Website Analysis Overview Report

July 2019

choosemyplate.gov

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

choosemyplate.gov 📊

choosemyplate.gov provides practical information to individuals, health professionals, nutrition educators, and the food industry to help consumers build healthier diets with resources and tools for dietary assessment, nutrition education, and other user-friendly nutrition information.

Related Mobile Apps:

🌐 Global Rank ⓘ	#83,816	🚩 Country Rank ⓘ 🇺🇸 United States	#19,483	🗄 Category Rank ⓘ Health/Nutrition Diets and Fitness	#54

Website Audience

Total Visits ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide

2.190M

🔻 **-16.88%** from last month

Device Distribution ⓘ
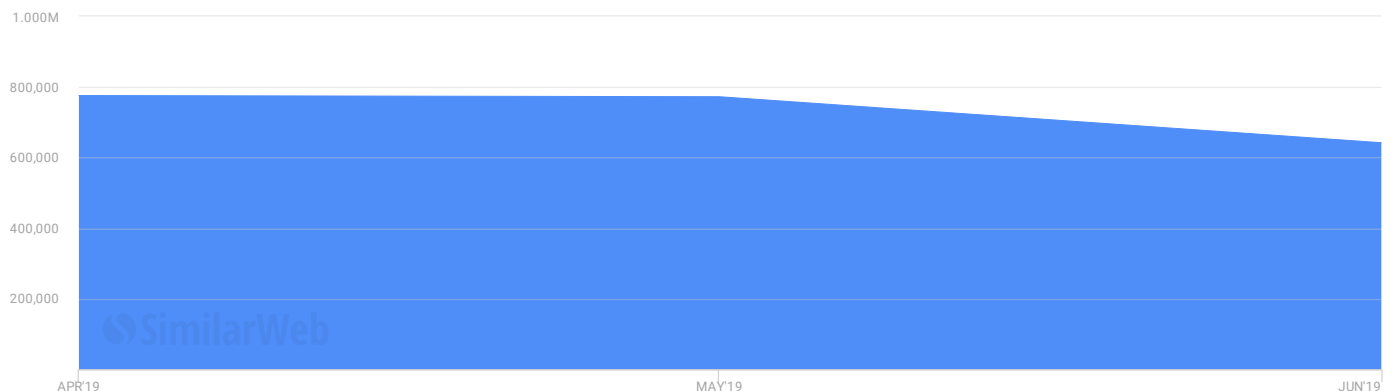Apr 2019 - Jun 2019, 🌐 Worldwide

🖥 49.05 %
📱 50.95 %

📅 Monthly Visits	730,236
🪪 Monthly Unique Visitors	
🕐 Avg. Visit Duration	00:02:58
🗂 Pages / Visit	3.50
📈 Bounce Rate	60.63%

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

Geography

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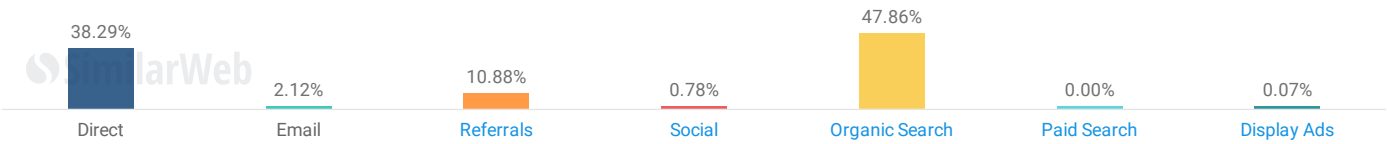Apr 2019 - Jun 2019, 🖥 Desktop Only

🇺🇸 United States	76.41%		↑ 3.64%
🇨🇦 Canada	2.50%		↓ 10.45%
🇬🇧 United Kingdom	1.84%		↓ 6.58%
🇦🇺 Australia	1.39%		↓ 4.99%
🇮🇳 India	1.36%		↓ 1.05%

Marketing Channels

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

38.29%	2.12%	10.88%	0.78%	47.86%	0.00%	0.07%
Direct	Email	Referrals	Social	Organic Search	Paid Search	Display Ads

Referrals

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

🌐 links.govdelivery.com	11.52%		↓ 2.33%
🔸 nutrition.gov	9.84%		↓ 49.91%
🔹 medicalnewstoday.com	8.10%		↓ 36.15%
🔺 accessdl.state.al.us	3.92%		↑ 1.27%
🔸 fns.usda.gov	3.73%		↑ 39.81%

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

❤ Health	12.72%	
❤ Nutrition Diets and Fitness	10.92%	
📰 News and Media	4.77%	
❤ Health Conditions and Concerns	4.09%	
⚖ Government	3.06%	

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

🔍≣ myplate	23.06%		↑ 6.13%
🔍≣ my plate	13.83%		↓ 19.34%
🔍≣ food pyramid	7.73%		↓ 14.47%
🔍≣ choosemyplate	5.82%		↑ 22.92%
🔍≣ myplate plan	2.02%		↓ 29.99%

Social

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

32.66%	27.45%	15.64%	3.98%	3.21%	17.06%
▶ Youtube	Reddit	f Facebook	📌 Pinterest	🐦 Twitter	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

🌐 choosemyplate-prod.azureedge.net	80.57%		↓ 3.6%
📊 usda.gov	7.71%		↑ 2.09%
✉ public.govdelivery.com	4.83%		↑ 93.83%
h health.gov	1.22%		↑ > 5,000%
🌐 accessdata.fda.gov	1.13%		↑ 25.2%

Outgoing Ads

Top Ads Destination ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

securecloud-smart.com	100%		-