MCP SERVER | NO CODE | CLOUD HOSTED

SimilarWeb Analytics MCP

Audit traffic, track rankings, and benchmark domains.

SimilarWeb Analytics provides universal website intelligence right in your agent. Get real-time traffic stats, global market ranks, and deep category insights for any domain instantly. Use it to audit competitor performance or research investment opportunities without leaving your chat client.

A+ Quality Score 100/100

market-intelligence | web-traffic | competitive-analysis | digital-insights | benchmarking

MAINTAINED BY VINKIUS CLOUD FOR AI AGENTS · JUNE 2026
vinkius.com/mcp/similarweb-analytics

SCAN TO VIEW

The connectivity layer between AI and the world's software.

Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest managed MCP catalog

Vinkius is the connectivity layer where AI connects to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

> *The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.*
>
> — Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256	Ed25519	24h TTL	V8 Isolate
Encryption at rest	PKI vault signatures	Ephemeral session keys	Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

```
https://edge.vinkius.com/{token}/mcp
```

Claude · Cursor · VS Code · Windsurf · Grok · Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

06 — Honeytoken Trap System

Phantom credentials are injected into isolated environments. If a honeytoken is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1) Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

> Get started at **cloud.vinkius.com** — connect your AI agent in under 60 seconds.

SimilarWeb Analytics MCP

3 tools available
Cloud-hosted on Vinkius

This MCP gives your AI agent access to industry-standard digital market data from SimilarWeb. You can ask natural language questions and get detailed reports on how any website performs online. Your agent will retrieve historical monthly desktop visit counts, compare global rankings across multiple domains, or pinpoint a site's standing within its specific web category. Whether you're vetting a potential client or analyzing why a competitor suddenly dipped in traffic, your agent acts like a dedicated market analyst for you. It lets you track how visitor numbers change over time and figure out what industry leaders truly look like.

Core Capabilities

01 — Audit Domain Traffic

Retrieve historical monthly desktop visit data for any website domain.

02 — Benchmark Global Position

Compare a domain's overall standing against the entire internet using global rankings.

03 — Analyze Market Category Standing

Determine a website's specific rank within its industry or content category.

One Click on Vinkius — From Prompt to Execution

Available at **vinkius.com/mcp/similarweb-analytics** — connect your AI agent in three steps.

01 First, subscribe to this MCP and paste your SimilarWeb API Key into Vinkius.

02 Next, tell your AI client what you need to know about a website's performance or ranking.

03 Your agent processes the request using the toolset and returns the requested traffic data and competitive analysis.

The bottom line is that your agent handles all the API calls; you just ask the question.

Built For

You're here if you constantly have to manually check multiple websites or pay for expensive reports just to get a few data points. This MCP is essential for digital marketers, investment analysts, and product managers who need real-time market validation without leaving their chat window.

SEO Specialist

Uses the tool to compare competitor traffic and identify gaps in keyword coverage.

Investment Analyst

Pulls reliable, objective traffic data for due diligence when assessing a company's online authority.

Product Manager

Monitors user engagement trends across an entire industry to benchmark their own product's performance.

What Changes When You Connect

01 Stop guessing about competition. Use the tool to get a global rank for any site, letting you measure direct market standing against every other website online.

02 Analyze growth trends automatically. Check historical monthly desktop visits to see if a competitor is spiking in traffic or experiencing long-term decline.

03 Understand industry dominance. Pinpoint exactly where a domain stands using the category rank tool, which tells you who's leading specific niches like finance or streaming.

04 Compare multiple sites at once. Ask your agent to benchmark several domains together for both global and local market comparisons.

05 Save time on research reports. You get detailed traffic statistics without having to copy-paste data from multiple external dashboards.

Real-World Applications

Vetting a potential client’s online health

A sales lead gives you a website URL and asks, 'How serious is this company?' Your agent runs the tool to provide both their global rank and their monthly desktop visits, giving you concrete data points to qualify them.

Comparing tech stacks for an investment thesis

You need to know if a startup's traffic is sustainable. You ask your agent to compare the monthly desktop visits of three similar companies, instantly quantifying their relative market size.

Analyzing niche category leaders

Your client wants to dominate the 'Health & Wellness' sector. Your agent uses the tool to identify who has the highest category rank in that specific vertical, showing them where they need to focus their efforts.

Spotting seasonal traffic dips

You suspect a competitor’s traffic is falling off after the holiday season. You ask your agent to check historical desktop visits over the last 12 months, proving if it's a temporary dip or a long-term problem.

Patterns to Avoid

Comparing only general keywords

✗ AVOID

Trying to compare two sites using vague terms like 'big traffic' or asking for an overall performance score.

✓ INSTEAD

Be specific. Use the toolset to get precise metrics, such as running a comparison query that retrieves both the global rank and the monthly desktop visits for the domains you care about.

Ignoring category context

✗ AVOID

Assuming a high global rank automatically means success in their niche market.

✓ INSTEAD

Don't rely on just one number. Always use the tool to get_category_rank alongside the general global rank. This gives you true industry context.

