



# Website Analysis Overview Report

June 2019

thehill.com



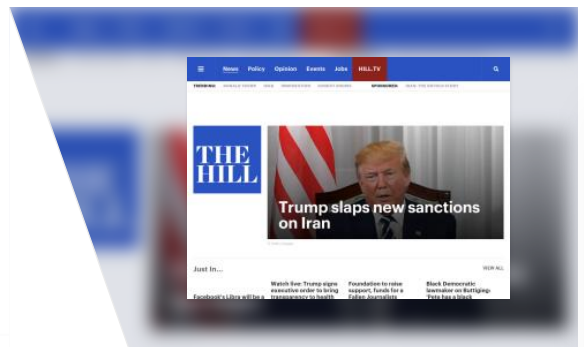
View the full analysis at: <https://pro.similarweb.com>

the hill is a top us political website, read by the white house and more lawmakers than any other site -- vital for policy, politics and election campaigns.

Related Mobile Apps:

App Store

Google Play



Global Rank ⓘ

#1,289

Country Rank ⓘ  
United States

#258

Category Rank ⓘ  
News and Media

#198

## Website Audience

### Total Visits ⓘ

Mar 2019 - May 2019, Worldwide

163.1M

↑ 15.63% from last month

### Device Distribution ⓘ

Mar 2019 - May 2019, Worldwide



Monthly Visits 54.38M

Monthly Unique Visitors

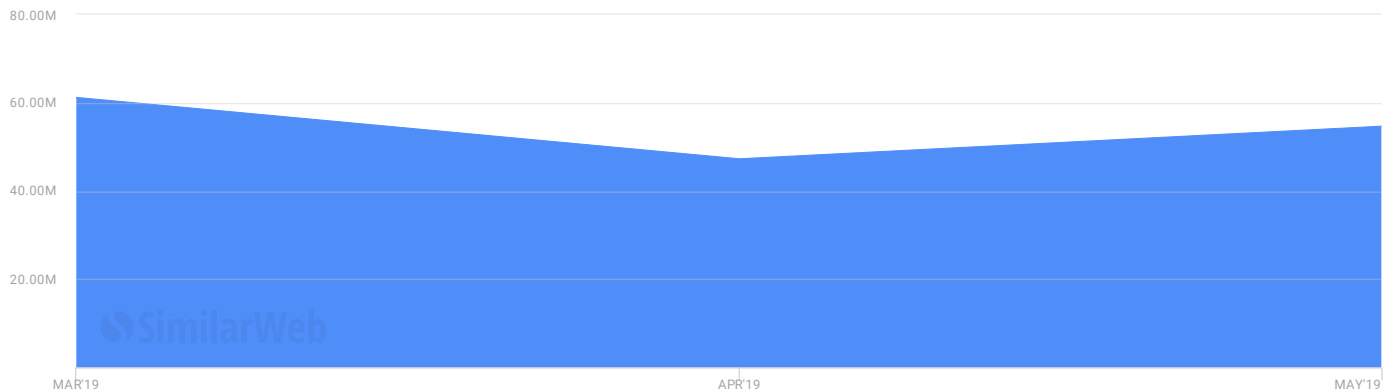
Avg. Visit Duration 00:04:08

Pages / Visit 1.87

Bounce Rate 71.56%

### Visits Over Time ⓘ

Mar 2019 - May 2019, All Traffic



## Geography

### Top 5 Countries ⓘ

Mar 2019 - May 2019, Desktop Only

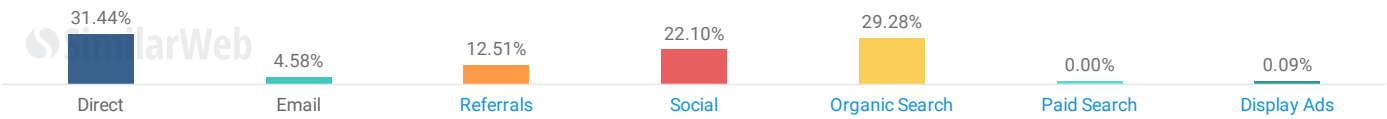


United States	85.62%	↑ 19.99%
Canada	4.14%	↑ 24.18%
United Kingdom	1.95%	↑ 13.89%
Australia	0.85%	↑ 6.84%
Germany	0.68%	↑ 5.72%

# Marketing Channels

## Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



## Referrals

### Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

	drudgereport.com	58.30%	<div></div>	↑ 94.09%
	realclearpolitics.com	8.94%	<div></div>	↑ 68.19%
	fark.com	6.87%	<div></div>	↑ 117.9%
	citizenfreepress.com	2.31%	<div></div>	↑ 103.29%
	whatfinger.com	1.41%	<div></div>	↑ 12.77%

### Top Referring Categories

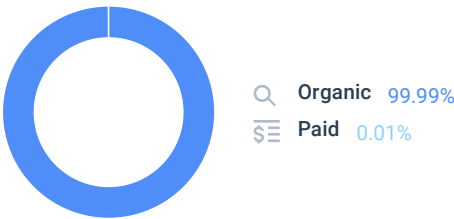
Mar 2019 - May 2019, Worldwide Desktop Only

	News and Media	87.79%	<div></div>
	Computers Electronics and Tec...	1.85%	<div></div>
	Law and Government	1.68%	<div></div>
	Programming and Developer S...	1.11%	<div></div>
	Government	0.82%	<div></div>

## Search

### Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



### Top Search Terms

Mar 2019 - May 2019, Worldwide Desktop Only

	trump	14.68%	<div></div>	↑ 30.39%
	the hill	8.74%	<div></div>	↑ 15.45%
	trump news	3.40%	<div></div>	↓ 2.6%
	bernie sanders	3.38%	<div></div>	↓ 9.95%
	biden	2.31%	<div></div>	↓ 29.78%

## Social

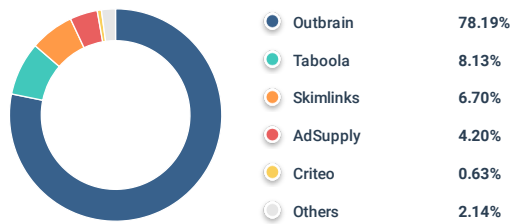
### Social Traffic

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

	nymag.com	41.56%	<div></div>	↓ 22.59%
	tumblr.com	20.00%	<div></div>	↑ 1.69%
	splinternews.com	9.12%	<div></div>	-
	jezebel.com	4.41%	<div></div>	-
	espn.com	3.20%	<div></div>	-

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	addthis.com	31.84%	<div></div>	↑ 28.89%
	twitter.com	11.51%	<div></div>	↓ 10.4%
	engine.liondigitalserving.com	8.67%	<div></div>	↓ 13.61%
	idealmedia.com	8.14%	<div></div>	↑ 21.98%
	mixi.media	2.87%	<div></div>	↑ > 5,000%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

	engine.liondigitalserving.com	26.94%	<div></div>	↓ 3.49%
	canwelivebetter.bayer.com	2.87%	<div></div>	-
	wayfair.com	2.36%	<div></div>	↑ 3.92%
	buyhyundai.com	2.13%	<div></div>	↑ 0.22%
	cargurus.com	2.03%	<div></div>	↓ 5.62%