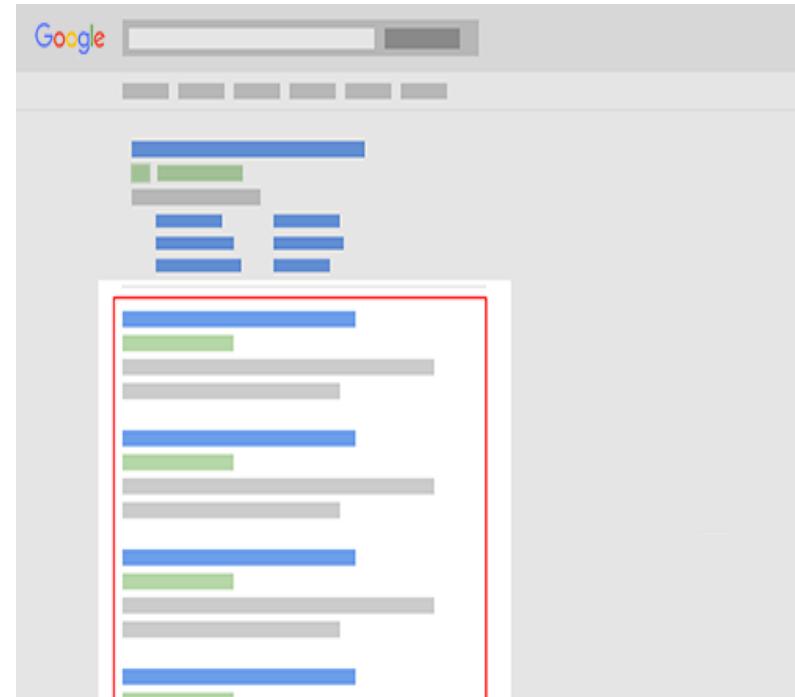


# **Introduction to Organic & Paid SERPs – search engine results page *in the context of Google***

# Organic Search Result

- A free listing in Google Search that appears because it's relevant to someone's search terms.
- Non-organic search results are paid advertisements.
- The ads above organic results contain an “Ad” box.
- The ads to the right of organic results have an “Ads” box above them.
- Analyzing organic search results can often help to identify new keywords for your Google Ads campaigns.



Examples?

# Organic vs. Paid Search

- **Organic search (natural search)** is based on unpaid, natural rankings determined by search engine algorithms, and can be optimized with various SEO practices.
- In contrast, **paid search** allows you to pay to have your website displayed on the search engine results page when someone types in specific keywords or phrases. The fee you pay is usually based on either clicks or views of your ads.

**But** maybe organic is more essential.. Why??

A strong marketing strategy uses both search engine optimization and paid search (search engine marketing) to get found online.

# Organic vs. Paid Search

- More than 90% of users click on organic results
- Less than 10% click on paid results.

Why??

Users trust search engines



*Optimization vs.  
Marketing  
PR vs. Advertising*

51% OF WEBSITE TRAFFIC COMES FROM  
ORGANIC SEARCH RESULTS

Chances are, more than half of your web **traffic** started  
with a **search**.

→ over 40% of revenue is captured through  
organic **search traffic**

# Why Google?

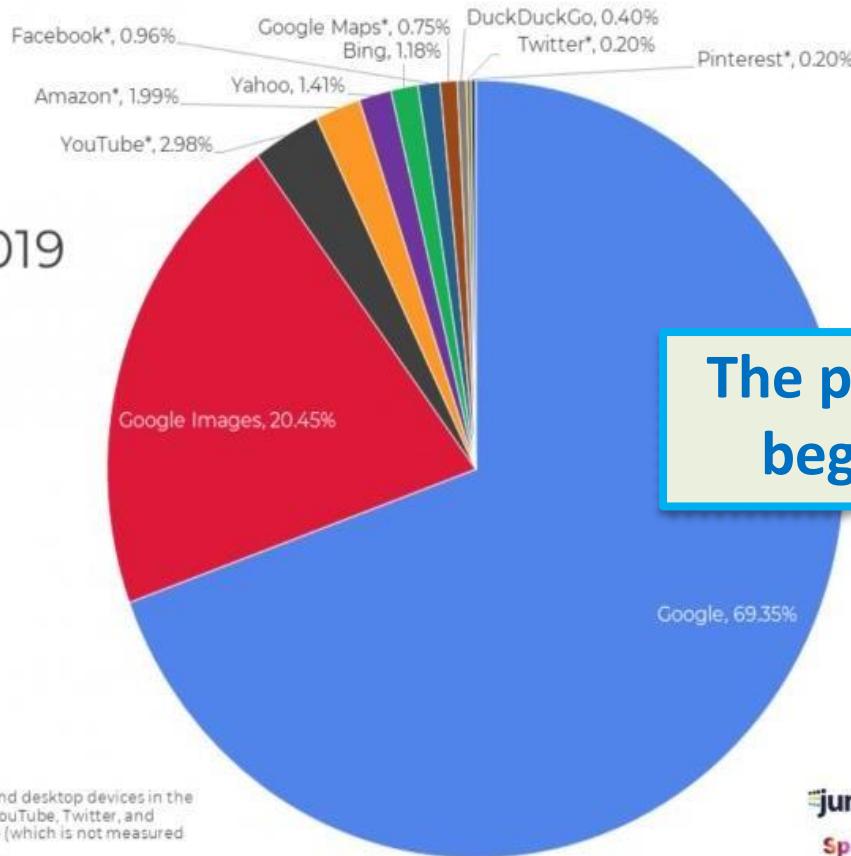
## Google presence is the most important:

