



Website Analysis Overview Report

July 2019

medicaid.gov



View the full analysis at: <https://pro.similarweb.com>

the center for medicaid and chip services (cmcs) is one of six centers within the centers for medicare & medicaid services, an agency of the u.s. department of health and human services (hhs). cmcs serves as the focal point for all national program policies and operations related to medicaid and the children's health insurance program (chip).

Related Mobile Apps:



Global Rank #106,571

Country Rank **#20,526**
United States

Category Rank **#1,328**
Health/Health

Website Audience

Total Visits

Apr 2019 - Jun 2019, Worldwide

2.033M

↓ -1.74% from last month

Device Distribution

Apr 2019 - Jun 2019, Worldwide



Monthly Visits **677,973**

Monthly Unique Visitors

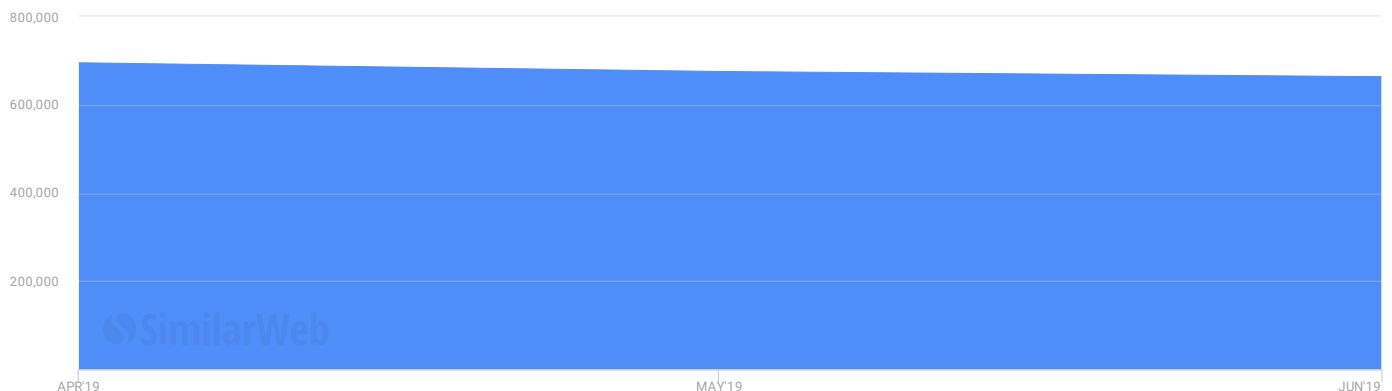
Avg. Visit Duration **00:01:49**

Pages / Visit **2.15**

Bounce Rate **62.31%**

Visits Over Time

Apr 2019 - Jun 2019, All Traffic



Geography

Top 5 Countries

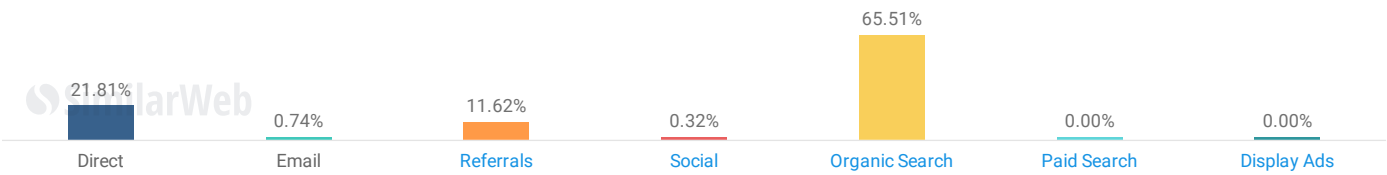
Apr 2019 - Jun 2019, Desktop Only



| | | |
|----------------|--------|----------|
| United States | 95.33% | ↓ 6.1% |
| Canada | 0.48% | ↑ 56.21% |
| United Kingdom | 0.41% | ↑ 0.42% |
| Puerto Rico | 0.36% | ↑ 177.5% |
| Brazil | 0.31% | - |

Channels Overview ⓘ






Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Referrals






Top Referring Websites ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

| | | | |
|--|--------|------------------------|-----------|
|  cms.gov | 41.13% | <div><div></div></div> | ↑ 8.45% |
|  usa.gov | 11.36% | <div><div></div></div> | ↑ 36.58% |
|  healthcare.gov | 5.51% | <div><div></div></div> | ↓ 4.79% |
|  links.govdelivery.com | 5.19% | <div><div></div></div> | ↑ 47.93% |
|  hhs.gov | 3.01% | <div><div></div></div> | ↑ 391.93% |

Top Referring Categories ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

| | | |
|--|--------|------------------------|
|  Health | 52.04% | <div><div></div></div> |
|  Government | 12.94% | <div><div></div></div> |
|  Insurance | 10.19% | <div><div></div></div> |
|  Geriatric and Aging Care | 2.60% | <div><div></div></div> |
|  Search Engines | 1.64% | <div><div></div></div> |

Search






Search Traffic ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Top Search Terms ▶ Organic ▾

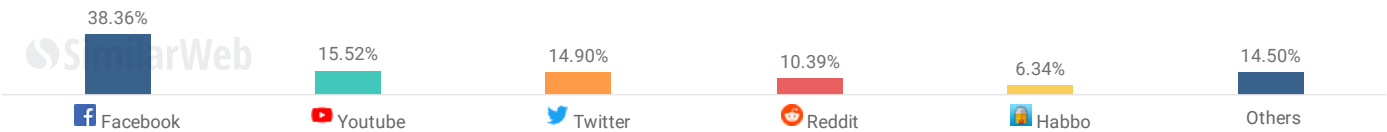
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

| | | | |
|--|--------|------------------------|----------|
|  medicaid | 61.15% | <div><div></div></div> | ↓ 7.74% |
|  what is medicaid | 3.06% | <div><div></div></div> | ↓ 54.67% |
|  medicaid eligibility | 2.86% | <div><div></div></div> | ↑ 72.19% |
|  medicade | 2.64% | <div><div></div></div> | ↑ 0.47% |
|  chip | 1.82% | <div><div></div></div> | ↓ 53.18% |

Social

Social Traffic ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Display Ad Network ⓘ



NO DATA AVAILABLE

Top Publishers ⓘ



NO DATA AVAILABLE

Outgoing Links

Top Links Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

| | | | |
|---------------------|--------|------------------------|----------|
| search.usa.gov | 26.97% | <div><div></div></div> | ↑ 0.86% |
| healthcare.gov | 17.81% | <div><div></div></div> | ↓ 28.46% |
| medicare.gov | 13.79% | <div><div></div></div> | ↑ 34.08% |
| cms.gov | 9.39% | <div><div></div></div> | ↓ 54.01% |
| federalregister.gov | 7.92% | <div><div></div></div> | ↑ 3.65% |

Outgoing Ads

Top Ads Destination ⓘ



NO DATA AVAILABLE