# THE AUTHORITY REPORT

PARSE.LY

2018 traffic sources by content categories and topics:

Referral trend benchmarks for Facebook, Google, and others for 23 categories

Last year, we analyzed referral traffic data from 2016 to understand how people discover articles by topic. We reported on where audiences came from for 12 different topics. Among our findings: 60% of readers found technology articles through Google search, while 87% of audiences found lifestyle content on Facebook. But nothing stays static in digital media.

At the beginning of 2018, Facebook's algorithm changed. Even before the official announcement, a reversal in overall referral traffic occurred, as Google overtook Facebook as the top external referrer to media sites. From February to October 2017, referral traffic volume from Facebook decreased by 25% while Google traffic, with the help of AMP, took off.

So for this report, we wanted to examine what the audiences of 2018 care about: where do they find stories to read or watch, and what has changed in the two years since we last looked at this data? We turned to Parse.ly's network data to get up-to-date on the major referrers for articles by category and the topics that resonate most with readers on those platforms.

The data analyzed in this report includes **8 billion page views for 1 million articles** across our network of thousands of sites from April and May 2018. We used natural language processing to classify our network's content into standardized categories and relevant topics. Individual articles in this study can be associated with more than one category and contain several topics. See the diagram below for more detail.
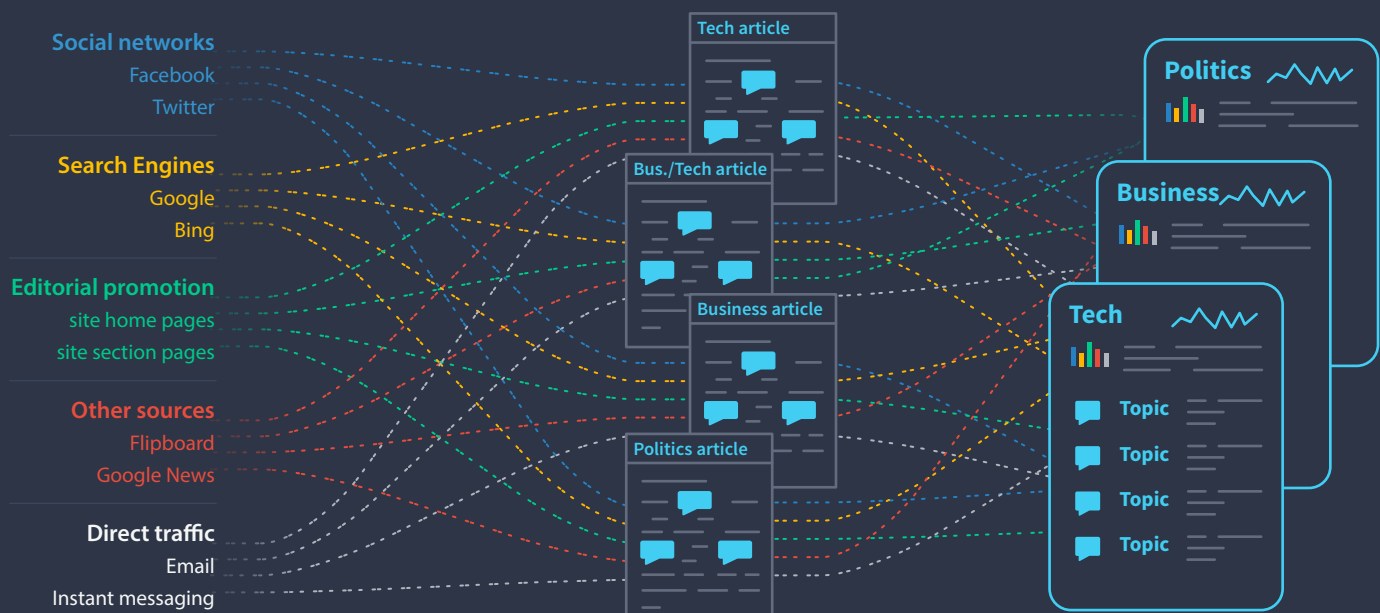
Traffic sources

How someone found online content. The originating site that brought a person to a post.

Online content

Natural language processing is used to classify content into IAB categories and detect relevant topics. Topics can be people, companies, places, things, events, or ideas.
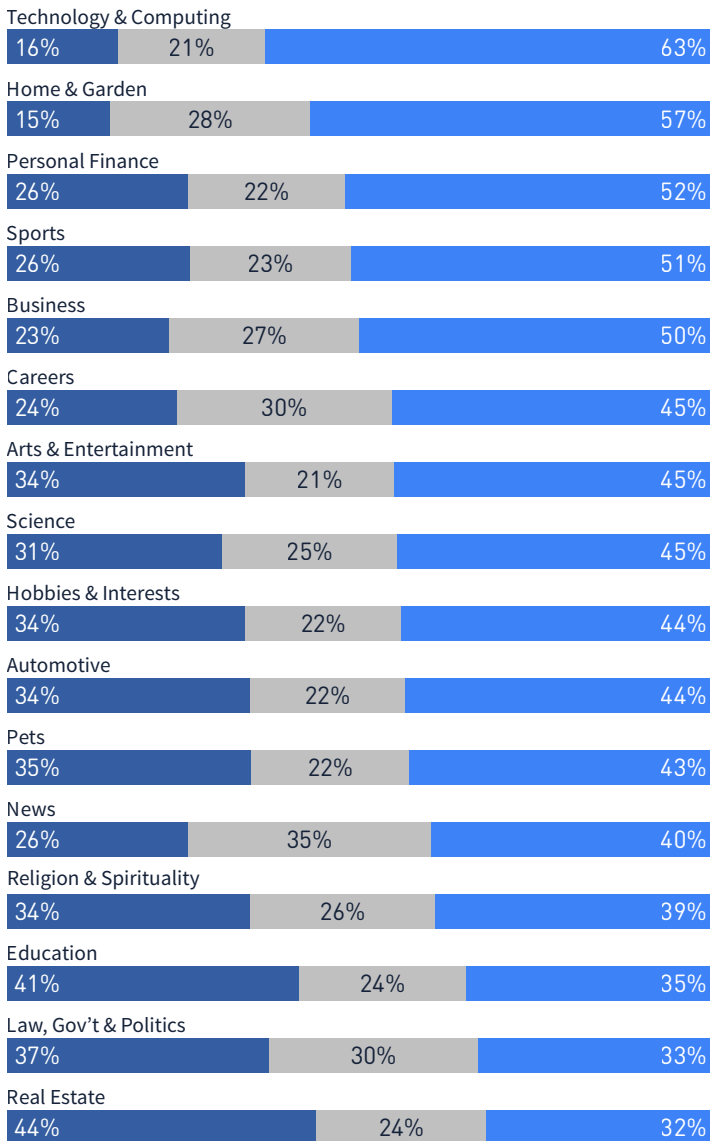
Categories & topics

