



Website Analysis Overview Report

July 2019

smokefree.gov

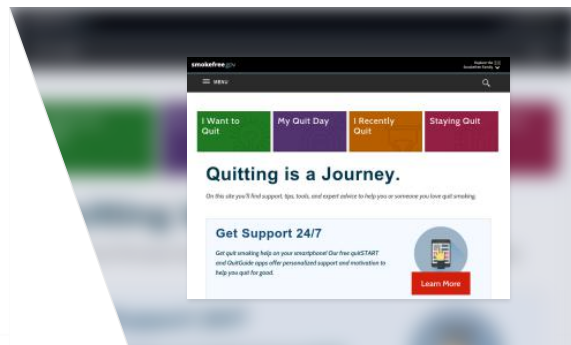


View the full analysis at: <https://pro.similarweb.com>

smokefree.gov is an initiative from the national cancer institute to help you or someone you care about quit smoking.

Related Mobile Apps:

 App Store  Google Play



 Global Rank  #133,019

 Country Rank  #41,959
United States

 Category Rank  #70
Health/Addictions

Website Audience

Total Visits

Apr 2019 - Jun 2019,  Worldwide


1.812M

 -18.26% from last month

Device Distribution

Apr 2019 - Jun 2019,  Worldwide



 Monthly Visits 604,218

 Monthly Unique Visitors

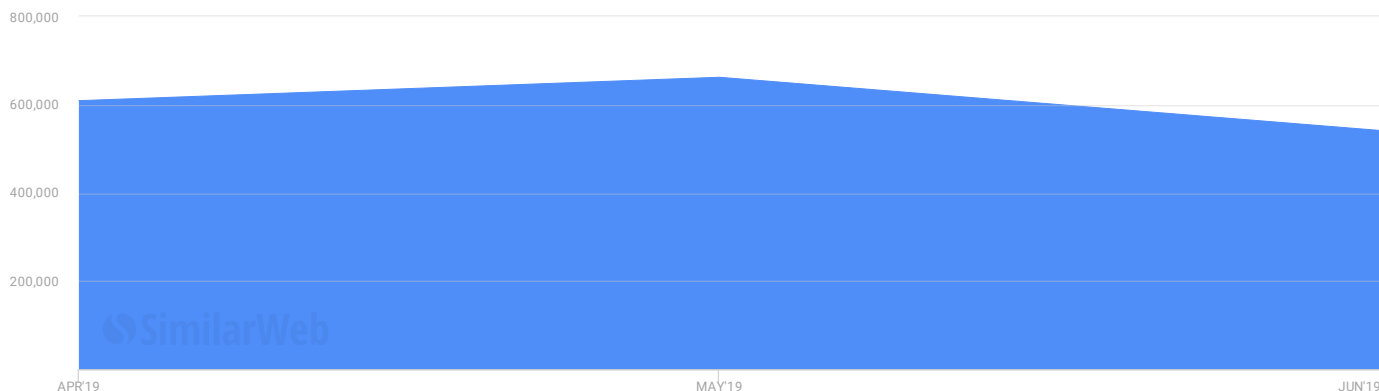
 Avg. Visit Duration 00:01:02

 Pages / Visit 1.88

 Bounce Rate 77.73%

Visits Over Time

Apr 2019 - Jun 2019,  All Traffic













Geography

Top 5 Countries

Apr 2019 - Jun 2019,  Desktop Only

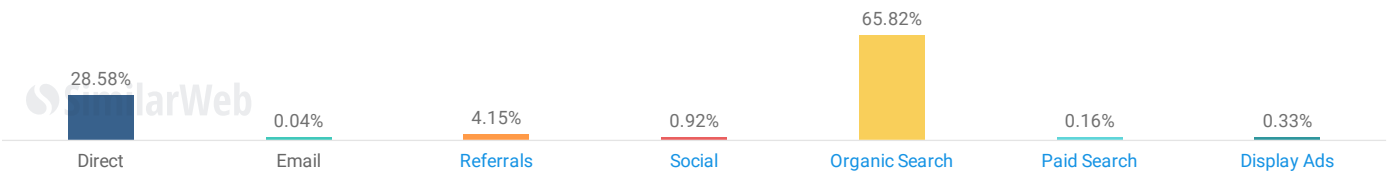


 United States	50.96%	<div><div></div></div>	 19.09%
 United Kingdom	6.82%	<div><div></div></div>	 10.28%
 Spain	3.76%	<div><div></div></div>	 32.86%
 India	3.33%	<div><div></div></div>	 5.48%
 Canada	3.28%	<div><div></div></div>	 10.34%

Marketing Channels

Channels Overview ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Referrals

Top Referring Websites ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

	njoy.com	17.96%	<div></div>	↑ 888.28%
	cdc.gov	15.28%	<div></div>	↓ 22.25%
	cbssports.com	12.16%	<div></div>	↓ 100%
	cnn.com	10.09%	<div></div>	↑ 71.52%
	betobaccofree.hhs.gov	5.25%	<div></div>	↓ 100%

Top Referring Categories ⓘ

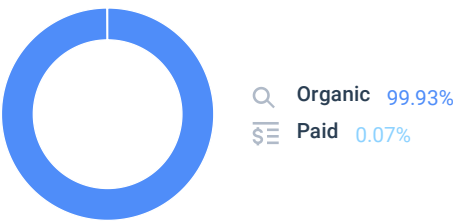
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

	Tobacco	24.37%	<div></div>
	Health	22.55%	<div></div>
	Sports	12.16%	<div></div>
	News and Media	10.87%	<div></div>
	Colleges and Universities	1.92%	<div></div>

Search

Search Traffic ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Top Search Terms ▶ Organic ▾

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

	depression quiz	10.72%	<div></div>	↓ 25.04%
	nicotine withdrawal	...9.18%	<div></div>	↓ 55.42%
	am i depressed quiz	...9.04%	<div></div>	↓ 16.96%
	do i have depression quiz	...3.20%	<div></div>	↑ 103.99%
	do i have depression	...2.91%	<div></div>	↓ 52.43%

Social

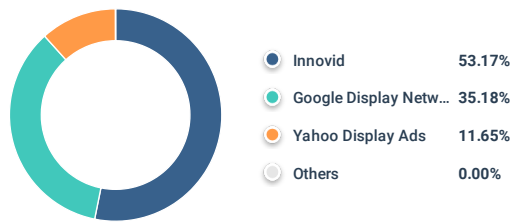
Social Traffic ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



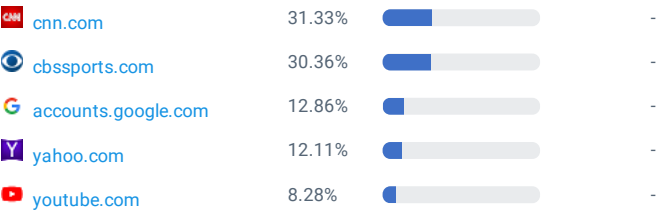
Display Ad Network ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only



Top Publishers ⓘ

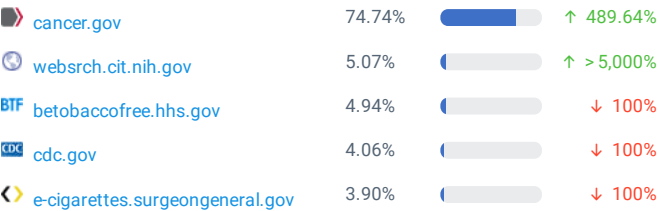
Apr 2019 - Jun 2019, Worldwide Desktop Only



Outgoing Links

Top Links Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only



Outgoing Ads

Top Ads Destination ⓘ

