SimilarWeb

Website Analysis Overview Report

July 2019

airnow.gov

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

airnow.gov

airnow -

Related Mobile Apps:
App Store

AIRNOW
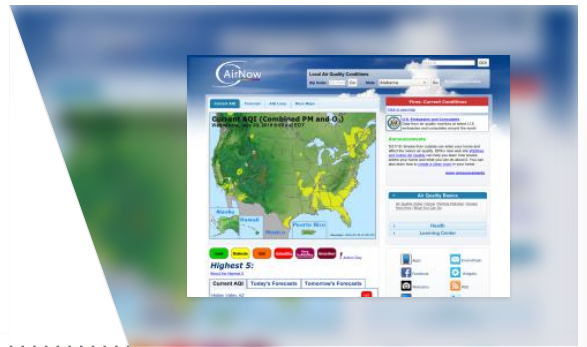
	Global Rank (i)	#84,814		Country Rank (i) United States	#16,835		Category Rank (i) Science and Education/Weather	#168

Website Audience

Total Visits (i)
Apr 2019 - Jun 2019, Worldwide

2.191M

↑ **41.95%** from last month

Device Distribution (i)
Apr 2019 - Jun 2019, Worldwide

🖥 45.31 %
📱 54.69 %

📅 Monthly Visits	730,516
👤 Monthly Unique Visitors	
🕐 Avg. Visit Duration	00:01:07
📑 Pages / Visit	1.91
📈 Bounce Rate	66.33%

Visits Over Time (i)
Apr 2019 - Jun 2019, All Traffic

```
1.000M

750,000

500,000

250,000

          APR'19                    MAY'19                    JUN'19
```
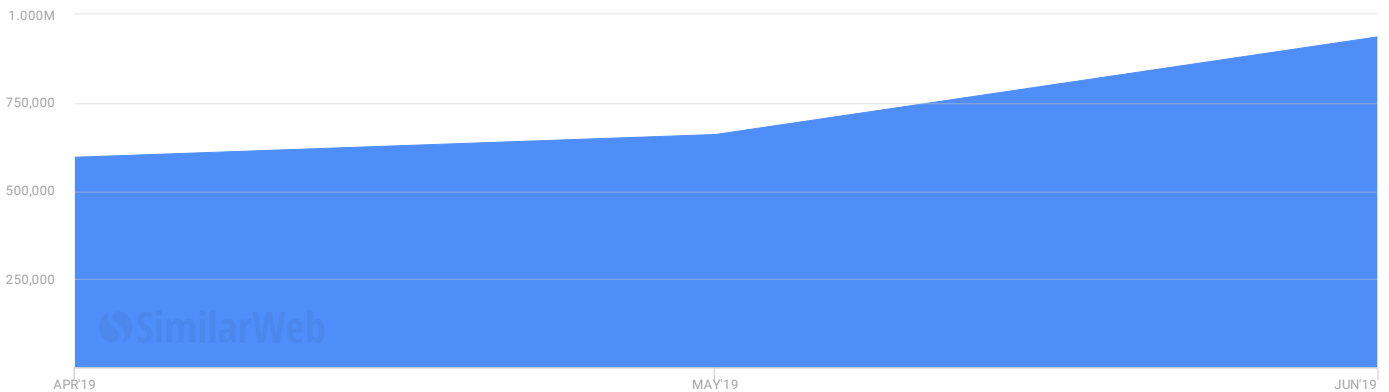
Geography

Top 5 Countries (i)
Apr 2019 - Jun 2019, Desktop Only

	Country	%		Change
🇺🇸	United States	87.98%		↑ 31.84%
⭐	Vietnam	1.90%		↓ 77.63%
🇮🇳	India	1.44%		↓ 12.52%
🇨🇦	Canada	0.76%		↑ 13.3%
🇨🇳	China	0.61%		↑ 356.01%

Marketing Channels

Channels Overview ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

51.94%	0.59%	3.75%	1.62%	42.08%	0.00%	0.02%
Direct	Email	Referrals	Social	Organic Search	Paid Search	Display Ads
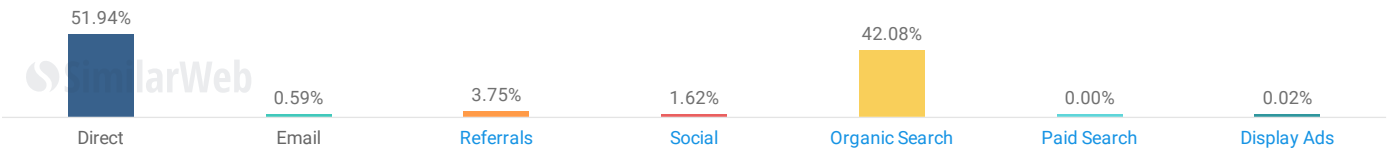
Referrals

Top Referring Websites ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

epa.gov	47.57%	↑ 1.58%
vn.usembassy.gov	4.85%	0%
molekule.com	2.92%	↑ 3.61%
air-quality.com	2.42%	↑ 208.08%
Upgrade your Account	2.32%	↑ 114.92%

Top Referring Categories ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

Government	43.80%	
News and Media	10.07%	
Health	3.88%	
Home and Garden	2.92%	
Weather	2.15%	

Search

Search Traffic ⓘ
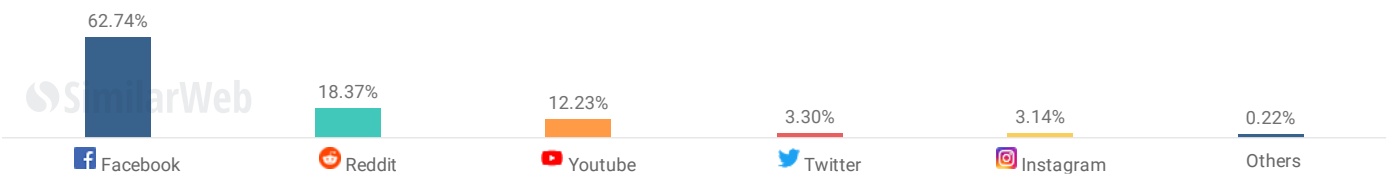Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

Organic 100.00%
Paid 0.00%

Top Search Terms ▶ Organic ⌄
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

air quality index	13.28%	↑ 27.53%
air quality	12.60%	↑ 13.93%
air quality nc	7.38%	↓ 20.12%
aqi	5.92%	↑ 44.32%
airnow	4.58%	↑ 65.28%

Social

Social Traffic ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

62.74%	18.37%	12.23%	3.30%	3.14%	0.22%
Facebook	Reddit	Youtube	Twitter	Instagram	Others

Display Advertising

Display Ad Network ⓘ

⚠️

NO DATA AVAILABLE

Top Publishers ⓘ

⚠️

NO DATA AVAILABLE

Outgoing Links

Top Links Destination ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

🔻 epa.gov	50.31%		↑ 7.01%
🌐 dec.alaska.gov	12.41%		↑ > 5,000%
📦 airnow.zendesk.com	7.53%		↑ > 5,000%
🌐 docs.airnowapi.org	4.91%		↓ 100%
🌐 files.airnowtech.org	4.33%		↑ > 5,000%

Outgoing Ads

Top Ads Destination ⓘ

⚠️

NO DATA AVAILABLE