



Website Analysis Overview Report

June 2019

nfl.com



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

the official source for nfl news, video highlights, fantasy football, game-day coverage, schedules, stats, scores and more.

Related Mobile Apps:

App Store

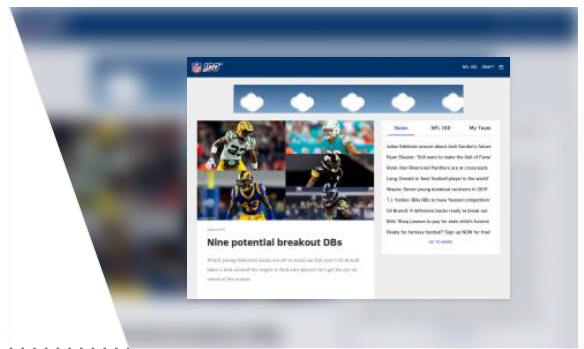
Google Play



more



more



Global Rank ⓘ

#2,740



Country Rank ⓘ

United States

#580



Category Rank ⓘ

Sports/American Football

#1

Website Audience

Total Visits ⓘ

Mar 2019 - May 2019, Worldwide

112.8M

↓ -39.65% from last month

Device Distribution ⓘ

Mar 2019 - May 2019, Worldwide



37.17 %

62.83 %

Monthly Visits

37.61M

Monthly Unique Visitors

Avg. Visit Duration

00:03:20

Pages / Visit

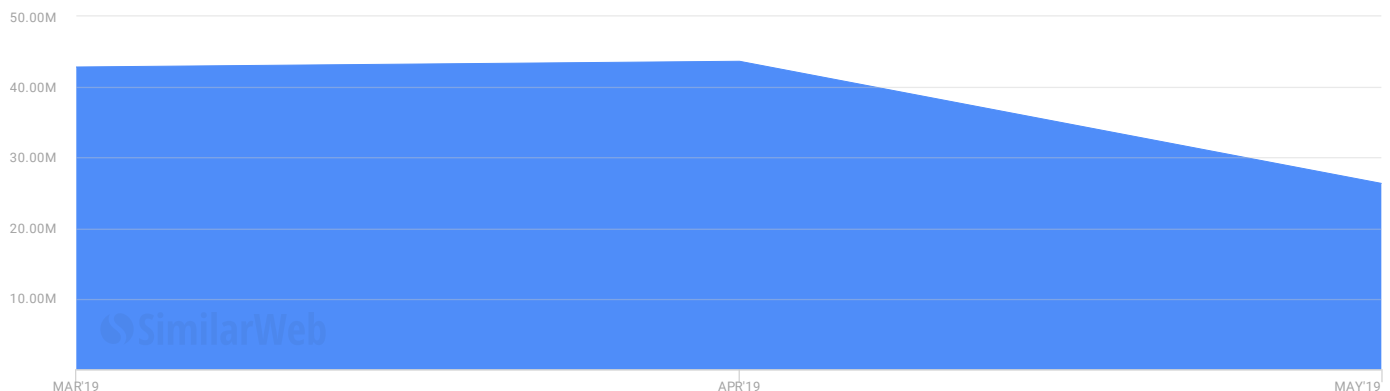
2.87

Bounce Rate

47.22%

Visits Over Time ⓘ

Mar 2019 - May 2019, All Traffic



Geography

Top 5 Countries ⓘ

Mar 2019 - May 2019, Desktop Only

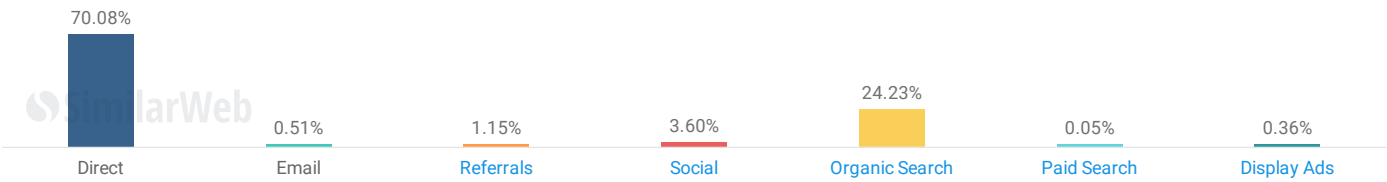


United States	73.89%	<div></div>	↓ 40.31%
Canada	4.88%	<div></div>	↓ 28.18%
United Kingdom	3.95%	<div></div>	↓ 25.65%
Germany	2.38%	<div></div>	↓ 23.9%
Mexico	2.09%	<div></div>	↓ 42.2%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

en.wikipedia.org	44.49%	<div></div>	↑ 4.23%
packers.com	5.45%	<div></div>	↓ 83.84%
yahoo.com	4.40%	<div></div>	↑ 25.11%
hotsheet.com	4.36%	<div></div>	↑ 1.42%
Upgrade your Account	1.88%	<div></div>	↓ 63.24%

Top Referring Categories

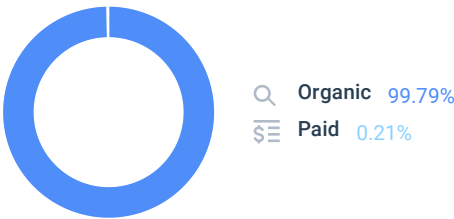
Mar 2019 - May 2019, Worldwide Desktop Only

American Football	25.79%	<div></div>
News and Media	8.44%	<div></div>
Sports	4.96%	<div></div>
Soccer	0.73%	<div></div>
Search Engines	0.59%	<div></div>

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

Mar 2019 - May 2019, Worldwide Desktop Only

nfl	17.85%	<div></div>	↓ 49.39%
nfl draft	9.14%	<div></div>	↓ 83.73%
nfl mock draft	4.80%	<div></div>	↓ 84.76%
nfl combine	3.00%	<div></div>	↓ 64.2%
nfl draft 2019	2.45%	<div></div>	↓ 75.49%

Social

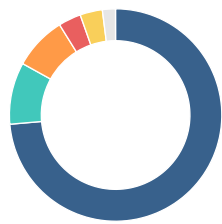
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Skimlinks	73.62%
Google Display Network	9.41%
RadiumOne	8.12%
Taboola	3.45%
Pepperjam	3.40%
Others	1.99%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

arrowheadpride.com	12.22%	↑ 28.33%
cbssports.com	9.47%	-
bleedinggreennation.com	8.57%	↑ 11.82%
bigblueview.com	8.50%	↓ 19.09%
musiccitymiracles.com	8.42%	↑ 48.17%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

patriots.com	5.28%	↓ 22.96%
twitter.com	4.68%	↓ 50.61%
dallascowboys.com	3.99%	↓ 29.98%
sp.auth.adobe.com	3.77%	↓ 91.79%
miamidolphins.com	3.43%	↓ 37.58%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

verizonwireless.com	10.13%	↓ 83.64%
amazon.com	7.89%	↓ 33.55%
pizzahut.com	4.88%	-
chase.com	4.83%	-
lexus.com	4.04%	↓ 91.86%