



Website Analysis Overview Report

June 2019

theguardian.com



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

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Related Mobile Apps:

App Store

Google Play



Global Rank ⓘ

#152



Country Rank ⓘ

United Kingdom

#21



Category Rank ⓘ

News and Media

#29

Website Audience

Total Visits ⓘ

Mar 2019 - May 2019, Worldwide

886.3M

↑ 0.60% from last month

Device Distribution ⓘ

Mar 2019 - May 2019, Worldwide



Monthly Visits 295.4M

Monthly Unique Visitors

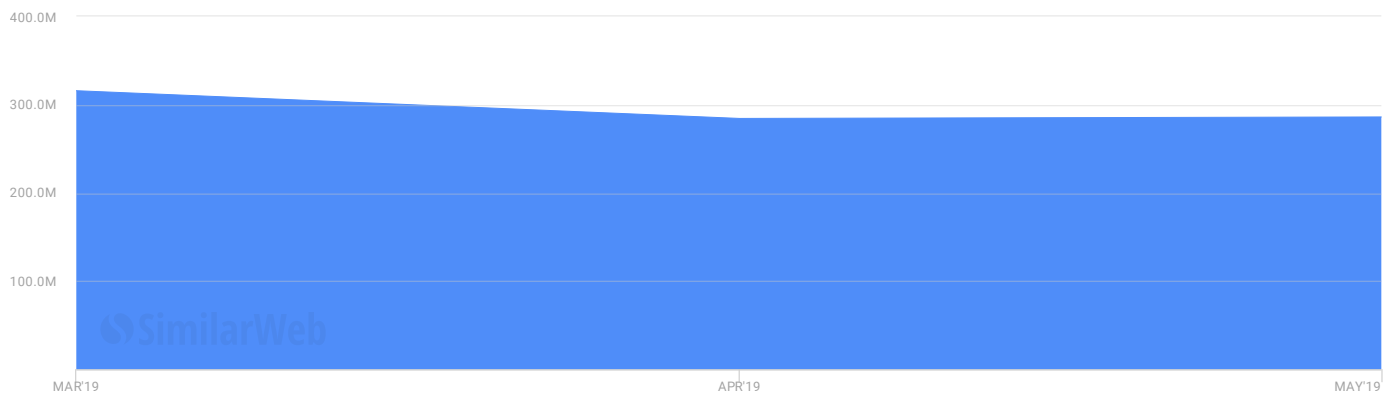
Avg. Visit Duration 00:03:32

Pages / Visit 3.16

Bounce Rate 60.91%

Visits Over Time ⓘ

Mar 2019 - May 2019, All Traffic



Geography

Top 5 Countries ⓘ

Mar 2019 - May 2019, Desktop Only

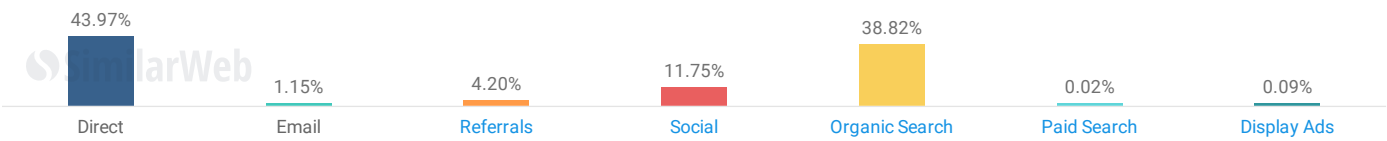


United Kingdom	34.36%	↑ 2.21%
United States	23.55%	↑ 5.91%
Australia	5.90%	↑ 15.81%
Canada	5.01%	↑ 3.19%
Netherlands	2.30%	↓ 3.23%

Marketing Channels

Channels Overview

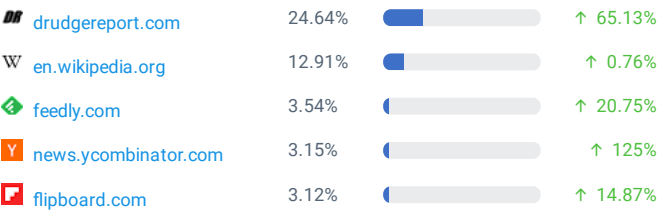
Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

