

## Most Visited Nigerian Site in 2009



## General Recap

This report is an excerpt from our Nigerian Internet Report to be published next month. You can join the [survey here](#) for the reports to be published alongside the paper. We recently wrote an Analyst Report on [Google Zeitgeist 2009 here](#). To view the complete ranking through 2009 you can visit our site ranking page [here](#).

Generally, Nigerian web industry is on the rise and 2009 marked a giant leap as trends unfolded and players' unleashed strategies to generate value from their site.

## What is in this report?

We looked at the historical data of the top sites for 2009, looking at the factors that shaped the patterns. We also looked at the top sites by industry; painting a picture of browsing behaviour and wants of Nigerians. We also gave advised on the top industries and how to crack in. We discussed about the emerging industries and a possible next mover. We hope to expand this report by the time our full Nigerian Internet report is ready.

## How we rank

Our ranking is based on Alexa ranking algorithm but we cache historical data to generate our reports. The cumulative ranks for each of the site over the period of 10 months is the base of the calculation that now arrived at the point base system (PSB) for this report. The sites under consideration are the ones that have featured on our ranking table for at least 3 times during the period under review. We believe this will help maintain consistency. The ranking accuracy is highly dependable as events shaping the traffic pattern reflected in the table. Also Google's Zeitgeist was in tandem with our reports. For 2010, we have planned to integrate other mechanism for our ranking system. So stay tuned!

