

METHODOLOGY

America's Best Online Platforms 2025

The best online platforms in the USA

statista 

Newsweek



America's Best Online Platforms 2025: Spotlight on America's Top Digital Services

Cornerstone of the top list



Relevance of the Ranking

The digital landscape in the United States continues to evolve rapidly, with consumers placing increasing value on trustworthy, user-friendly, and high-performing online platforms.

America's Best Online Platforms 2025 highlights the top 500 platforms that set the standard for quality and trust. The ranking not only guides users to the best online experiences but also helps businesses benchmark their performance and identify areas for improvement.



Overview

- **Title of the ranking:** America's Best Online Platforms 2025
- **Media Partner:** Newsweek
- **Edition:** 1st Edition
- **Awarded Platforms:** 500
- **Methodology:** Comprehensive evaluation based on 29 criteria per platform, including user survey, mobile usability analysis, traffic growth and technical data analysis.

Different metrics were used to identify relevant online platforms for the US market

Longlist & Shortlist



To begin, a list of over 20,000 U.S.-based online platforms was compiled. This longlist was created using public data sources and online directories to identify the most relevant platforms. Platforms with the highest online traffic and a majority of users based in the U.S. were selected as candidates for further evaluation. To ensure a complete picture of the U.S. platform landscape, the top platforms most popular with users were identified and included in the analysis, regardless of their U.S. traffic share, allowing for the inclusion of globally used platforms.



Online shops focused on the direct purchase of physical goods were excluded to ensure better comparability of service offerings. To ensure consistency and comparability, services with no U.S.-targeted offering (e.g., non-English-only platforms) were excluded from the final evaluation.



Platforms were selected for in-depth evaluation if they met the following criteria:

- A minimum threshold of website traffic
- Majority of users based in the United States

A comparison of 29 characteristics across four core dimensions ensures a broad analytical basis

Methodology



Online Survey

Representative online survey of over 15,000 online platform reviews, leading to over 160,000 evaluable data points

Survey period: April 2025

Collection of subjective criteria (e.g. evaluation of the layout, purchase probability, etc.)



Technical Performance

Analysis of various technical metrics to evaluate the quality of online platforms (e. g. usage duration of platform visitors, average page views per visit, etc.)



Traffic Growth

Analysis of traffic growth (number of website visitors) of online platforms (e. g. relative, absolute growth, etc.)

