Website Analysis Overview Report

July 2019

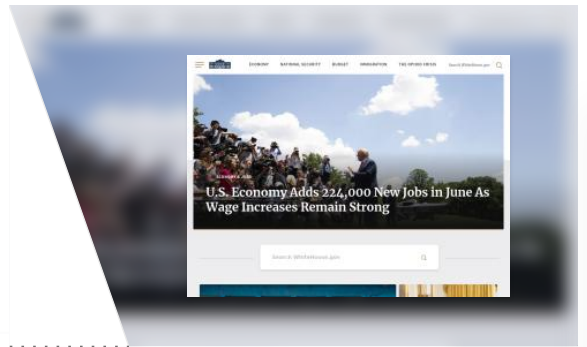# whitehouse.gov

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

whitehouse.gov 📊

we, the citizens of america, are now joined in a great national effort to rebuild our country and to restore its promise for all. – president donald trump.

Related Mobile Apps:
 App Store

🌐 Global Rank ⓘ	#14,804	🚩 Country Rank ⓘ 🇺🇸 United States	#5,964	📦 Category Rank ⓘ Law and Government/Government	#262

Website Audience

Total Visits
Apr 2019 - Jun 2019, 🌐 Worldwide

13.03M
⬆ **67.83%** from last month

Device Distribution ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide

🖥 41.61 %
📱 58.39 %

📅 Monthly Visits	4.344M
👤 Monthly Unique Visitors	
🕐 Avg. Visit Duration	00:01:33
🗔 Pages / Visit	1.87
📈 Bounce Rate	70.67%

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

8.000M

6.000M

4.000M

2.000M

APR'19   MAY'19   JUN'19
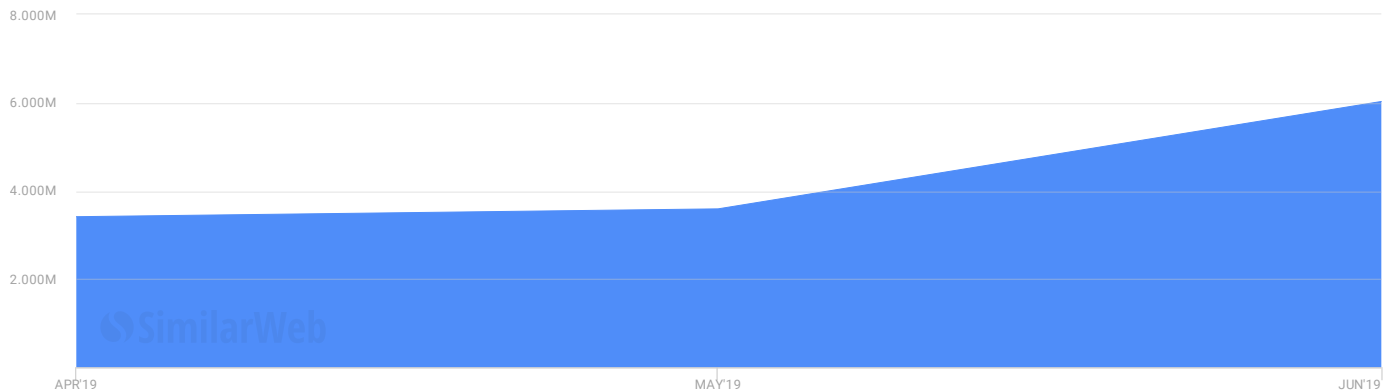
Geography

Top 5 Countries ⓘ
Apr 2019 - Jun 2019, 🖥 Desktop Only
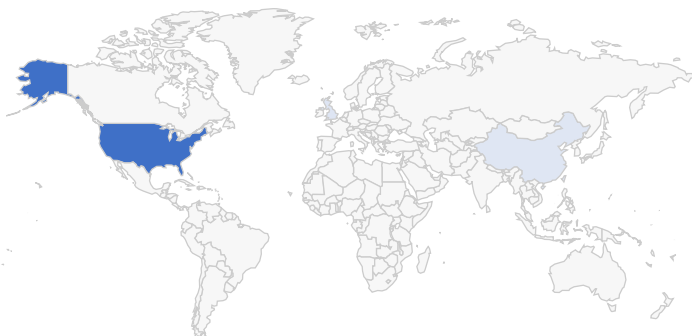
🇺🇸 United States	59.95%		↓ 9.43%
🇭🇰 Hong Kong	7.09%		↑ 506.03%
🇬🇧 United Kingdom	2.88%		↑ 39.95%
🇹🇼 Taiwan	2.74%		↑ 1,553.76%
🇨🇳 China	2.58%		↓ 9.29%