- In 2013, Google's services were unavailable for only 5 minutes due to an outage and web traffic dropped by 40%..
- There are more than **2.3 million Google searches** conducted each minute.
- More than half of Google's searches are conducted across **mobile platforms**.
  - People are searching on the go, and are looking for **local results**.
  - 18% of local searches will lead to a sale on the same day (7 % of non local search).
  - 50% of mobile phone users will visit your store after conducting a search (34% of computers & tablets).

# Why Google?

## Search Engine Market Share Q2 2019

**94%**  
of all searches happen  
on a **Google** property



**The purchase process  
begins in Google!**

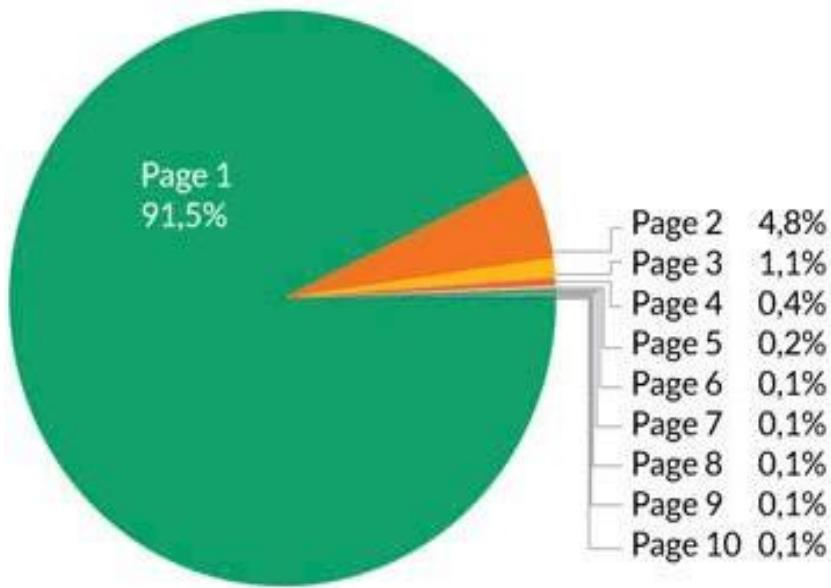
\* Data from 230B+ browser-based searches on millions of mobile and desktop devices in the United States. Search share on Google Maps, Facebook, Amazon, YouTube, Twitter, and Pinterest are likely underrepresented due to heavy mobile app use (which is not measured by Jumpshot's browser-based panel).

