



# Website Analysis Overview Report

July 2019

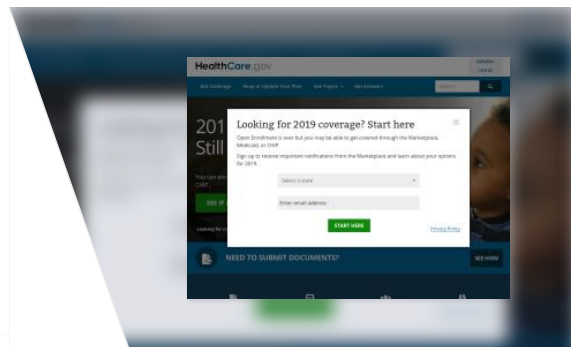
healthcare.gov



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

official site of affordable care act. enroll now for 2019 coverage. see health coverage choices, ways to save today, how law affects you.

Related Mobile Apps:



Global Rank ⓘ

#9,553



Country Rank ⓘ  
United States

#1,590



Category Rank ⓘ  
Finance/Insurance

#18

## Website Audience

### Total Visits ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide

12.93M

↑ 0.93% from last month

### Device Distribution ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide



Monthly Visits 4.311M



Monthly Unique Visitors



Avg. Visit Duration 00:07:38



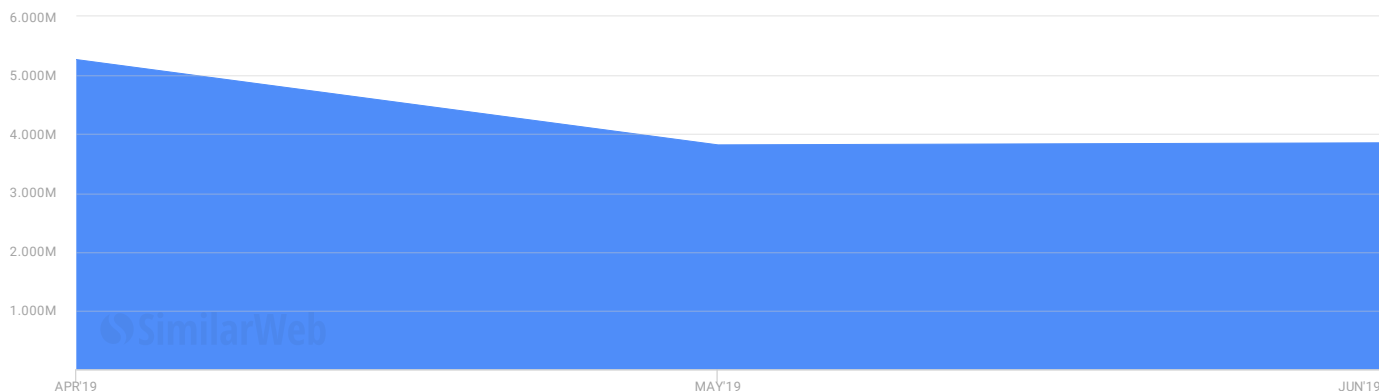
Pages / Visit 9.87



Bounce Rate 42.00%

### Visits Over Time ⓘ

Apr 2019 - Jun 2019, 🌐 All Traffic



## Geography

### Top 5 Countries ⓘ

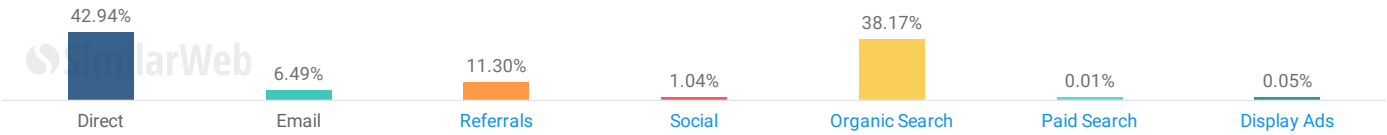
Apr 2019 - Jun 2019, 🖥️ Desktop Only



🇺🇸 United States	96.85%		↓ 8%
🇨🇦 Canada	0.34%		↑ 15.85%
🇬🇧 United Kingdom	0.27%		↓ 7%
🇮🇳 India	0.21%		↑ 29.79%
🇩🇪 Germany	0.17%		↓ 49.25%

Channels Overview ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Referrals

Top Referring Websites ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

	govdelivery.com	33.17%	<div></div>	↓ 15.89%
	cuidadodesalud.gov	11.55%	<div></div>	↓ 31.65%
	hhs.gov	6.50%	<div></div>	↓ 11.4%
	taxact.com	3.46%	<div></div>	↓ 62.18%
	Upgrade your Account	3.39%	<div></div>	↓ 13.81%

Top Referring Categories ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

	Insurance	20.02%	<div></div>	
	Health	11.06%	<div></div>	
	Accounting and Auditing	5.28%	<div></div>	
	Government	5.26%	<div></div>	
	Colleges and Universities	2.07%	<div></div>	

Search

Search Traffic ⓘ



Top Search Terms ▶ Organic ▾

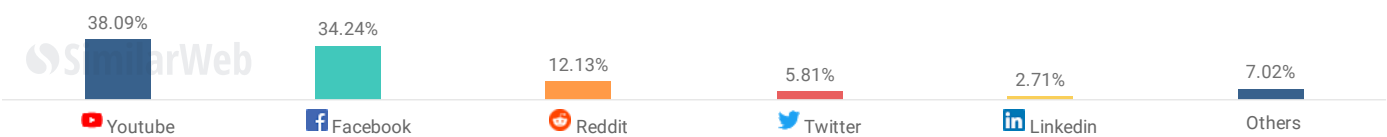
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

	healthcare.gov	9.11%	<div></div>	↓ 22.12%
	health insurance	5.63%	<div></div>	↑ 24.96%
	obamacare	5.58%	<div></div>	↓ 5.41%
	affordable care act	...4.44%	<div></div>	↓ 5.9%
	healthcare marketplace	...4.28%	<div></div>	↓ 15.47%

Social

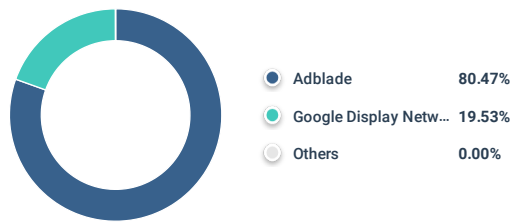
Social Traffic ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Display Ad Network ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only



Top Publishers ⓘ








NO DATA AVAILABLE

Outgoing Links

Top Links Destination ⓘ






Apr 2019 - Jun 2019, Worldwide Desktop Only

 ciudadodesalud.gov	16.31%	<div><div></div></div>	↓ 32.23%
 google.com	13.34%	<div><div></div></div>	↓ 32.47%
 irs.gov	10.52%	<div><div></div></div>	↓ 8.51%
 cms.gov	5.71%	<div><div></div></div>	↓ 10.07%
 yahoo.com	4.35%	<div><div></div></div>	↓ 0.8%

Outgoing Ads

Top Ads Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

 quora.com	60.18%	<div><div></div></div>	-
 viator.com	5.69%	<div><div></div></div>	-
 login.aol.com	5.59%	<div><div></div></div>	-
 quote.unitedmedicareadvisors..	4.96%	<div><div></div></div>	-
 speeches.icu	4.93%	<div><div></div></div>	-