SimilarWeb

Website Analysis Overview Report
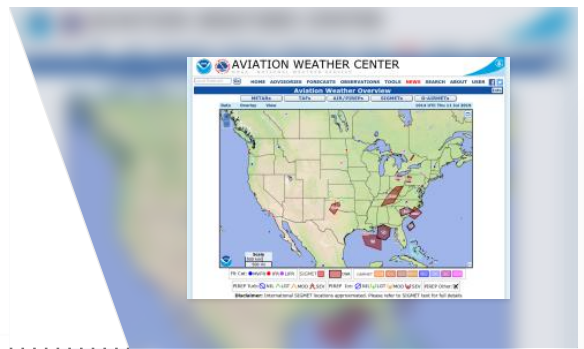### July 2019

aviationweather.gov

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

aviationweather.gov

aviation weather center homepage provides comprehensive user-friendly aviation weather text products and graphics.

Related Mobile Apps:

Global Rank	Country Rank	Category Rank
#23,505	#6,078	#5
	United States	Vehicles/Aviation

Website Audience

Total Visits
Apr 2019 - Jun 2019, Worldwide

7.298M
▼ -5.40% from last month

Device Distribution
Apr 2019 - Jun 2019, Worldwide

🖥 50.19 %
📱 49.81 %

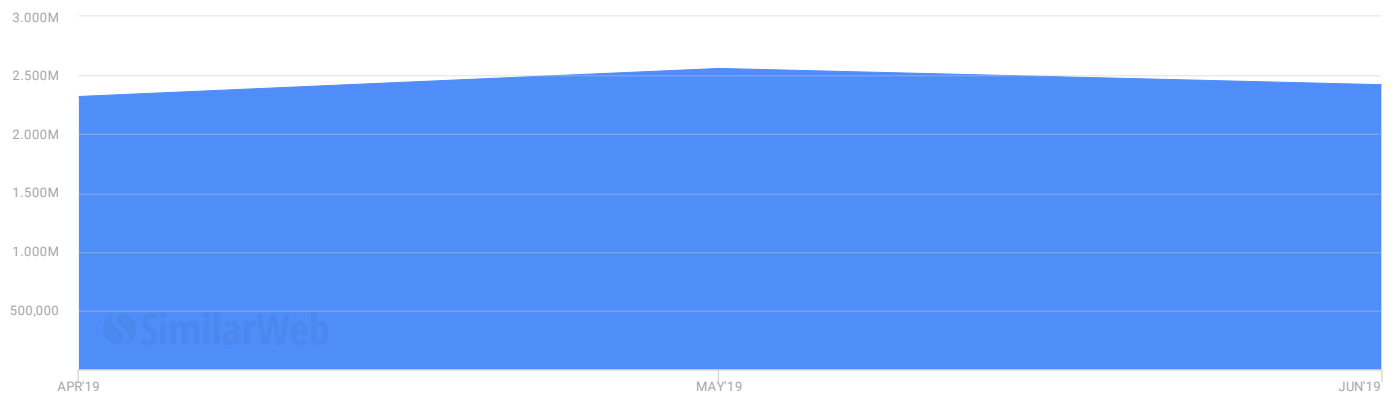|	
📅 Monthly Visits	2.432M
👤 Monthly Unique Visitors	
🕐 Avg. Visit Duration	00:40:50
🗗 Pages / Visit	5.51
⬈ Bounce Rate	46.23%