Overlooking historical data

✗ AVOID

Looking only at current traffic numbers and failing to spot a downward trend.

✓ INSTEAD

Always ask for historical monthly desktop visits using that tool. You need the time series data, not just today's snapshot.

The Right Fit

Use this MCP if your core job involves competitive analysis, market sizing, or digital due diligence—specifically when you need hard numbers on website traffic and rank. If you only need to know general industry trends without specific domain comparisons, a broad search engine might suffice. However, don't use this if your goal is to generate creative copy or summarize internal documents; those are language processing tasks. You must use this if you need to prove market share using the `get_desktop_visits` tool, or validate a competitor's niche position with `get_category_rank`. If all you want is a general idea of how popular a site *might* be, that's guesswork; only these tools provide measurable intelligence.

The Pain of Manual Competitor Research

Right now, checking a competitor’s digital health is painful. You have to open dozens of browser tabs, jump between different analytics dashboards, and copy-paste numbers into spreadsheets just to build a basic comparison chart. It takes hours, and the data you gather is often months old or incomplete.

With this MCP, your agent handles all that heavy lifting. Instead of clicking through multiple sites, you ask one question: 'How does Site A compare to Site B?' You get the actionable global ranks, category positions, and traffic comparisons immediately in plain text.

Get Accurate Traffic Intelligence with SimilarWeb Analytics

You eliminate the need for multiple manual steps: checking today's rank, then going back to check last year's traffic, and finally looking up their niche category. These data points are now available in one conversational query.

Your agent gives you a single source of truth. You stop relying on patchwork reports and start making decisions based on comprehensive, immediate web intelligence.

SimilarWeb Analytics: 3 Tools Available

Use these tools to programmatically check a domain's global ranking, its niche category rank, or its historical monthly desktop traffic.

#	TOOL	DESCRIPTION
01	`get_category_rank`	Finds the specific rank a domain holds within its content category.
02	`get_global_rank`	Determines how high a domain ranks against all other websites globally.
03	`get_desktop_visits`	Retrieves the historical count of monthly desktop visits for any given website.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U What is the global rank of techcrunch.com?

Retrieving data for TechCrunch... techcrunch.com is currently ranked #1,452 globally. It is one of the top sites in the Technology News category.

U Compare the traffic of 'github.com' and 'gitlab.com'.

I've fetched the visits for both domains. Github.com has significantly higher traffic with over 450 million monthly visits, while Gitlab.com has around 22 million. Github also holds a much higher global rank.

U Find the category rank for 'netflix.com'.

Retrieving category data... netflix.com is ranked #1 in the 'Arts and Entertainment > Streaming and Online TV' category globally. It is the dominant player in its industry.

Frequently Asked Questions

01 **How do I use the SimilarWeb Analytics MCP to compare two websites?**

You ask your agent to compare them directly. You can prompt for a comparison that uses both global and category data, giving you side-by-side metrics on traffic and ranking.

02 **Can I use the get_desktop_visits tool without an API key?**

No, you need to subscribe and provide your SimilarWeb API Key for any tool to function. The keys authenticate your requests with the service.

03 **Does the SimilarWeb Analytics MCP only track traffic? What about rankings?**

It tracks both. You can use get_global_rank to see overall popularity and get_category_rank to understand its standing within a specific industry niche.

04 **What information does the get_desktop_visits tool provide?**

This tool gives you historical monthly desktop visits. It's useful for tracking seasonal performance or long-term growth trends over time.

05 **Is this MCP better than using a simple Google search query?**

Yes, it’s far more precise. A general search gives theory; this tool provides quantitative data like specific global ranks and monthly visit counts for actionable analysis.

Go Live in 60 Seconds

Get your connection token from **cloud.vinkius.com**, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add `"similarweb-analytics": { "url": "…" }`
Windsurf	MCP Settings → `mcp_settings.json` → Add endpoint URL
ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

- Ask ChatGPT
- Ask Claude
- Ask Perplexity
- Ask Gemini
- Ask Grok

READY TO CONNECT

SimilarWeb Analytics is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

Start at cloud.vinkius.com →

vinkius.com · support@vinkius.com

INDEPENDENT PLATFORM DISCLAIMER

Vinkius is an independent platform and is not affiliated with, endorsed by, sponsored by, verified by, or otherwise authorized by SimilarWeb Analytics. All third-party trademarks, logos, and brand names are the property of their respective owners. Their use in this document is strictly for informational purposes to identify service compatibility and interoperability.

DOCUMENT INFORMATION

Generated	June 2026
MCP Server	SimilarWeb Analytics MCP
Server ID	`019d8480-fd0e-7010-8f2d-2049ad1bc7ab`
Platform	Vinkius Cloud for AI Agents
Endpoint	`https://edge.vinkius.com/{token}/mcp`

LICENSE & USAGE

This document is generated automatically by the Vinkius PDF Engine. Content reflects the MCP server configuration at the time of generation and may change as updates are deployed. For the most current information, visit vinkius.com/mcp/similarweb-analytics.