



Why Google Result Positioning Matters



..... A publication of

Chitika



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1...Introduction



Being the top Google result for a key word or phrase is often seen as a tremendous achievement for a wide variety of websites, but maintaining that spot isn't easy.

Since Chitika Insight's [last report in May 2010](#) analyzing the value of Google result positioning, the Google search algorithm has changed hundreds of times.

With these changes in mind, the Chitika Insights team sought to update our Google result valuation statistics, in order to quantify the value of each spot on a Google results page is worth as it relates to traffic from the search engine.

2.000 Research Methodology

To quantify this study, Chitika Insights examined tens of millions of online ad impressions in which the user was referred to the page via a search originating on Google. From the referring Google URL, Chitika is able to extract the position the page was on within the prior search results page. From this, Chitika can measure what percentage of Google traffic comes from each position of the search results page. The data set was drawn between May 21 and May 27, 2013.

Please see Appendix for Chitika's complete methodology.

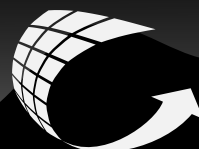
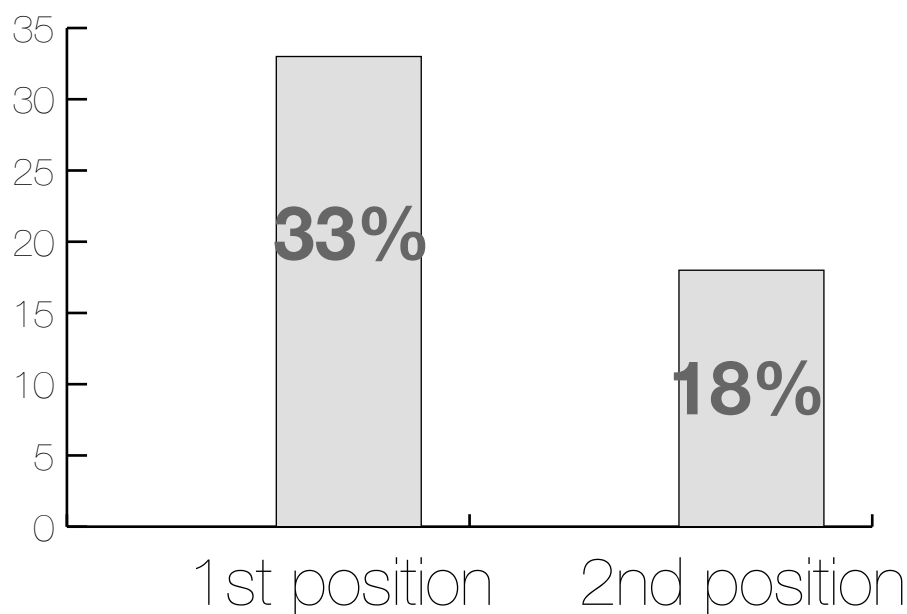
3.000 Results + Report Findings

What's **changed** in the past few years?

The percentage of traffic for each position looks very similar to results published three years ago. A website with the first position in the search results contributed to

