

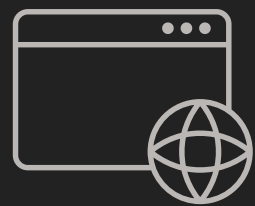
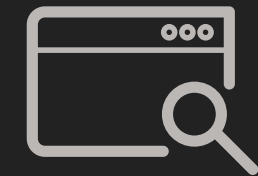
SEO STATISTICS





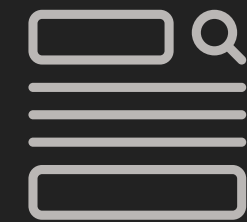
In 2021 (to date), Google accounted for just over 70% of all global desktop search traffic, followed by Baidu at 13%, Bing at 12%, and Yahoo at 2%.

Google has already received 360 billion searches this year (and counting).



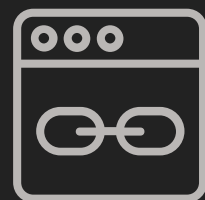
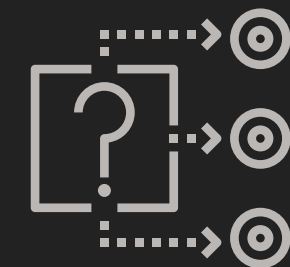
In 2021 (to date), Google accounted for just over 70% of all global desktop search traffic, followed by Baidu at 13%, Bing at 12%, and Yahoo at 2%.

Of the billions of searches that happen on a given day, 15% of daily searches are new to Google.



On the first page alone, the first five organic results account for 67.60% of all the clicks.

Google's search algorithm uses more than 200 factors to rank websites.

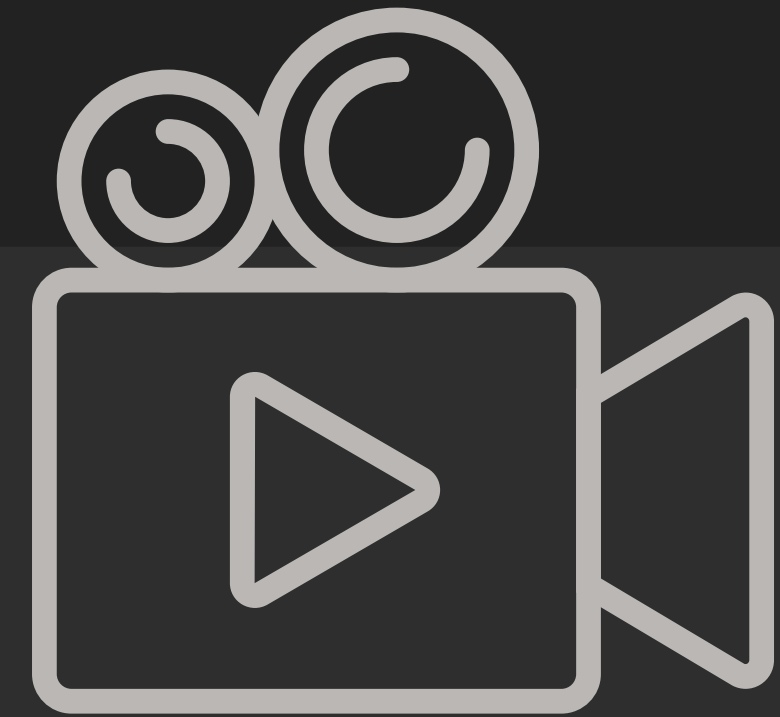


High-quality content and link building are the two most important signals used by Google to rank your website for search.



