

Limited version

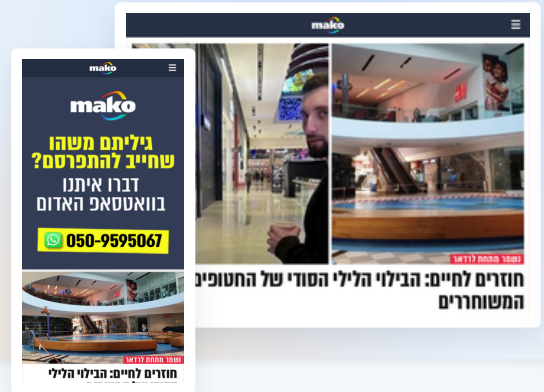
mako.co.il

אתר החדשות והבידור המוביל בישראל עם מגוון רחב של כתבות בתחומי הפלילים, תרבות, טלוויזיה, אוכל, מוזיקה, אופנה, חופש, מגזין סוף השבוע, תוכניות קשת 12 ועוד

App Store



Google Play



Traffic & Engagement

Total visits

Sep 2025 Worldwide

34.06M

↑1.45% from last month

Device distribution

Sep 2025 Worldwide



- Desktop 24.91%
- Mobile Web 75.09%

Global rank #1,798

Country rank #9
Israel

Industry rank #232
News_and_Media

Engagement overview

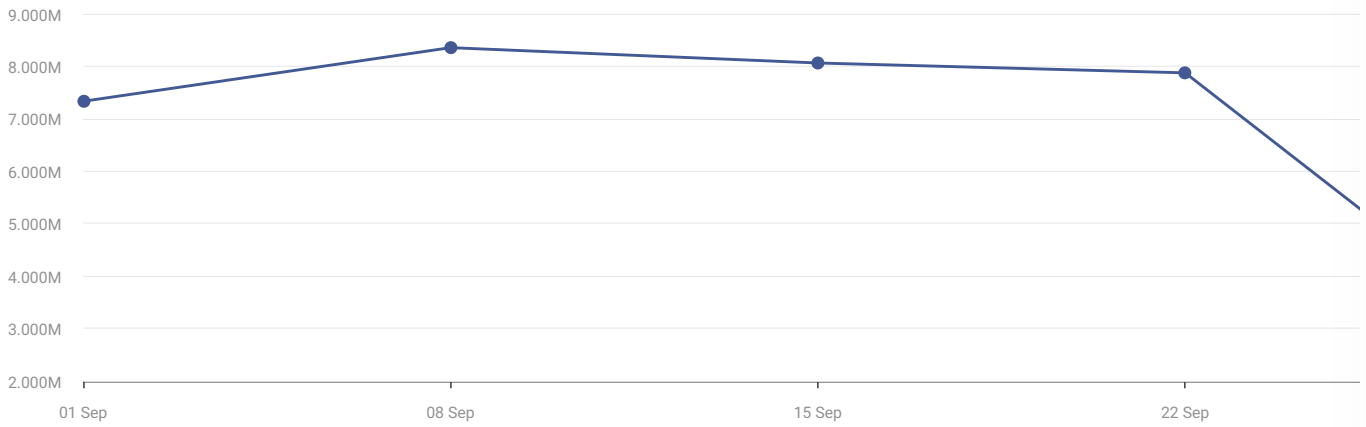
Sep 2025 Worldwide All Traffic

Monthly visits	34.06M	Deduplicated audience	Pages / Visit	2.66
Monthly Unique Visitors	N/A	Visit Duration	Bounce Rate	42.98%

Visits over time

📅 Sep 2025 🌐 Worldwide 🗑️ All traffic

mako.co.il **34.06M**
vs.
 ynet.co.il **63.41M**
 haaretz.co.il **10.27M**
 globes.co.il **9.369M**
 inn.co.il **4.600M**



Geography

Top Countries

📅 Sep 2025 🗑️ All traffic

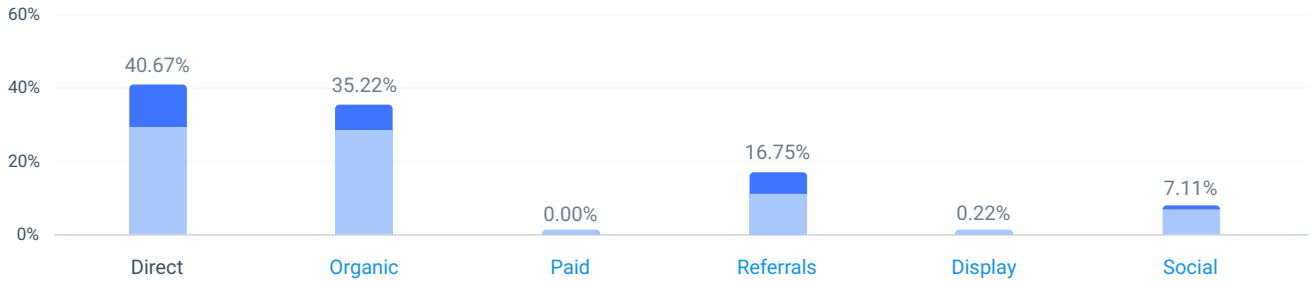


Country	Traffic Share	Change
🇮🇱 Israel	91.97%	↑ 1.19%
🇺🇸 United States	3.46%	↑ 4.00%
🇹🇭 Thailand	0.63%	↑ 30.70%
🇩🇪 Germany	0.36%	↓ 10.97%
🇨🇦 Canada	0.33%	↑ 4.23%

