

Google

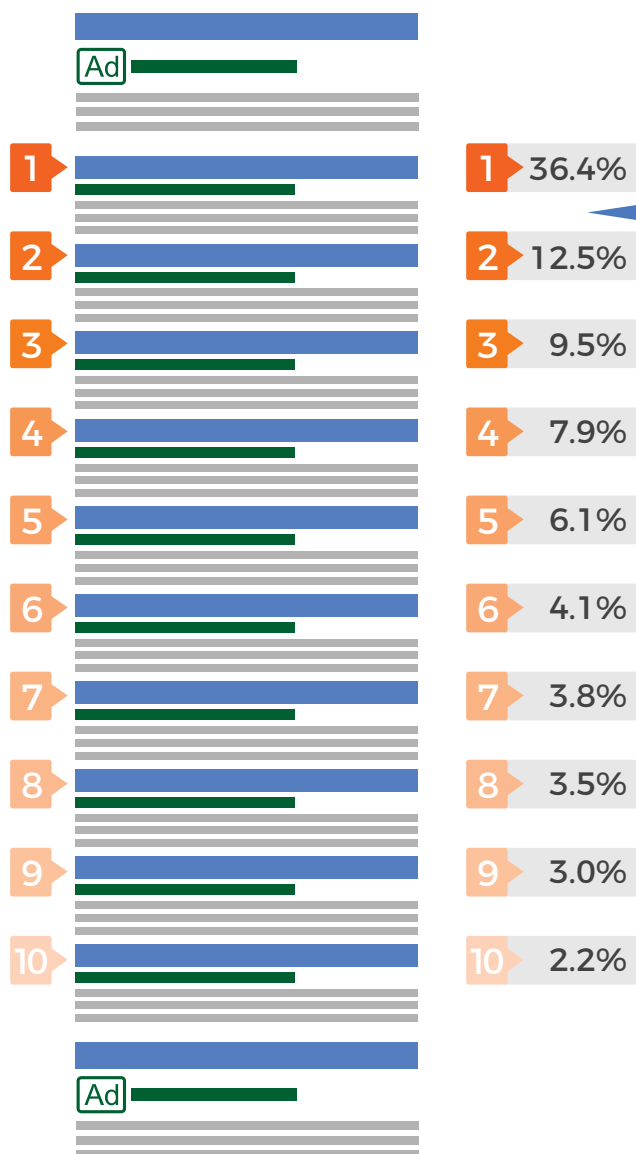
Who gets the clicks in a Google search?



Google Search

I'm Feeling Lucky

Google

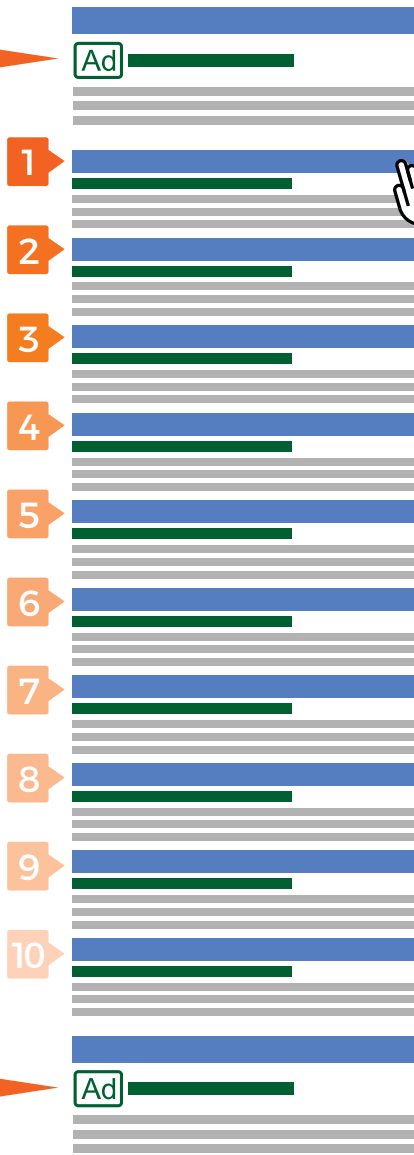


You can see the importance of the #1 spot as the #2 spot receives less than half of the users clicks.



Goooooooooooooogle >  
1 2 3 4 5 6 7 8 9 10

Paid for listing



Advertisers pay Google for this position. If there are multiple advertisers on a search page then a business is paying more than any other per click, to be listed #1. Each click on the ad costs the advertiser. The advertiser who pays the most is listed atop the search page. There can be as many as 3 advertisers at the top and 3 at the bottom of the page. The more advertisers shown is how competitive that search phrase is.



Paid for listing

This advertiser is paying less per click than the advertiser above.



Google

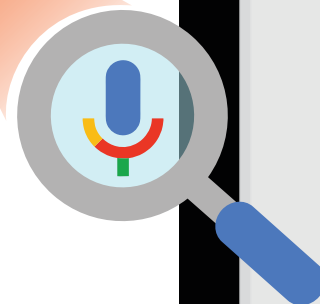
type new search



## VOICE SEARCH

OK Google, Siri, Alexa & Cortana

- 50% of searches will be voice by 2020
  - From 2008 to 2016 Google Voice queries grew 35x
  - The voice recognition market will be \$601 million by 2019
- Sites need to be optimized for voice search.



over  
**90%**  
don't go to  
Page 2  
of Google

Users will redefine their search  
more often than going to page 2

Go  oogle >  
1 2 3 4 5 6 7 8 9 10