



Website Analysis Overview Report

June 2019

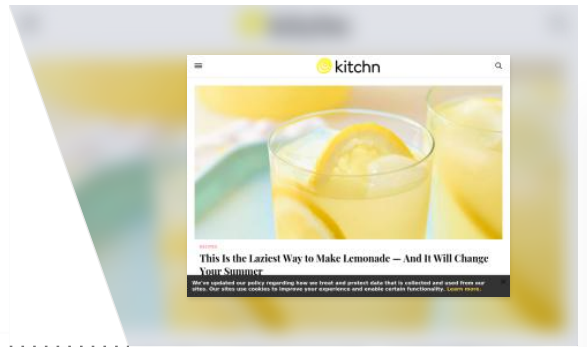
thekitchn.com



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

inspiring cooks and nourishing homes through daily recipes, tips, kitchen design, and shopping guides.

Related Mobile Apps:



Global Rank ⓘ

#7,012



Country Rank ⓘ
United States

#1,681



Category Rank ⓘ
Food and Drink/Cooking and Recipes

#25

Website Audience

Total Visits ⓘ

Mar 2019 - May 2019, 🌐 Worldwide

42.50M

↓ -4.73% from last month

Device Distribution ⓘ

Mar 2019 - May 2019, 🌐 Worldwide



Monthly Visits 14.16M

Monthly Unique Visitors

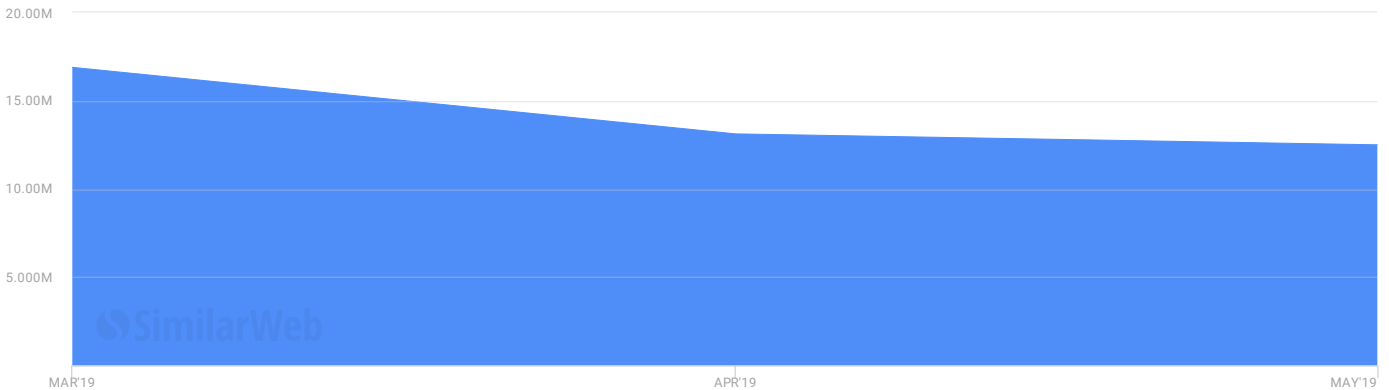
Avg. Visit Duration 00:01:09

Pages / Visit 1.65

Bounce Rate 76.08%

Visits Over Time ⓘ

Mar 2019 - May 2019, 🌐 All Traffic



Geography

Top 5 Countries ⓘ

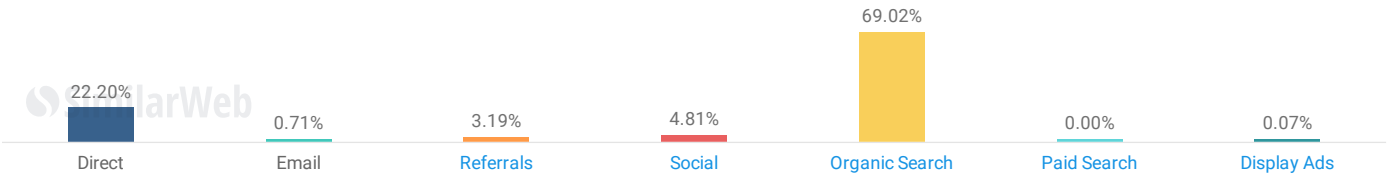
Mar 2019 - May 2019, 🖥️ Desktop Only



| | | |
|-------------------|--------|---------|
| 🇺🇸 United States | 67.82% | ↓ 8.34% |
| 🇨🇦 Canada | 6.95% | ↑ 5.06% |
| 🇬🇧 United Kingdom | 5.74% | ↓ 0% |
| 🇦🇺 Australia | 2.40% | ↑ 0.2% |
| 🇩🇪 Germany | 1.14% | ↑ 4.85% |

Channels Overview ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Referrals

Top Referring Websites ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

| | | | | |
|--|----------------------|--------|-------------|----------|
| | feedly.com | 26.81% | <div></div> | ↓ 0.15% |
| | apartmenttherapy.com | 18.19% | <div></div> | ↓ 25.05% |
| | flipboard.com | 16.22% | <div></div> | ↓ 3.07% |
| | buzzfeed.com | 9.74% | <div></div> | ↑ 10.81% |
| | inoreader.com | 2.69% | <div></div> | ↑ 12.73% |

Top Referring Categories ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

| | | | |
|--|----------------------------------|--------|-------------|
| | Programming and Developer S... | 27.21% | <div></div> |
| | Computers Electronics and Tec... | 19.60% | <div></div> |
| | Home Improvement and Maint... | 18.25% | <div></div> |
