



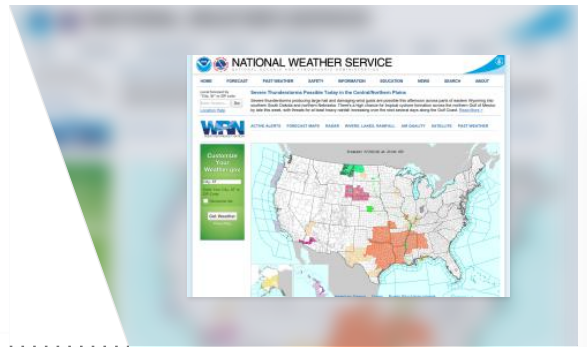
# Website Analysis Overview Report

July 2019

weather.gov



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



#### Related Mobile Apps:

Global Rank

#616



Country Rank  
United States

#118



Category Rank  
Science and Education/Weather

#7

## Website Audience

### Total Visits

Apr 2019 - Jun 2019, Worldwide

282.8M

↓ -9.76% from last month

### Device Distribution

Apr 2019 - Jun 2019, Worldwide



Desktop 50.28 %  
Mobile 49.72 %

Monthly Visits 94.26M

Monthly Unique Visitors

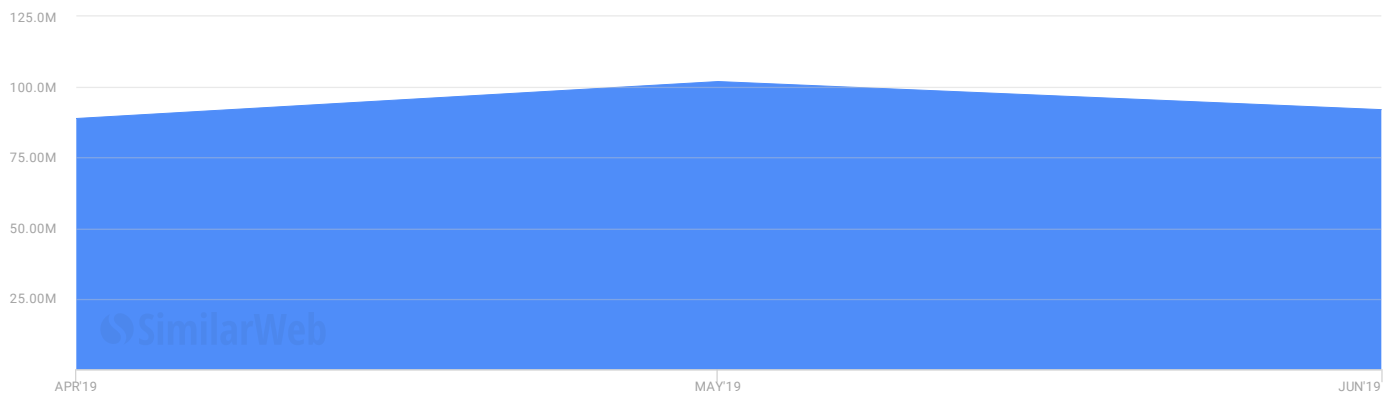
Avg. Visit Duration 00:02:42

Pages / Visit 2.77

Bounce Rate 47.97%

### Visits Over Time

Apr 2019 - Jun 2019, All Traffic



## Geography

### Top 5 Countries

Apr 2019 - Jun 2019, Desktop Only

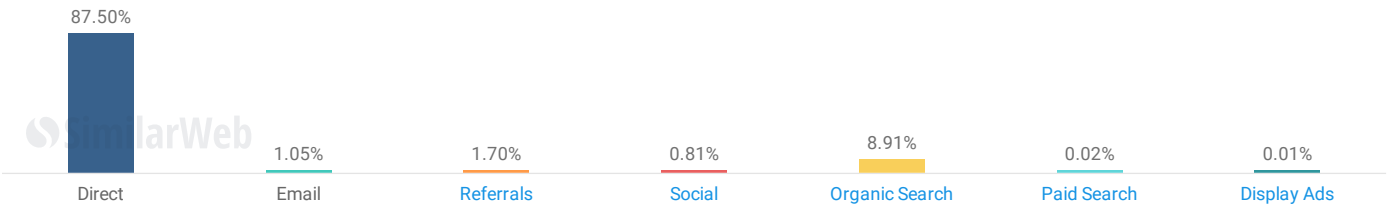


United States	98.33%	↓ 6.08%
Canada	0.60%	↓ 9.49%
United Kingdom	0.10%	↓ 3.16%
Puerto Rico	0.07%	↓ 10.8%
Mexico	0.06%	↑ 12.78%