Analysis of traffic at the category and topic-level allow publishers to understand what people are interested in and how they are finding that content.

Article categories ranked by largest Google search percentages

● Facebook ● other external sources ● Google search

Technology & Computing
| 16% | 21% | 63% |

Home & Garden
| 15% | 28% | 57% |

Personal Finance
| 26% | 22% | 52% |

Sports
| 26% | 23% | 51% |

Business
| 23% | 27% | 50% |

Careers
| 24% | 30% | 45% |

Arts & Entertainment
| 34% | 21% | 45% |

Science
| 31% | 25% | 45% |

Hobbies & Interests
| 34% | 22% | 44% |

Automotive
| 34% | 22% | 44% |

Pets
| 35% | 22% | 43% |

News
| 26% | 35% | 40% |

Religion & Spirituality
| 34% | 26% | 39% |

Education
| 41% | 24% | 35% |

Law, Gov't & Politics
| 37% | 30% | 33% |

Real Estate
| 44% | 24% | 32% |

Lifestyle categories

Family & Parenting
| 70% | 10% | 20% |

Food & Drink
| 36% | 15% | 49% |

Health & Fitness
| 40% | 20% | 40% |

Shopping
| 50% | 15% | 34% |

Society
| 54% | 27% | 19% |

Style & Fashion
| 59% | 19% | 22% |

Travel
| 43% | 23% | 34% |

While the referral trends shifted away from Facebook and toward Google, this didn't change much in terms of bringing a major third-party player into the forefront (though the verdict is still out on Apple News). The combined referrals from external traffic sources other than Google search and Facebook increased roughly 3% from 2017 to 2018.[1] So, content creators looking to scale their audience still rely on Google and Facebook.

Google search: reviews and how-tos

Even a quick glance at the list of categories matches aggregate trends from the overall decline in Facebook traffic. Visitors primarily accessed articles in the majority of the categories analyzed over this time period through Google search. 14 of the 23 categories we analyzed had over 40% of their external traffic come from Google search. Topics that covered reviews (Technology, Automotive, Arts & Entertainment) or how-tos (Personal Finance, Home & Garden, Hobbies & Interests) made the top of the list.
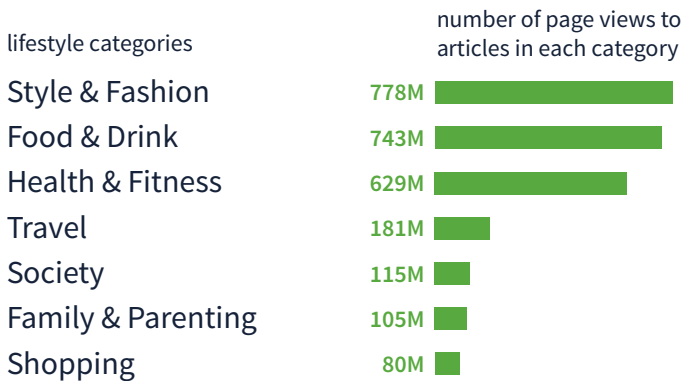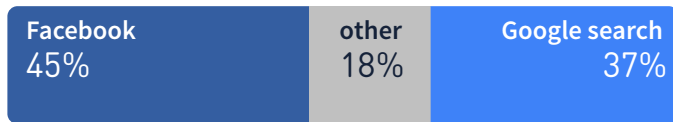
Facebook: lifestyle content

Parse.ly's past analysis of 2016 data found that the majority of readers accessed lifestyle content through Facebook. Facebook remains the primary referral traffic source for lifestyle content today. In fact, of all the categories with a higher percentage of Facebook traffic, only three (Education, Law, Gov't & Politics, and Real Estate) were not within the lifestyle group. Taking a closer look at the lifestyle categories, Facebook dominated all but two (Food & Drink and Health & Fitness) of the seven categories. We explore lifestyle content more on the next page.

1. See the "Top referrers in the Parse.ly network" chart on page 9, or visit www.parse.ly/referrer-dashboard to see referral changes over time.
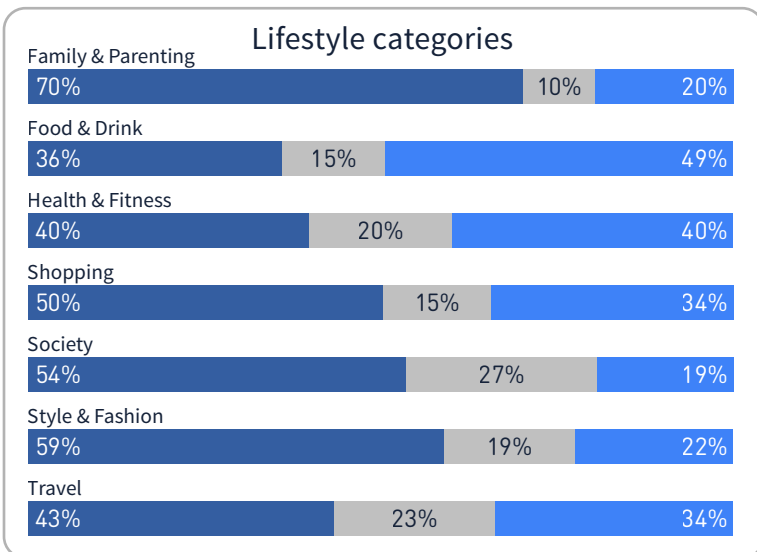
Facebook still strong for lifestyle content

