



Website Analysis Overview Report

June 2019

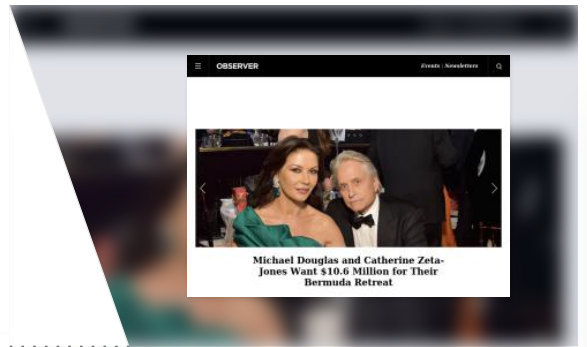
observer.com



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

observer covers the top stories and all of the latest trends in lifestyle, arts, business political, and celebrity news around the world.

Related Mobile Apps:



Global Rank #34,313 | Country Rank United States #8,692 | Category Rank News and Media #3,220

Website Audience

Total Visits

Mar 2019 - May 2019, Worldwide

6.449M

↑ 46.69% from last month

Device Distribution

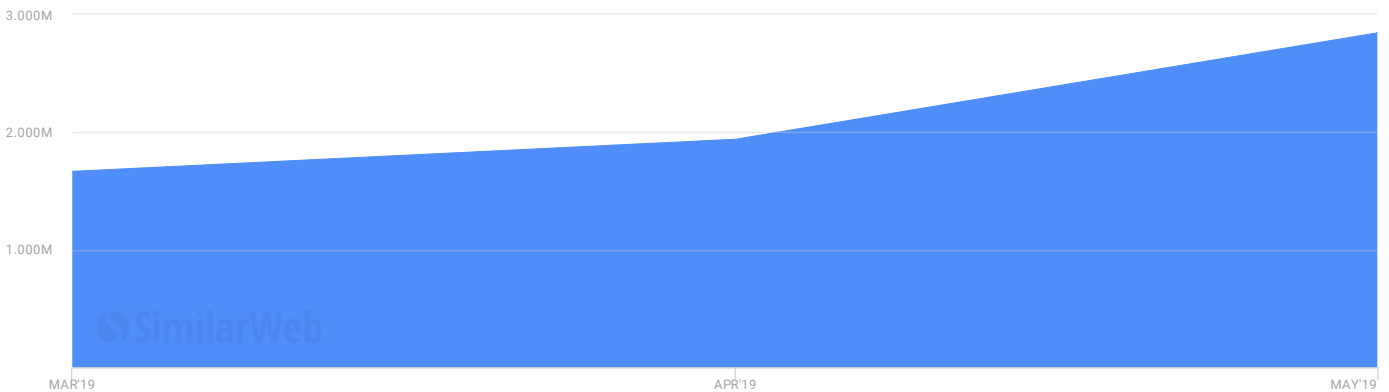
Mar 2019 - May 2019, Worldwide



Monthly Visits	2.149M
Monthly Unique Visitors	
Avg. Visit Duration	00:00:47
Pages / Visit	1.32
Bounce Rate	84.81%

Visits Over Time

Mar 2019 - May 2019, All Traffic



Geography

Top 5 Countries

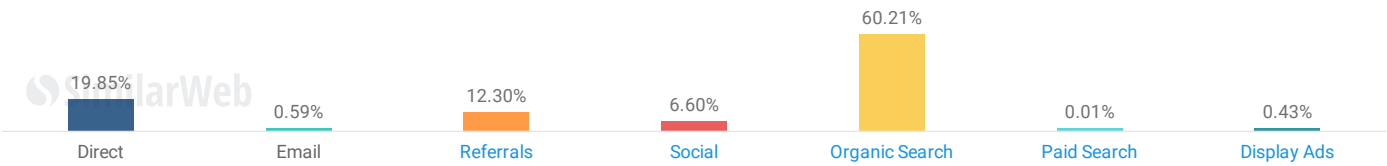
Mar 2019 - May 2019, Desktop Only



United States	58.31%	↑ 49.31%
United Kingdom	6.62%	↑ 13.57%
Canada	4.13%	↑ 28.92%
Germany	2.41%	↑ 10.27%
Australia	2.37%	↑ 21.54%

