



Website Analysis Overview Report

June 2019

babycenter.com

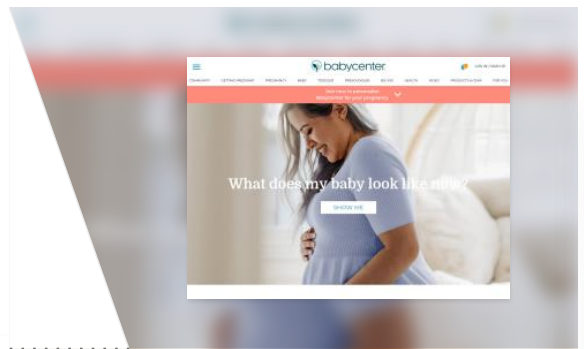


View the full analysis at: <https://pro.similarweb.com>

find information from babycenter on pregnancy, children's health, parenting & more, including expert advice & weekly newsletters that detail your child's development.

Related Mobile Apps:

 App Store  Google Play



 Global Rank 

#1,698

 Country Rank 
United States

#992

 Category Rank 
Health/Childrens Health

#1

Website Audience

Total Visits

Mar 2019 - May 2019,  Worldwide

130.6M

 -3.45% from last month

Device Distribution

Mar 2019 - May 2019,  Worldwide



 Monthly Visits 43.53M

 Monthly Unique Visitors

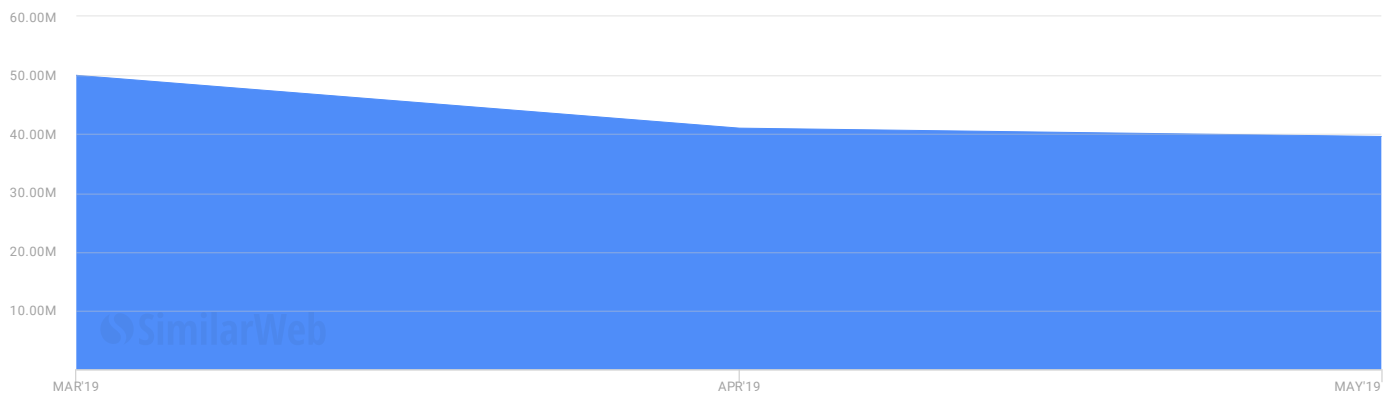
 Avg. Visit Duration 00:02:37

 Pages / Visit 2.26

 Bounce Rate 68.65%

Visits Over Time

Mar 2019 - May 2019,  All Traffic





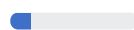


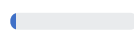


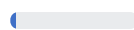


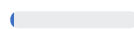



Geography

Top 5 Countries

Mar 2019 - May 2019,  Desktop Only

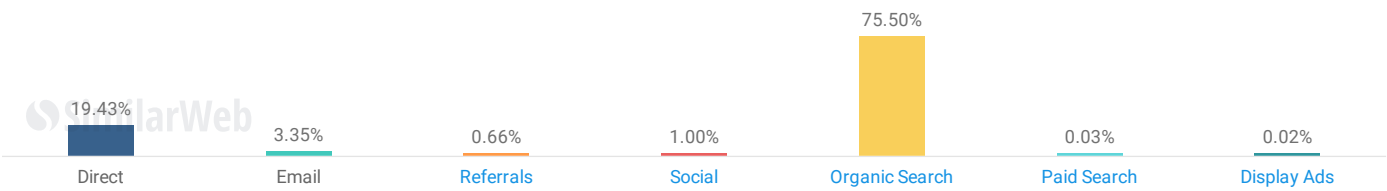


 United States	36.18%		 2.3%
 Brazil	17.04%		 0.26%
 United Kingdom	4.34%		 0.43%
 Mexico	4.17%		 0.16%
 Canada	3.44%		 1.4%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

	babycentre.co.uk	15.04%	<div></div>	↑ 51.36%
	int.search.myway.com	11.61%	<div></div>	↓ 31.38%
	pregnancy.com	6.26%	<div></div>	↑ 52.97%