Marketing Channels

Channels Overview

Apr 2019 - Jun 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Apr 2019 - Jun 2019, Worldwide Desktop Only

	spc.noaa.gov	12.91%	<div></div>	↓ 39.39%
	aviationweather.gov	9.07%	<div></div>	↓ 7.96%
	ighome.com	5.80%	<div></div>	↑ 9.88%
	darksky.net	4.13%	<div></div>	↓ 12.14%
	start.me	3.46%	<div></div>	↓ 2.04%

Top Referring Categories

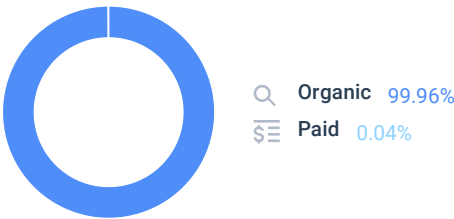
Apr 2019 - Jun 2019, Worldwide Desktop Only

	News and Media	12.98%	<div></div>	
	Aviation	9.24%	<div></div>	
	Computers Electronics and Tec...	8.58%	<div></div>	
	TV Movies and Streaming	3.19%	<div></div>	
	Weather	3.13%	<div></div>	

Search

Search Traffic

Apr 2019 - Jun 2019, Worldwide Desktop Only



Top Search Terms

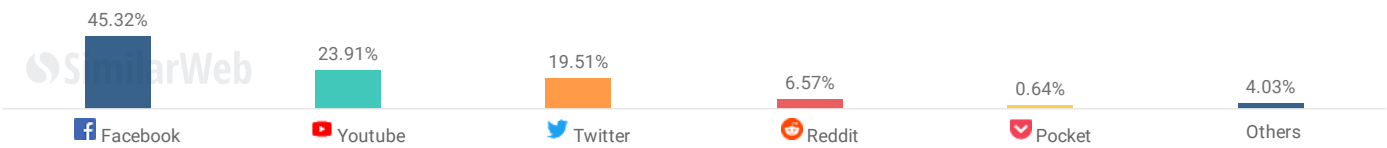
Apr 2019 - Jun 2019, Worldwide Desktop Only

	national weather service	15.55%	<div></div>	↓ 27.85%
	nws	9.27%	<div></div>	↓ 13.08%
	noaa weather	5.18%	<div></div>	↓ 17.71%
	noaa	3.68%	<div></div>	↓ 10.81%
	weather	2.40%	<div></div>	↓ 22.05%

Social

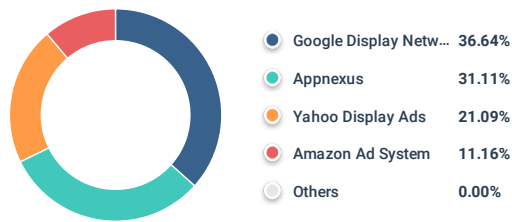
Social Traffic

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

yahoo.com	22.82%	<div></div>	-
msn.com	10.36%	<div></div>	-
legacy.com	9.52%	<div></div>	-
mail1.mediacombb.net	7.58%	<div></div>	↓ 11.94%
wsj.com	4.03%	<div></div>	-

Outgoing Links

Top Links Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

noaa.gov	82.10%	<div></div>	↓ 14.42%
usa.gov	3.72%	<div></div>	↓ 7.37%
google.com	3.24%	<div></div>	↑ 14.29%
wunderground.com	1.22%	<div></div>	↓ 15.16%
gateway.foresee.com	0.65%	<div></div>	↓ 58.79%

Outgoing Ads

Top Ads Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

bing.com	14.28%	<div></div>	↓ 91.07%
login.aol.com	9.05%	<div></div>	-
racktrans3.info	8.18%	<div></div>	-
huffpost.com	7.99%	<div></div>	-
microsoftcasualgames.com	5.27%	<div></div>	-