External traffic sources for all content in lifestyle categories

Facebook 45%	other 18%	Google search 37%

lifestyle categories

number of page views to articles in each category

Style & Fashion	778M
Food & Drink	743M
Health & Fitness	629M
Travel	181M
Society	115M
Family & Parenting	105M
Shopping	80M

There was a range of traffic from Facebook to lifestyle content on an individual category level. The Family & Parenting category had the most Facebook traffic (70%) and the least other traffic (10%) than any other category. On the other side of the spectrum, Health & Fitness was more balanced, with equal traffic from Facebook and Google Search.

Additionally, looking at the combined traffic for all articles categorized by one of the lifestyle categories underscores the outsized role Facebook plays. Facebook represents 45% of the external traffic sources for this lifestyle group and has the highest percentage of Facebook traffic when compared to all non-lifestyle categories.

With their audiences primarily finding content through Facebook, brands and publishers operating in the lifestyle verticals have food for thought. Do creators of lifestyle content have nothing to worry about other than continuing to serve quality content to their audience on Facebook? Or, given the fickleness of Facebook, should they reevaluate the depth of their reliance on the platform and see if there are ways to diversify traffic sources even more?

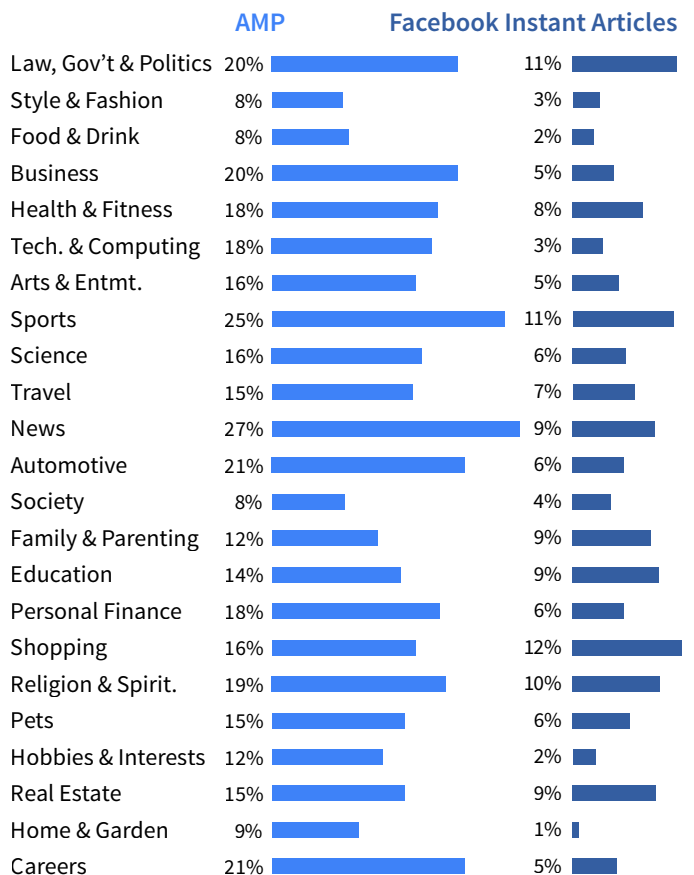## The distributed content wars: Google AMP has won

The general "News" category offers a prime example of how Google is winning the distributed content wars. Most readers accessed News through Google search, with AMP driving 27% of the traffic—a higher AMP percentage than any other category.

News also had the most traffic from other sources (35%) of all categories, including Google News and other Google sources. Trends in mobile growth and developments in Google's platform may have helped drive its growth as a referrer.

Apple News could also show up as a significant contender alongside AMP and Facebook Instant Articles if it were integrated with Parse.ly publishers and sharing data about engagement.

Distribution channel traffic by content category

channel's percentage of views for content in each category

	AMP	Facebook Instant Articles
Law, Gov't & Politics	20%	11%
Style & Fashion	8%	3%
Food & Drink	8%	2%
Business	20%	5%
Health & Fitness	18%	8%
Tech. & Computing	18%	3%
Arts & Entmt.	16%	5%
Sports	25%	11%
Science	16%	6%
Travel	15%	7%
News	27%	9%
Automotive	21%	6%
Society	8%	4%
Family & Parenting	12%	9%
Education	14%	9%
Personal Finance	18%	6%
Shopping	16%	12%
Religion & Spirit.	19%	10%
Pets	15%	6%
Hobbies & Interests	12%	2%
Real Estate	15%	9%
Home & Garden	9%	1%
Careers	21%	5%

Flipboard referrals by category

	of category	
News 5.4M referrals	3.7%	
Science 12.3M	3.5%	
Law, Gov't & Politics 34.5M	3.2%	
Careers 0.3M	3.2%	
Business 16.3M	2.9%	
Health & Fitness 14.5M	2.7%	

Twitter referrals by category

	of category	
News 7.6M referrals	5.2%	
Careers 0.5M	5.0%	
Law, Gov't & Politics 50.8M	4.7%	
Religion & Spirituality 2.5M	4.5%	
Education 3.7M	4.4%	
Sports 17.6M	4.0%	