Marketing Channels

Channels overview

📅 Sep 2025 🌐 Worldwide 📄 All traffic

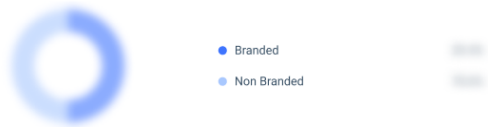


Organic Search

Organic search makes up 35.22% of website traffic

Branded vs. non-branded

📅 Sep 2025 🌐 Worldwide 📄 All traffic



Top organic non-branded search terms

📅 Sep 2025 🌐 Worldwide 📄 All traffic

Paid Search

Paid search makes up <1% of website traffic

Top paid non-branded search terms

📅 Sep 2025 🌐 Worldwide 🖥️ All traffic

Referrals

Referrals makes up 16.75% of website traffic

Top referring websites

📅 Sep 2025 🌐 Worldwide 🖥️ Desktop

Domain	Share	Change
n12.co.il	90.55% <div style="width: 90.55%;"></div>	↑ 8.77%
sport5.co.il	2.00% <div style="width: 2.00%;"></div>	↓ 15.14%
start.co.il	1.89% <div style="width: 1.89%;"></div>	↑ 25.57%
rotter.net	1.20% <div style="width: 1.20%;"></div>	↑ 10.48%
news.startpage.co.il	0.54% <div style="width: 0.54%;"></div>	↑ 1.64%

Top referring industries

📅 Sep 2025 🌐 Worldwide 🖥️ Desktop

Website Categories	Traffic Share
News and Media	95.11% <div style="width: 95.11%;"></div>
Sports - Other	2.04% <div style="width: 2.04%;"></div>
Search Engines	0.76% <div style="width: 0.76%;"></div>
Dictionaries and Encyclopedias	0.41% <div style="width: 0.41%;"></div>
Computers Electronics and Technology - Other	0.40% <div style="width: 0.40%;"></div>

Outgoing Traffic

Top link destinations

📅 Sep 2025 🌐 Worldwide 🖥️ Desktop

Domain	Share	Change
n12.co.il	85.43% <div style="width: 85.43%;"></div>	↑ 7.56%
auto.co.il	1.98% <div style="width: 1.98%;"></div>	↑ 15.13%
safepage.neto.net.il	1.72% <div style="width: 1.72%;"></div>	↓ 33.21%
google.com	1.67% <div style="width: 1.67%;"></div>	↑ 23.91%
instagram.com	0.95% <div style="width: 0.95%;"></div>	↓ 85.74%

Outgoing Ads

Top ad destinations

📅 Sep 2025 🌐 Worldwide 🖥️ Desktop

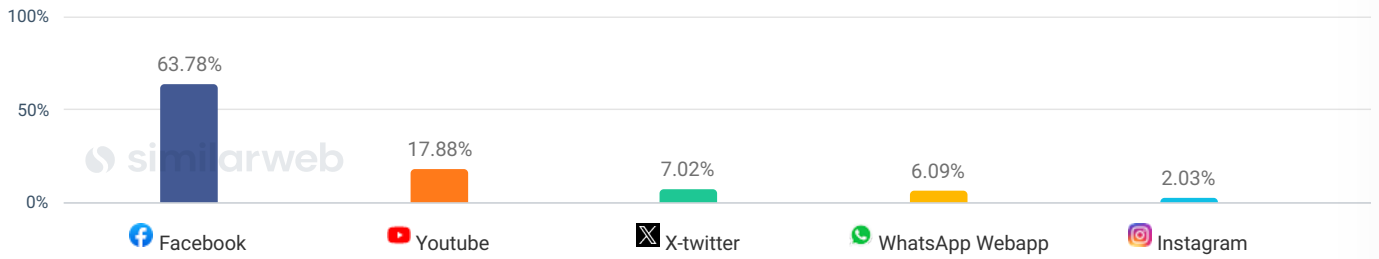
Domain	Share	Change
ksp.co.il	8.59% <div style="width: 8.59%;"></div>	↑ 140.30%
bit.ly	8.36% <div style="width: 8.36%;"></div>	↑ 33.16%
shop.super-pharm.co.il	6.02% <div style="width: 6.02%;"></div>	↓ 64.80%
x.com	5.09% <div style="width: 5.09%;"></div>	↓ 74.68%
ferrero-rocher.co.il	4.61% <div style="width: 4.61%;"></div>	-

Social

Social makes up 7.11% of website traffic

Social traffic

Sep 2025 Worldwide Desktop

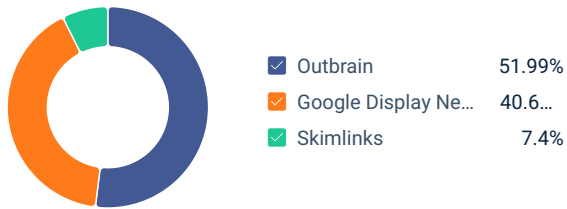


Display Advertising

Display ads makes up <1% of website traffic

Display ad network

Sep 2025 Worldwide Desktop



Top publishers

Sep 2025 Worldwide Desktop

Publisher	Share	Change
n12.co.il	71.11%	↓ -14%
grayclub.co.il	8.71%	New
il.bee.deals	7.40%	New
google.com	2.62%	New
bizportal.co.il	1.45%	New