| | News and Media | 13.26% | <div></div> |
| | Cooking and Recipes | 6.86% | <div></div> |

Search

Search Traffic ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Top Search Terms ▶ Organic ▾

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

| | | | | |
|--|-------------------|-------|-------------|----------|
| | kitchn | 2.35% | <div></div> | ↑ 4.3% |
| | tamari | 1.93% | <div></div> | ↑ 0.34% |
| | air fryer | 1.58% | <div></div> | ↓ 41.5% |
| | air fryer recipes | 0.92% | <div></div> | ↓ 1.2% |
| | soft boiled eggs | 0.88% | <div></div> | ↓ 28.03% |

Social

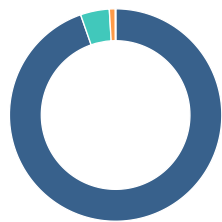
Social Traffic ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



| | |
|------------------|--------|
| Skimlinks | 94.66% |
| Sharethrough | 4.38% |
| Amazon Ad System | 0.94% |
| Outbrain | 0.01% |
| Others | 0.00% |

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

| | | | |
|-------------------|--------|-------------|----------|
| tasty.co | 31.16% | <div></div> | ↓ 36.89% |
| marthastewart.com | 14.91% | <div></div> | - |
| theroot.com | 9.41% | <div></div> | - |
| slickdeals.net | 9.41% | <div></div> | - |
| teespring.com | 9.41% | <div></div> | - |

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

| | | | |
|----------------------|--------|-------------|----------|
| apartmenttherapy.com | 14.35% | <div></div> | ↓ 15.23% |
| traffic.spot.im | 13.41% | <div></div> | ↓ 9.23% |
| amazon.com | 12.84% | <div></div> | ↑ 33.08% |
| foodnetwork.com | 2.77% | <div></div> | ↓ 55.39% |
| pinterest.com | 2.43% | <div></div> | ↑ 27.75% |

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

| | | | |
|----------------------|--------|-------------|-------------|
| amazon.com | 52.04% | <div></div> | ↑ 88.12% |
| webstaurantstore.com | 6.60% | <div></div> | - |
| amazon.co.uk | 2.44% | <div></div> | - |
| homedepot.com | 2.24% | <div></div> | ↑ 1,124.39% |
| Upgrade your Account | 2.10% | <div></div> | - |