



## Website Analysis Overview Report

June 2019

bhg.com

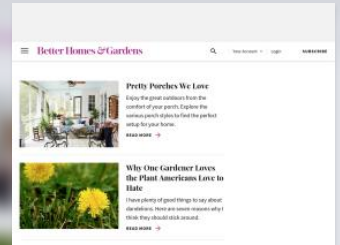


View the full analysis at: <https://pro.similarweb.com>

daily ideas and inspiration from the trusted better homes & gardens editors. get decorating ideas and diy projects for your home, easy recipes, entertaining ideas, and comprehensive information about plants from our plant encyclopedia.

#### Related Mobile Apps:

App Store



Global Rank

#5,173



Country Rank

United States

#1,019



Category Rank

Home and Garden/Home and Garden

#22

## Website Audience

### Total Visits

Mar 2019 - May 2019, Worldwide

31.92M

↓ -2.38% from last month

### Device Distribution

Mar 2019 - May 2019, Worldwide



46.34 %

53.66 %



Monthly Visits

10.64M



Monthly Unique Visitors



Avg. Visit Duration

00:02:22



Pages / Visit

4.04



Bounce Rate

57.89%

### Visits Over Time

Mar 2019 - May 2019, All Traffic



## Geography

### Top 5 Countries

Mar 2019 - May 2019, Desktop Only

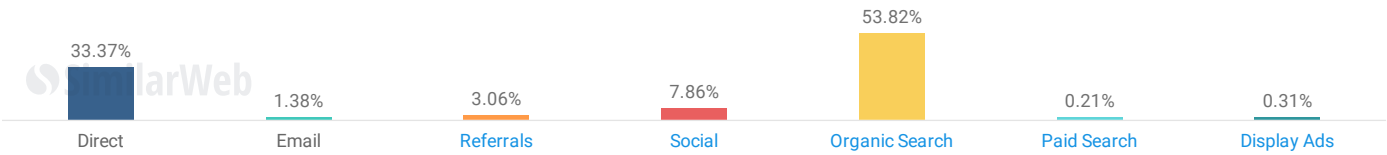


United States	83.90%	<div></div>	↓ 4.38%
Canada	3.91%	<div></div>	↑ 6.91%
United Kingdom	2.01%	<div></div>	↓ 4.16%
Australia	1.71%	<div></div>	↓ 10.12%
India	0.57%	<div></div>	↑ 6.48%

Marketing Channels

Channels Overview ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Referrals

Top Referring Websites ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	my.allrecipes.com	7.09%	<div></div>	↓ 6.41%
	online-sweepstakes.com	6.61%	<div></div>	↓ 27.73%
	my.shape.com	6.39%	<div></div>	↓ 44.01%
	secure.realsimple.com	5.21%	<div></div>	↓ 65.44%
	marthastewart.com	4.88%	<div></div>	↑ 1.67%

Top Referring Categories ⓘ

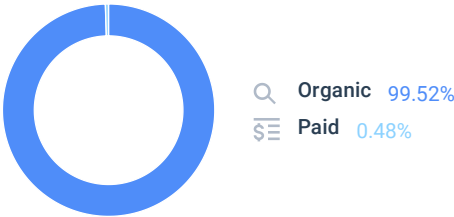
Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	Lottery	8.04%	<div></div>
	Food and Drink	5.92%	<div></div>
	News and Media	5.68%	<div></div>
	Home Improvement and Maint...	5.53%	<div></div>
	Cooking and Recipes	5.22%	<div></div>

Search

Search Traffic ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Top Search Terms ▶ Organic ▾

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	better homes and gardens	...4.52%	<div></div>	↓ 33.49%
	how to boil potatoes	...0.94%	<div></div>	↓ 23.73%
	bhg	0.65%	<div></div>	↓ 20.66%
	home maintenance checklist	...0.44%	<div></div>	↑ 62.14%
	how to cook artichokes	...0.42%	<div></div>	↓ 95.7%

Social

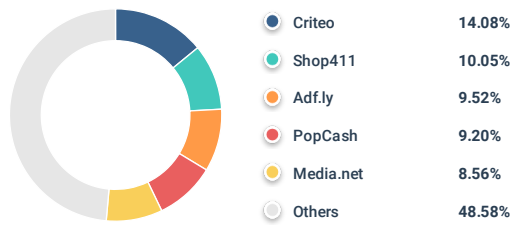
Social Traffic ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

picbear.org	22.69%	<div></div>	-
kissanime.ru	19.08%	<div></div>	-
putlockers.pm	10.76%	<div></div>	-
cuteblonde.pw	6.93%	<div></div>	-
homeandgardenideas.com	5.76%	<div></div>	-

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

southernliving.com	12.51%	<div></div>	↑ 3.43%
pinterest.com	7.34%	<div></div>	↓ 24.09%
shape.com	6.94%	<div></div>	↑ 11.8%
travelandleisure.com	6.87%	<div></div>	↑ 9.75%
ew.com	6.76%	<div></div>	↑ 0.64%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

amazon.com	16.47%	<div></div>	↓ 33.58%
houzz.com	16.21%	<div></div>	↑ 61.19%
replacements.com	13.62%	<div></div>	↓ 13.03%
wayfair.com	4.55%	<div></div>	↑ 72.15%
overstock.com	2.72%	<div></div>	-