

March 2011: Top U.S. Web Brands

Contributed by Nielsen
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In the U.S., Google was the most popular website in March 2011, with 152 million unique visitors from home and work computers. Â

Among the 10 most popular web brands, Facebook led in average time spent on site by U.S. visitors.Â

During the month, Apple overtook Wikipedia as the 8th most popular website, increasing its unique audience by 7.7 percent more web users in March, while visitors to AOLâ€™s network spent more time on their sites- about 19 minutes longer on average than the month prior.

When looking at overall computer and Internet usage, U.S. Internet users spent more time on their PC or laptops (+5.8%), engaged in more sessions (+7.4%) and viewed more pages (+3.4%) during March than they did during the shorter month of February.

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