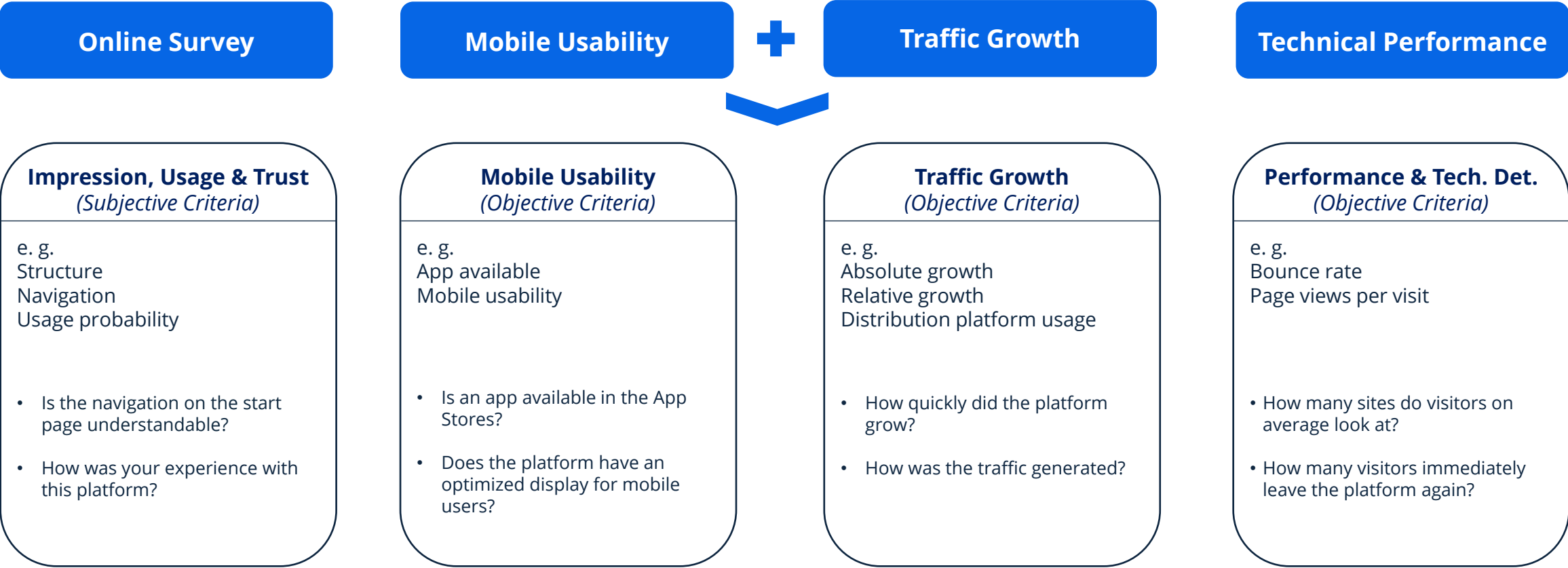


Mobile Usability

Evaluation of the mobile experience based on the availability and quality of platform apps (e. g. presence in app stores, user ratings, etc.), as well as whether the platform offers an optimized display for mobile users

Subjective survey data was combined with objective technical and mobile usability data to ensure a robust methodology

Evaluation dimensions



Weighting*

5 *Dimensions were weighted according to the importance assigned to them by over 2,000 users in the survey. Examples of rated criteria are shown above.

Subjective criteria such as impression, usage and trust were collected in an online survey

Survey overview

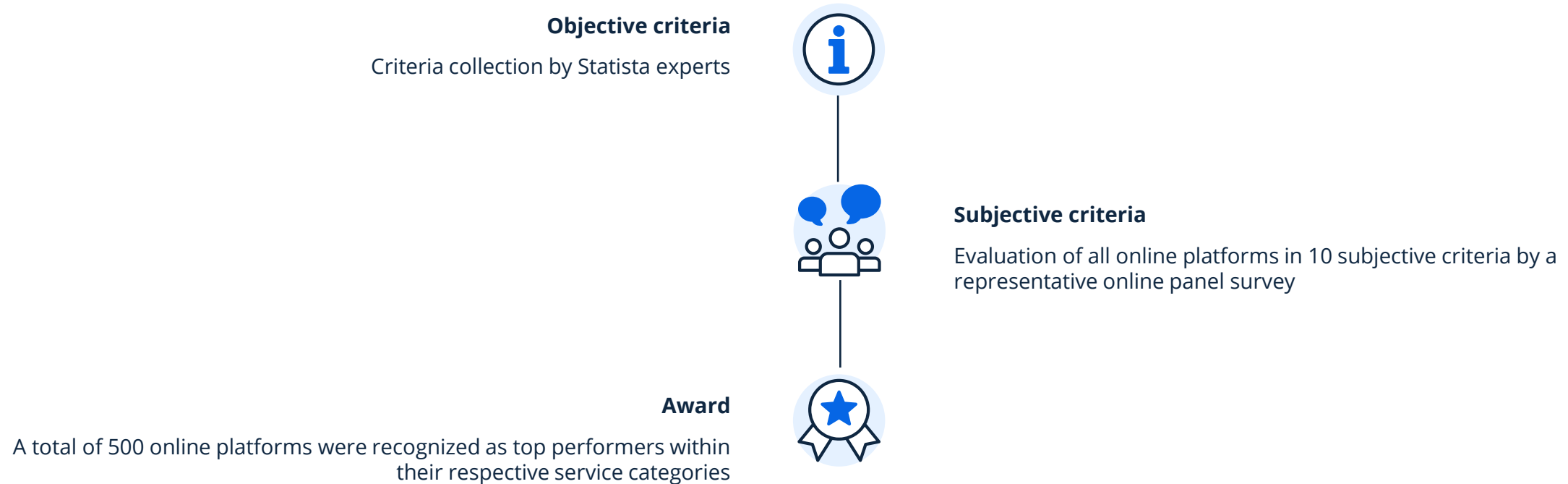
How strongly do you agree with the following statements? ⁽¹⁾ (1 - <i>strongly disagree</i> , to 6 - <i>strongly agree</i>)
The online platform looks of a very high quality (quality, color schemes, and graphics)
The homepage is very clear and well-structured/designed
The navigation of the website is clear and understandable (e.g., contact, services, "About Us")
The search bar is easy to find and well-placed on the page
The offered services of the platform are immediately clear
The online platform evokes confidence right away
The option to register/sign up is immediately visible