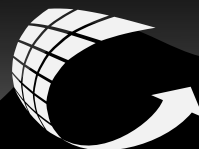
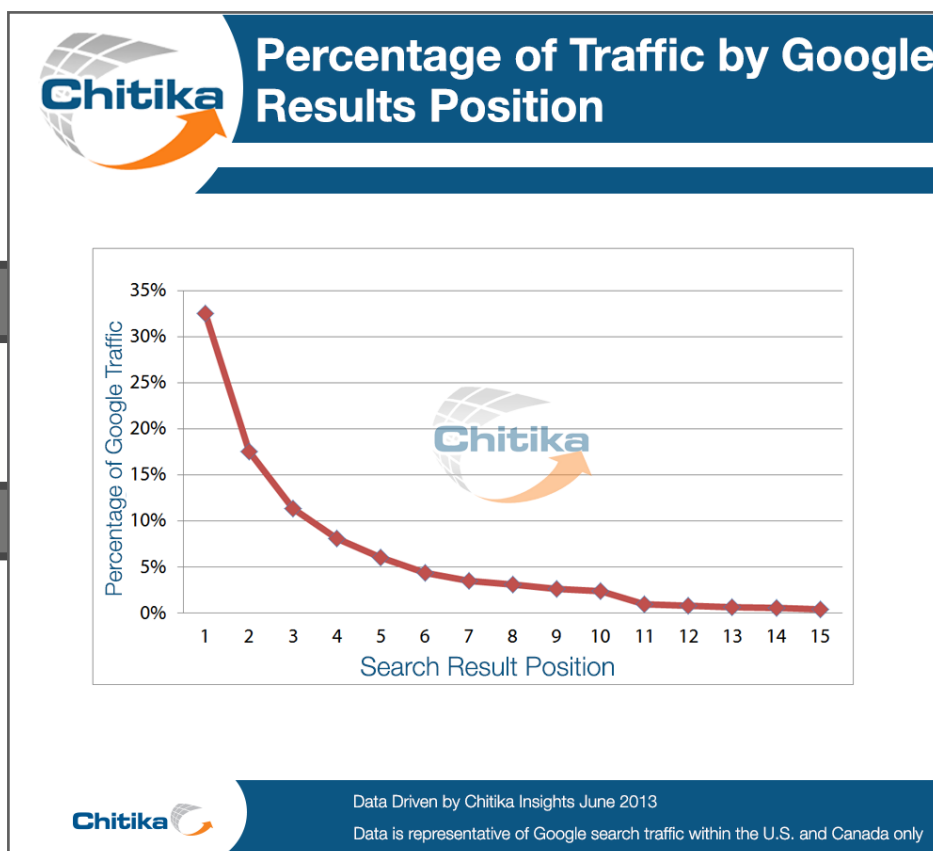
33% of the traffic, compared to **18%** for

the second position.



4.000 Traffic Distribution by Position

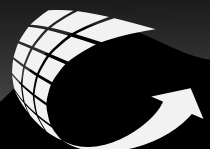
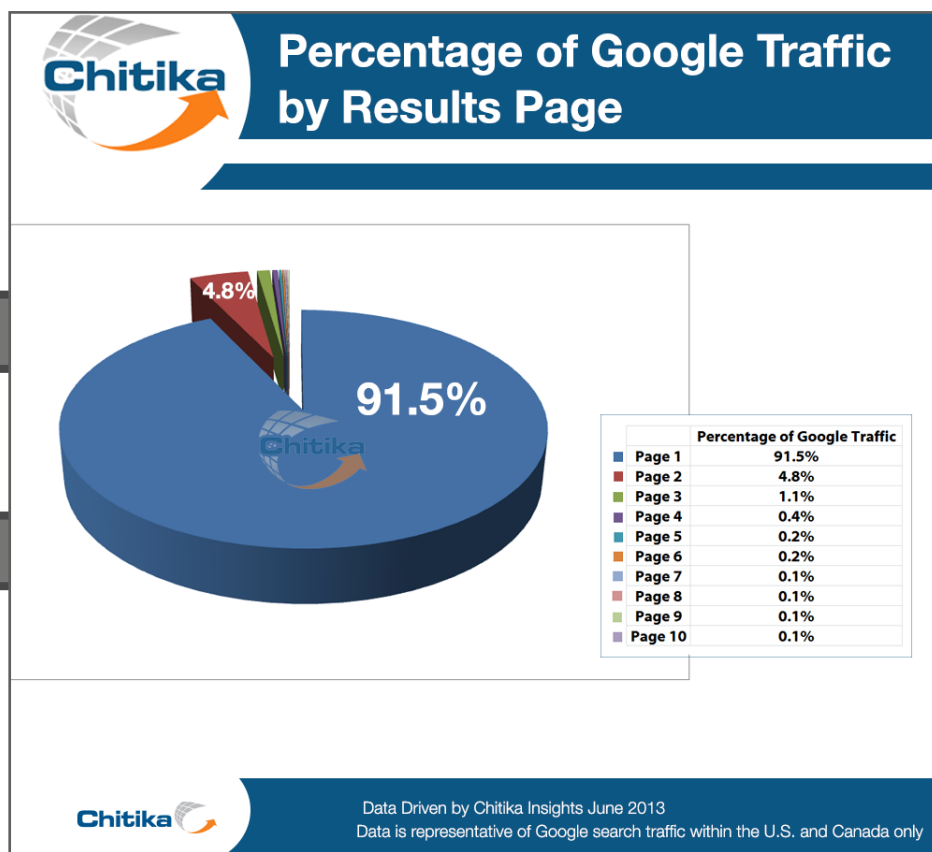
The data also shows that the first position on any page of results contributed to more traffic than the second position in each respective page (i.e., traffic from users dropped by **27%**, **11.3%**, and **5.4%** from the first position to second position in page two, three, and four). Also, similar to findings in the previous report, the drop in traffic volume between the last position on a page and first position on the next page was high. Traffic dropped off by **140%** between the 10th and 11th position and **86%** between the 20th to 21st position.