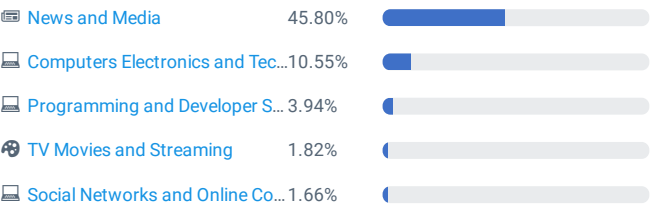
Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only



Top Referring Categories

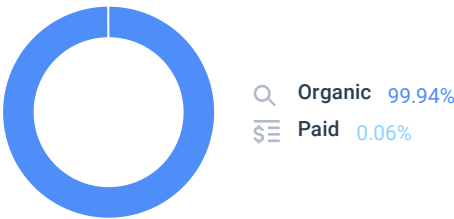
Mar 2019 - May 2019, Worldwide Desktop Only



Search

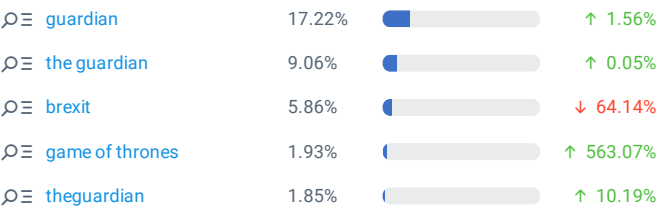
Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

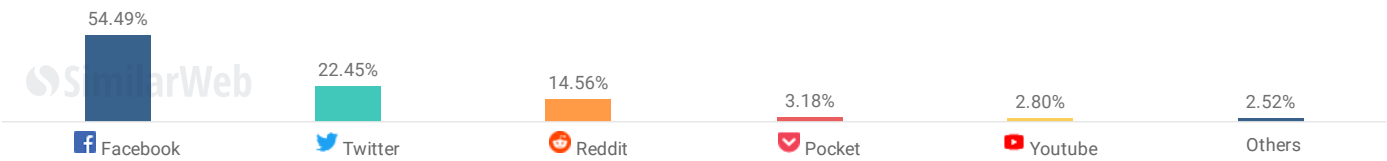
Mar 2019 - May 2019, Worldwide Desktop Only



Social

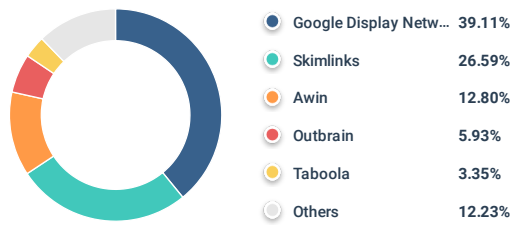
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

tumblr.com	13.95%	<div></div>	↑ 46.76%
facebook.com	10.84%	<div></div>	↓ 77.17%
nymag.com	8.07%	<div></div>	↑ 293.96%
independent.co.uk	6.62%	<div></div>	↑ 334.86%
bookriot.com	5.49%	<div></div>	↑ 82.38%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

twitter.com	20.26%	<div></div>	↓ 13.17%
youtube.com	5.76%	<div></div>	↑ 3.7%
parliament.uk	4.13%	<div></div>	↓ 30.43%
guim.co.uk	4.06%	<div></div>	↑ 0.14%
google.com	3.21%	<div></div>	↑ 6.33%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

amazon.co.uk	6.32%	<div></div>	↑ 283.89%
consent.yahoo.com	3.11%	<div></div>	↑ 31.75%
goop.com	2.21%	<div></div>	-
play.howstuffworks.com	2.11%	<div></div>	↑ 83.35%
amazon.com	1.95%	<div></div>	↑ 1,164.76%