



# Website Analysis Overview Report

July 2019

medicare.gov



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

Related Mobile Apps:

App Store Google Play



Global Rank #11,029

Country Rank #1,816  
United States

Category Rank #94  
Health/Health

## Website Audience

### Total Visits

Apr 2019 - Jun 2019, Worldwide

15.70M

↓ -32.73% from last month

### Device Distribution

Apr 2019 - Jun 2019, Worldwide



Monthly Visits 5.234M

Monthly Unique Visitors

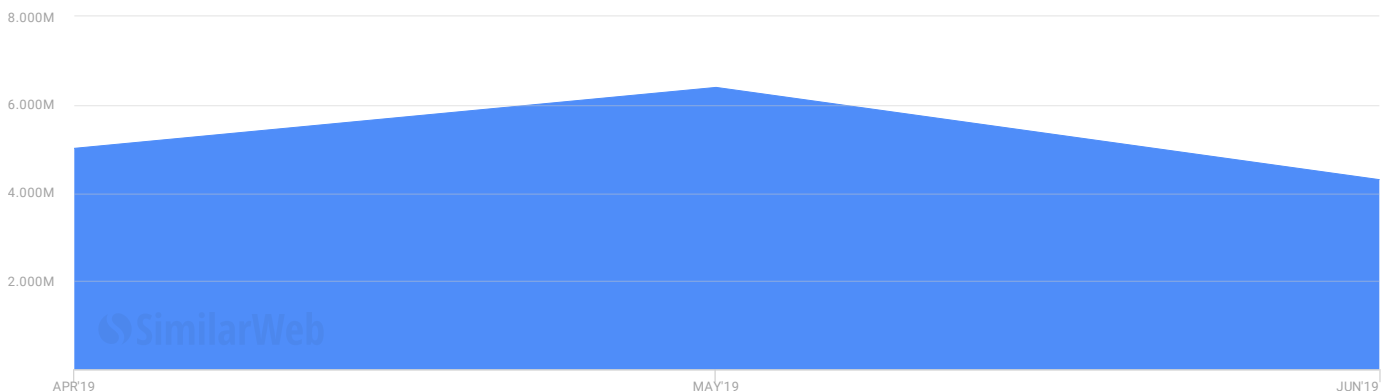
Avg. Visit Duration 00:11:43

Pages / Visit 4.86

Bounce Rate 50.86%

### Visits Over Time

Apr 2019 - Jun 2019, All Traffic



## Geography

### Top 5 Countries

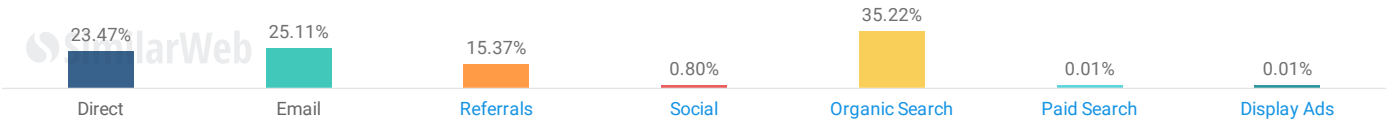
Apr 2019 - Jun 2019, Desktop Only



|               |        |          |
|---------------|--------|----------|
| United States | 97.41% | ↓ 32.86% |
| Mexico        | 0.27%  | ↑ 11.38% |
| Australia     | 0.26%  | ↓ 52.79% |
| Canada        | 0.25%  | ↓ 50.69% |
| Puerto Rico   | 0.20%  | ↓ 21.91% |

Channels Overview ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Referrals

Top Referring Websites ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

|  |                      |        |             |          |
|--|----------------------|--------|-------------|----------|
|  | govdelivery.com      | 59.06% | <div></div> | ↓ 54.16% |
|  | mymedicare.gov       | 21.65% | <div></div> | ↓ 17.48% |
|  | cms.gov              | 1.79%  | <div></div> | ↓ 43.1%  |
|  | patch.com            | 1.27%  | <div></div> | ↓ 99.68% |
|  | Upgrade your Account | 1.07%  | <div></div> | ↓ 30.13% |

Top Referring Categories ⓘ

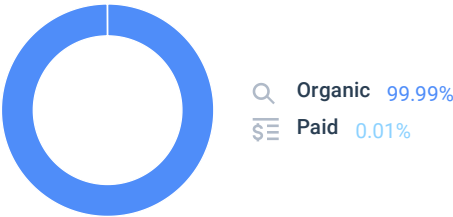
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

|  |                |        |             |
|--|----------------|--------|-------------|
|  | Health         | 26.11% | <div></div> |
|  | News and Media | 1.80%  | <div></div> |
|  | Investing      | 1.29%  | <div></div> |
|  | Government     | 1.17%  | <div></div> |
|  | Search Engines | 1.12%  | <div></div> |

Search

Search Traffic ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Top Search Terms ▶ Organic ▾

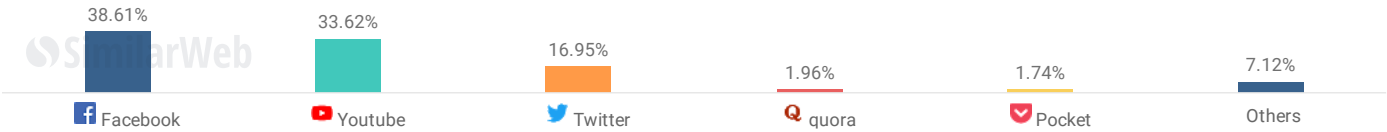
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

|  |                    |          |             |          |
|--|--------------------|----------|-------------|----------|
|  | medicare           | 36.27%   | <div></div> | ↓ 23.54% |
|  | medicare.gov       | 10.65%   | <div></div> | ↓ 22.32% |
|  | medicare part b    | 3.82%    | <div></div> | ↓ 13.7%  |
|  | medicare advantage | ...2.04% | <div></div> | ↓ 27.16% |
|  | medicare part d    | 1.97%    | <div></div> | ↓ 42.6%  |

Social

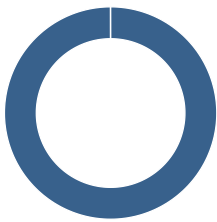
Social Traffic ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Display Ad Network ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only



- medicare.gov 100.00%
- Others 0.00%

Top Publishers ⓘ



NO DATA AVAILABLE

Outgoing Links

Top Links Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

|                             |        |             |          |
|-----------------------------|--------|-------------|----------|
| my medicare.gov             | 75.90% | <div></div> | ↓ 33.35% |
| ssa.gov                     | 10.44% | <div></div> | ↓ 2.84%  |
| medicare.gov1.qualtrics.com | 7.89%  | <div></div> | ↓ 47.5%  |
| cms.gov                     | 2.44%  | <div></div> | ↓ 16.87% |
| youtube.com                 | 0.71%  | <div></div> | ↑ 60.62% |

Outgoing Ads

Top Ads Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

|                                |        |             |   |
|--------------------------------|--------|-------------|---|
| quote.unitedmedicareadvisors.. | 61.78% | <div></div> | - |
| geting.pro                     | 21.29% | <div></div> | - |
| adtrck.pro                     | 4.03%  | <div></div> | - |
| darkspotfix.com                | 3.66%  | <div></div> | - |
| guacamoley.com                 | 2.86%  | <div></div> | - |