SimilarWeb

Website Analysis Overview Report
July 2019

treasury.gov

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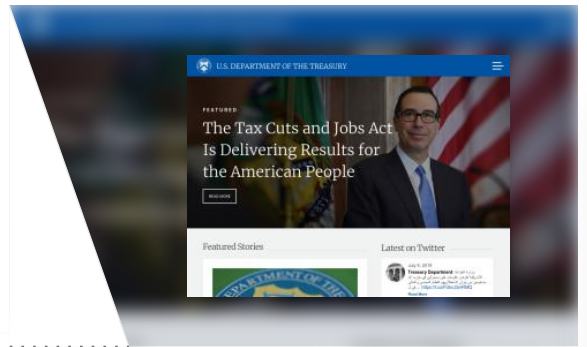
treasury.gov

| 🌐 Global Rank ⓘ	🏳 Country Rank ⓘ	🗄 Category Rank ⓘ
#36,307	🇺🇸 United States — #8,020	Law and Government/Government — #698

Website Audience

Total Visits ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide

6.565M

🔻 **-8.98%** from last month

Device Distribution ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide

🖥 58.51 %
📱 41.49 %

📅 Monthly Visits	2.188M
👤 Monthly Unique Visitors	
🕐 Avg. Visit Duration	00:01:54
🗗 Pages / Visit	2.49
📈 Bounce Rate	63.96%

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

3.000M
2.500M
2.000M
1.500M
1.000M
500,000

APR'19   MAY'19   JUN'19
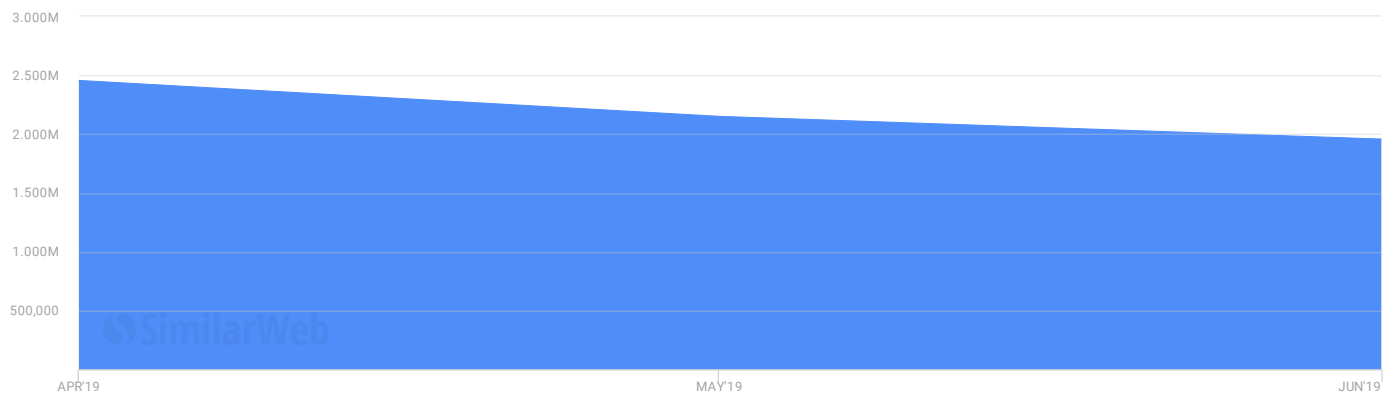
Geography

Top 5 Countries ⓘ
Apr 2019 - Jun 2019, 🖥 Desktop Only

🇺🇸 United States	73.55%		↓ 9.53%
🇬🇧 United Kingdom	2.02%		↓ 2.75%
🇨🇦 Canada	1.51%		↑ 6.45%
🇩🇪 Germany	1.24%		↓ 33.35%
🇨🇳 China	1.04%		↓ 34.58%