5000 Traffic Distribution by Page

The drop in cumulative traffic moving from one page to another was even more significant.

Sites listed on the first Google search results page generate **92%** of all traffic from an average search. When moving from page one to two, the traffic dropped by **95%**, and by **78%** and **58%** for the subsequent pages.



6.000 The Verdict + Mobile Optimization

The Verdict : SEO Matters

While being the number one result on a Google search results page is obviously important, these numbers show just how big of an advantage websites of this type have over any competitors listed below them. The importance of SEO for online business is seemingly quantified by these latest statistics, which, judging by their similarity to those observed as part of the 2010 study, are not likely to change significantly in the near future.

Google Result Positioning + Mobile Optimization

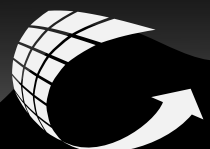
Recently, Google has announced that they will be pushing an update to their algorithm that will penalize sites that are not mobile optimized. At Chitika, we're always looking for ways for [our publishers](#) to earn more revenue, and mobile optimization is definitely something ALL publishers need to do. For tips on how you can maintain your search ranking by optimizing for mobile, [click here](#).

Also, keep in mind that optimizing for mobile is just one part of the necessary measures to take to optimize your websites! There are always things you as a publisher can do to boost revenue. To learn how you can optimize your site to increase ad revenue potential, download our [free eBook here](#). You can also optimize your site to be advertiser-friendly (meaning you will be served higher paying ads), so be sure to download our free eBook, "10 Tips for Top-Tier Ads" [here](#).

To sign up for your free Chitika Account,

[Click Here](#)

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7...Appendix 1

Standard Methodology

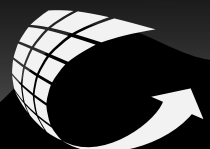
As an ad network, Chitika Insights measures usage based on ad impressions served within our network. An ad impression is measured when an individual user loads a page containing Chitika ad code. Chitika Insight' method does not measure unique users, it measures overall Web Usage. This means that if a user views ten pages that contain Chitika code, they will register ten ad impressions. All Chitika ad impressions are generated through Web browsing, not mobile or desktop applications.

Chitika Insights utilizes the user agent generated by each website visitor to determine the web browser, operating system, and (if applicable), the mobile phone or tablet in use by that user. Chitika maintains an extensive database used for identifying user agents. Although we attempt to be as comprehensive as possible, this database is constantly being refined as new devices and software are released.

Chitika Insights' typical sample for a study consists of approximately 300 million U.S. and Canadian impressions, as measured by page views rather than unique visitors (as explained in the first paragraph of this section). However, this number can vary based upon the length of the study or what is being measured.



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Network Size

The Chitika Network is composed of website owners who register one or more domains within one user name. The number of users who provide Chitika with North American traffic total over 100,000, encompassing more than 300,000 websites spanning a wide variety of verticals (e.g. automotive repair tips, news site, job postings, etc.).

Overall, Chitika ads appear on sites ranging from the Alexa Top 10, to smaller, “long-tail” type blogs.

Data Analysis

To garner the data used for these studies, Hadoop and other, proprietary, Hadoop-like systems are employed. Prior to the release of any study, multiple checks are run on the resulting data by separate members of the larger team for accuracy and data integrity.

Countries Excluded

Unless otherwise specified, all Chitika Insights reports include data from the U.S. and Canada only.

Date Range for Study

For each study, Chitika Insights specifies the date range of the report within the text. The date range is typically the last full week available in the month of the report. In the event that the range is adjusted, (potentially due to data unavailability) Chitika Insights will include an applicable note in the report.

Data Accuracy

All Chitika Insights reports are generated by analyzing the Chitika ad network. The Chitika Insights team aims to ensure representative results through large sample sizes and a varied network of publishers. However, Chitika Insights can make no guarantees that any results are 100% representative of the Internet as a whole. Our internal systems can only measure what we see in our network.

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