Executive Summary

RosettaStone.com has the highest share for the total visits (37.6%) and unique visitors (31.4%) in May-09 among the language learning sites we track in this report. (Source: compete.com data). According to Hitwise data, which only tracks website visits, RosettaStone.com’s share of visits are the highest among the competitive sites in April and May (30.82% and 37.8% respectively).

Fluenz and Tell Me More websites have the highest year to year (May-09 vs. May-08) increase for both visits and unique visitors. Buenoentonces.com received 110.7% more visits in May-09 versus Apr-09. Transparent Languages increased the total visits more than 300% versus last year.

Google, Yahoo, Facebook, Ebay are some of the sites that send traffic to RosettaStone.com. Some of the sites that RosettaStone.com sends traffic to are Google, Amazon, Yahoo, Facebook and Craigslist.

Livemocha reached 3 million members in May-09. The site gets some of its traffic from Yahoo, YouTube, Google and Facebook.

Buenoentonces.com received 110% more visits to their site in May-09 versus Apr-09. Top three keywords that send traffic to Buenoentonces.com are: rosetta stone, rosetta stone spanish, rosetta stone reviews.

67.79% of Buenoentonces.com, 42.95% of Berlitz.com and 27% of RosettaStone.com visitors came from Google.com.

People that visit RosettaStone.com have a strong affinity for Visual Link Spanish, The Homeschool Magazine, Byki.com (Transparent), Rocketlanguages.com and Pimsleur websites.
Where do visitors go after visiting RosettaStone.com? Downstream (May-09)

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<th>Rank</th>
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Source: Hitwise

Google, Yahoo, Msn, Amazon, Ebay are some of the sites that send traffic to RosettaStone.com.
Which sites are sending traffic to Rosettastone.com? Upstream (May-09)

Some of the sites that Rosettastone.com sends traffic to: Google, Amazon, Yahoo, Adobe.com, Barnes and Noble, and Visual Link Spanish.

Source: Hitwise

People that visit Rosettastone.com have a strong affinity for Visual Link Spanish, The Homeschool Magazine, 81% of Rosettastone.com visitors come from Google.com.