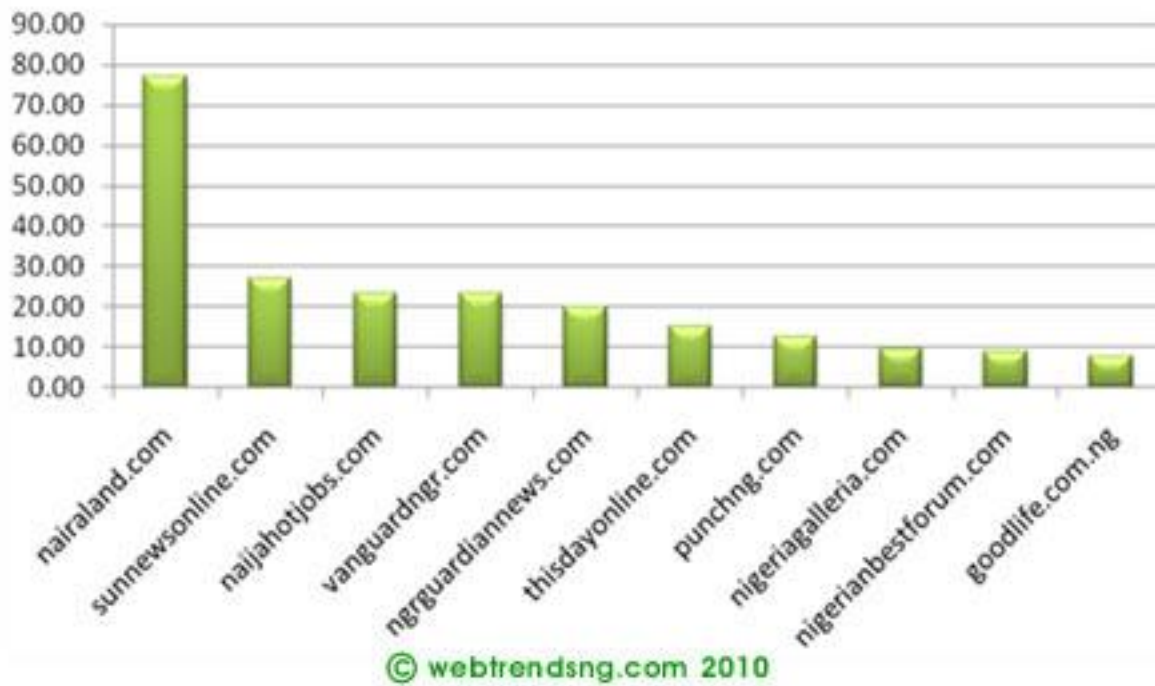
## Top Ten Sites

Nairaland.com earned a well-deserved top spot from the pack; with 76.92 points, its score is more than top-three sites behind it. Sunnewsonline.com sits on the second spot with 27.03 points followed by najahotjobs.com with 23.03. It is noteworthy that in March 2009 najahotjobs.com was on the number one spot in our monthly ranking, coming ahead of nairaland.com and punchng.com. Back in March 2009, the order of the ranking was as close as the circulation of newspapers in the country with punchng.com leading the other news websites. Vanguardng.com is on the fourth spot with 23.26 points; it got its all-time high of 2<sup>nd</sup> spot in July leading other news site and veteran top three sites. In August it shed a whopping 4 places moving from second to sixth place. It came back up (3<sup>rd</sup> place) in September and maintained the second spot till December with exception of September and November when it was displaced by a debutant site bbnsms.com. If there is any site that has successfully used social media to its advantage, it's indeed vanguardng.com. It came atop 234next.com in the news category. Ngrguardiannews.com keeps it locked on the fifth spot with 20 points following by thisdayonline.com on the 6<sup>th</sup> spot with 14.93 points. If there is a "seem" contender for the number one spot, I believe it should be punchng.com but unfortunately management blunder (or should will call it experiment) made them lose their place among the top sites. Punchng.com was the top site in April and May but lost out of the top-five in June, less than a month after the management decision to monetize their site content. A strategy that failed out rightly! Just this December the decision was reversed and a significant change has been noticed as seen in our monthly web ranking. It's now back in the top ten! Talking about veteran Nigerian site that still command sizable attention; that is nigeriagalleria.com. It got the 8<sup>th</sup> spot with 9.35 points, representing the portal sub-industry on the ranking table. Nigerianbestforum.com is the second general-purpose forum site on the top-ten list with 8.93 points. The last but not the least is a newly launched startup goodlife.com.ng also a portal site with 7.46 points. Goodlife.com.ng rally came just a little while after launch with a massive Google AdSense Adverts.

## Top-Ten Ranking Table

Rank	Site	Points
1	nairaland.com	76.92
2	sunnewsonline.com	27.03
3	naijahotjobs.com	23.26
4	vanguardngr.com	23.26
5	nrguardiannews.com	20.00
6	thisdayonline.com	14.93
7	punchng.com	12.35
8	nigeriagalleria.com	9.35
9	nigerianbestforum.com	8.93
10	goodlife.com.ng	7.46