Marketing Channels

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

42.16%	2.77%	10.86%	1.97%	42.21%	0.00%	0.03%
Direct	Email	Referrals	Social	Organic Search	Paid Search	Display Ads
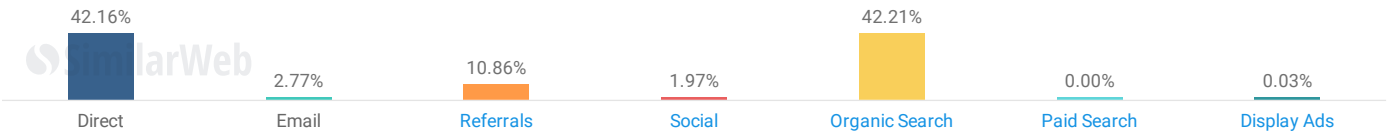
Referrals

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

irs.gov	25.41%		↑ 3.79%
careerconnector.jobs.treas.gov	6.22%		↓ 12.78%
hud.gov	6.22%		↓ 37.32%
links.govdelivery.com	6.18%		↓ 28.03%
usa.gov	2.13%		↑ 67.76%
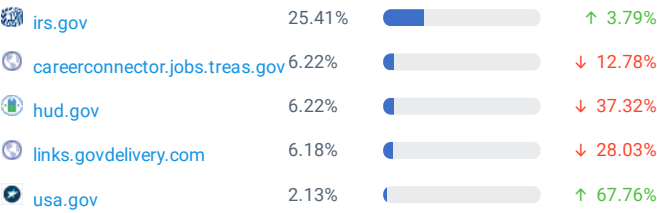
Top Referring Categories ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

⚖ Government	32.58%	
🗎 News and Media	6.83%	
📊 Real Estate	6.37%	
🗇 Investing	4.13%	
⚓ Travel and Tourism	2.93%	
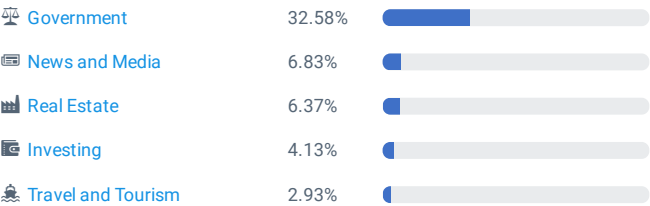
Search

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

🔍 Organic 99.99%
§≡ Paid 0.01%

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

🔍≡ yield curve	12.27%		↑ 5.82%
🔍≡ treasury yields	4.41%		↑ 12.81%
🔍≡ treasury rates	4.19%		↓ 51.68%
🔍≡ t bill rates	3.39%		↓ 20.31%
🔍≡ us treasury rates	2.61%		↑ 7.04%
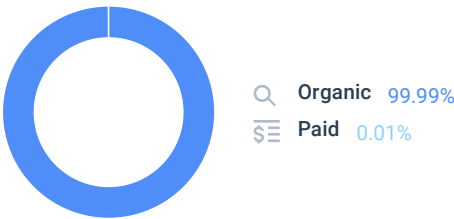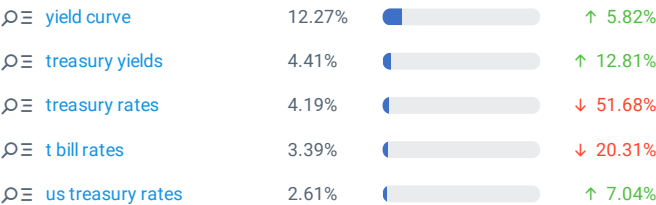
Social

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

54.40%	16.87%	14.16%	9.65%	1.39%	3.54%
Twitter	Facebook	Youtube	Reddit	Linkedin	Others

Display Advertising

Display Ad Network ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only
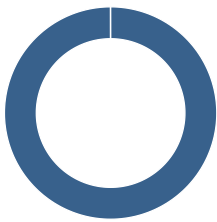
- ● treasury.gov   100.00%
- ○ Others   0.00%

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

theslot.jezebel.com   100%   -

Outgoing Links

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

treas.gov	26.45%		↓ 19.1%
irs.gov	14.68%		↑ 40.18%
treasurydirect.gov	9.32%		↑ 24.13%
usa.gov	7.96%		↓ 56.28%
cwsmarketing.com	4.99%		↓ 38.98%

Outgoing Ads

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

fool.com	37.11%		-
asi.as	28.20%		-
freesamplesurveys.com	26.35%		-
0o0.today	8.34%		-