Purchase probability

1. Disregarding price: Imagine you are interested in a specific offer. How likely are you to engage with the offer on the online platform you just saw? (10-Point Likert-Scale)
2. Have you used the shown online platform before?
3. How satisfied were you with the use of the online platform? (6-Point Likert-Scale)

After extensive analysis, the 500 online platforms with the highest overall scores were awarded as America's Best Online Platforms 2025

Award



The final ranking follows a user-focused structure, organized into 8 core industries and 25 categories

Categorization

Industry	Category
Business, Career & Education	Business Services
	Education & Learning
	Jobs & Career
Deals & Shopping	Buying, Renting & Selling
	Cashback, Coupons & Surveys
	Deals & Offer Comparison
	Groceries & Delivery Services
Finance & Money	Banks, Investments & Loans
	Insurance & Protection
	Taxes
Hobbies & Social	Email & Communication
	Health & Care
	Leisure, Games & Sports
	Licenses & Media
	Networks & Social Contacts
	Pets

Industry	Category
Home & Utilities	Household, Homework & Energy
	Internet & Telecommunication
Legal & Real Estate	Legal Services
	Real Estate
Logistics, Transport & Vehicles	Logistics & Shipping
	Mobility & Transport
	Vehicles
Travel & Tourism	Cruises
	Flights & Vacation


Statista R created the ranking “America’s Best Online Platforms 2025” in cooperation with Newsweek

Partner network



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Statista R is a world leader in the creation of company, brand, and product rankings and top lists, based on comprehensive market research and data analysis: Statista R recognizes the best. With a team of over 100 expert analysts and in cooperation with more than 40 high profile media brands across all continents, Statista R creates transparency for consumers and business decision makers and helps companies build trust and recognition across a plethora of industries and product categories. Visit r.statista.com.

Statista R is a division of **statista** . The leading data and business intelligence portal provides an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries. Find out more at statista.com.

The Newsweek logo, consisting of the word "Newsweek" in white, bold, sans-serif font, set against a solid red rectangular background.

About Newsweek

Newsweek is a premier news magazine and website that has been bringing high-quality journalism to readers around the globe for over 80 years.

Newsweek provides the latest news, in-depth analysis and ideas about international issues, technology, business, culture and politics. In addition to its online and mobile presence, Newsweek publishes weekly English print editions in the United States, Europe/Middle East/Africa and Asia as well as editions in Japanese, Korean, Polish, Serbian and Spanish.

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Disclaimer

The rankings are comprised exclusively of online platforms that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on website information, reviews from online users and technical criteria at the time of creation. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the period from March 2025 to May 2025. Furthermore, events preceding or following the period 01/03/2025-28/05/2025 and/or pertaining to individual persons affiliated/associated to the facilities were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about online platforms. The quality of platforms that are not included in the rankings is not disputed.