SimilarWeb

Website Analysis Overview Report
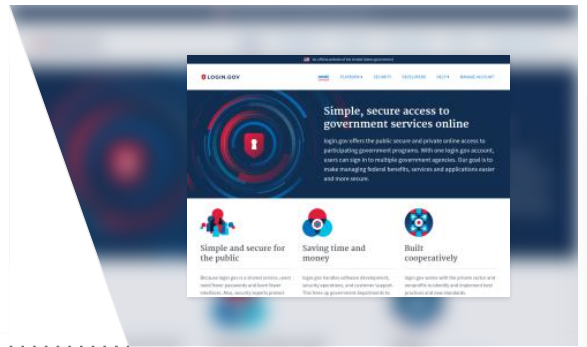### July 2019

login.gov

View the full analysis at:

login.gov 📊

simple, secure access to government services online

Related Mobile Apps:

🌐 Global Rank ⓘ	🚩 Country Rank ⓘ	🗄 Category Rank ⓘ
#5,958	🇺🇸 United States **#1,064**	Law and Government/Government **#110**

Website Audience

Total Visits ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide

23.80M
🔻 **-2.55%** from last month

Device Distribution ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide

🖥 58.70 %
📱 41.30 %

📅 Monthly Visits	**7.935M**
👤 Monthly Unique Visitors	
🕐 Avg. Visit Duration	**00:15:29**
▭ Pages / Visit	**5.14**
📈 Bounce Rate	**29.31%**

Visits Over Time ⓘ
Apr 2019 - Jun 2019, 🖥 All Traffic

10.00M

7.500M

5.000M

2.500M

SimilarWeb

APR'19   MAY'19   JUN'19
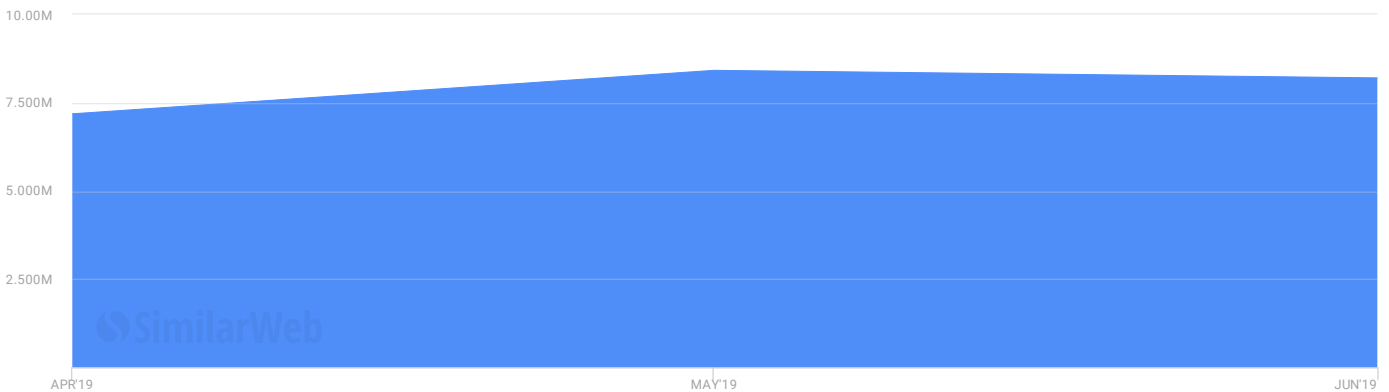
Geography

Top 5 Countries ⓘ
Apr 2019 - Jun 2019, 🖥 Desktop Only

🇺🇸 United States	91.06%		↓ 5.25%
🇨🇦 Canada	3.24%		↓ 13.52%
🇲🇽 Mexico	1.12%		↓ 15.3%
🇵🇷 Puerto Rico	0.90%		↑ 36.26%
🇬🇧 United Kingdom	0.40%		↓ 12.93%

Marketing Channels

Channels Overview ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

Direct	Email	Referrals	Social	Organic Search	Paid Search	Display Ads
15.36%	7.17%	72.21%	2.52%	2.72%	0.00%	0.02%
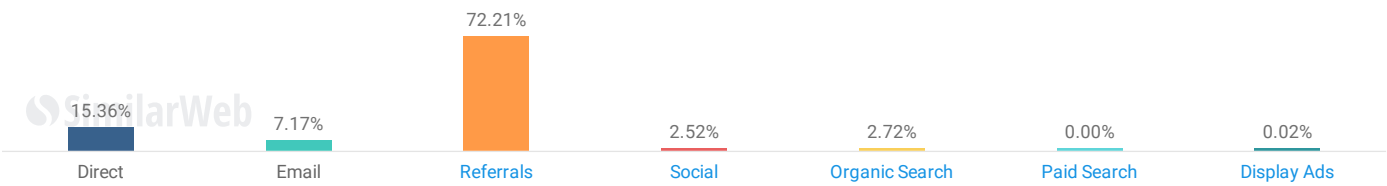
Referrals