Visits Over Time
Apr 2019 - Jun 2019, All Traffic

Geography
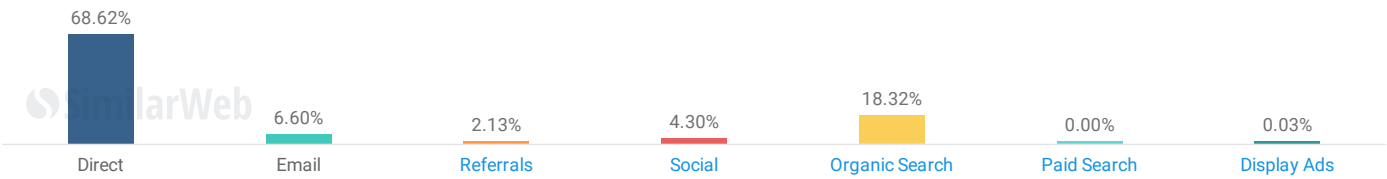
Top 5 Countries
Apr 2019 - Jun 2019, Desktop Only

Country		Percent		Change
🇺🇸	United States	67.36%		↓ 6.64%
🇨🇦	Canada	2.85%		↓ 13.69%
🇨🇩	Congo, the Democratic Republic of the	2.71%		↑ 28.59%
🇮🇩	Indonesia	1.86%		↑ 0.7%
🇷🇺	Russia	1.83%		↓ 4.98%

7/14/2019

Marketing Channels

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

68.62% Direct	
6.60% Email	
2.13% Referrals	
4.30% Social	
18.32% Organic Search	
0.00% Paid Search	
0.03% Display Ads	

Referrals

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

Website	%	Change
faa.gov	12.88%	↑ 32.26%
weather.gov	9.91%	↑ 37.53%
allmyfaves.com	8.86%	↓ 45.35%
la.utexas.edu	7.38%	↓ 32.76%
baseops.net	4.95%	↓ 84.68%

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

Category	%
Weather	14.86%
Government	13.19%
Computers Electronics and Tec...	12.79%
National Security	4.95%
Travel and Tourism	2.69%

Search

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

Organic 100.00%
Paid 0.00%

Top Search Terms ▸ Organic ⌄

⚠ NO DATA AVAILABLE

Social

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

64.39% Youtube	
18.07% Facebook	
6.30% WhatsApp Webapp	
5.53% Reddit	
1.49% Twitter	
4.23% Others	

Display Advertising
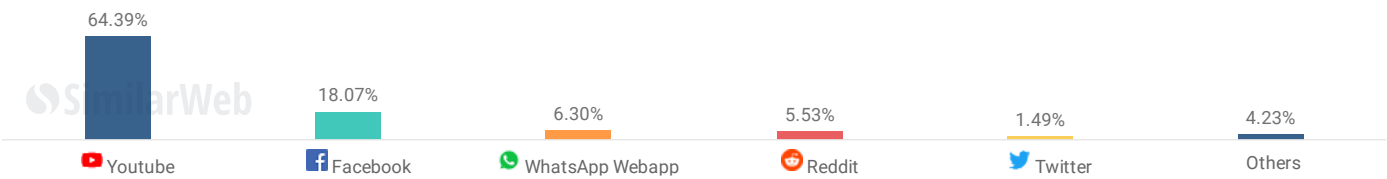
Display Ad Network
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

● Google Display Netw...	55.55%	
● MGID	44.45%	
○ Others	0.00%	
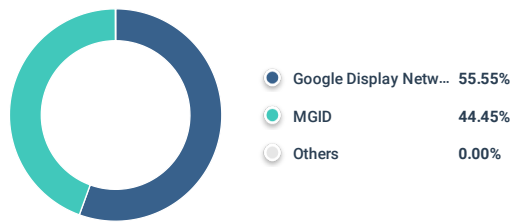
Top Publishers

⚠️

NO DATA AVAILABLE

Outgoing Links

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

weather.gov	90.85%		↓ 6.27%
noaa.gov	3.49%		↑ 114.32%
search.usa.gov	2.76%		↓ 20.76%
google.com	1.51%		↑ 124.45%
sua.faa.gov	0.43%		↑ > 5,000%

Outgoing Ads

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

capella.edu	45.35%		-
specials.4patriots.com	20.20%		-
ww3.carsdirect.com	14.74%		-
lensmode.com	8.40%		-
biogardy.ru	5.82%		-