50x

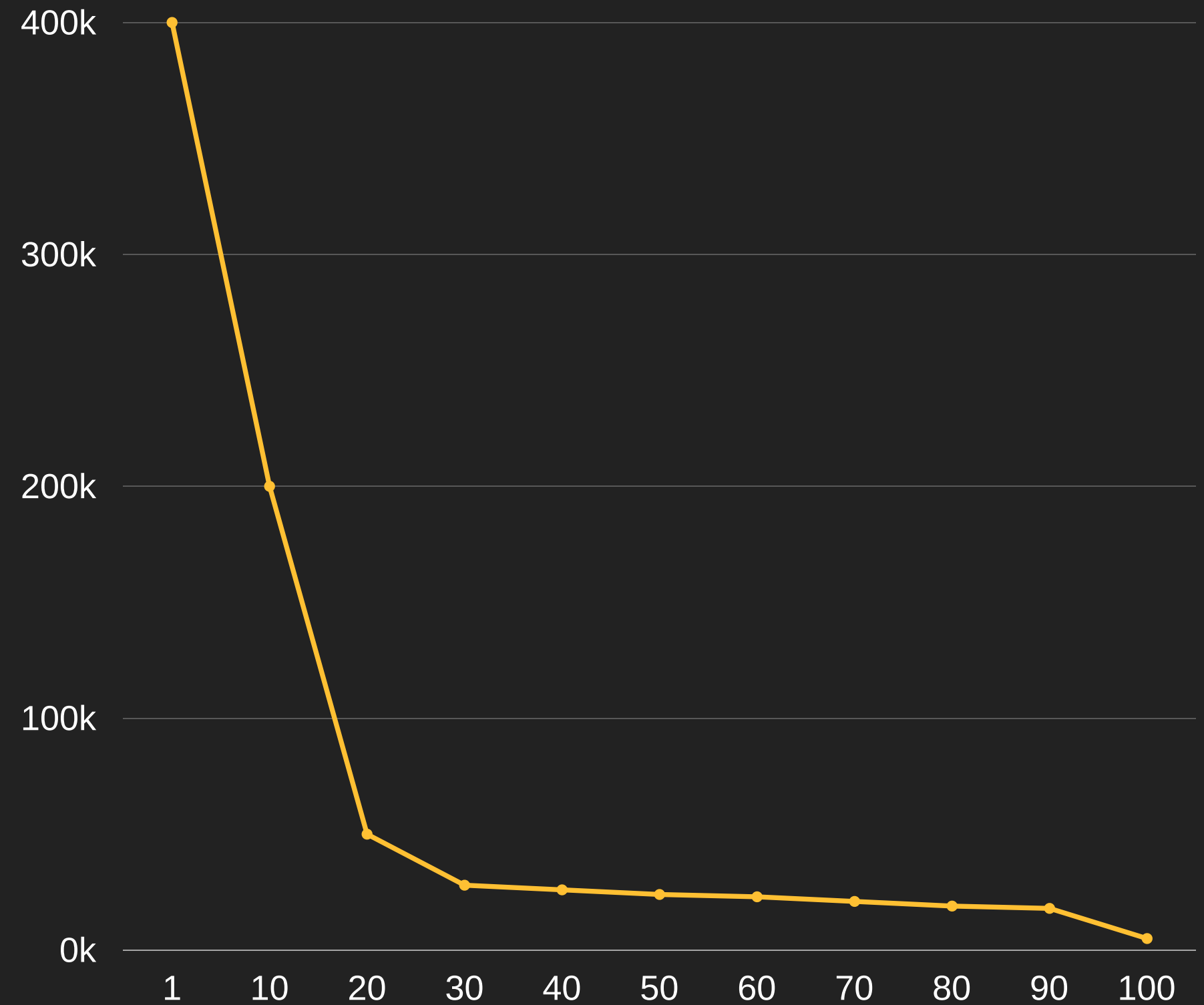
videos are more effective



Video is 50x more likely to get organic ranking than plain text results.



**Only 0.78% of
Google searchers
click on results
from the 2nd page.**



Ranking Factors



Website Visits



Time on Site



Pages per session



Bounce Rate

The top four ranking factors are direct website visits, time on site, pages per session, and bounce rate.



Visual Content

62% of Gen Z and Millennial consumers want visual search more than any other new technology.



What Marketers & SEO Experts think?