Top Referring Websites ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

usajobs.gov	56.51%		↓ 7.39%
ttp.cbp.dhs.gov	34.17%		↓ 12.11%
sam.gov	4.23%		↓ 6.94%
onboard.usastaffing.gov	2.40%		↓ 28.86%
Upgrade your Account	0.68%		↑ 24.37%
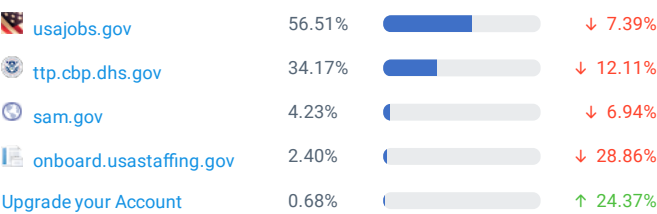
Top Referring Categories ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

💼 Jobs and Employment	51.82%	
⚖ Government	4.38%	
⚖ National Security	0.11%	
🖥 Computers Electronics and Tec...	0.02%	
🖥 Programming and Developer S...	< 0.01%	
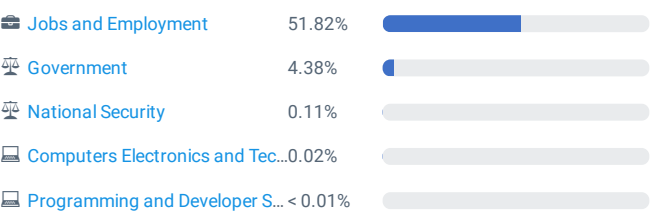
Search

Search Traffic ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

🔍 **Organic** 99.96%
≣ **Paid** 0.04%
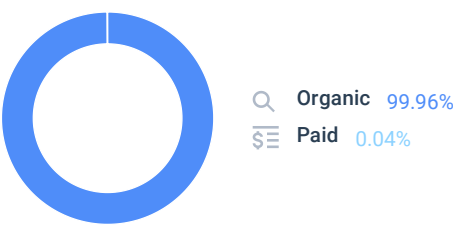
Top Search Terms ▸ Organic ⌄

⚠

NO DATA AVAILABLE

Social

Social Traffic ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

Youtube	Facebook	Linkedin	Reddit	Twitter	Others
51.00%	25.32%	7.26%	6.13%	3.39%	6.91%

Display Advertising
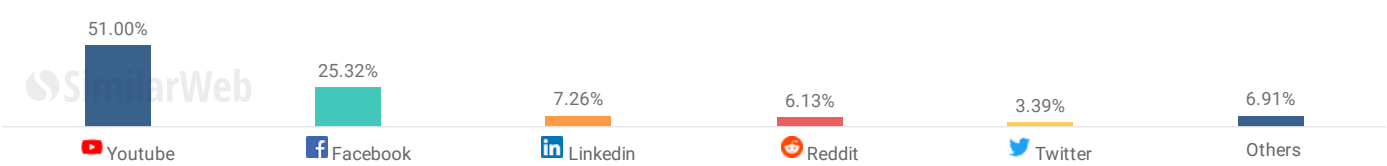
Display Ad Network ⓘ

NO DATA AVAILABLE

Top Publishers ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

🏴 usajobs.gov	100%	▬▬▬▬▬	-

Outgoing Links

Top Links Destination ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

🏴 usajobs.gov	82.44%	▬▬▬▬	↓ 25.77%
🛡 dhs.gov	15.56%	▬	↓ 6.91%
🌐 sam.gov	0.54%		↑ 1.15%
🌐 gsa.gov	0.37%		↑ 65%
G google.com	0.18%		↑ 181.2%

Outgoing Ads

Top Ads Destination ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

AoL login.aol.com	20.33%	▬▬	-
H hitomi.la	12.79%	▬	-
D/P donaldpliner.com	10.04%	▪	-
Hc hipsandcurves.com	8.26%	▪	-
a amazon.com	6.07%	▪	-