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

	drudgereport.com	60.00%	<div></div>	↑ 988.32%
	rottentomatoes.com	8.11%	<div></div>	↑ 288.58%
	en.wikipedia.org	5.60%	<div></div>	↓ 16.98%
	theverge.com	2.80%	<div></div>	↓ 98.77%
	metacritic.com	2.02%	<div></div>	↓ 83.42%

Top Referring Categories

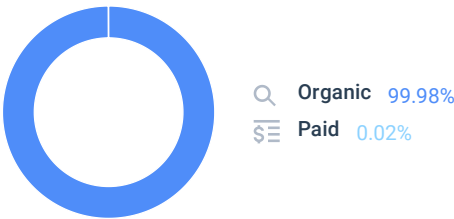
Mar 2019 - May 2019, Worldwide Desktop Only

	News and Media	70.44%	<div></div>
	TV Movies and Streaming	10.78%	<div></div>
	Computers Electronics and Tec...	3.24%	<div></div>
	Social Networks and Online Co...	1.27%	<div></div>
	Programming and Developer S...	0.94%	<div></div>

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

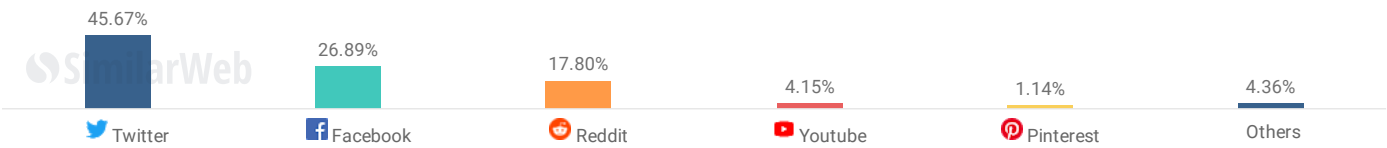
Mar 2019 - May 2019, Worldwide Desktop Only

	8chan	3.96%	<div></div>	↓ 31.32%
	endgame budget	1.22%	<div></div>	↑ 23.68%
	avengers endgame budget	1.15%	<div></div>	↓ 45.88%
	observer	0.93%	<div></div>	↑ 172.49%
	film crit hulk	0.81%	<div></div>	↓ 40.22%

Social

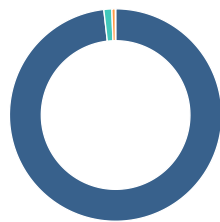
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



● Outbrain	98.22%
● Google Display Netw...	1.21%
● Taboola	0.57%
● Others	0.00%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

📺 tumblr.com	59.72%	<div></div>	↑ 93.88%
📰 dailymail.co.uk	10.95%	<div></div>	-
📘 facebook.com	8.67%	<div></div>	-
📦 amazon.com	6.13%	<div></div>	-
📺 gramblr.com	6.13%	<div></div>	-

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

🌐 wordpress.com	32.09%	<div></div>	↓ 15.21%
🐦 twitter.com	9.66%	<div></div>	↑ 250%
📦 amazon.com	3.60%	<div></div>	↓ 23.11%
📰 nytimes.com	2.56%	<div></div>	↑ 69.51%
📺 youtube.com	2.26%	<div></div>	↓ 50.54%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

📺 quora.com	11.56%	<div></div>	-
📰 very.co.uk	11.42%	<div></div>	-
📦 shop.nordstrom.com	7.44%	<div></div>	-
📘 linkedin.com	5.57%	<div></div>	-
📦 autotrader.com	5.54%	<div></div>	-