

- Overview
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- Audience
- Competitors
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- Outgoing links
- Technologies



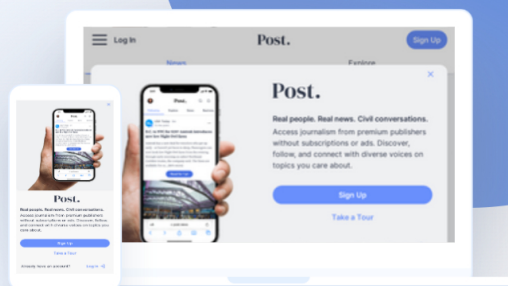
post.news

post news

Company	Post
Year Founded	2022
Employees	11 - 50
HQ	United States, New York, New York
Annual Revenue	\$1.0M - \$2.0M
Industry	Arts & Entertainment > Books and Literature

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Connect this website



Global Rank

#45,388
- 1,880

Country Rank

#9,873
- 249
United States

Category Rank

#49
+ 3
Arts & Entertainment > Books and Literature
(In United States)

Total Visits

1.2M

Bounce Rate

47.59%

Pages per Visit

5.55

Avg Visit Duration

00:05:25

post.news Ranking

Website ranking helps evaluate the value of a business. Over the last three months, post.news's global ranking has decreased from 36,783 to 45,388.

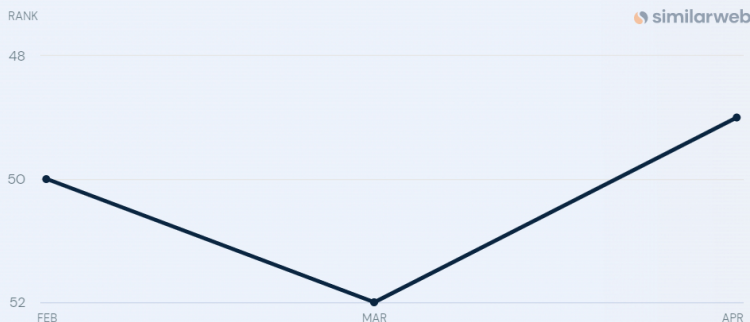
Category Rank

Books and Literature
(In United States)

Country Rank

In United States

Global Rank



Similarly ranked sites

- 47 sto.cx
- 48 poets.org
- 49 post.news
- 50 betterworldbooks.c...
- 51 emagazines.com

See top websites

post.news Traffic and Engagement Analysis

post.news's traffic has decreased by 8.93% compared to last month (Desktop). Click below to reveal how well post.news meets visitor expectations and captures their interest.

Your public traffic ranking reflects your real-world success

Connect this website

Total Visits

1.2M

Last Month Change

- 8.93%

Bounce Rate

47.59%

Pages per Visit

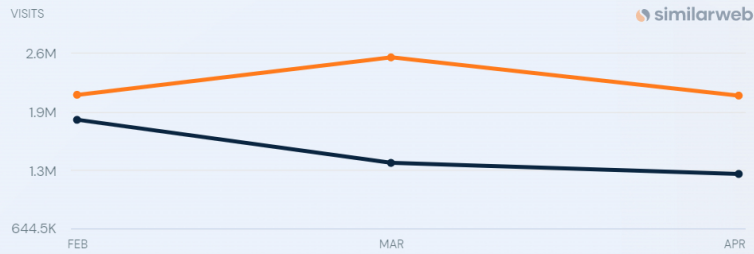
5.55

Avg Visit Duration

00:05:25

Total Visits Last 3 Months

Compare post.news to:



1.2M post.news

☒

2.1M lithub.com

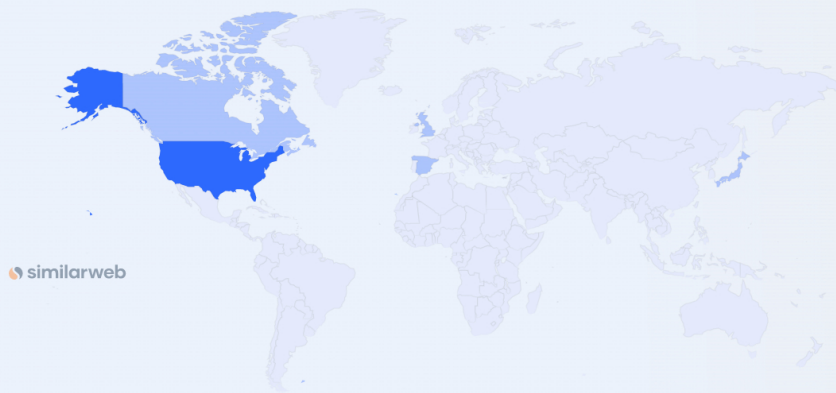
☐

3.0M substackcdn.com☐☐

Compare any site with a free trial →

Geography & Country Targeting

Which countries sent the most traffic to post.news lately? Where is their core audience from? Last month United States was the top country sending desktop traffic to post.news – click below to discover all countries



