

Kerry VP Announcement Influences Traffic Online

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Hitwise reports that John Kerry's online announcement of choosing John Edwards as his running mate for the 2004 US presidential elections increased traffic to Kerry's, Edward's — even Bush's — Web sites.

Kerry's Web site, JohnKerry.com ranked in fourth place in the Hitwise Politics category on July 4, but was pushed into first place in the category on July 6, leading the sites of Free Republic, Michael Moore and George Bush. Specifically, Kerry's Web site gained 10.4% of the Lifestyle-Politics Hitwise category on July 6, rising by a whopping 231% over the two-day time period.

John Edwards' traffic surged by an even greater 3,694% over the two days, placing seventh on July 6 (from placing 226th two days before). Even George Bush's Web site benefitted from the announcement, as traffic to GeorgeBush.com grew by 68% between July 5 and 6, ranking fifth.

The top 10 political Web sites on July 6, by market share of visits, were:

1. JohnKerry.com — 10.44%
2. Free Republic — 5.00%
3. Michael Mooore — 4.05%
4. NoGayMarriage.com — 3.59%
5. George W. Bush — 3.34%
6. Republican National Convention — 3.13%
7. John Edwards for President — 2.39%
8. The White House — 2.38%
9. Townhall.com — 2.07%
10. Antiwar.com — 2.06%