Competitive Analysis Report

Executive Summary

Domain: **ghibli.jp**

Target Market: **Japan**

Analysis Date: **February 10, 2026**

Data Collection Period: **February 10, 2026**

Report ID: **ghiblijp-JP-20260210-870adf1b**

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1. Executive Summary

Company Profile

Attribute	Detail
Company Name	**Studio Ghibli Inc.**
Domain	**ghibli.jp**
Industry	**Entertainment -- Animation Film Production**
Domain Registered	**April 18, 2005 (20 years, 10 months)**
Registrar	**Japan Registry Services**
Domain Owner	**WHOIS protected**
Founded	**1985**
Core Business	**Animation film production, Ghibli Park (Aichi Prefecture), Ghibli Museum (Mitaka), merchandise sales, content licensing**
Parent Company	**Nippon Television Holdings (subsidiary since 2023)**
Notable Works	**Spirited Away, My Neighbor Totoro, Princess Mononoke, Howl's Moving Castle, The Boy and the Heron**

Key Findings

Studio Ghibli (ghibli.jp) commands a leading digital presence in Japan's animation industry. Analysis via the Kafkai Intelligence Platform has revealed the following key insights:

1. **Leading Brand Recognition**: The monthly search volume for "Ghibli" (ジブリ) reaches 301,000, far exceeding competitors MAPPA (27,100) and Toei Animation (27,100). "Ghibli Park" (ジブリパーク) at 823,000/month represents one of the industry's largest search demands.
2. **Leading Position in Digital Market**: ghibli.jp records an estimated organic traffic (ETV) of 1,553,777 -- approximately 44x that of MAPPA (35,359) and roughly 19,200x

that of toei-animation.com (81). The domain holds indexed positions for 14,296 keywords, with 468 achieving position #1 on Google search results.

3. **Robust Backlink Profile**: The domain holds 126,861 backlinks from 13,670 referring domains. Notably, high-authority sites including Wikipedia (multiple language editions), GitHub, and Letterboxd provide significant link equity.
4. **Market Segmentation Among Competitors**: Keyword overlap between ghibli.jp and the three analyzed competitors (CoMix Wave Films, Toei Animation, MAPPA) is virtually zero. Each studio generates search demand based on its proprietary IP (intellectual property), resulting in a unique market structure where direct keyword competition does not occur.
5. **Untapped Opportunities**: Cross-genre keywords such as "recommended anime movies" (アニメ映画 おすすめ, 9,900/month) and "anime movies that make you cry" (泣けるアニメ映画, 5,400/month) show no studio achieving top rankings, presenting blue ocean opportunities.

Important Notes on Data

The competitive data in this analysis has the following limitations:

- **comixwavefilms.jp (CoMix Wave Films)**: Virtually no indexed domain data exists in the Kafkai Intelligence Platform. All key metrics including domain rank, backlinks, and ranked keywords returned null. Qualitative information from website analysis was used as a supplement.
- **toei-animation.com (Toei Animation)**: As this is the English-language international site, data for the Japanese market (Japanese-language search) is extremely limited (only 5 ranked keywords). Toei Animation's primary Japanese-language site is toei-anim.co.jp, which differs from the .com domain analyzed here.
- **mappa.co.jp (MAPPA)**: Sufficient data is available. The domain holds indexed positions for 3,246 keywords, enabling meaningful analysis.

2. Competitor Discovery and Identification

Competitor Studio Overview

The following three studios were selected as primary competitors for analysis within Japan's animation industry. Each studio has distinct characteristics in production style, target audience, and business model.

CoMix Wave Films

- **Domain:** comixwavefilms.jp
- **Founded:** 2007 (reorganized from CoMix Wave)

- **Notable Works:** Your Name, Weathering with You, Suzume
- **Characteristics:** Known for its close relationship with director Makoto Shinkai. Specializes in original theatrical animation films and has achieved worldwide box office success. "Your Name" reached #2 in Japan's all-time box office rankings (at the time).
- **Brand Search Volume:** "CoMix Wave Films" (コミックスウェーブフィルム) 1,600/month, "Makoto Shinkai" (新海誠) 90,500/month

Toei Animation

- **Domain:** toei-animation.com (international site) / toei-anim.co.jp (Japanese site)
- **Domain Registered:** September 7, 2004 (21 years, 5 months)
- **Registrar:** Namebay SAM
- **Founded:** 1948 (as Japan Animated Films Co., Ltd.)
- **Notable Works:** Dragon Ball, One Piece, Sailor Moon, PreCure, Slam Dunk
- **Characteristics:** Japan's oldest and largest animation studio. Holds a library of 258 theatrical films and 231 TV programs totaling over 13,300 episodes. Particularly strong in long-running shonen manga adaptations.
- **Brand Search Volume:** "Toei Animation" (東映アニメーション) 27,100/month, "toei animation" (English) 1,000/month