## Top Ten 2009

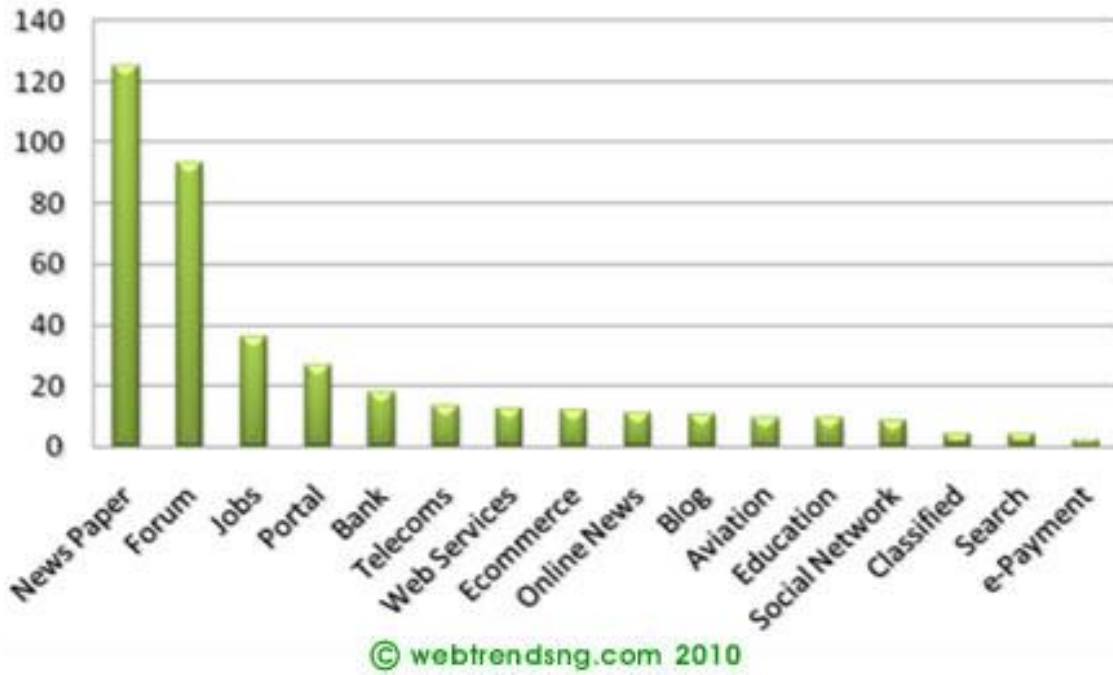


## Industry Ranking

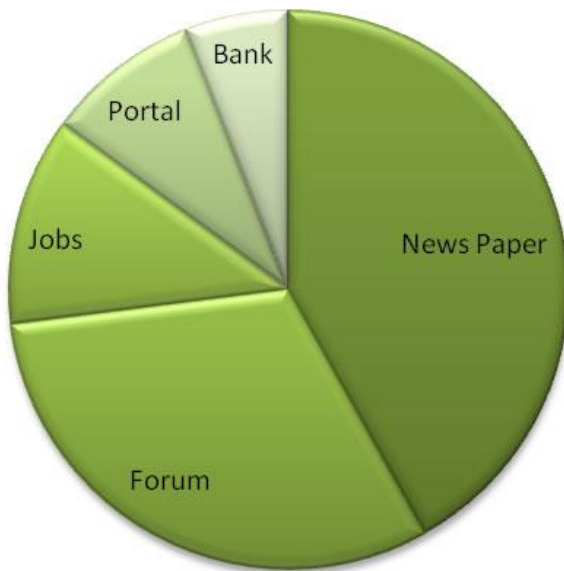
The news industry stands on the top spot ahead of Forum. The percentage of news website in top-ten was 50% flat through 2009 except for August and September when banking crisis started where news sites reach an all-time high of 60% of the top-ten websites in Nigeria. An all-time low was recorded in November when just 40% of the top-ten sites are news sites. With this, the picture painted is that; When Nigerians seek for local content online, they want news than any other content. As shown below, News industry has 125.24 points. On the second spot is Forum, Nigerians want to engage, they want to speak to fellow Nigerians, they want to discuss the issues that touch their everyday lives. The number one site on our list for the year is a forum site; with a combination of other forum sites, ramp up 93.16 points to take the second position. Jobs site is the third industry with 36.05 points; the impact of the global melt down increased astronomically early last year and peaked in March 2009 when a job site (najahotjobs.com) clinched the top spot. Portal and Bank are the other top industries with 26.85 and 17.88 respectively.

Rank	Industry	Points
1	News Paper	125.24
2	Forum	93.16
3	Jobs	36.05
4	Portal	26.85
5	Bank	17.88
6	Telecoms	13.27
7	Web Services	12.31
8	Ecommerce	11.65
9	Online News	11.15
10	Blog	10.25
11	Aviation	9.55
12	Education	9.48
13	Social Network	8.29
14	Classified	4.22
15	Search	4.05
16	e-Payment	2.17

## Industry Ranking



## Top Five Industries



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## Industry Leaders

The table below shows top sites in each of the industries under review. The industries are arranged in alphabetical order. In places where we have below three, that means there are no sites with sizable/quantifiable stats.

