



SEO Statistics

Organic Traffic

1 32.5%

The average traffic share the first Google organic search result gets.

(Chitika)

2 91.5%

The average traffic share generated by the sites listed on the first Google search results page.

(Chitika)

3 1,890 words

The average content length of a Google first page result.

(Backlinko)

4 \$65 billion

The amount that companies spent on SEO in 2016.

(Borrell Associates)

5 73 billion

The estimated number of phone calls that will be generated from mobile search alone by the end of 2018.

(Acquisio)

6 Over 40%

Percent of revenue captured by organic traffic.

(BrightEdge)

All website traffic:
51% from organic search,
10% from paid search,
5% from social media, and
34% from all other sources.

(BrightEdge)