MAPPA

- **Domain:** mappa.co.jp
- **Domain Registered:** June 15, 2011 (14 years, 8 months)
- **Registrar:** Japan Registry Services
- **Founded:** 2011 (founded by Masao Maruyama)
- **Notable Works:** Jujutsu Kaisen, Chainsaw Man, Attack on Titan: The Final Season, Zombie Land Saga
- **Characteristics:** A rapidly growing production studio in recent years. Known for high-quality action animation, primarily producing TV anime series. Also active in merchandise sales (MAPPA ONLINE SHOP) and talent recruitment.
- **Brand Search Volume:** "MAPPA" 27,100/month, "MAPPA anime" (mappa アニメ) 6,600/month

Keyword Overlap from Kafkai Competitor Analysis

According to the Kafkai Intelligence Platform's domain competitor analysis, the domains with the highest keyword overlap with ghibli.jp are as follows:

Rank	Domain	Keyword Overlap	Average Position	Characteristics
1	yahoo.co.jp	12,693	29.3	Portal site
2	x.com	9,738	31.9	SNS platform

3	note.com	8,476	33.1	Blog platform
4	pixiv.net	6,077	30.7	Illustration sharing site
5	eiga.com	5,249	27.6	Movie information site
6	animatetimes.com	4,130	38.4	Anime information site

Notably, no direct animation production studio competitors appear in the top keyword overlap rankings. This indicates a market structure where each studio generates search demand based on its proprietary IP (intellectual property), making direct keyword competition within the genre unlikely. ghibli.jp's keyword competition is concentrated among media sites such as movie information sites (eiga.com) and anime information sites (animatetimes.com).

3. Digital Presence and Market Visibility Comparison

> *All metrics in this section are estimates derived from publicly observable signals and may not reflect actual performance.*

Domain Metrics Comparison

Metric	ghibli.jp	mappa.co.jp	toei-animation.com	comixwavefilms.jp
Domain Age	**20y 10m**	**14y 8m**	**21y 5m**	**No data**
Domain Rank Score	**420**	**325**	**269**	**No data**
Total Backlinks	**126,861**	**9,014**	**5,438**	**No data**
Referring Domains	**13,670**	**1,637**	**1,454**	**No data**
Dofollow Ratio	**89.6%**	**68.9%**	**47.3%**	**-**
Ranked Keywords (Japan)	**14,296**	**3,246**	**5**	**0**
Estimated Organic Traffic (ETV)	**1,553,777**	**35,359**	**81**	**No data**
Estimated Traffic Value	**$258,228 USD**	**$35,993 USD**	**$6 USD**	**-**
Keywords at	**468**	**23**	**0**	**0**

Position #1				
Keywords at Position 1-3	**1,074**	**36**	**0**	**0**
Keywords at Position 4-10	**1,188**	**24**	**1**	**0**

Visibility Analysis

ghibli.jp significantly surpasses all competitors across every metric analyzed. The most notable differences include:

Domain Authority:

- ghibli.jp's Domain Rank of 420 exceeds MAPPA (325) by approximately 29% and toei-animation.com (269) by approximately 56%
- Over 20 years of domain history is considered to significantly contribute to Google's trust evaluation

Massive Traffic Gap:

- ghibli.jp's ETV is approximately 44x that of MAPPA. This is driven by the extremely high search demand for the "Ghibli" brand itself, combined with individual film pages achieving high rankings for their respective title keywords
- toei-animation.com's extremely low ETV of 81 in the Japanese market is because it is a separate domain from the company's primary Japanese-language site (toei-anim.co.jp). This does not reflect Toei Animation's overall digital presence

Keyword Position Distribution:

Position Range	ghibli.jp	mappa.co.jp	Difference
1-10 (High Visibility)	2,262 (15.8%)	60 (1.8%)	ghibli.jp 37.7x
11-20 (Medium Visibility)	1,196 (8.4%)	146 (4.5%)	ghibli.jp 8.2x
21-50 (Low Visibility)	4,994 (34.9%)	1,390 (42.8%)	ghibli.jp 3.6x
51-100 (Near Invisible)	5,844 (40.9%)	1,650 (50.8%)	ghibli.jp 3.5x

While 15.8% of ghibli.jp's keywords appear in search results positions 1-10, only 1.8% of MAPPA's do. ghibli.jp holds an overwhelming advantage in high-visibility positions.

SERP Tier Analysis

Tier 1 (Search Leadership -- Positions 1-3):

- ghibli.jp: Achieves positions 1-3 for 1,074 keywords. Leads search results for proprietary IP keywords including "Ghibli" (#1), "Totoro" (#1), "The Boy and the Heron" (#1), "Princess Mononoke" (#2), "Spirited Away" (#2), "Howl's Moving Castle" (#2)
- MAPPA: Achieves positions 1-3 for 36 keywords, primarily brand keywords such as "MAPPA" (#1)

Tier 2 (Competitive Positions -- Positions 4-20):

- ghibli.jp: 2,384 keywords. Includes alternative spellings and related keywords for film titles
- MAPPA: 170 keywords. Includes "Chainsaw Man anime" (#19), "current season anime" (#18), etc.

