



SEO STATS

**For Beginners and Those Who
Just Love Facts**

FACT #1

75%

Of searchers **never go past the
first page** of search results

FACT #2

THE #1

Result in Google gets
approximately 27.6% of all clicks

FACT #3

THE CTR

For the first organic search
result is **39.8%**

FACT #4

21%

Of searchers click on **more than
one** search result

FACT #5

46%

of all searches on Google are for a
local business or local service



FACT #6

76%

Of people visit a business **within one day**
after searching for it on their smartphone

FACT #7

NEARLY 60%

Of pages ranking in the top 10 Google
results are **3 or more years old**



FACT #8

TOP 3

Ranking factors of Google's search results are:
high-quality content, page experience and links

FACT #9

KEYWORD

Average length for the top-ranking 10%
of sites ranged from **3.2 to 3.5 words**

FACT #10

46%

Of marketers and business owners agree that
SEO **leads to success in content marketing**



DON'T LET MARKETING BE THE THING HOLDING YOU BACK



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