**jumpshot**  
**SparkToro**

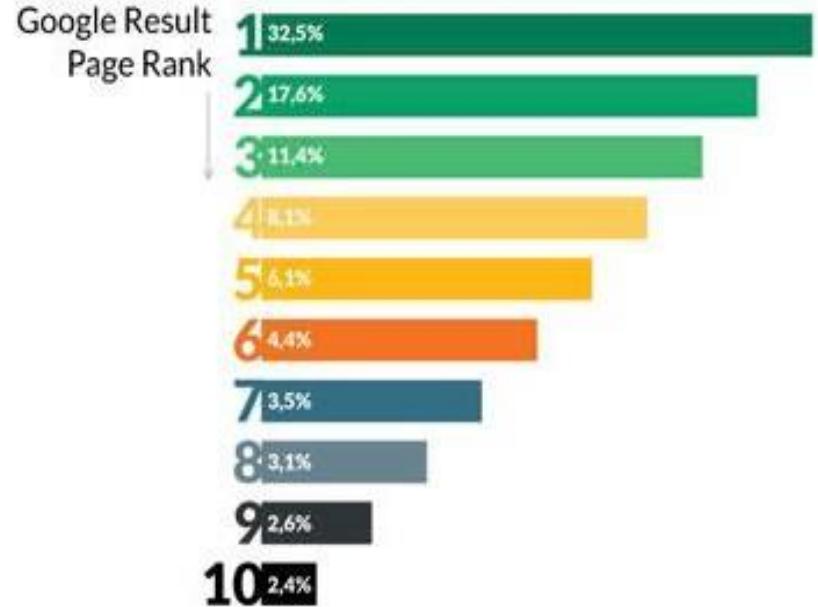
# Google search behavior

## *1<sup>st</sup> Page vs. other pages*

Percentage of Google Traffic



Average Traffic Share



# Google search behavior

The #1 Result In Google gets 31.7% of all clicks & the highest CTR

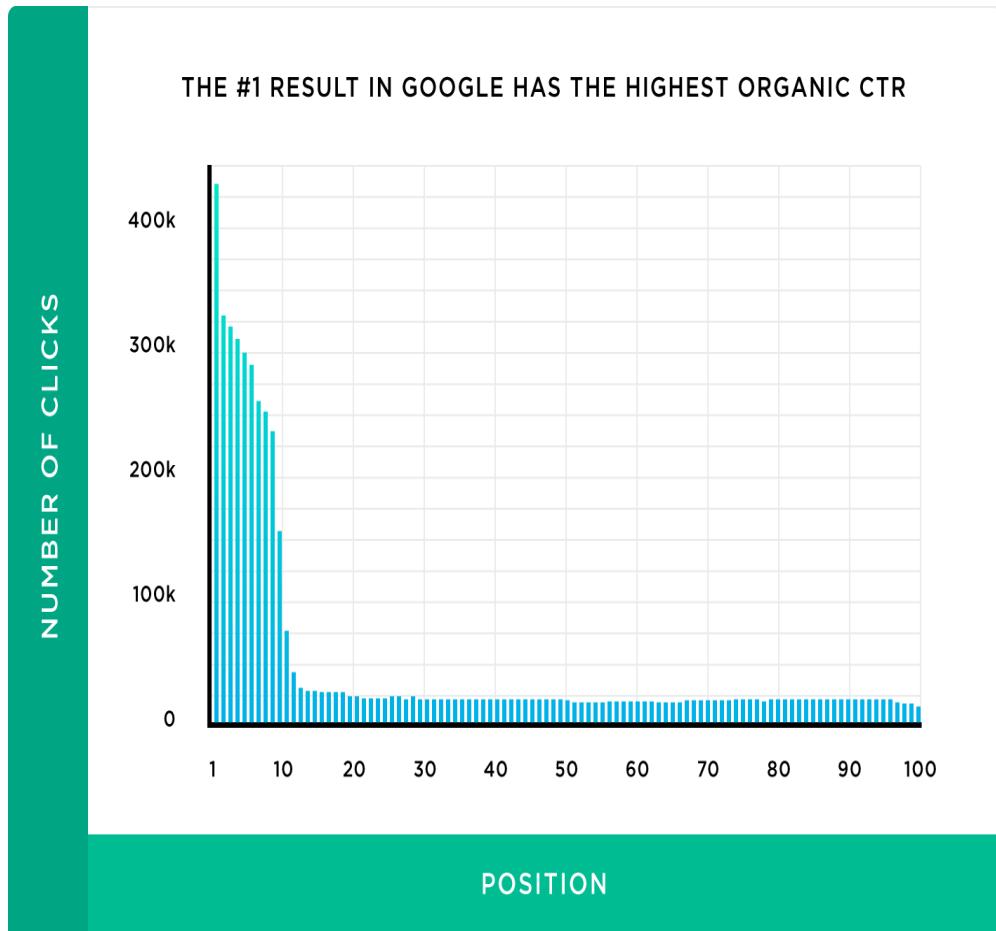
*A ratio showing how often people who see your link/ad end up clicking it.*

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100\%$$

CTR: Click-Through Rate

Clicks: The number of people who click on your link or ad.

Impressions: The number of people who view your link or ad.



Data from 2019:  
<https://backlinko.com/google-ctr-stats>