Tier 3 (Lower-Ranked Positions -- Positions 21-50):

- ghibli.jp: 4,994 keywords. Voice actor names, general search terms, etc.
- MAPPA: 1,390 keywords. Various variations of production title-related terms

4. Market Demand and Search Landscape Analysis

> *All metrics in this section are estimates derived from publicly observable signals and may not reflect actual performance.*

Industry Keyword Search Volume

The monthly search volumes for key keywords in Japan's animation industry are as follows:

Keyword	Monthly Search Volume	CPC (USD)	Competition	Market Intent
Demon Slayer (鬼滅の刃)	1,830,000	$0.14	LOW	Title search
One Piece (ワンピース)	1,000,000	$0.34	LOW	Title search
Ghibli Park (ジブリパーク)	823,000	$0.37	LOW	Facility/Experience
Jujutsu Kaisen (呪術廻戦)	823,000	$0.53	LOW	Title search
Ghibli (ジブリ)	301,000	$0.18	LOW	Brand search
Ghibli Museum Mitaka (三鷹の森ジブリ美術館)	246,000	$0.23	LOW	Facility search
Spirited Away (千	201,000	$0.29	LOW	Title search

と千尋の神隠し)				
Princess Mononoke (もののけ姫)	201,000	$0.20	LOW	Title search
Your Name (君の名は)	165,000	$0.15	LOW	Title search
Howl's Moving Castle (ハウルの動く城)	165,000	$0.22	LOW	Title search
Hayao Miyazaki (宮崎駿)	110,000	$0.16	LOW	Person search
Makoto Shinkai (新海誠)	90,500	-	LOW	Person search
Ghibli Museum (ジブリ美術館)	90,500	$0.16	LOW	Facility search
My Neighbor Totoro (となりのトトロ)	74,000	$0.12	LOW	Title search
Castle in the Sky (天空の城ラピュタ)	40,500	$0.24	LOW	Title search
Studio Ghibli (スタジオジブリ)	33,100	$0.27	LOW	Brand search
Anime Movie (アニメ映画)	33,100	$1.50	LOW	Genre search
Ghibli Movies (ジブリ映画)	22,200	$0.25	LOW	Brand + Genre
Anime Production Company (アニメ制作会社)	8,100	$3.29	LOW	Industry search
Anime Studio (アニメスタジオ)	1,000	$2.16	LOW	Industry search

Competitor Brand Search Volume

Brand name search volume is a critical indicator that directly reflects consumer awareness and interest.

Brand Keyword	Monthly Search Volume	Market Position
Ghibli (ジブリ)	**301,000**	**Leading #1**

Toei Animation (東映アニメーション)	27,100	Tied #2
MAPPA	27,100	Tied #2
Ghibli Movies (ジブリ映画)	22,200	Brand + Category
studio ghibli (English)	12,100	International awareness
ghibli (English)	22,200	International awareness
MAPPA anime (mappa アニメ)	6,600	Brand + Category
CoMix Wave Films (コミックスウェーブフィルム)	1,600	#4
toei animation (English)	1,000	English brand
comix wave films (English)	110	**Minimal**

What Brand Search Volume Reveals:

"Ghibli" at 301,000 monthly searches is approximately 11x larger than the 27,100 for Toei Animation and MAPPA. This reflects an incomparable brand asset built through over 40 years of accumulated works and the international recognition of director Hayao Miyazaki.

Furthermore, noteworthy is the search demand for Ghibli's facility-related keywords:

- Ghibli Park: 823,000/month -- significantly exceeding the Ghibli brand search itself
- Ghibli Museum: 90,500/month

These facility-related searches demonstrate that Ghibli is recognized as an "experiential brand" that transcends the boundaries of a mere "film studio." This represents a unique search demand category that does not exist for competing studios.

Market Demand Structure Analysis

Search demand in Japan's animation market can be understood through a three-tier structure:

Tier 1: IP/Title Name Searches (Largest Search Volume)

- Each studio's flagship titles generate the largest search demand
- Long-running serialized works such as Demon Slayer (1,830,000) and One Piece (1,000,000) occupy top positions
- Ghibli titles include "Ghibli Park" (823,000), "Spirited Away" (201,000), etc.

Tier 2: Brand/Person Searches

- Searches by studio name or director name

- "Ghibli" (301,000), "Hayao Miyazaki" (110,000), "Makoto Shinkai" (90,500)

Tier 3: Genre/Category Searches

- "Anime Movie" (33,100), "Anime Production Company" (8,100), etc.
- While search volumes are smaller, higher CPC (cost per click) values indicate commercial value

5. 4C Strategies (Kafkai Framework)

Based on Kafkai's 4C Strategy Framework, the following strategic opportunities were identified through analysis of ghibli.jp's competitive market positioning.