61% of marketers

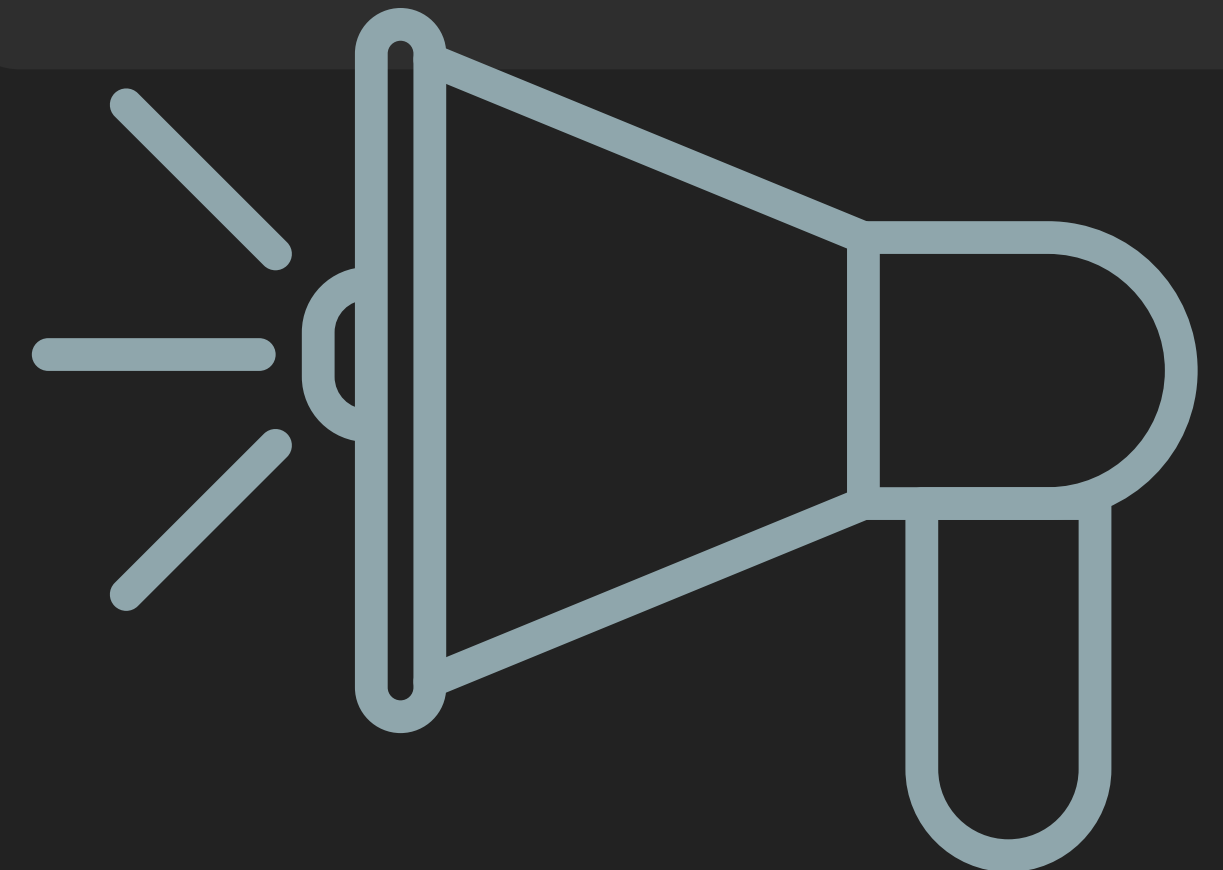
say improving SEO and growing their organic presence is their top inbound marketing priority.

70% of marketers

See SEO as more effective than PPC.

36% of SEO experts

think that the headline/title tags is the most important SEO element.



Top results on Google's first SERP have 3.8 times more backlinks than those below them.

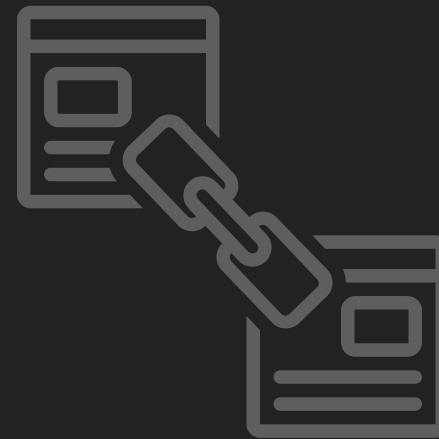
In 2020, 55% of all worldwide online traffic came from mobile, 42% from desktop.

By 2025, nearly 73% of internet users will access the internet solely via mobile devices.

69.7% of search queries contain four words or more.

Long-tail keyword searches have a click-through rate 3% to 5% higher than generic searches.

"Best" + "right now" mobile queries have grown by over 125% in the last two years



More than 1.3 million businesses, website publishers, and nonprofits nationwide benefited from using Google's advertising solutions.

"Where to buy" + "near me" mobile queries have grown by over 200% in the past two years.



Updating and republishing old blog posts with new content and images can increase organic traffic by as much as 106%.

Images are returned for 27.9% of search queries on Google.



40.7% of all voice search answers came from a featured snippet

The more backlinks a page has, the more search traffic it gets from Google. ...

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