Marketing Channels

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

Direct	Email	Referrals	Social	Organic Search	Paid Search	Display Ads
39.58%	0.98%	9.94%	15.43%	33.97%	0.00%	0.11%
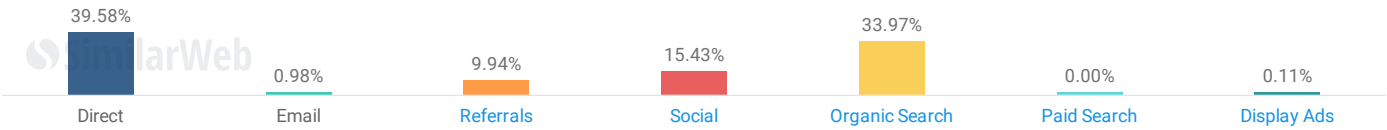
Referrals

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

Website	%	Change
en.wikipedia.org	7.24%	↓ 9.42%
whatfinger.com	3.00%	↓ 47.02%
usa.gov	1.65%	↑ 136.9%
hk.news.appledaily.com	1.64%	↑ > 5,000%
washingtonpost.com	1.57%	↓ 69.14%

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

Category	%
News and Media	31.80%
Government	6.98%
Social Networks and Online Co...	3.60%
Computers Electronics and Tec...	3.40%
Arts and Entertainment	2.03%

Search

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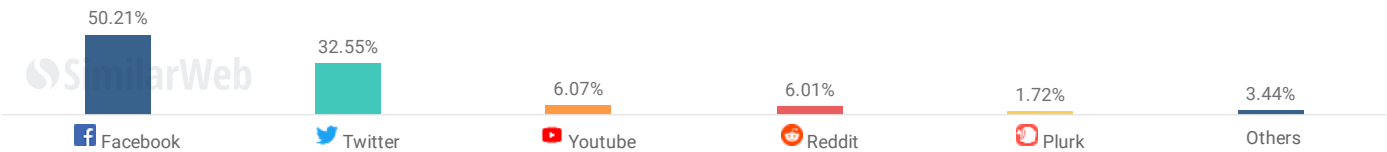Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

Organic 99.99%
Paid 0.01%

Top Search Terms ▶ Organic ⌄
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only
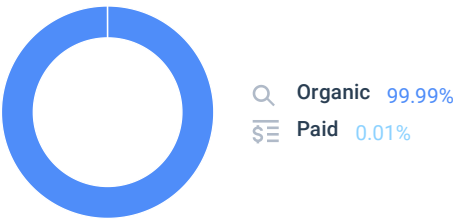
Search Term	%	Change
white house	11.16%	↓ 23.46%
the white house	10.07%	↑ 7.68%
presidents	3.08%	↑ 92.08%
us presidents	2.84%	↓ 34.44%
white house tours	2.53%	↓ 7.98%

Social

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

Facebook	Twitter	Youtube	Reddit	Plurk	Others
50.21%	32.55%	6.07%	6.01%	1.72%	3.44%

Display Advertising

Display Ad Network ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

● Outbrain	51.39%
● Skimlinks	48.61%
○ Others	0.00%
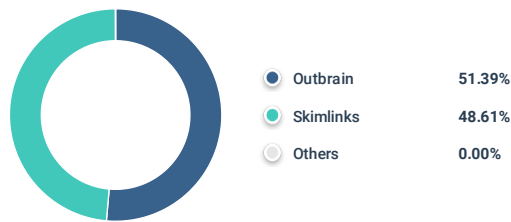
Top Publishers ⓘ
Apr 2019 - Jun 2019, 🌐 Worldwide 🖥 Desktop Only

tumblr.com	90.62%		↑ 120.92%
uxmyths.com	3.71%		-
web.archive.org	3.16%		-
nyaa-ero.vy1.click	0.77%		-
dropbooks.click	0.77%		-

Outgoing Links

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

archives.gov	19.63%		↓ 57.01%
youtube.com	10.14%		↓ 80.07%
twitter.com	8.87%		↑ 191.69%
whitehouse.typeform.com	8.85%		↓ 100%
govinfo.gov	6.64%		↑ 626.84%

Outgoing Ads

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

huffpost.com	26.15%		-
bj.msunland.com	21.99%		-
organifi.com	20.09%		-
redcross.org	12.12%		-
redirect.loading.rocks	10.29%		-