

Search engine marketing statistics

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Search usage

- Organic listings are more likely to be seen by a greater percentage of users than sponsored listings. 80% of Google users skip the sponsored links and go straight to the top organic listings.
- Search engine listings with clear and relevant titles and descriptions are essential to establish credibility and trust. Click through rate for the top 3 positions with relevant descriptions is nearly 100%.
- 68.3% of those accessing the internet, use the internet to research a product or service, 42.6% will reach their decision online.
- Unbiased, non-threatening information is more likely to capture a conversion than overt sales messages (product brochures, vacation guides, competitive comparison charts are attractive).
- The average time a user takes to make a decision of whether a site is relevant or not is between 10-15 seconds. (Source: Enquiro 2004)
- Separate studies found that between 80-58% of users do not look at the second page of listings. (Source: Enquiro 2004, Spink and Jansen 2003, respectively)
- A negative user experience on a website can cost 12 out of the 30 million potential customers in the UK.
- All websites provide a first impression or insight into a company and people view the quality online as a reflection of the company in the real world.
- 40% of visitors will not return to a website after one negative experience. (Source: Zona Research 1999)
- Over 85% of web users now use search engines and directories to find what they are looking for online. (Source: Forrester 2003)
- In April 2004 the average U.K. search engine user conducted 41.8 searches (35.2 in the US). (Source: comScore qSearch 2004)

Online spend

- 61% of web shoppers are optimistic about online payment security. (Source: AC Nielsen March 2004)
- US online retail sales are set to rise to \$117 billion dollars, 50% of internet users buying online with an average spend of \$780 by 2008. (Source: Jupiter Research January 2004)

Search engines

- Google is used by a greater number of people in the UK, France and Canada than any other search engine (April 2004), with the exception of the United States, where Yahoo! leads in search penetration.
- Google accounted for more than 70 percent of searches conducted at the top three engines by users in Canada, France and the UK, versus 44 percent in the United States. (Source: comScore qSearch 2004)

Internet usage

- 50% of homes (around 12.5 million) and 68% of small businesses in the UK have Internet access
- 12% of homes have broadband in the UK. (Source: Ofcom 2004)