



Website Analysis Overview Report

June 2019

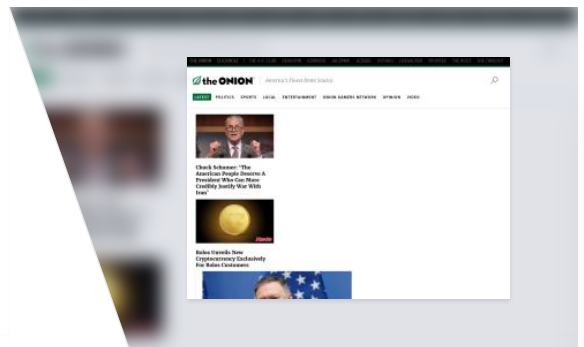
theonion.com



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

the onion brings you all of the latest news, stories, photos, videos and more from america's finest news source.

Related Mobile Apps:



Global Rank ⓘ

#8,304



Country Rank ⓘ
United States

#1,933



Category Rank ⓘ
Arts and Entertainment/Humor

#26

Website Audience

Total Visits ⓘ

Mar 2019 - May 2019, 🌐 Worldwide

24.93M

↑ 11.79% from last month

Device Distribution ⓘ

Mar 2019 - May 2019, 🌐 Worldwide



Monthly Visits 8.311M

Monthly Unique Visitors

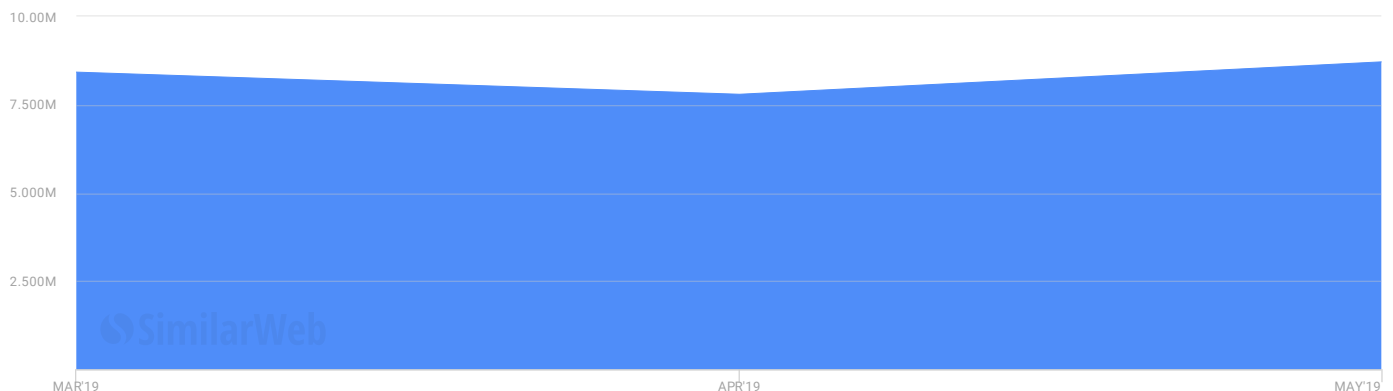
Avg. Visit Duration 00:01:35

Pages / Visit 2.52

Bounce Rate 59.90%

Visits Over Time ⓘ

Mar 2019 - May 2019, 📱 All Traffic



Geography

Top 5 Countries ⓘ

Mar 2019 - May 2019, 💻 Desktop Only

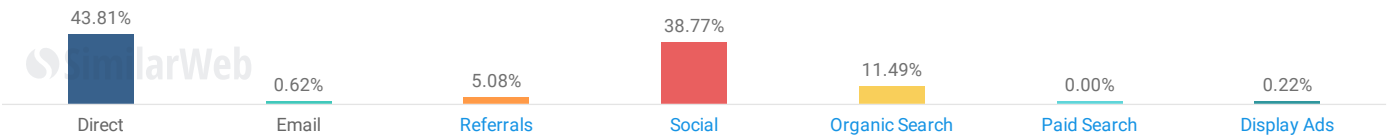


🇺🇸 United States	67.92%	↑ 7.91%
🇬🇧 United Kingdom	6.42%	↑ 29.33%
🇨🇦 Canada	4.79%	↑ 12.34%
🇩🇪 Germany	1.87%	↑ 18.8%
🇦🇺 Australia	1.57%	↑ 0.73%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

feedly.com	15.99%	<div></div>	↓ 2.09%
gizmodo.com	7.37%	<div></div>	↑ 2.24%
deadspin.com	7.24%	<div></div>	↑ 3.42%
kotaku.com	4.65%	<div></div>	↓ 14.11%
Upgrade your Account	2.88%	<div></div>	↑ 232.71%

Top Referring Categories

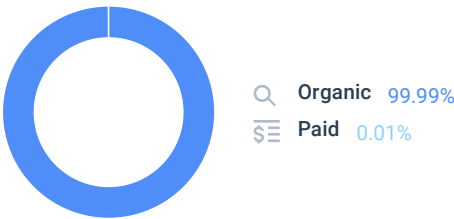
Mar 2019 - May 2019, Worldwide Desktop Only

News and Media	16.51%	<div></div>
Programming and Developer S...	16.14%	<div></div>
Computers Electronics and Tec...	9.70%	<div></div>
Sports	7.99%	<div></div>
Arts and Entertainment	6.55%	<div></div>

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

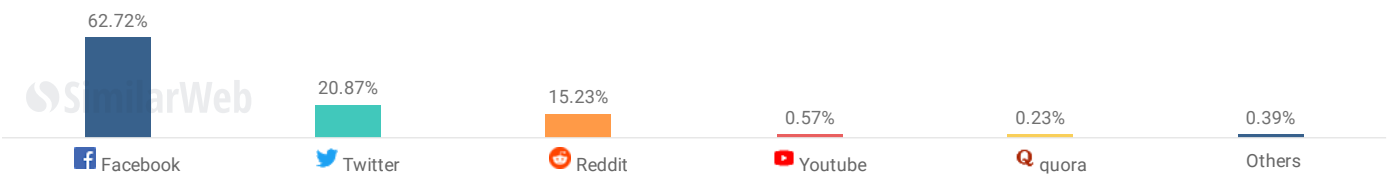
Mar 2019 - May 2019, Worldwide Desktop Only

the onion	40.39%	<div></div>	↓ 13.02%
onion	9.33%	<div></div>	↓ 14.09%
theonion	8.89%	<div></div>	↓ 9.32%
pete buttigieg	1.77%	<div></div>	↓ 61.27%
game of thrones	1.22%	<div></div>	↑ 976.25%

Social

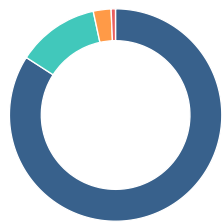
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Skimlinks	84.11%
Google Display Netw...	12.51%
Outbrain	2.69%
Voluum	0.68%
Others	0.00%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

tumblr.com	34.41%	↑ 103.42%
deadspin.com	27.00%	↓ 79.89%
avclub.com	10.02%	-
clickhole.com	3.03%	-
splinternews.com	2.94%	-

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

clickhole.com	22.11%	↓ 10.83%
avclub.com	13.82%	↓ 17.56%
jezebel.com	8.77%	↑ 21.44%
splinternews.com	8.53%	↓ 15.45%
deadspin.com	7.33%	↑ 11.13%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

quizzes.clickhole.com	13.33%	-
ebay.com	5.33%	↓ 6.2%
sync.graph.bluecava.com	3.73%	-
kotaku.com	2.66%	-
onionnative.kinja.com	2.51%	↓ 6.22%