



SouthFloridaSoccerClubs.com Website & Audience Overview (September 2025)

Based on publicly available SFSC website analytics, official social media data, and search engine rankings (compiled September 2025).

Website Overview: SouthFloridaSoccerClubs.com

SouthFloridaSoccerClubs.com (abbreviated **SFSC**) is a digital platform dedicated to youth soccer in South Florida. Below is a detailed report of its key metrics, from web traffic to social media presence, in order to evaluate its reach and appeal to potential investors or sponsors. All data collected comes from publicly available sources.

Estimated Monthly Traffic

Unique monthly visitors: The site attracts several thousand unique visitors per month. The platform itself states that “thousands of parents and clubs find **SFSC** monthly through organic searches on Google.” For example, in a 7-day period in July 2025, the site recorded around 1,225 visits, which extrapolates to roughly ~5,000 monthly visits (**UPDATE: September 2025 up to ~8,690 monthly visits**), with an average visit duration of 3 minutes 48 seconds according to social media–shared data. This reflects high engagement, as users spend significant time browsing content.

Pageviews: If each visitor explores an average of 2 pages (based on Analytics data shared), the site would generate around 10,000 - 17,380 monthly pageviews. In that July sample week, approximately 2,500 total pageviews were reported, which indicates ~2 pages per visit. This level of browsing shows that users explore multiple sections per visit and consume content in depth.

Trend: **SFSC** was launched recently (May, 2025) and has shown rapid growth in visibility. Its traffic is 100% organic, with no reliance on ads or paid campaigns (“No ads. No gimmicks,” as the site itself emphasizes). This means growth stems from strong SEO positioning and community word-of-mouth.

Main Traffic Sources

Most visits come from local users searching for youth soccer information. The approximate distribution is:

Organic search (Google): The predominant source, representing ~60% or more of total visits. The site ranks highly on Google for numerous relevant terms (see SEO section below), attracting thousands of users without paid ads. Google considers **SFSC** highly relevant and places it in top results, creating a steady flow of interested visitors.

Direct traffic: The second largest source (~30–35%). This includes repeat users typing the URL directly, bookmarks, or direct clicks from emails/messages. This shows that **SFSC** has built local brand recognition; parents, clubs, and coaches are beginning to treat it as a go-to resource.

Social media: A smaller share (<10%). Instagram (see below) and possibly Facebook/Threads drive some traffic, though the community is still growing. Social media is used mainly to promote new content and specific announcements (e.g., tryouts), creating short bursts of traffic.

Referrals (other websites): Currently minimal (<5%). As a new project, **SFSC** has few external websites linking to it. Some links come from **SFSC**’s own shared resources (e.g., downloadable guides with the site URL). Over time, as **SFSC** gains visibility, more local clubs, blogs, and even media outlets are likely to link to it.

Note: Because there are no paid ad campaigns, 0% of traffic comes from paid ads—a positive indicator that nearly all visitors arrive with genuine interest.



Domain Authority, Backlinks, and SEO

Domain authority (DA): Since the domain southfloridasoccerclubs.com was launched in May 2025, its DA/DR is still in the mid-low range (on a 100-point scale). However, the site already competes in search with long-established official portals. SFSC highlights that it is “Top 3 on Google” for youth soccer topics in the region, just behind organizations like FYSA (Florida Youth Soccer Association). This means that despite modest numerical authority, Google sees the site as highly relevant.

Backlinks: The backlink profile is small but growing, with dozens of links coming mainly from:

Social media profiles (Instagram bio, Threads/TikTok posts).

SFSC’s own shared documents (guides, checklists, PDFs).

A few local clubs possibly referencing it as a resource.

The number is modest, but local relevance is high. Future links from Florida sports portals or local news would significantly boost authority.

Keyword rankings: SFSC already holds top spots on Google for important queries:

“South Florida Soccer” – #1 on Google for generic searches.

“Youth soccer clubs South Florida” – Top 3, alongside official associations.