Top Countries

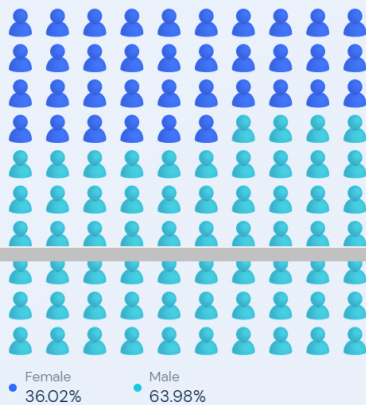
	United States	84.77% ▼ 11.77%
	Canada	5.86% ▲ 10.92%
	United Kingdom	3.47% ▲ 30.01%
	Spain	1.85% ▼ 3.37%
	Japan	0.69% ▼ 42.10%
	Others	3.37%

See all countries →

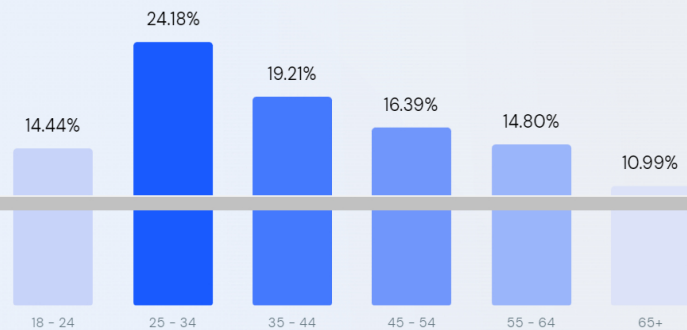
post.news Audience Demographics

Audience composition can reveal a site's current market share across various audiences. post.news's audience is 63.98% male and 36.02% female. The largest age group of visitors are 25 – 34 year olds (Desktop).

Gender Distribution



Age Distribution



Top post.news Audience Interests

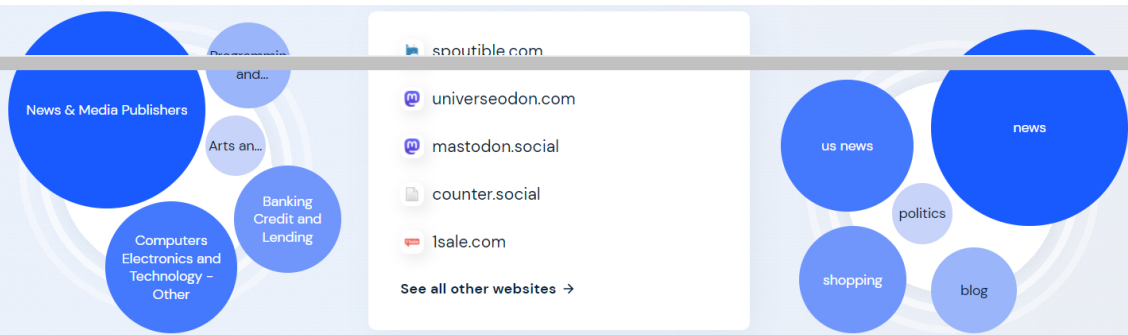
Audience interests reveal key details on the browsing interests of post.news's visitors. post.news's audience is interested in News & Media Publishers & news.

Top Categories

Other Visited Websites

Top Topics

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Need to identify deeper audience insights?

Discover audience acquisition strategies and reveal insights on browsing behavior with Similarweb's Research Intelligence Solution.

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Similar Sites & post.news Competitors



Reveal post.news top alternatives and find potential or emerging competitors. lithub.com is the website with the highest similarity score to post.news. Find out why - Click here to [Analyze all competitors](#)

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Site	Affinity	Monthly visits	Category	Category rank
lithub.com	100%	2.1M	Arts & Entertainment > Books and Literature	#208
substackcdn.com	96%	3.0M	Arts & Entertainment > Books and Literature	#206
gutenberg.org	95%	6.6M	Arts & Entertainment > Books and Literature	#74
tvtropes.org	95%	25.0M	Arts & Entertainment > Books and Literature	#7
duotrope.com	94%	250.2K	Arts & Entertainment > Books and Literature	#1,103
archiveofourown.org	93%	338.0M	Arts & Entertainment > Books and Literature	#1
bookshop.org	93%	3.4M	Arts & Entertainment > Books and Literature	#136
poetryfoundation.org	93%	7.2M	Arts & Entertainment > Books and Literature	#83
thriftbooks.com	84%	13.8M	Arts & Entertainment > Books and Literature	#19
issuu.com	78%	34.7M	Arts & Entertainment > Books and Literature	#11