Catch Up

Keywords where competitors rank but we do not -- capture competitor audiences

Keyword	Monthly Volume	Top Competitor Position	Opportunity Score
Tondemo Skill de Isekai Hourou Meshi	165,000	mappa.co.jp: #54	Low
Current Season Anime (アニメ今期)	90,500	mappa.co.jp: #18	Low
Zombie Land Saga (ゾンビランドサガ)	90,500	mappa.co.jp: #37	Low
Spring 2025 Anime (2025 春アニメ)	74,000	mappa.co.jp: #29	Low
In This Corner of the World (この世界の片隅に)	60,500	mappa.co.jp: #86	Low

Analysis: All Catch Up opportunities score "Low" because these keywords are associated with MAPPA's proprietary TV anime series IP. It would not be appropriate for Studio Ghibli to create content targeting these keywords from a business domain perspective. The only exception, "In This Corner of the World," is a film by director Sunao Katabuchi (a protege of Takahata and Miyazaki), but since it is not a MAPPA production, its priority as a competitive strategy is low.

Strategic Implication: In the animation industry, Catch Up strategies should be applied to general commercial keywords (such as "recommended anime movies") rather than attempting to target competitors' proprietary IP title keywords.

Compete

Keywords where both we and competitors rank -- achieve stronger metrics than competitors

Keyword	Monthly Volume	Our Position	Top Competitor	Competitor Position	Gap
(No overlapping data found)	-	-	-	-	-

Analysis: No keyword overlap was found between the top 100 ranked keywords of ghibli.jp and MAPPA (mappa.co.jp). comixwavefilms.jp has no data, and toei-animation.com appears in results for only 5 keywords in the Japanese market (all brand keywords) with no overlap.

This reflects the structural characteristics of Japan's animation industry. Each studio holds search demand based on its proprietary IP -- it is fundamentally impossible for MAPPA to compete with "Spirited Away" or for Ghibli to compete with "Jujutsu Kaisen." Rather than direct Compete strategies, differentiation through cross-genre keywords (Blue Ocean strategy, discussed below) should be pursued.

Consolidate

Keywords where we already have an advantage -- strengthen existing strengths

Keyword	Monthly Volume	Our Position	Top Competitor Position	Advantage
Ghibli (ジブリ)	301,000	#1	Not ranked	Leading
The Boy and the Heron (君たちはどう生きるか)	246,000	#1	Not ranked	Leading
Princess Mononoke (もののけ姫)	201,000	#2	Not ranked	Leading
Totoro (トトロ)	165,000	#1	Not ranked	Leading
Howl's Moving Castle (ハウルの動く城)	165,000	#2	Not ranked	Leading

Strategy: ghibli.jp has established an unassailable position for its proprietary IP-related keywords. By enriching existing content (individual film pages) with more detailed production information, behind-the-scenes stories, character descriptions,

related merchandise information, etc., the site can further strengthen its search presence and attract traffic from Wikipedia and movie information sites.

Key consolidation targets:

- **"Ghibli Park" related (823,000/month):** ghibli.jp currently ranks at #17 (position 21). There is significant room for improvement by creating dedicated detailed content (access information, area guides, ticket information, etc.)
- **"Ghibli Museum Mitaka" (246,000/month):** Currently at #21. Museum content expansion could target higher positions
- **"Friday Road Show" related (165,000/month):** Leveraging the capital relationship with Nippon Television to provide timely information about Ghibli film broadcasts

Complement / Blue Ocean

Keywords neither we nor competitors target -- untapped market opportunities

Keyword	Monthly Volume	Our Position	Competitor Status	Opportunity Type
Recommended Anime Movies (アニメ映画 おすすめ)	9,900	Not ranked	All not ranked	Untapped market
Anime Movies 2025 (アニメ映画 2025)	6,600	Not ranked	All not ranked	Annual content
Ghibli Popularity Ranking (ジブリ 人気ランキング)	6,600	Not ranked	All not ranked	Fan engagement
Ghibli Works Chronological List (ジブリ作品一覧 年代順)	6,600	Not ranked	All not ranked	Archive
Anime Movies That Make You Cry (泣けるアニメ映画)	5,400	Not ranked	All not ranked	Emotional appeal

Strategy: These Blue Ocean keywords represent market gaps that no animation studio website currently targets. In particular, "recommended anime movies" and "anime movies that make you cry" are keywords where media sites and blogs compete, but if an authoritative domain like Studio Ghibli's were to seriously develop content, high search rankings could be expected.

Additional Blue Ocean opportunities:

- **"Ghibli Online Shop" (ジブリ オンラインショップ) (3,600/month):** Capturing e-commerce demand
- **"Ghibli Museum Goods" (ジブリ美術館 グッズ) (2,900/month):** Acquiring users with pre-visit purchase intent
- **"Official Ghibli Goods" (ジブリグッズ 公式) (1,300/month):** Leveraging official site authority for product information pages
- **"Anime Movie Box Office" (アニメ映画 興行収入) (5,400/month):** Industry data content
- **"Miyazaki Works List" (宮崎駿作品一覧) (1,000/month):** Director-specific filmography

Leveraging Kafkai: By importing the 4C strategy analysis results from this report into Kafkai, content outlines and articles optimized for each strategic opportunity can be automatically generated, enabling efficient content production.