Pinterest referrals by category

	of category	
Home & Garden 2.3M referrals	13.4%	
Hobbies & Interests 1.6M	4.8%	
Food & Drink 28.2M	4.5%	
Style & Fashion 14.1M	2.1%	
Arts & Entertainment 8.9M	2.0%	
Society 1.6M	1.6%	

Google non-search

Google News referrals by category

	of category	
News 6.9M referrals	4.7%	
Law, Gov't & Politics 39.4M	3.7%	
Automotive 3.6M	3.0%	
Business 15.9M	2.9%	
Science 9.7M	2.7%	
Religion & Spirituality 1.4M	2.5%	

Google (other) referrals by category

	of category	
Personal Finance 2.3M referrals	2.8%	
Automotive 3.2M	2.6%	
Business 14.6M	2.6%	
Law, Gov't & Politics 26.3M	2.5%	
News 3.5M	2.4%	
Technology & Computing 10.3M	2.3%	

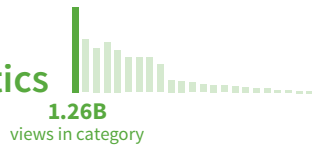## Looking beyond Facebook and Google search referrals

So what about that "other" traffic? We took a look at major referrers outside of Google search and Facebook to see which kinds of content resonate with readers there. If you write about one of these categories or manage a site or section dedicated to one, looking beyond Facebook and Google search referrals could be even more important than zeroing in on aggregate trends. Are you tapping into the potential of all these "other" places? Comparing this data against your own site data can show where there might be an opportunity to focus content strategy on a new platform or category. Or, perhaps you'll see where you are outperforming and might want to double down.

Not all content is consumed the same way. Maybe you catch up on news by flipping through Flipboard, scrolling through your Twitter feed, or tapping a push alert on your Android phone. Maybe you find a new recipe or gardening tip and pin it to your Pinterest board for later. Maybe a game is on and you're following along with updates and the rest of the fans' chatter on Twitter.
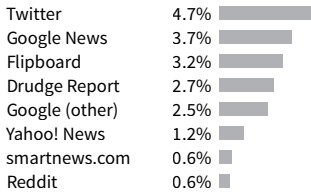
When content creators consider the different mindsets readers are in on different platforms, they're able to tailor their content creation, distribution, and monetization strategies to better serve their audience and earn their valuable attention.

The visualizations on the following pages go deeper into the makeup of that "other" traffic for each category. You can see the top referrers excluding Google search and Facebook, the top topics by views, and the relative overall views for each category. The charts for Law, Gov't & Politics, Style & Fashion, and Business also include traffic timelines for select topics. So, beyond Google search and Facebook, where are audiences looking for content and spending their attention?

Law, Gov't & Politics

1.26B
views in category

Top referrers (excluding Google search & Facebook)

Referrer	%
Twitter	4.7%
Google News	3.7%
Flipboard	3.2%
Drudge Report	2.7%
Google (other)	2.5%
Yahoo! News	1.2%
smartnews.com	0.6%
Reddit	0.6%

Top topics in category (by views in category)

Views	Topic	Views	Topic
190.0M	Donald Trump	48.7M	Democratic Party
69.6M	FBI	46.7M	Hillary Clinton
67.9M	Special Counsel investigation	44.3M	Russian election interference
50.4M	Republican Party	43.2M	Robert Mueller
48.8M	Twitter	43.0M	Trump pres. campaign

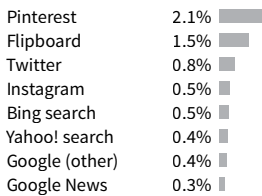## Traffic timelines for select topics in this category
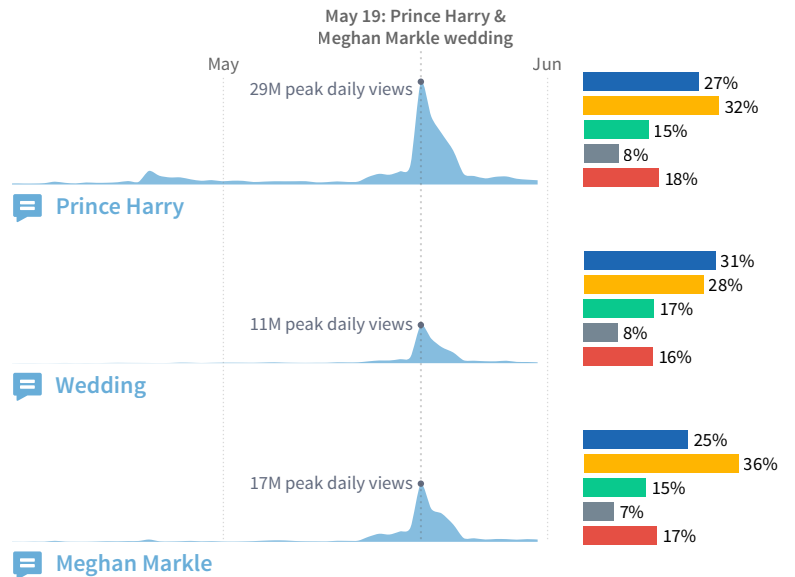the page views in the timelines below are for content across all categories
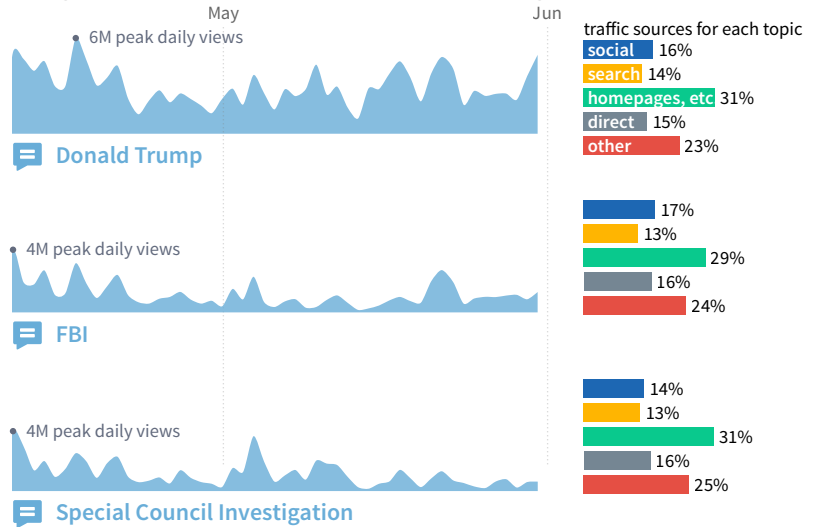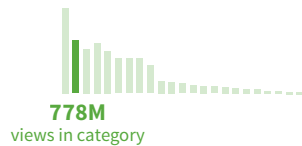
May — Jun