[See all competitors](#) →

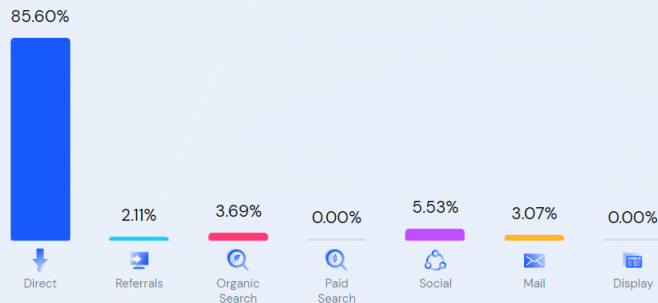
post.news Top Marketing Channels



The top traffic source to post.news is Direct traffic, driving 85.60% of desktop visits last month, and Social is the 2nd with 5.53% of traffic. The most underutilized channel is Paid Search. Drill down into the main traffic drivers in each channel

Marketing Channels Distribution

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Organic Search

post.news	3.69%
lithub.com Top competitor	45.16%
Industry benchmark	?

Benchmarking against your industry helps you optimize your marketing budget.

[Unlock your industry benchmark →](#)

post.news Top Keywords by Traffic Share

See the list of top keywords driving organic traffic to post.news (Desktop, worldwide)

Organic vs. Paid



Top Keywords

post news	9.7K
VOL: 14,313	\$--
post	5.8K
VOL: 724,235	\$0.54
post social media	4.0K
VOL: 15,074	\$4.03
post news social m...	1.9K
VOL: 6,347	\$3.32
post news social m...	1.9K
VOL: 6,347	\$3.32
post news social m...	1.9K
VOL: 6,347	\$3.32
150 Others	
See more →	

Total Keywords
155



Want to uncover more opportunities?

Grow your traffic share per keyword and understand how SEO and PPC investments can be optimized with Similarweb's Digital Marketing Intelligence solution.

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post.news Referral Traffic

The top referral sites sending desktop traffic to post.news.

Category Distribution

Computers Electronics and Technolo...	48.72%
News & Media Publishers	27.68%
Lifestyle - Other	12.93%
Music	3.41%
Programming and Developer Software	1.99%
Other	5.27%

Top Referrals

Start a trial	38.99%
Start a trial	20.68%
Start a trial	12.93%
webrazzi.com	6.25%
substack.com	3.97%
npr.org	3.41%
17 Others	13.77%
See all →	

Referring Websites
23



Social Media Traffic to post.news

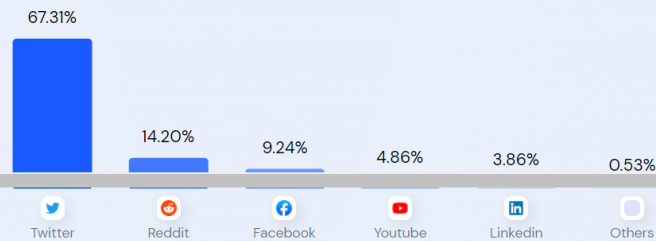
post.news gets most of its social media traffic from Twitter, followed by Reddit and Facebook (Desktop). Engaging audiences through LinkedIn may reveal new opportunities

Social Networks ⓘ

Social Network Distribution ⓘ

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8



Outgoing Links from post.news

post.news is sending desktop traffic to 30 different websites from several categories. Discover each category's traffic share below

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Top Outgoing links ⓘ

Category Distribution ⓘ



Total Outgoing Links
30

Start a trial	32.61%
Start a trial	13.81%
d2pmprrut4...	5.76%
politico.com	4.32%
youtube.com	3.30%
24 Others	8.82%
See all →	

Search Engines	32.38%
Social Media Networks	25.30%
Computers Electronics and Technolo...	14.52%
News & Media Publishers	9.71%
Games - Other	6.39%
Other	11.70%



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Find opportunities for partner websites and sponsored content with Similarweb's Digital Marketing Intelligence Solution.

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post.news Technology Stack

These are the website technologies, by industry, used on post.news. There are a total of 29 technologies from 14 different industries installed on post.news.

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Social (5)

Advertising (4)

Payment & Currencies (4)

Email Services (3)



Google+ Platform



DoubleClick



United States Dollar



G Suite



More Industries

10

Competitors

Marketing



Ready to discover high quality prospects?

Identify what technologies a website uses to craft the perfect sales pitch, and shorten the sales cycle with the Similarweb Sales Intelligence



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- Top Browsers
- Top Search Engines
- Mobile vs. Desktop

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- Verify Your Website
- Browser Extension

Solutions

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- Digital Marketing Intelligence
- Shopper Intelligence
- Sales Intelligence
- Investor Intelligence
- Advisory Services

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