	14,633
	 Canada	4.7%	20,771
Keyword	Percent of Search Traffic		
1. learn chinese	11.59%		
2. chinese input	8.09%		
3. chinese alphabet	6.65%		
4. chinese letters	5.59%		
5. type chinese online	3.89%		

CHINESECLASS101.COM 流量

流量：预计3K/天

受众：美、俄

搜索词：

Chinese Pod101、






ChineseClass101

Class 101

优化词：

Chinese Words (值得关注)

补充说明：访问量不大，搜索词是品牌（就跟你百度“中国银行”），说明忠实用户多。

Global Rank ?	Country	Percent of Visitors	Rank in Country
 249,865 ▲ 86,305	 United States	30.0%	115,603
Rank in United States ?	 Russia	24.6%	77,397
 115,603	 Brazil	11.0%	42,818
	 Singapore	6.4%	11,947
	 Ukraine	6.0%	50,003
Keyword	Percent of Search Traffic		
1. chinese pod101	65.97%		
2. chinese class101	12.00%		
3. common chinese words	7.71%		
4. chinese words	4.58%		
5. class 101	3.37%		

LEARNCHINESEEZ.COM

- ✘ 流量：3K/天
- ✘ 受众：美、印、加
- ✘ 关键词：


Learn Mandarin

Learn Chinese

- ✘ 优化词：

LC、LM 这些都很常规； **Online Free** 值得关注；

- ✘ 补充说明：**网站免费**；LM流量说明搜索Learn Chinese和Learn Mandarin是不一样的；


Global Rank ?	Country	Percent of Visitors	Rank in Country
 244,945 ▲55,117	 United States	23.1%	122,220
Rank in United States ?	 India	18.9%	87,204
 122,220	 Malaysia	5.1%	27,322
	 Indonesia	4.9%	94,887
	 Canada	4.4%	77,924
Keyword	Percent of Search Traffic		
1. learn mandarin	10.70%		
2. learn mandarin online	8.93%		
3. learn chinese online fr...	6.20%		
4. learn chinese online	4.59%		
5. learn chinese	4.53%		

ZHONGWEN.COM

- ✘ 流量：1.5K/天
- ✘ 受众：美
- ✘ 搜索词：ZhongWen
CN Characters、CN

Write CN Characters（写汉字）

- ✘ 优化词：ZhongWen(值得尝试)、Write CN Characters（值得优化）

Global Rank [?]	Country	Percent of Visitors	Rank in Country
 309,507 ▲ 328,911	 United States	26.0%	198,242
Rank in United States [?]	Keyword	Percent of Search Traffic	
 198,242	1. zhongwen	29.65%	
	2. chinese characters	28.12%	
	3. chinese	10.91%	
	4. zhong wen	5.84%	
	5. how to write chinese c...	3.66%	

CLEARCHINESE.COM

✘ 流量：0.8K/天




✘ 受众：美

✘ 搜索词：LC、

CN Fonts/Pod

✘ 优化词：Chinese Fonts(汉字字体)、Chinese Pod()

✘ 补充说明：字体、字典、名字、书写等特色内容；CN Fonts Download（中文字体下载资源）

Global Rank [?]	Country	Percent of Visitors	Rank in Country
 776,042 ▲ 346,946	 United States	22.8%	491,852
Rank in United States [?]	Keyword	Percent of Search Traffic	
 491,852	1. learn chinese	24.98%	
	2. chinese fonts	16.40%	
	3. chinese font	16.03%	
	4. chinese pod	3.80%	
	5. chinese font download	3.07%	

CHINAEDUCENTER.COM

- ✘ 流量：4K/天
- ✘ 受众：港、美、巴
- ✘ 搜索词：**hsk test**、
Hsk

Global Rank ?	Country	Percent of Visitors	Rank in Country
 183,281 ▲ 16,87	 Hong Kong	19.9%	8,457
Rank in Hong Kong ?	 United States	13.1%	236,562
 8,457	 Pakistan	12.0%	22,228
	Keyword	Percent of Search Traffic	
	1. hsk test	11.98%	
	2. hsk	5.76%	
	3. hsk 2	5.04%	
	4. learn chinese	3.82%	
	5. hsk 1	3.59%	

- ✘ 优化词：**hsk(汉语考级，拓展一下辅导培训)**
- ✘ 补充说明：是否可开展相关的**配套培训课程**呢，
关键词角度值得一试；

TUTORMING.COM

- ✘ 流量：1K/天
- ✘ 受众：美、墨、加
- ✘ 搜索词：vipabc(品牌)、Tutorming(品牌)

I love you in CN、No in CN

- ✘ 优化词：I Love You/No/Yes in CN(类似于日语八格牙路)、Unlucky Number(不吉祥数字)
- ✘ 补充说明：品牌很重要，比如搜索VipABC和TutorMing这样的词，你无法竞争。最近融资几个亿，貌似要着力LC项目(非中心所在)；

Global Rank [?]	Country	Percent of Visitors	Rank in Country
 382,531 ▲4,580	 United States	25.5%	210,481
Rank in United States [?]	 Mexico	5.2%	47,299
 210,481	 Canada	4.4%	122,956
Keyword	Percent of Search Traffic		
1. i love you in chinese	7.71%		
2. vipabc	7.66%		
3. tutorming	6.93%		
4. unlucky chinese numb...	6.57%		
5. no in chinese	5.65%		

JIHOSOFT.COM

- ✘ 流量：11K/天
- ✘ 受众：美、印、英
- ✘ 关键词：

Android Recovery

Android Data Recovery

Android Phone Recovery

JPG Repair (搜索量大, 无效)

Global Rank [?]	Country	Percent of Visitors	Rank in Country
 67,512 ▲ 1,276	 United States	21.5%	40,321
Rank in United States [?]	 India	16.3%	26,293
 40,321	 United Kingdom	4.2%	36,302
	 Pakistan	2.9%	20,437
	 Saudi Arabia	2.8%	13,402
	Keyword	Percent of Search Traffic	
	1. jihosoft android phone...	8.87%	
	2. jihosoft	5.32%	
	3. jihosoft android data r...	3.08%	
	4. repair jpg	1.90%	
	5. android phone recove...	1.88%	