6. Content and Messaging Strategy Analysis

Site Content Comparison

The following is a content composition comparison for each studio based on website analysis.

ghibli.jp (Studio Ghibli)

Content Category	Available	Details
Film Pages	**Yes**	Individual pages for all films (under /works/), 1,278 still images publicly available for free
News/Announcements	**Yes**	Regular updates under /info/
Event Information	**Yes**	Ghibli 3D Sculpture Exhibition, Spirited Away stage production, etc.
Facility Information	**Yes**	External links to Ghibli Park, Ghibli Museum
Publication Information	**Yes**	Related book information
Company Information	**Yes**	Corporate overview, history, timeline, copyright information
Podcast	**Yes**	"Suzuki Toshio's Ghibli Sweat-Soaked" (collaboration with TOKYO FM)
Social Media	**Yes**	LINE official account
E-commerce	External	Ghibli Museum Shop Online on

		separate domain
Blog	**Yes**	"Ghibli Report" monthly bulletin
FAQ/Help	**Yes**	FAQ, link collection, contact information
Multilingual Support	**Limited**	Primarily Japanese. Some English notations on still image download pages

mappa.co.jp (MAPPA)

Content Category	Available	Details
Works Pages	**Yes**	Production works list under /works/
News	**Yes**	Regular production information and PR updates
Merchandise	**Yes**	MAPPA ONLINE SHOP (packages, books, collectibles)
YouTube Integration	**Yes**	Official channel video embeds (episode clips, making-of)
Recruitment	**Yes**	RECRUIT section
Company Information	**Yes**	COMPANY section
Multilingual Support	**Yes**	Japanese/English toggle

toei-animation.com (Toei Animation -- International Site)

Content Category	Available	Details
Catalog	**Yes**	258 theatrical films + 231 TV programs, 13,300+ episodes. Categorized by target audience (Family, Kids, Teens, Adults)
News	**Yes**	Production, licensing, and merchandise information
Company Information	**Yes**	About Us section
Newsletter	**Yes**	Email registration form (B2B oriented)
Social Media	**Yes**	Twitter, Instagram, LinkedIn
Video Content	**Yes**	Trailers and promotional videos
Multilingual Support	English-focused	International licensing business-oriented site

comixwavefilms.jp (CoMix Wave Films)

Website connection timed out, making direct website analysis impossible. Based on publicly available information, CoMix Wave Films is a small-scale production studio, and its website tends to provide minimal information.

Messaging and Positioning

Studio	Brand Position	Messaging Characteristics
Studio Ghibli	**Cultural heritage of Japanese animation**	**Sharing world views through works and experiences (Park/Museum). "Works-first philosophy" foregrounding Miyazaki's artistry**
MAPPA	Cutting-edge action animation studio	High-quality mass production of popular TV anime series. Positioning as "the most talked-about studio right now"
Toei Animation	Japan's oldest and largest animation library	Industry-leading catalog of 258 works and 13,300 episodes. B2B-oriented messaging centered on international licensing and IP utilization
CoMix Wave Films	The film studio that walks alongside Makoto Shinkai	Production system that closely follows the director's vision. Global brand recognition since "Your Name"

Content Strategy Evaluation

ghibli.jp Strengths:

- The release of 1,278 still images for free public use is a unique initiative not seen at other studios. These images are used as social media icons and wallpapers, contributing to natural backlink acquisition and brand awareness expansion
- Individual film pages consistently achieve top search result positions
- Fan engagement through podcasts ("Suzuki Toshio's Ghibli Sweat-Soaked")

ghibli.jp Areas for Improvement:

- Merchandise sales are distributed across external sites (ghibli-museum-shop.jp, etc.), lacking e-commerce functionality on the main site

- Multilingual support is limited. English, Chinese, and other international user-facing content is insufficient
- Ghibli Park-related information is limited on the main site (only external links to ghibli-park.jp)
- Deep-dive content such as production backgrounds, interviews, and making-of features is scarce

7. Competitive Gap Analysis

> *All metrics in this section are estimates derived from publicly observable signals and may not reflect actual performance.*

SWOT Analysis

Strengths

- **Leading Brand Search Demand:** "Ghibli" at 301,000/month is over 11x that of any other industry competitor
- **Unique Facility-Related Search Demand:** Ghibli Park (823,000/month) and Ghibli Museum (90,500/month) represent categories that do not exist for competitors
- **Top Keyword Leadership:** 468 keywords at position #1, 1,074 at positions 1-3
- **Robust Backlink Profile:** 126,861 backlinks from 13,670 referring domains
- **High-Authority Site Backlinks:** Links from elite domains including Wikipedia (multiple language editions), GitHub, and Letterboxd
- **20+ Year Domain History:** Domain registered in 2005 provides search engine trust credibility
- **Timeless IP Popularity:** Film catalog that continues to be searched across generations (Spirited Away, Totoro, etc.)

