



Website Analysis Overview Report

June 2019

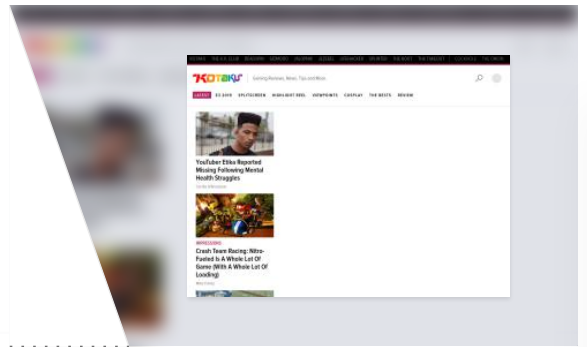
kotaku.com



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

gaming reviews, news, tips and more.

Related Mobile Apps:



Global Rank ⓘ

#1,930



Country Rank ⓘ
United States

#579



Category Rank ⓘ
Games/Games

#18

Website Audience

Total Visits ⓘ

Mar 2019 - May 2019, 🌐 Worldwide

119.9M

↓ -1.96% from last month

Device Distribution ⓘ

Mar 2019 - May 2019, 🌐 Worldwide



Monthly Visits 39.99M

Monthly Unique Visitors

Avg. Visit Duration 00:02:10

Pages / Visit 1.83

Bounce Rate 67.26%

Visits Over Time ⓘ

Mar 2019 - May 2019, 📱 All Traffic



Geography

Top 5 Countries ⓘ

Mar 2019 - May 2019, 🖥️ Desktop Only

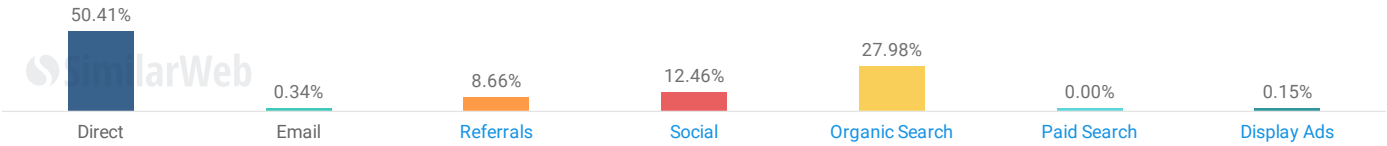


🇺🇸 United States	49.98%	↑ 6.9%
🇨🇦 Canada	6.55%	↑ 10.54%
🇬🇧 United Kingdom	4.72%	↑ 6.81%
🇧🇷 Brazil	3.18%	↑ 3.71%
🇩🇪 Germany	2.39%	↓ 2.45%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

gizmodo.com	28.23%	<div></div>	↑ 4.97%
deadspin.com	12.52%	<div></div>	↑ 1.78%
feedly.com	9.65%	<div></div>	↓ 1.13%
jalopnik.com	6.10%	<div></div>	↓ 1.41%
Upgrade your Account	5.49%	<div></div>	↑ 2.43%

Top Referring Categories

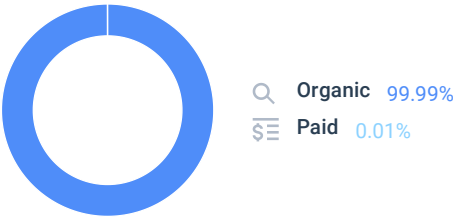
Mar 2019 - May 2019, Worldwide Desktop Only

Computers Electronics and Tec...	22.32%	<div></div>
Sports	12.70%	<div></div>
Arts and Entertainment	10.82%	<div></div>
Programming and Developer S...	10.37%	<div></div>
News and Media	6.19%	<div></div>

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

Mar 2019 - May 2019, Worldwide Desktop Only

kotaku	16.65%	<div></div>	↓ 13.98%
projared	3.84%	<div></div>	-
apex legends	2.08%	<div></div>	↓ 69.74%
anthem	1.76%	<div></div>	↓ 79.73%
borderlands 3	1.72%	<div></div>	↓ 90.73%

Social

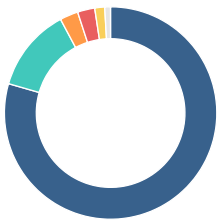
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Skimlinks	79.46%
Google Display Netw...	12.74%
MGID	2.79%
Amazon Ad System	2.62%
Outbrain	1.50%
Others	0.89%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

tumblr.com	29.55%	↓ 45.15%
deadspin.com	19.96%	↓ 89.45%
gizmodo.com	11.20%	↓ 46.27%
jalopnik.com	6.32%	↑ 17.46%
israelnationalnews.com	5.47%	↓ 38.22%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

gizmodo.com	23.98%	↓ 0.9%
avclub.com	10.01%	↓ 9.06%
deadspin.com	7.80%	↓ 5.59%
theinventory.com	7.20%	↑ 32%
lifehacker.com	7.00%	↑ 29.95%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

patreon.com	10.93%	-
deviantart.com	10.87%	-
google.com	8.97%	-
amazon.com	8.58%	↓ 48.62%
vice.com	3.32%	-