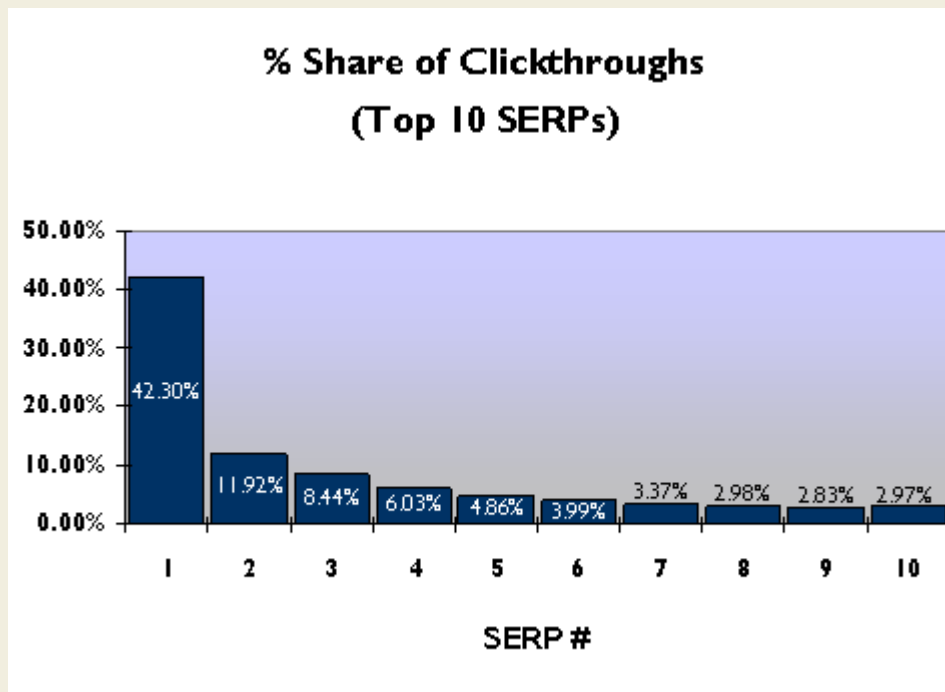


## Click Through Rate of Google Search Results - Want to Know How Many Clicks The #1 Google Position Gets?

by Richard Hearne on August 12, 2006

Well after some gentle persuasion of MySQL the [AOL-data.tgz](#) files have surrendered some interesting, if not wholly unexpected, information about the relative strengths of SERP positions.

The dataset contained 36,389,567 search queries with 19,434,540 [clickthroughs](#). While we all knew the importance of the top 3 positions in the Google SERPs, this analysis further reinforces that fact:

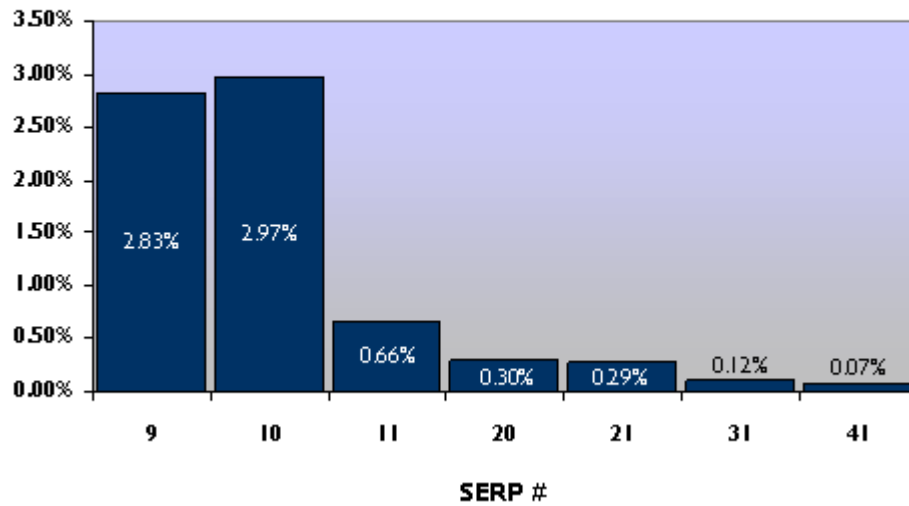


Interestingly, the #1 position receives 42.3% of all clickthroughs. The #2 position only accounts for 11.92% of all clickthroughs - almost **72% less clickthroughs** than the top position in the SERPs. Attaining the #1 position for your keywords/phrases results in nearly **4 times more traffic** than that of your nearest rival - now that's a serious difference in both traffic and potential revenue.

A #3 placement in the SERPs results in a 8.44% clickthrough rate, almost 30% less than the #2 and **over 80% less** than the top position on the first results page.

As we move down the page the rate of decline in clickthrough also falls. **Notice that a #10 position in the SERPs receives slightly more clickthroughs than #9.** This is most probably related to users glancing at the final listing as they scroll to the page navigation:

Relative Clickthrough Performance of SERP #10,  
#11, #20, #21, #31, #41



Moving off the first SERP the rate of decline in clickthrough picks up considerably. The clickthrough rate for listings with #11 rank dropped to 0.66%. That's an almost **80% decline in clickthroughs** from the #10 SERP position and shows that being on the first SERP page results in far greater SE traffic than lower listings:

Rank #	Clickthroughs	%	Delta #n-1	Delta #1
	<b>19,434,540</b>	<b>100%</b>		
<b>1</b>	8,220,278	42.30%	n/a	n/a
<b>2</b>	2,316,738	11.92%	-71.82%	-71.82%
<b>3</b>	1,640,751	8.44%	-29.18%	-80.04%
<b>4</b>	1,171,642	6.03%	-28.59%	-85.75%
<b>5</b>	943,667	4.86%	-19.46%	-88.52%
<b>6</b>	774,718	3.99%	-17.90%	-90.58%
<b>7</b>	655,914	3.37%	-15.34%	-92.02%
<b>8</b>	579,206	2.98%	-11.69%	-92.95%
<b>9</b>	549,196	2.83%	-5.18%	-93.32%
<b>10</b>	577,325	2.97%	5.12%	-92.98%
<b>11</b>	127,688	0.66%	-77.88%	-98.45%
<b>12</b>	108,555	0.56%	-14.98%	-98.68%
<b>13</b>	101,802	0.52%	-6.22%	-98.76%
<b>14</b>	94,221	0.48%	-7.45%	-98.85%
<b>15</b>	91,020	0.47%	-3.40%	-98.89%
<b>16</b>	75,006	0.39%	-17.59%	-99.09%
<b>17</b>	70,054	0.36%	-6.60%	-99.15%
<b>18</b>	65,832	0.34%	-6.03%	-99.20%
<b>19</b>	62,141	0.32%	-5.61%	-99.24%
<b>20</b>	58,384	0.30%	-6.05%	-99.29%
<b>21</b>	55,471	0.29%	-4.99%	-99.33%
<b>31</b>	23,041	0.12%	-58.46%	-99.72%
<b>41</b>	14,024	0.07%	-39.13%	-99.83%

The volume of clickthroughs for lower SERPs is so trivial that for all but the highest volume search terms these positions will **generally** yield little or no benefit to site owners (obviously some niches will prove to be exceptional).

The main message from the AOL data is that **page 1 is where the real action lies and #1 positions reign supreme.**