6M peak daily views

Donald Trump

traffic sources for each topic
- social 16%
- search 14%
- homepages, etc 31%
- direct 15%
- other 23%

4M peak daily views

FBI
- 17%
- 13%
- 29%
- 16%
- 24%

4M peak daily views

Special Council Investigation
- 14%
- 13%
- 31%
- 16%
- 25%

Style & Fashion

778M
views in category

Top referrers (excluding Google search & Facebook)

Referrer	%
Pinterest	2.1%
Flipboard	1.5%
Twitter	0.8%
Instagram	0.5%
Bing search	0.5%
Yahoo! search	0.4%
Google (other)	0.4%
Google News	0.3%

Top topics in category (by views in category)

Views	Topic	Views	Topic
28.1M	Prince Harry	11.8M	Bride
23.0M	Duchess Catherine	11.1M	Prince William
16.0M	Princess Diana	10.6M	Kensington Palace
15.6M	Wedding	7.2M	Kate Middleton wedding dress
15.0M	Wedding dress	6.7M	Meghan Markle
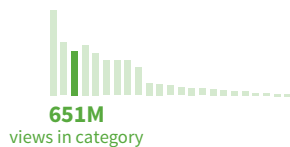
May 19: Prince Harry & Meghan Markle wedding

May — Jun

29M peak daily views

Prince Harry
- 27%
- 32%
- 15%
- 8%
- 18%

11M peak daily views

Wedding
- 31%
- 28%
- 17%
- 8%
- 16%

17M peak daily views

Meghan Markle
- 25%
- 36%
- 15%
- 7%
- 17%

Business

651M
views in category

Top referrers (excluding Google search & Facebook)

Referrer	%
Twitter	3.3%
Flipboard	2.9%
Google News	2.9%
Google (other)	2.6%
Yahoo! Finance	2.1%
Drudge Report	1.5%
LinkedIn	1.4%
Bing search	0.7%

Top topics in category (by views in category)
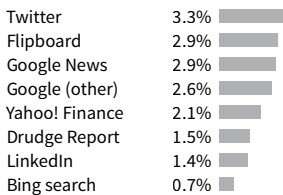
Views	Topic	Views	Topic
42.0M	Facebook	24.6M	Investor
36.7M	Donald Trump	23.4M	Tax
32.5M	Interest	22.6M	Android
28.0M	Investment	22.2M	Debt
24.9M	Mobile app	22.2M	Bank

Mark Zuckerberg testifies before the U.S. Congress

May — Jun

4M peak daily views

Facebook
- 25%
- 19%
- 21%
- 16%
- 18%

2M peak daily views

Interest
- 27%
- 21%
- 21%
- 15%
- 16%

1M peak daily views

Debt
- 32%
- 20%
- 18%
- 14%
- 15%

Food & Drink

743M
views in category
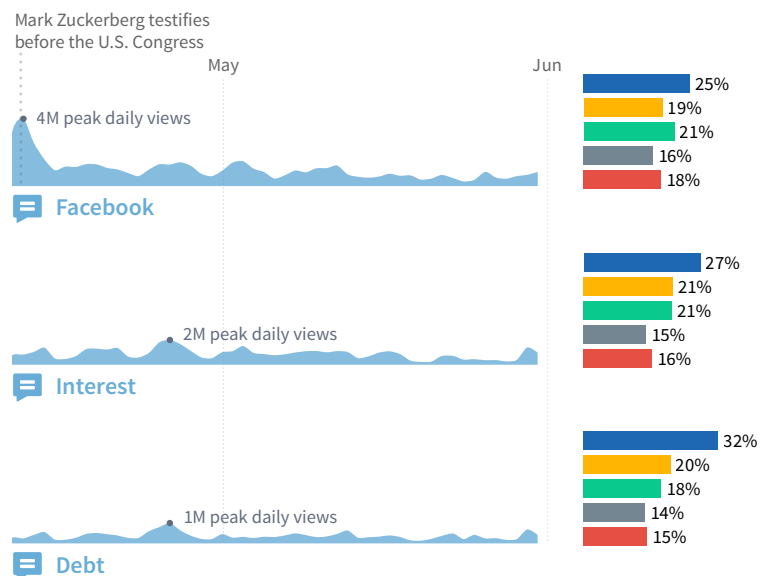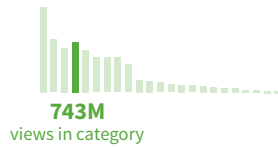
Top referrers (excluding Google search & Facebook)

Pinterest	4.5%
Flipboard	1.2%
Bing search	1.0%
Twitter	0.8%
Yahoo! search	0.8%
Google (other)	0.4%
Google News	0.4%
Yahoo! News	0.3%

Top topics in category (by views in category)

22.8M	Food	9.2M	Sugar
14.5M	Nutrition	9.1M	Health
13.5M	Breakfast	8.1M	Vegetable
13.5M	Weight loss	8.1M	Drink
11.5M	Salad	7.9M	Lunch