Rank	Site	Industry
1	flyaero.com	Aviation
2	arikair.com	Aviation
3	flydanaair.com	Aviation
1	gtbank.com	Bank
2	zenithbank.com	Bank
3	intercontinentalbankplc.com	Bank
1	naijaecash.com	Blog
2	mobilitynigeria.com	Blog
3	internetmarketingnigeria.com	Blog
1	nairalist.com	Classified Ads
1	nigeriamasterweb.com	Directories & Search Engines
1	Buyright.biz	E-Commerce
2	2deal4real.com	E-Commerce
3	smartbuyng.com	E-Commerce
1	interswitchng.com	Electronic Payment Services
1	nairaland.com	Forum
2	nigerianbestforum.com	Forum
3	Informationnigeria.org	Forum
1	sunnewsonline.com	Newspapers
2	vanguardngr.com	Newspapers

3	nrguardiannews.com	Newspapers
1	Saharareporters.com	Online News
2	mynaijanews.com	Online News
3	nigeriannews.com	Online News
1	nigeriagalleria.com	Portals
2	goodlife.com.ng	Portals
3	odili.net	Portals
1	naijahotjobs.com	Recruitment Services
2	careersnigeria.com	Recruitment Services
3	jobberman.com	Recruitment Services
1	naijapals.com	Social Networking Sites
2	9jabook.com	Social Networking Sites
3	9jamovies.com	Social Networking Sites
1	mtnonline.com	Telecoms
2	zain.com	Telecoms
3	gloworld.com	Telecoms
1	unilag.edu.ng	Universities
2	unilorin.edu.ng	Universities
3	kwarapolytechnic.com	Universities
1	platgroupng.com	Web Services
2	dragnetnigeria.com	Web Services
3	websoft-ng.com	Web Services

## Businesses and Entrepreneurs

For companies or entrepreneur willing to come into the market, the top industries are almost saturated. The Newspaper industry is the hardest to crack given the traditional importance of News and media houses. A debutant news outfit (234next.com) was launched this year and also gained awareness but still could not sustain the momentum.

Forum has also witnessed massive growth with the opening of more forum sites but the challenges of running a forum forced most of them to close shop. Anyone willing to come into the forum industry should be ready to aggressively promote and manage the platform (as in the case of nigerianbestforum.com). We also suggest a niche-base forum to make the discussion more focused and egotistic so as to attract interested audience. We believe more will be launched this year!

Last year also witnessed rapid growth in job sites owing to the patronage experienced by the market leaders (naijahotjobs.com), but most have not being able to garner enough attention to make the top site list. Jobberman.com was a debutant and has been able to catch enough eye-balls and eventually made the top-three in the industry. As the industry grows, innovation will come in and this will help new ones get the required attention. Nairajobs.com a vertical job listing site, came with an innovative job listing method, aggregating Nigerian-related jobs around the web and also paying for job posting.

For banking; the industry had a big shake up last year and things should get better this year. Banks with online strategy for their e-banking can battle for the top position. Gtbank.com with innovative IT strategies has been able to sustain its edge in the industry. As people trust the internet more, couple with the convenience of online banking, customers will be looking up to this service. We also need to know that it goes beyond just online banking; real online presence help spread the brand awareness across online platform where Nigerians spend their time e.g GTB Facebook and Twitter presence.

Do remember that the lower the rank of a given industry on the table the higher the opportunity for growth. E-commerce, e-payment, web services, social networks and classified are niches that could make the top list anytime soon. So why not pay attention to the industry before it's crowded!

## Conclusion

This report have taken an in depth look into the traffic pattern of top Nigerian sites, this help to know the browsing behavior of Nigerians. Events that occurred during the year also shaped the impact of the traffic. As we look forward to 2010 with more sites soon to be launched, we expect to have news site on this list by the end of the year.

It is also good to note that these top sites also run chuck of the advert placement of Nigerian content. Though most of the top site runs Google Adsense but the news sites also runs their custom-built ad system.

There is room for growth; the industries trailing below have huge potential as demonstrated by their foreign counterpart.

## What to do with this report

Use it according to your understanding and strategic interest in the Nigerian Internet Market. Share with others who are also interested in the market and discuss on our website with others who may be willing to share insight and express in the Nigerian Internet Market. So we say;

## USE. SHARE. DISCUSS.

To discuss go to <http://webtrendsng.com/blog/most-visited-nigerian-sites-in-2009>

Get in touch with us:

Email: [info@webtrendsng.com](mailto:info@webtrendsng.com)

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Thank you.

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