Weaknesses

- **Absence from Cross-Genre Keywords:** Not ranked for general searches such as "recommended anime movies" or "anime movies that make you cry"
- **Fragmented Facility Information:** Ghibli Park and Ghibli Museum operate on separate domains, preventing traffic consolidation to ghibli.jp
- **Lack of E-commerce Functionality:** Merchandise sales depend on external sites. Missing the search demand for "Ghibli Online Shop" (3,600/month)
- **Insufficient Multilingual Content:** Despite international brand recognition, English and multilingual support is limited
- **Content Update Frequency:** Lower production frequency compared to MAPPA and Toei limits the pace of new content additions

Opportunities

- **Blue Ocean Keywords:** No studio appears in results for genre keywords such as "recommended anime movies" (9,900/month)
- **Ghibli Park SEO Enhancement:** With 823,000/month search demand, ghibli.jp currently ranks at position #21. Significant room for improvement through content expansion
- **Official E-commerce Integration:** Consolidating merchandise-related keyword demand (total approximately 8,800/month) to the main site
- **Deeper Works Archive:** Fan content such as "Ghibli works chronological list" (6,600/month) and "Ghibli popularity ranking" (6,600/month)
- **Nippon Television Synergy:** Linked content for Friday Road Show-related searches (165,000/month)
- **Recruitment Content:** Enrichment of recruitment information pages for "Studio Ghibli hiring" (880/month)

Threats

- **Media Site Competition:** Information sites like eiga.com and animatetimes.com achieve top positions for Ghibli-related genre keywords
- **Rise of SNS Platforms:** X (formerly Twitter) and note.com have massive keyword overlap with Ghibli-related keywords
- **Uncertainty in New Productions:** Risk that new IP creation may be limited due to potential retirement of director Hayao Miyazaki
- **Attention Shift to Digital Streaming Platforms:** Platforms like Netflix absorbing anime search traffic

Backlink Profile Comparison

Metric	ghibli.jp	mappa.co.jp	toei-animation.com	comixwavefilms.jp
Total Backlinks	**126,861**	**9,014**	**5,438**	**No data**
Referring Domains	**13,670**	**1,637**	**1,454**	**No data**
Referring Main Domains	**12,232**	**1,473**	**1,360**	**No data**
Dofollow Ratio	**89.6%**	**68.9%**	**47.3%**	**-**
Spam Score	6 (Low)	-	-	-
Referring IPs	8,526	-	-	-

ghibli.jp's backlink count is approximately 14x that of MAPPA and approximately 23x that of Toei Animation (international site). A Dofollow ratio of 89.6% is extremely healthy, and a spam score of 6 indicates low risk.

Referring Domain Authority Distribution (ghibli.jp)

Analysis based on ghibli.jp's top 50 backlinks (sorted by referring page authority score):

Authority Tier	Criteria	Domain Count	Percentage	Characteristics
Elite (800-1000)	Highest authority	10	100%*	Google, Wikipedia (multiple languages), GitHub, Letterboxd, Gitea
High (500-799)	High authority	0	0%	-
Medium (200-499)	Medium authority	0	0%	-
Low (1-199)	Low authority	0	0%	-

Note: This distribution is the result of extracting the top 50 backlinks sorted in descending order by referring page authority score, and does not reflect the distribution of all backlinks. The concentration of all top backlinks in the Elite tier indicates that ghibli.jp receives links from some of the world's highest-authority sites.

Top 5 High-Authority Referring Domains:

Referring Domain	Rank Score	Link Content
www.google.com	1,000	Redirect links from Google Image Search
letterboxd.com	914	Studio introduction links from movie review site
github.com	884-894	Ghibli-related projects (GraphQL API, wallpaper collections, etc.)
gitea.com	879	Still image introduction links from blog articles
ja.wikipedia.org	849	Official site links from film articles

Referring Domain Authority Distribution -- Overall Trend (by Domain Rank Score)

Distribution of top 50 referring domains (by domain rank score):

Authority Tier	Criteria	Domain Count	Percentage
Elite (800-1000)	Highest authority	0	0%
High (500-799)	High authority	0	0%
Medium (200-499)	Medium authority	21	42%
Low (1-199)	Low authority	29	58%
Minimal (0)	Unmeasurable	0	0%

Top 5 Referring Domains (by Backlink Count):

Referring Domain	Rank Score	Backlink Count	Relevance
fanblogs.jp	252	9,721	Blog platform
ghibli.jpn.org	336	6,204	Ghibli fan site
t-kougei.ac.jp	287	5,213	Tokyo Polytechnic University
caseyturbos.blogspot.com	180	4,605	Personal blog
ghibli-museum.jp	314	3,315	Ghibli Museum official site

ghibli.jp's backlink profile is composed of fan sites, blogs, educational institutions, and affiliated sites (Museum, Park). The particularly strong backlinks from Ghibli-related specialized sites (ghibli.jpn.org, ghibli-museum.jp, ghibli-park.jp) demonstrate the health of the brand ecosystem.