“Find youth soccer clubs in South Florida” – #2 overall.

Informational guides rank nationally, e.g., “Understanding youth soccer club fees” appears in U.S.-wide searches.

Other keywords: “soccer tryouts South Florida,” “Miami soccer fields,” “private soccer coaches Miami,” etc.

Summary: SFSC combines useful content with strong local SEO. Despite modest DA, it achieves top organic visibility, drawing high-quality, intent-driven traffic.

Audience Profile

Geography: Primarily South Florida (Miami-Dade, Broward, Palm Beach). Mostly English-speaking parents, but with relevance for bilingual (Spanish-speaking) households.

Age: Mainly parents 30–50 with children in youth soccer; plus young coaches/directors (25–40) and teen athletes (15–18) seeking opportunities.

Gender: Balanced between mothers and fathers; decisions are family-driven.

Behavior: Visitors research, compare, and read deeply. Average session length ~4 minutes and multiple pageviews suggest low bounce rates and strong engagement.

In short: SFSC reaches soccer-dedicated families in South Florida, especially decision-making parents, offering practical guides and tools.

Social Media Presence

Instagram (@south_florida_soccer_clubs): ~107 followers, ~30 posts. Posts include tryout announcements, guides, motivational content, and contests (#CaptionThis). Engagement is small but aligned with community growth.

Facebook: No dedicated page found; Instagram cross-posting possible. Strong future potential given parent demographics.

Threads: Likely claimed but little data; would mirror Instagram content.

TikTok: Mentioned in site code, but no active profile detected yet. Could be leveraged for youth-oriented short videos.

LinkedIn: Possibly exists for corporate credibility. Intended for sponsors and professional contacts.

YouTube/Twitch: Icons appear on site, suggesting future plans for match highlights or webinars.



Summary: Social presence is multi-channel but emerging. Early sponsors would gain cross-channel exposure as accounts grow.

Comparison with Similar Sites

Official associations (FYSA, SFUYSA): Larger, older, higher traffic. **SFSC** is not a competitor but complementary, offering practical guides parents won't find on official portals.

Local directories (ClubSport, Yelp): Lack depth and focus on youth soccer. **SFSC's** curated, guide-based model is superior for families.

Local sports blogs/Facebook groups: Cover occasional stories but not structured like **SFSC**. **SFSC** fills this niche gap.

National platforms (SoccerWire, TopDrawerSoccer): Larger reach but less local focus. For Florida-based sponsors, **SFSC** offers better targeted ROI.

Contact and Media Presence

Entity: Operates under South Florida Soccer Clubs LLC (2025).

Contact: Via contact form or WhatsApp direct chat on the website. No public phone/email listed, but prompt personal replies are expected.

Advertising portal: A password-protected sponsor portal with media kit, pricing, and packages. Professional approach.

Media coverage: No mainstream press yet; **SFSC** publishes its own "**Banquillo News**" updates internally. Early sponsors would benefit from exclusive visibility.

Current sponsors: None prominently listed; early partners can claim Founding Sponsor status.

Conclusion

SouthFloridaSoccerClubs.com presents an attractive opportunity:

Rapidly growing organic traffic (~8,690 monthly visits).

High engagement (4-minute sessions, multiple pageviews).

Strong Google rankings (#1 for "South Florida Soccer," Top 3 for key youth soccer queries).

A well-defined local family audience in Miami-Dade, Broward, and Palm Beach.

Emerging social channels with growth potential.

A unique positioning as the only comprehensive youth soccer guide in South Florida.

For investors or sponsors focused on grassroots sports, **SFSC** delivers year-round visibility and direct access to a highly targeted audience. With no clutter of existing sponsorships, early partners can enjoy exclusive branding prominence as the platform expands.

For Sponsorship opportunities, please contact us via Whatsapp 786 512 5235
email: info@southfloridasoccerclubs.com or through the Advertising Portal at southfloridasoccerclubs.com

www.southfloridasoccerclubs.com