



Website Analysis Overview Report

July 2019

nih.gov



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

official website of the national institutes of health (nih). nih is one of the world's foremost medical research centers. an agency of the u.s. department of health and human services, the nih is the federal focal point for health and medical research. the nih website offers health information for the public, scientists, researchers, medical professionals, patients, educators, and students. the site has extensive information on funding and training opportunities, clinical trials, health news and links to the many institutes and centers that make-up the nih.

Related Mobile Apps:

 App Store

 Google Play



 Global Rank

#255



Country Rank

 United States

#161



Category Rank

Health/Health

#2

Website Audience

Total Visits

Apr 2019 - Jun 2019, Worldwide

521.7M

↓ -10.18% from last month

Device Distribution

Apr 2019 - Jun 2019, Worldwide



59.75 %

40.25 %

 Monthly Visits

173.9M

 Monthly Unique Visitors

 Avg. Visit Duration

00:03:56

 Pages / Visit

3.12

 Bounce Rate

65.13%

Visits Over Time

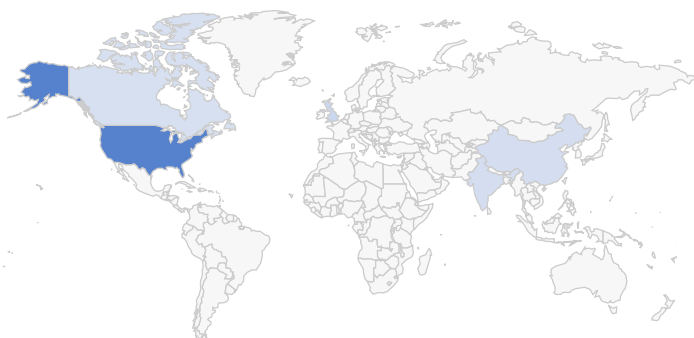
Apr 2019 - Jun 2019, All Traffic




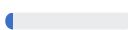

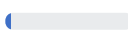

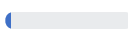

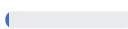


Geography

Top 5 Countries

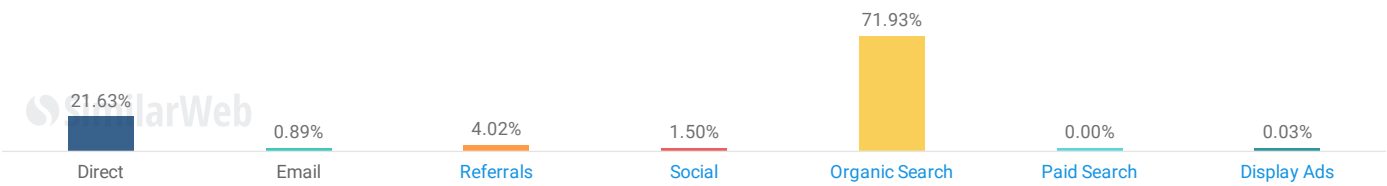
Apr 2019 - Jun 2019, Desktop Only



 United States	34.50%		↓ 7.77%
 United Kingdom	6.52%		↓ 24.97%
 China	4.33%		↓ 7.22%
 India	4.27%		↓ 8.86%
 Canada	3.53%		↓ 7.18%

Channels Overview ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Referrals

Top Referring Websites ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

en.wikipedia.org	11.80%	<div></div>	↓ 12.68%
medlineplus.gov	8.73%	<div></div>	↓ 18.99%
int.search.myway.com	6.14%	<div></div>	↓ 96.74%
semanticscholar.org	3.13%	<div></div>	↓ 1.39%
medicalnewstoday.com	2.65%	<div></div>	↓ 8.98%

Top Referring Categories ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

Health	19.21%	<div></div>
News and Media	5.25%	<div></div>
Science and Education	3.87%	<div></div>
Biology	3.34%	<div></div>
Computers Electronics and Tec...2.44%		<div></div>

Search

Search Traffic ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Top Search Terms ▶ Organic ▾

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

pubmed	47.35%	<div></div>	↓ 10.05%
ncbi	5.84%	<div></div>	↓ 4.34%
bmi calculator	4.04%	<div></div>	↓ 3.66%
bmi	3.16%	<div></div>	↓ 3.29%
pub med	1.72%	<div></div>	↓ 7.94%

Social

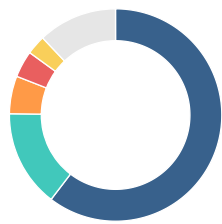
Social Traffic ⓘ

Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only



Display Ad Network ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only



Skimlinks	60.40%
Google Display Netw...	14.80%
ClixSense	5.73%
ClickBank	4.06%
Outbrain	2.95%
Others	12.05%

Top Publishers ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

thecut.com	23.67%	↑ 238.87%
tumblr.com	18.35%	↑ 131.2%
google.com	14.03%	-
chicagounbound.uchicago.edu	4.82%	-
slickdeals.net	4.82%	-

Outgoing Links

Top Links Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

linkinghub.elsevier.com	21.83%	↓ 15.2%
wiley.com	9.08%	↓ 16.02%
springer.com	5.82%	↓ 17.79%
nature.com	4.59%	↓ 16.36%
google.com	3.77%	↓ 21.95%

Outgoing Ads

Top Ads Destination ⓘ

Apr 2019 - Jun 2019, Worldwide Desktop Only

heroesofrpg.com	7.89%	-
amazon.com	6.58%	↓ 58.36%
ab.sedrgs.info	5.68%	-
sciencedirect.com	3.29%	↓ 84.99%
consent.yahoo.com	2.75%	↑ 6.02%