Backlink Topic Profile (ghibli.jp)

Analysis of the top 50 backlink page titles, classified into topic clusters:

Topic Cluster	Link Count	Percentage	Description
Studio Ghibli -- Overview/General	11	22%	Wikipedia articles on Studio Ghibli in multiple languages
Hayao Miyazaki -- Biography/Works	11	22%	Director's biography and filmography articles
Individual Ghibli Films -- Wikipedia	8	16%	Film articles for Totoro, Kiki's Delivery Service, Tales from Earthsea, etc.
GitHub Projects/Repositories	6	12%	Ghibli GraphQL API, wallpaper collections,

			etc.
Wikipedia -- Related Entities	4	8%	Netflix, Nippon Television, animator articles
Isao Takahata -- Biography/Works	3	6%	Co-founder's biography articles
Other/Miscellaneous	6	12%	Letterboxd, blog articles, etc.

Topic Distribution Interpretation: ghibli.jp's backlinks are concentrated in encyclopedic resources (Wikipedia in multiple languages: 66%) and technology communities (GitHub: 12%). This is evidence that Studio Ghibli is recognized worldwide as a "cultural heritage," and these represent high-quality backlinks that are difficult to acquire through conventional SEO initiatives. Additionally, the existence of technology community projects such as the Ghibli GraphQL API demonstrates that the brand's influence extends beyond the film and anime sphere.

Backlink Attribute Analysis

Link Type	Count	Percentage
Anchor links	98,270	78.5%
Image links	26,466	21.1%
Redirects	144	0.1%
Alternative links	6	0.0%

Link Attribute	Count
nofollow	13,580
noopener	10,506
noreferrer	4,793
ugc	195
sponsored	9

The fact that only 9 sponsored attribute links exist indicates that virtually all backlinks to ghibli.jp are naturally acquired (editorial/organic).

Backlink Geographic Distribution

Country/Region	Count	Percentage

Japan (JP)	38,380	30.7%
United States (US)	4,929	3.9%
Worldwide (WW)	3,117	2.5%
France (FR)	1,234	1.0%
Russia (RU)	1,035	0.8%
Taiwan (TW)	943	0.8%
Ukraine (UA)	663	0.5%
Germany (DE)	658	0.5%
Italy (IT)	603	0.5%
Unknown	66,314	53.0%

While Japan accounts for the largest share of backlinks, significant international links from the United States, France, Taiwan, and elsewhere corroborate global brand recognition.

TLD (Top-Level Domain) Backlink Distribution

TLD	Count	Characteristics
.com	30,911	International commercial and media sites
blogspot.com	26,765	Blog platform
.jp	25,392	Japanese websites
jpn.org	6,225	ghibli.jpn.org fan site
ac.jp	5,295	Japanese educational institutions
.net	4,855	Network-related
.coffee	2,967	Specific domain
co.jp	2,822	Japanese corporate sites
.org	2,523	Non-profit organizations
hatenablog.com	2,175	Hatena Blog

Platform Backlink Distribution

Platform	Count	Percentage
Blog	53,687	42.9%
Unknown	53,608	42.8%

Organization site	17,519	14.0%
CMS	13,861	11.1%
News site	4,090	3.3%
Wiki	2,261	1.8%
E-commerce	1,639	1.3%
Forum	674	0.5%

8. Strategic Recommendations

Priority Action Plan

Tier 1: Quick Wins (Short-term -- 1-3 Months)

1. Ghibli Park Content Integration and Enhancement

- Current State: ghibli.jp ranks at #21 for "Ghibli Park" (ジブリパーク, 823,000/month)
- Action: Create a dedicated Ghibli Park page within ghibli.jp (area guides, access information, seasonal events, FAQ)
- Rationale: Given 823,000 monthly searches, the official site's authority can be leveraged for significant ranking improvement

2. Ghibli Works List/Archive Page Enhancement

- Target Keywords: "Ghibli list" (ジブリ 一覧, 40,500/month), "Ghibli works chronological list" (ジブリ作品一覧 年代順, 6,600/month), "Ghibli popularity ranking" (ジブリ 人気ランキング, 6,600/month)
- Action: Create an interactive filmography page organizing all works chronologically
- Rationale: Currently, third-party sites rank for these keywords; the official site can take the lead with dedicated content

3. Friday Road Show Linked Content

- Target Keywords: "Friday Road Show" (金曜ロードショー) related (cumulative 165,000+/month)
- Action: Create a page providing timely information about Ghibli film broadcasts scheduled or in progress
- Rationale: The capital relationship with Nippon Television enables official broadcast schedule information

Tier 2: Medium-Term Opportunities (3-6 Months)

4. Official E-commerce Content Integration

- Target Keywords: "Ghibli Online Shop" (ジブリ オンラインショップ, 3,600/month), "Ghibli Museum Goods" (ジブリ美術館 グッズ, 2,900/month), "Official Ghibli Goods" (ジブリグッズ 公式, 1,300/month)
- Action: Establish a merchandise catalog page within ghibli.jp with consolidated purchase links
- Rationale: Currently, merchandise-related search demand is dispersed across external sites

