

Chitika Insights  
**The Value of Google  
Result Positioning**

June 7, 2013

A publication of

**Chitika**



# 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 Insights' last report in May 2010](#) about value of Google result positioning, the Google search algorithm has [changed hundreds of times](#). With these changes in mind, the Insights team sought to update our Google result valuation statistics, looking to quantify what each spot on a Google results page is worth in terms of traffic from the search engine.

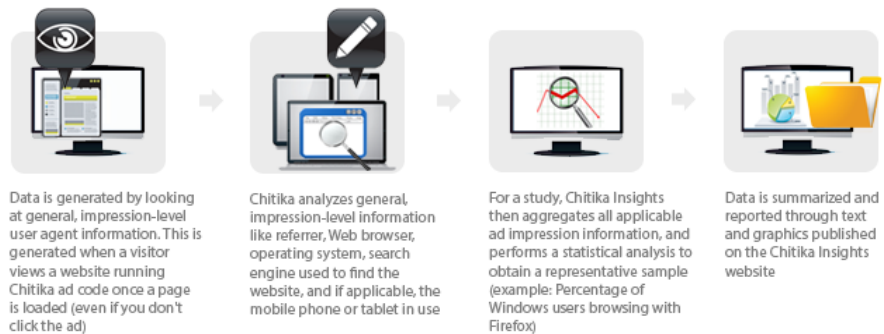
## 2 Research Methodology

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 Google search. From the referring Google URL, Chitika is able to extract the position that 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 from a date range of May 21st to May 27th, 2013.

## 2A 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 Insights' 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.

Where does the data for Chitika Insights studies come from?



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.

### Sample Size

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.

## **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 sites, 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.

## 3 Results & Report Findings

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.

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 the previous report, the drop in traffic volume between the last position on a page and first position on the next page was high. The traffic dropped by 140% going from 10th to 11th position and 86% going from 20th to 21st position.

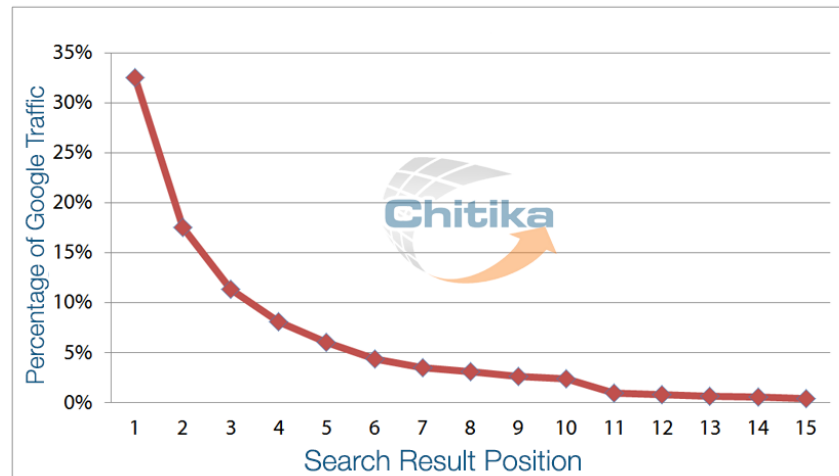
The drop in cumulative traffic moving from one page to another was even more significant.

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.

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.

## 4 Graphs and Tables

**Figure 1:** Percentage of Traffic by Google Results Position



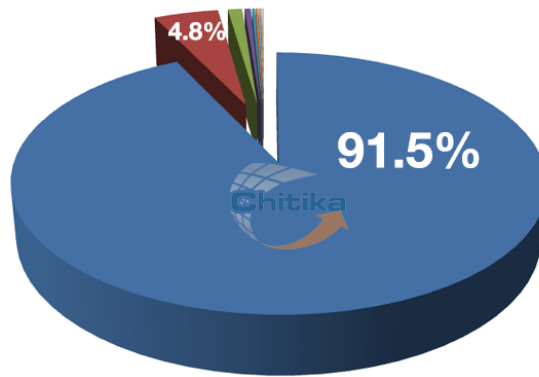
Data Driven by Chitika Insights June 2013

Data is representative of Google search traffic within the U.S. and Canada only

**Figure 2:** Percentage of Google Traffic by Results Page



## Percentage of Google Traffic by Results Page



Percentage of Google Traffic	
Page 1	91.5%
Page 2	4.8%
Page 3	1.1%
Page 4	0.4%
Page 5	0.2%
Page 6	0.2%
Page 7	0.1%
Page 8	0.1%
Page 9	0.1%
Page 10	0.1%



Data Driven by Chitika Insights June 2013  
Data is representative of Google search traffic within the U.S. and Canada only



## 5 About Chitika/Chitika Insights

Chitika is an online ad network that caters over four billion strategically targeted ads each month to a network of over 250,000 sites, making it the second largest network of its kind. Chitika's advertising partners include; Yahoo!, Superpages, yellowbook, ServiceMagic and Shopzilla.

Chitika Insights is the independent research arm of online ad network Chitika. Our team of passionate and innovative Data Solutions Engineers produce a series of reports each week uncovering unique trends in Internet usage. Research studies are conducted by tapping into Chitika's extensive network comprised of over 300,000 sites, totaling hundreds of millions of ad impressions each week.

### **Research Mission**

Data-driven analysis is essential to any business because it provides quantitative insight into business problems, risks and marketplace changes, and improves decision making. However, for data analysis to add valuable insights, it must come from an unbiased and educated source.

Reliable data-driven research must be conducted and interpreted by analysts who:

- Possess a high degree of experience in diverse methods that have been tested and proved useful for application to business problems
- Follow the story the data is telling, without any bias or predetermined interest in a particular outcome
- Have the ability to present findings to all stakeholders in way that is both accessible and actionable

Chitika's research process is driven by a relentless focus on data quality and rigorous data interpretation. The Chitika Insights data team consists of more than a dozen analysts experienced in working with the data collection systems and large data sets these studies entail. The diverse backgrounds of our research analysts, including such areas as statistics, math, economics, computer science, engineering, and business, allow us to approach problems creatively from multiple angles.

We have expertise in several research methodologies, which allow us to:

- Understand the makeup of the online world through our large data sets of Internet user behavior
- Quantitatively evaluate the online performance of Web properties
- Build statistical models of business phenomena that improve understanding and inform decision making
- Examine and forecast changes in key performance indicators

At Chitika, our passion is to provide accurate data-driven insight that can drive improved performance.

## 6 Contact

For more information about Chitika's research process and methodologies please contact us using the information below:

[press@chitika.com](mailto:press@chitika.com)

508.439.4529

**Mailing Address:**

Chitika, Inc.

1800 West Park Drive

Suite 300

Westborough, MA 01581