



Website Analysis Overview Report

June 2019

oup.com



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

Related Mobile Apps:

App Store

Google Play



Global Rank ⓘ

#3,178

Country Rank ⓘ
United States

#2,718

Category Rank ⓘ
Science and Education/Biology

#3

Website Audience

Total Visits ⓘ

Mar 2019 - May 2019, Worldwide

69.00M

↓ -2.10% from last month

Device Distribution ⓘ

Mar 2019 - May 2019, Worldwide



Monthly Visits 23.00M

Monthly Unique Visitors

Avg. Visit Duration 00:02:13

Pages / Visit 2.28

Bounce Rate 66.39%

Visits Over Time ⓘ

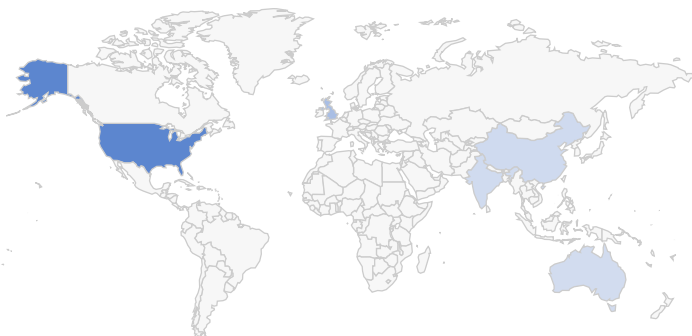
Mar 2019 - May 2019, All Traffic



Geography

Top 5 Countries ⓘ

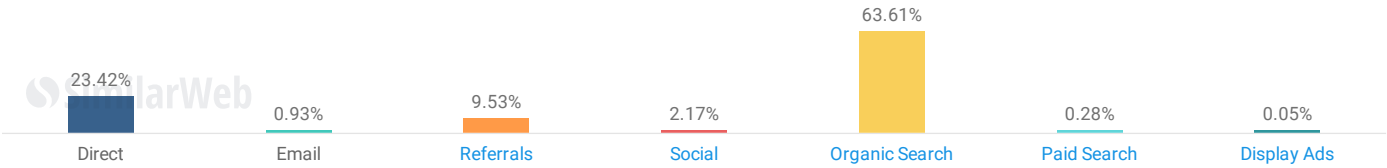
Mar 2019 - May 2019, Desktop Only



United States	24.71%	↓ 14.3%
United Kingdom	11.01%	↑ 3.61%
China	4.16%	↓ 4.46%
India	3.87%	↑ 5.63%
Australia	3.60%	↑ 1.62%

Channels Overview ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Referrals

Top Referring Websites ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	ncbi.nlm.nih.gov	44.44%	<div></div>	↑ 9.65%
	oxfordlearnersbookshelf.com	7.36%	<div></div>	↓ 14.96%
	en.wikipedia.org	4.14%	<div></div>	↑ 5%
	int.search.myway.com	2.41%	<div></div>	↓ 34.16%
	escardio.org	1.77%	<div></div>	↑ 9.85%

Top Referring Categories ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	Education	10.52%	<div></div>
	Medicine	2.58%	<div></div>
	Dictionaries and Encyclopedias	2.57%	<div></div>
	News and Media	2.27%	<div></div>
	Grants Scholarships and Finances	1.52%	<div></div>

Search

Search Traffic ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Top Search Terms ▶ Organic ▾

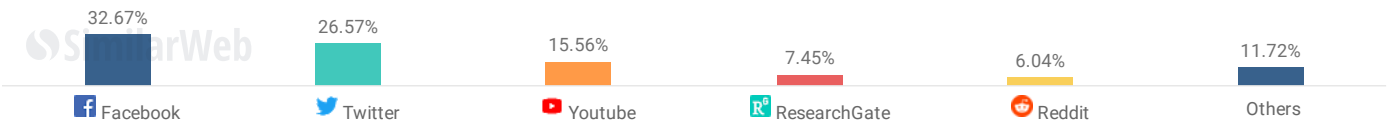
Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	oxford university press	3.94%	<div></div>	↓ 3.89%
	oup	1.42%	<div></div>	↑ 6.76%
	bioinformatics	0.84%	<div></div>	↓ 27.58%
	tree physiology	0.64%	<div></div>	↓ 13.35%
	oxford	0.60%	<div></div>	↓ 41.06%

Social

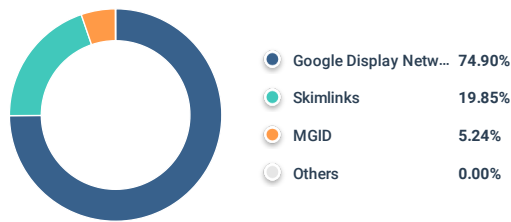
Social Traffic ⓘ

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	25.18%	<div></div>	↑ 309.2%
nymag.com	21.42%	<div></div>	↓ 24.12%
oxfordlearnersdictionaries.com	14.10%	<div></div>	↑ 36.53%
wikimemoires.net	5.80%	<div></div>	-
libraryjournal.com	5.22%	<div></div>	-

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥️ Desktop Only

watermark.silverchair.com	75.42%	<div></div>	↓ 3.91%
google.com	4.76%	<div></div>	↑ 9.22%
oup.silverchair-cdn.com	4.75%	<div></div>	↑ 0.38%
s100.copyright.com	2.45%	<div></div>	↓ 2.94%
altmetric.com	1.08%	<div></div>	↑ 23.01%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥️ Desktop Only

flirt4free.com	7.74%	<div></div>	-
ncbi.nlm.nih.gov	7.65%	<div></div>	-
cb855d9c329cbf3f1cae-d14c...	7.15%	<div></div>	-
amia.org	7.01%	<div></div>	-
bookdepository.com	5.62%	<div></div>	-