

Why achieving top organic position on Google can pay huge dividends

Ever wondered how many people click on a particular organic position on Page 1 Google?

Several pieces of information have become available, to help us have some idea of click through rates.

In 2006 there was the AOL data leak, giving first place 42% of traffic with 11.9% for second place.



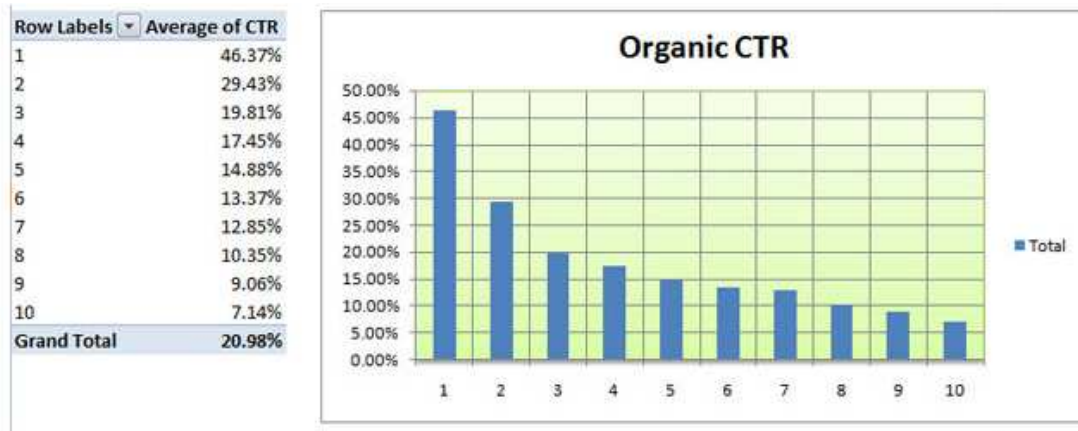
Overall Percent of Clicks	Relative Click Volume
1. 42.13%, 2,075,765 clicks	
2. 11.90%, 586,100 clicks	2. 3.5x less
3. 8.50%, 418,643 clicks	3. 4.9x less
4. 6.06%, 298,532 clicks	4. 6.9x less
5. 4.92%, 242,169 clicks	5. 8.5x less
6. 4.05%, 199,541 clicks	6. 10.4x less
7. 3.41%, 168,080 clicks	7. 12.3x less
8. 3.01%, 148,489 clicks	8. 14.0x less
9. 2.85%, 140,356 clicks	9. 14.8x less
10. 2.99%, 147,551 clicks	10. 14.1x less

1st page totals: 89.82%, 4,425,226 clicks

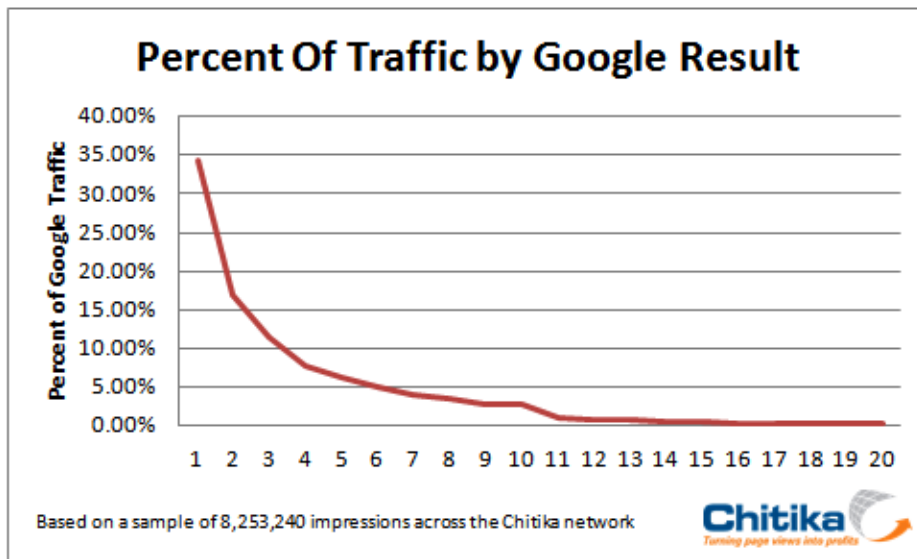
2nd page totals: 10.18%, 501,397 clicks

Based on this data, if you are ranking 8, 9, or 10 you may be able to increase your traffic for that keyword 1,400% by ranking #1. Even jumping from #8 to #3 can triple your traffic.

Next there was a study by Neil Walker showing 46.37% & 29.47% for second. This is based on Webmaster Tools data across 2700 keywords.



Then there is the Chitika Study that shows first place gets 34.35% compared to second place which gets 16.96%.



Google Result	Impressions	Percentage
1	2,834,806	34.35%
2	1,399,502	16.96%
3	942,706	11.42%
4	638,106	7.73%
5	510,721	6.19%
6	416,887	5.05%
7	331,500	4.02%
8	286,118	3.47%
9	235,197	2.85%
10	223,320	2.71%
11	91,978	1.11%
12	69,778	0.85%
13	57,952	0.70%
14	46,822	0.57%
15	39,635	0.48%
16	32,168	0.39%
17	26,933	0.33%
18	23,131	0.28%
19	22,027	0.27%
20	23,953	0.29%

So it is possible to conclude from the above that Position 1, gets the majority of visitors, with second place around half of first position.

Lower positions do not do well averaging around 3%.

These figures, although not scientifically accurate, do at least show the importance of achieving Position 1, if we want to gain a significant increase of traffic to our website.

For companies who achieve the bottom positions of Page 1(ie, positions 5-10), it may be worthwhile making an investment with a professional SEO company to aim to achieve at least position 2, or even position 1. There must be gold in these locations! The significant increase in traffic & resulting business, could easily offset the SEO costs.

Bob Snowzell is an internet marketing consultant with www.e-bob.co.uk

	<p>T: 01924 272721 E: info@e-bob.co.uk W: www.e-bob.co.uk</p>
---	---