Health & Fitness

629M
views in category
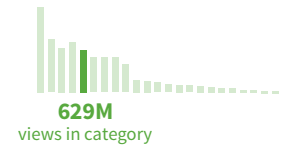
Top referrers (excluding Google search & Facebook)

Flipboard	2.7%
Twitter	2.3%
Pinterest	1.3%
Google News	1.2%
Google (other)	0.9%
LinkedIn	0.8%
Drudge Report	0.6%
Bing search	0.5%

Top topics in category (by views in category)

32.7M	Health	17.5M	Cancer
21.1M	Food	16.6M	Nutrition
19.1M	Physical exercise	15.8M	Disease
18.2M	Weight loss	12.9M	Orgasm
17.8M	Sexual intercourse	12.7M	Cardiovascular disease

Technology & Computing

516M
views in category
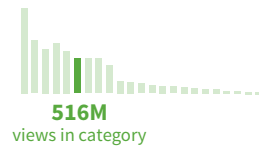
Top referrers (excluding Google search & Facebook)

Google News	2.5%
Google (other)	2.3%
Flipboard	2.2%
Twitter	2.1%
LinkedIn	1.0%
Drudge Report	1.0%
Bing search	1.0%
Yahoo! Finance	0.8%

Top topics in category (by views in category)

41.0M	Facebook	25.8M	Smartphone
33.1M	Android	24.9M	Apple Inc.
33.1M	World Wide Web	23.3M	Google
28.6M	iPhone	19.5M	Internet
28.5M	Mobile app	19.4M	Twitter

Arts & Entertainment

515M
views in category
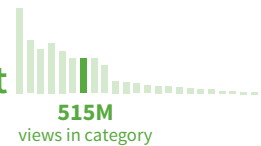
Top referrers (excluding Google search & Facebook)

Pinterest	2.0%
Twitter	2.0%
Flipboard	1.8%
Google (other)	1.2%
Google News	0.9%
Bing search	0.7%
Drudge Report	0.6%
Yahoo! search	0.6%

Top topics in category (by views in category)

3.4M	Britain's Got Talent	2.0M	Fox News
3.1M	Today (TV program)	1.9M	Netflix
2.7M	NBC	1.9M	Kanye West
2.6M	Coronation Street	1.9M	EastEnders
2.2M	Twitter	1.8M	Anthony McPartlin

Sports

514M
views in category
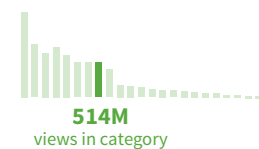
Top referrers (excluding Google search & Facebook)

Twitter	4.0%
newsnow.co.uk	2.7%
Bleacher Report	1.6%
Google News	1.4%
Flipboard	1.3%
Google (other)	0.9%
Yahoo! News	0.9%
Bing search	0.6%

Top topics in category (by views in category)

15.7M	LeBron James	12.9M	Real Madrid C.F.
15.2M	Golden State Warriors	11.9M	Boston Celtics
14.6M	José Mourinho	10.9M	New York Yankees
14.5M	Cleveland Cavaliers	10.9M	Home run
14.4M	NBA	8.8M	Arsène Wenger

Science

413M
views in category
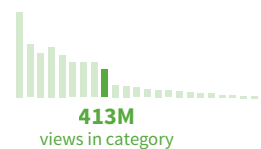
Top referrers (excluding Google search & Facebook)

Flipboard	3.5%
Google News	2.7%
Twitter	2.3%
Drudge Report	2.2%
Google (other)	1.5%
Pocket	0.9%
LinkedIn	0.8%
Bing search	0.7%

Top topics in category (by views in category)

13.7M	Health	10.5M	Weather
12.9M	Volcano	10.2M	Volcanic eruption types
11.8M	Earth	9.7M	Science
11.1M	Rain	9.3M	Planet
10.7M	Kīlauea	8.6M	Lava

Travel

181M views in category
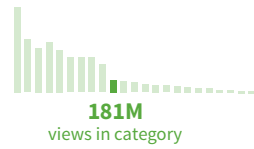
Top referrers (excluding Google search & Facebook)

Referrer	%
Flipboard	2.1%
Google News	1.9%
Twitter	1.8%
Drudge Report	1.6%
Google (other)	1.5%
Yahoo! News	1.4%
Pinterest	1.1%
LinkedIn	0.8%

Top topics in category (by views in category)

Views	Topic	Views	Topic
7.6M	Airline	4.7M	Southwest Airlines
6.9M	Emergency landing	3.9M	Uber
5.7M	NTSB	3.7M	Airplane
5.2M	FAA	3.5M	Aviation
4.8M	Airport	3.1M	Flight attendant

News

172M views in category
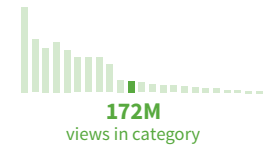
Top referrers (excluding Google search & Facebook)

Referrer	%
Twitter	5.2%
Google News	4.7%
Drudge Report	4.2%
Flipboard	3.7%
Google (other)	2.4%
Yahoo! News	1.0%
smartnews.com	0.9%
Yahoo! Finance	0.8%

Top topics in category (by views in category)

Views	Topic	Views	Topic
34.0M	Donald Trump	12.3M	FBI
20.1M	Fox News	10.4M	Syria
14.2M	Bashar al-Assad	9.3M	Vladimir Putin
13.4M	Twitter	8.9M	Russian election interference
12.8M	Special Counsel investigation	8.6M	News

Automotive

143M views in category
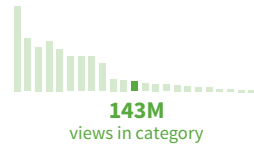
Top referrers (excluding Google search & Facebook)

