



# Website Analysis Overview Report

June 2019

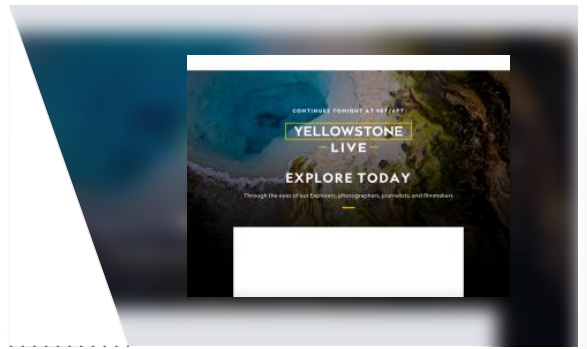
nationalgeographic.com



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

Related Mobile Apps:

 App Store



 Global Rank ⓘ

#2,536

 Country Rank ⓘ  
United States

#947

 Category Rank ⓘ  
News and Media

#355

## Website Audience

### Total Visits ⓘ

Mar 2019 - May 2019, 🌐 Worldwide

72.59M

↓ -4.35% from last month

### Device Distribution ⓘ

Mar 2019 - May 2019, 🌐 Worldwide



 Monthly Visits 24.19M

 Monthly Unique Visitors

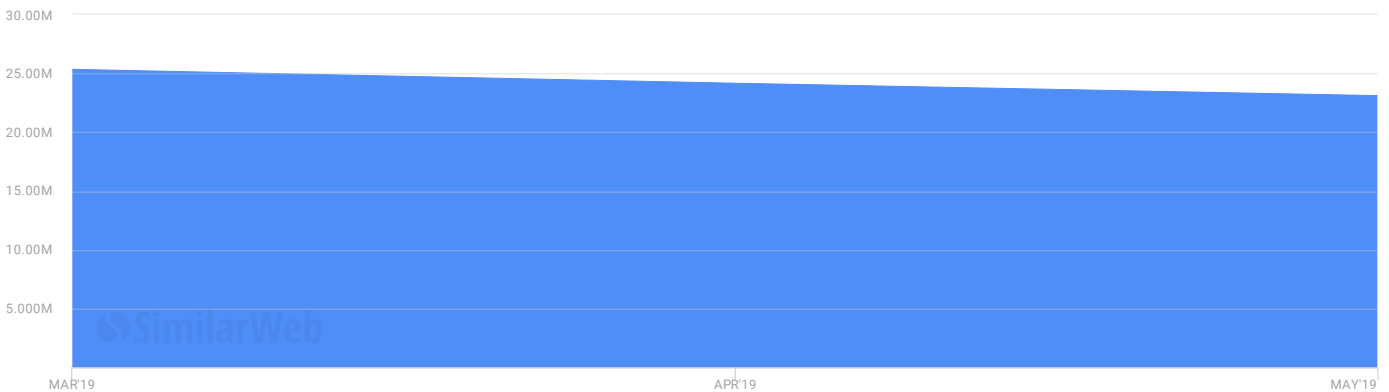
 Avg. Visit Duration 00:02:17

 Pages / Visit 3.31

 Bounce Rate 67.88%

### Visits Over Time ⓘ

Mar 2019 - May 2019, 📱 All Traffic








## Geography

### Top 5 Countries ⓘ

Mar 2019 - May 2019, 🖥️ Desktop Only

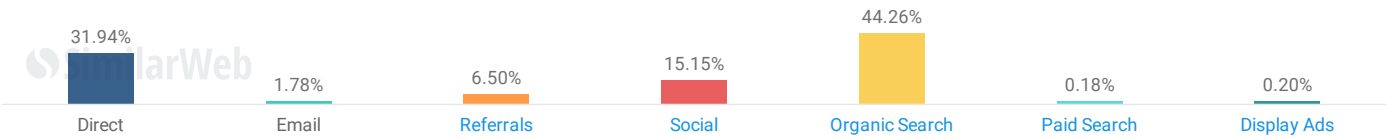


 United States	50.82%	<div><div></div></div>	↓ 5.44%
 Canada	5.83%	<div><div></div></div>	↓ 9.21%
 United Kingdom	4.78%	<div><div></div></div>	↓ 8.85%
 India	3.08%	<div><div></div></div>	↓ 3.43%
 Australia	2.78%	<div><div></div></div>	↓ 3.32%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