	buzzfeed.com	5.68%	<div></div>	↓ 100%
	lavasoft.gosearchresults.com	2.79%	<div></div>	↑ 87.84%

Top Referring Categories

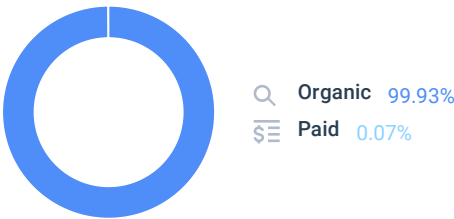
Mar 2019 - May 2019, Worldwide Desktop Only

	Womens Health	28.57%	<div></div>
	News and Media	9.36%	<div></div>
	Search Engines	8.86%	<div></div>
	Online Marketing	2.26%	<div></div>
	Social Networks and Online Co...	2.17%	<div></div>

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

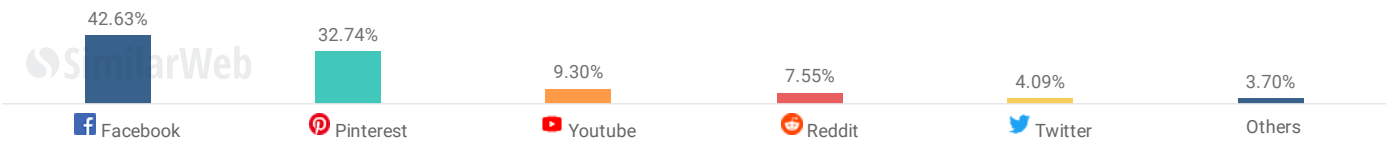
Mar 2019 - May 2019, Worldwide Desktop Only

	babycenter	4.75%	<div></div>	↓ 4.79%
	baby center	3.36%	<div></div>	↓ 17.99%
	due date calculator	1.81%	<div></div>	↑ 14.95%
	spanish names	0.64%	<div></div>	↓ 76.71%
	mexican names	0.62%	<div></div>	↑ 34.68%

Social

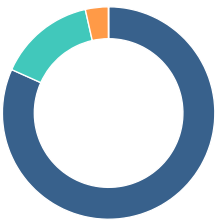
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Media.net	81.71%
Google Display Netw...	14.76%
Outbrain	3.53%
Others	0.00%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

mail.yahoo.com	28.02%		-
genderqueerid.com	21.87%		-
related.webmd.com	21.87%		-
tumblr.com	18.83%		-
behindthename.com	9.42%		-

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

amazon.com	24.34%		↑ 5.03%
google.com	3.01%		↓ 51.56%
facebook.com	2.68%		↑ 74.75%
onedrive.live.com	1.81%		↓ 28.42%
papeiseparede.com.br	1.62%		↓ 100%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

zaful.com	5.86%		-
carters.com	5.27%		-
amazon.com	5.25%		↓ 84.68%
egypt.souq.com	2.58%		↑ 26.07%
albeebaby.com	2.29%		-