5. Ghibli Museum Content Enhancement

- Target Keywords: "Ghibli Museum Mitaka" (三鷹の森ジブリ美術館, 246,000/month), "Ghibli Museum Goods" (ジブリ美術館 グッズ, 2,900/month)
- Action: Build a content hub covering exhibition details, ticket information, access directions, etc.
- Rationale: Currently at #21. Similar to Ghibli Park, content expansion on the official site can target higher positions

6. Deepening Film Detail Pages

- Action: Add production backgrounds, character descriptions, voice actor information, trivia, etc. to each film page
- Rationale: Already achieving high positions for Princess Mononoke (#2), Spirited Away (#2), etc. Content deepening can capture additional related keywords

Tier 3: High-Value Targets (6-12 Months)

7. Cross-Genre Content Development

- Target Keywords: "Recommended Anime Movies" (アニメ映画 おすすめ, 9,900/month), "Anime Movies That Make You Cry" (泣けるアニメ映画, 5,400/month), "Anime Movie Box Office" (アニメ映画 興行収入, 5,400/month)
- Action: Produce "Recommended Anime Movie" guide content centered on Studio Ghibli's works
- Rationale: Blue Ocean keywords. The authority of an official anime studio website enables differentiation from media sites

8. Multilingual Content Deployment

- Action: Translation and localization of key content into English, Chinese (Traditional/Simplified), Korean, etc.
- Rationale: English search demand exists for "studio ghibli" (12,100/month) and "ghibli" (22,200/month). With Netflix distribution increasing international viewership, demand for multilingual content is growing

Tier 4: Blue Ocean Strategy (Ongoing)

9. Studio Ghibli Legacy Content Hub

- Target Keywords: "Studio Ghibli" (スタジオジブリ, 33,100/month), "Ghibli works chronological list" (ジブリ作品一覧 年代順, 6,600/month)
- Action: Special pages consolidating the studio's history, creative philosophy, and works archive
- Rationale: Wikipedia is currently the primary information source in this area. The official site can establish an authoritative content position by providing primary source information

10. Recruitment/Corporate Branding Content

- Target Keywords: "Studio Ghibli hiring" (スタジオジブリ 採用, 880/month), "Studio Ghibli hiring 2026" (スタジオジブリ 採用 2026, 170/month)
- Action: Enrichment of recruitment information pages (employee interviews, production environment, benefits, etc.)
- Rationale: Leveraging brand power for talent acquisition in the competitive anime industry

Content Roadmap

Priority	Content Initiative	Target Keywords (Total Monthly Volume)	Timing
P1: Critical	**Ghibli Park Information Integration Page**	**823,000+**	**Start immediately**
P1: Critical	**Works List/Filmography Enhancement**	**53,700+**	**Start immediately**
P1: Critical	**Friday Road Show Linked Page**	**165,000+**	**Start immediately**
P2: High Value	**Ghibli Museum Content Hub**	**339,400+**	**1-3 months**
P2: High Value	**Official Goods Catalog Integration**	**8,800+**	**1-3 months**
P2: High Value	**Film Detail Page Deepening (All Works)**	**Existing KW reinforcement**	**3-6 months**
P3: Differentiation	**Cross-Genre Recommended Content**	**21,200+**	**3-6 months**
P3: Differentiation	**Studio Ghibli Legacy Content Hub**	**111,000+**	**6-12 months**
P3: Differentiation	**Multilingual Site Deployment**	**34,300+ (English only)**	**6-12 months**

Kafkai Implementation Steps

6. **Import 4C Keyword Strategy:** Import the 4C-classified keyword list identified in this report into Kafkai and begin automatic generation of content optimized for each strategic opportunity
7. **Prioritize Consolidation Targets:** For already-strong keywords such as "Ghibli," "Totoro," and "Spirited Away," use Kafkai to generate content variations and expand long-tail keyword coverage
8. **Blue Ocean Content Production:** For genre keywords such as "recommended anime movies" and "anime movies that make you cry," use Kafkai to auto-generate content outlines and improve the editorial team's production efficiency
9. **Regular Competitive Monitoring:** Utilize Kafkai's competitive analysis function to regularly monitor changes in search positions of competitors such as MAPPA

9. Disclaimer

No Advice

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Special Notes on Competitive Data Limitations:

- comixwavefilms.jp: Quantitative analysis is limited as virtually no indexed domain data exists in the Kafkai Intelligence Platform
- toei-animation.com: This is the English international site, with limited Japanese market data. This differs from Toei Animation's Japanese-language site (toei-anim.co.jp)

Trademarks: All trademarks mentioned in this report belong to their respective owners.

Analysis Date: February 10, 2026. Competitive conditions and search metrics change continuously.

Public Information Sources

The following public information sources were referenced in this report:

- Studio Ghibli Official Website (https://www.ghibli.jp/)
- MAPPA Official Website (https://www.mappa.co.jp/)
- Toei Animation Official Website (https://www.toei-animation.com/)
- Japanese Wikipedia -- Studio Ghibli related articles

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