	drudgereport.com	34.62%	<div></div>	↑ 64.55%
	news.ycombinator.com	9.02%	<div></div>	↑ 46.13%
	apple.news	7.65%	<div></div>	↓ 25.53%
	en.wikipedia.org	3.38%	<div></div>	↓ 16.46%
	flipboard.com	2.46%	<div></div>	↑ 27.97%

Top Referring Categories

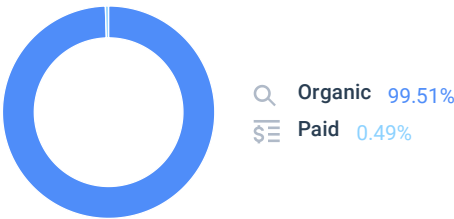
Mar 2019 - May 2019, Worldwide Desktop Only

	News and Media	52.41%	<div></div>
	Computers Electronics and Tec...	14.31%	<div></div>
	Education	3.06%	<div></div>
	Programming and Developer S...	0.97%	<div></div>
	Music	0.94%	<div></div>

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

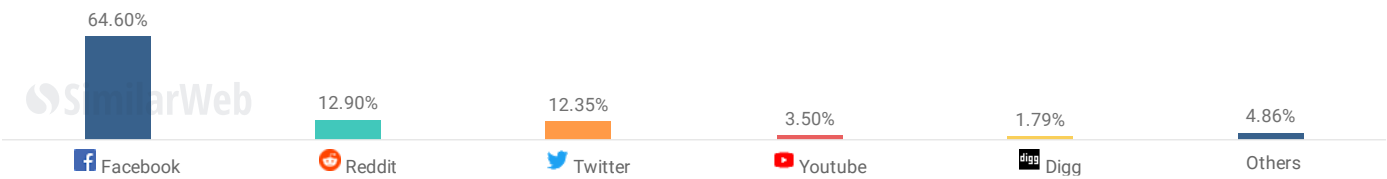
Mar 2019 - May 2019, Worldwide Desktop Only

	national geographic	18.42%	<div></div>	↑ 2.04%
	free solo	5.67%	<div></div>	↓ 61.81%
	national geographic kids	3.28%	<div></div>	↑ 14.52%
	spring equinox	2.48%	<div></div>	↓ 100%
	nat geo	1.50%	<div></div>	↑ 7.24%

Social

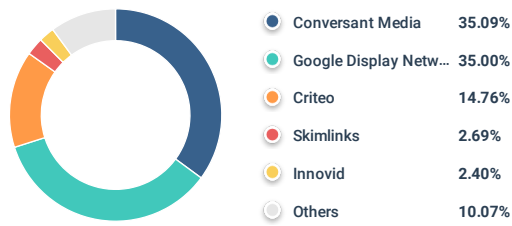
Social Traffic

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

youtube.com	10.33%	<div></div>	↑ 633.07%
msn.com	9.38%	<div></div>	↑ 265.65%
outlook.live.com	8.25%	<div></div>	↓ 11.55%
cnn.com	8.23%	<div></div>	↑ 269.36%
stylebistro.com	7.94%	<div></div>	-

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

addthis.com	9.71%	<div></div>	↓ 36.77%
nationalgeographic.org	6.91%	<div></div>	↓ 18.84%
adobe.com	4.75%	<div></div>	↑ 97.96%
nationalgeographicpartners.com	3.07%	<div></div>	↑ 3.22%
facebook.com	3.01%	<div></div>	↑ 13.42%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

lego.com	29.38%	<div></div>	-
epson.com	11.04%	<div></div>	-
lowes.com	3.16%	<div></div>	-
sleepnumber.com	3.14%	<div></div>	-
crystalcruises.com	2.86%	<div></div>	-