Referrer	%
Google News	3.0%
Google (other)	2.6%
Flipboard	1.9%
Twitter	1.8%
LinkedIn	0.8%
Bing search	0.8%
Drudge Report	0.8%
Yahoo! Finance	0.6%

Top topics in category (by views in category)

Views	Topic	Views	Topic
9.5M	Tesla, Inc.	5.6M	Toyota
8.5M	Car	5.5M	Uber
7.8M	Ford Motor Company	5.4M	Traffic
7.4M	Sport utility vehicle	5.1M	Traffic collision
6.4M	Tesla Model 3	4.8M	Elon Musk

Society

115M views in category
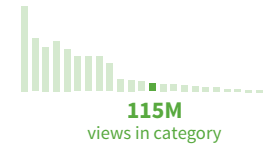
Top referrers (excluding Google search & Facebook)

Referrer	%
Pinterest	1.6%
Twitter	1.2%
Flipboard	0.7%
Google (other)	0.6%
MSN	0.6%
Google News	0.4%
Bing search	0.4%
Instagram	0.3%

Top topics in category (by views in category)

Views	Topic	Views	Topic
4.5M	Prince Harry	2.1M	Meghan Markle
2.9M	Marriage	2.0M	Prince Charles
2.8M	Duchess Catherine	2.0M	Prince William
2.7M	Wedding	2.0M	Princess Diana
2.5M	Elizabeth II	2.0M	Wedding dress

Family & Parenting

105M views in category
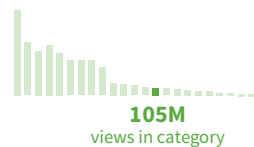
Top referrers (excluding Google search & Facebook)

Referrer	%
Twitter	1.0%
Flipboard	0.9%
Google News	0.6%
Yahoo! News	0.6%
Pinterest	0.6%
Google (other)	0.5%
Instagram	0.3%
Yahoo! search	0.2%

Top topics in category (by views in category)

Views	Topic	Views	Topic
11.4M	Duchess Catherine	5.8M	Prince Harry
10.8M	Prince William	4.8M	Prince Charles
9.8M	Prince George	3.7M	Pregnancy
6.6M	Princess Charlotte	3.2M	Princess Diana
6.2M	Kensington Palace	3.1M	Prince Philip

Education

100M views in category
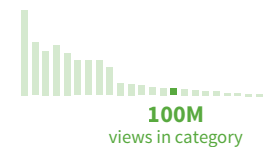
Top referrers (excluding Google search & Facebook)

Referrer	%
Twitter	4.4%
LinkedIn	2.6%
Flipboard	2.3%
Google (other)	1.9%
Google News	1.6%
Pocket	0.9%
Bing search	0.5%
Pinterest	0.5%

Top topics in category (by views in category)

Views	Topic	Views	Topic
5.8M	Education	2.3M	Student loan
5.2M	Employment	2.1M	Academic degree
4.0M	Teacher	2.1M	Amazon
3.1M	Facebook	2.1M	Leadership
2.4M	Debt	2.0M	Loan

Personal Finance

96M views in category
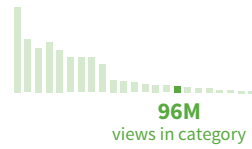
Top referrers (excluding Google search & Facebook)

Google (other)	2.8%
Twitter	2.1%
Flipboard	1.8%
Google News	1.7%
Yahoo! Finance	1.5%
Yahoo! News	1.4%
Drudge Report	1.1%
LinkedIn	1.0%

Top topics in category (by views in category)

26.3M	Interest	14.2M	Bank
22.6M	Loan	14.2M	Credit card
22.5M	Debt	14.1M	Investment
18.2M	Mortgage loan	12.7M	Investor
18.0M	Credit (finance)	12.1M	Interest rate

Shopping

80M views in category
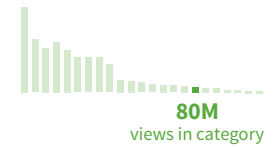
Top referrers (excluding Google search & Facebook)

Google (other)	1.5%
Google News	1.4%
Flipboard	1.3%
Twitter	1.2%
Yahoo! Finance	0.9%
LinkedIn	0.9%
Drudge Report	0.6%
Instagram	0.5%

Top topics in category (by views in category)

16.5M	Retail	8.0M	Credit (finance)
14.7M	Amazon	7.8M	Loan
11.0M	Credit card	7.7M	Point of sale
10.9M	Interest	6.7M	Target Corporation
8.7M	Loyalty program	6.6M	Facebook

Religion & Spirituality

64M views in category
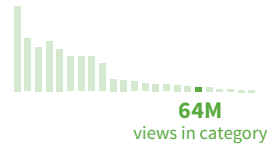
Top referrers (excluding Google search & Facebook)

Twitter	4.5%
Drudge Report	3.4%
Google News	2.5%
Flipboard	2.3%
Google (other)	1.4%
foxnews.com	1.2%
Yahoo! News	0.8%
Bing search	0.6%

Top topics in category (by views in category)

3.2M	Islam	2.1M	Pope Francis
3.1M	Jesus	1.8M	Donald Trump
2.9M	Christianity	1.8M	Religion
2.5M	Catholic Church	1.7M	Ramadan
2.3M	Pope	1.6M	Nibiru cataclysm

Pets

61M views in category
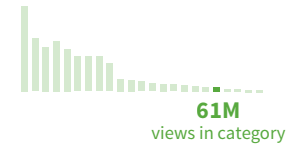
Top referrers (excluding Google search & Facebook)

Flipboard	1.9%
Amazon	1.7%
Twitter	1.7%
Yahoo! News	1.6%
Google (other)	1.6%
Drudge Report	1.5%
Google News	1.1%
Pinterest	1.0%

Top topics in category (by views in category)

3.0M	Dog	1.0M	Rodent
1.4M	Lion	0.9M	Pet
1.2M	Gray wolf	0.9M	Bird
1.1M	Hunting	0.9M	Mouse
1.1M	Cat	0.8M	Canidae

Hobbies & Interests

39M views in category
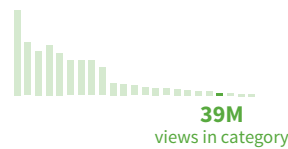
Top referrers (excluding Google search & Facebook)

Pinterest	4.8%
Twitter	1.9%
Flipboard	1.9%
Drudge Report	1.6%
Bing search	1.1%
Google News	1.0%
Yahoo! search	0.8%
Instagram	0.6%

Top topics in category (by views in category)

0.8M	Cigarette	0.7M	Global Positioning System
0.8M	Twitter	0.7M	Unmanned aerial vehicle
0.8M	Smoking	0.6M	Surveillance
0.7M	Coast to Coast AM	0.6M	Instagram
0.7M	Art Bell	0.4M	Tobacco smoking

Real Estate

31M views in category
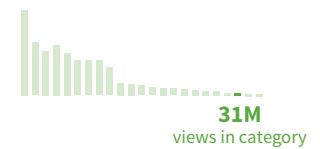
Top referrers (excluding Google search & Facebook)

Flipboard	2.5%
Twitter	2.4%
Google (other)	1.9%
Google News	1.9%
Drudge Report	1.6%
wsj.com	1.1%
LinkedIn	1.1%
Instagram	0.6%

Top topics in category (by views in category)

3.3M	Mortgage loan	1.5M	Loan
2.2M	Real estate broker	1.4M	Landlord
2.0M	Apartment	1.3M	Airbnb
1.9M	Affordable housing	1.2M	Interest
1.8M	Renting	1.1M	Tax

Home & Garden

20M
views in category

Top referrers (excluding Google search & Facebook)

Pinterest	13.4%	
Bing search	2.7%	
Yahoo! search	2.7%	
Flipboard	1.0%	
Instagram	0.5%	
MSN	0.4%	
Gmail Android app	0.4%	
Twitter	0.4%	

Top topics in category (by views in category)

0.4M	Soil	0.2M	Mulch
0.3M	Houseplant	0.1M	Vegetable
0.3M	Lawn	0.1M	Weed
0.3M	Garden	0.1M	Sansevieria
0.2M	Kitchen	0.1M	Tree

Careers

11M
views in category

Top referrers (excluding Google search & Facebook)

Twitter	5.0%	
LinkedIn	4.0%	
Flipboard	3.2%	
Google News	2.3%	
Google (other)	2.0%	
Yahoo! News	1.6%	
Bleacher Report	0.9%	
Bing search	0.7%	

Top topics in category (by views in category)

|			
0.8M	Health care	0.5M	Recruitment
0.6M	Education	0.5M	Academic degree
0.6M	Employment	0.4M	Social media
0.5M	Donald Trump	0.4M	Nursing
0.5M	Special Counsel investigation	0.4M	Physician

Summary

Despite only a small decrease in the combined referrals from Google search and Facebook, there's a growing potential for other traffic sources, especially when focusing on specific categories of content. Flipboard is the first choice for Travel, Science, and Health & Fitness readers after Google search and Facebook. Pinterest has a strong showing in Home & Garden, Food & Drink, Arts & Entertainment, and Hobbies & Interests categories. And Business, Law, Government, Politics, and Sports readers are on Twitter.

Digging into referral traffic data offers another way to listen to your audience. Understanding what they're paying attention to and where reveals what readers deem worthy of their time. Content creators can use these insights to deliver valuable content to their readers on the platforms where they're reading it, getting a higher return for their efforts.

Top referrers in the Parse.ly network

External referrers in the Parse.ly network
(100% = all external referrers)

Top referrers by external referral at the end of May 2018
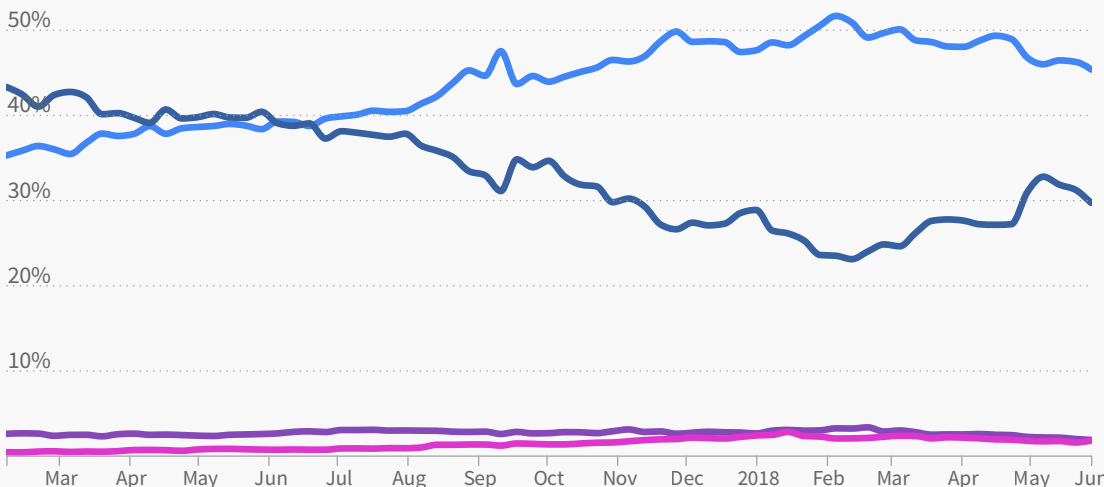
- **Google search** (46%)
- **Facebook** (29%)
- **Twitter** (2.2%)
- **Flipboard** (1.7%)

The Parse.ly referral dashboard allows you to track changes of the biggest referrers over time. View more referrers and dive into more detail at:

www.parse.ly/referrer-dashboard