

Pay-Per-Clicks Vs. Organic Listings

Blizzard Internet Marketing

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Erin Blank | 22 March 2007 |

Do you ever wonder why your Google pay-per-click ads don't do as well as your MSN pay-per-click ads? Or why your Google organic listings send more traffic than your Yahoo listings? The world of Internet Marketing continues to mystify many, especially when it comes to determining budget allocation and marketing strategies.

Some recent research done by Search Engine Marketing firm Enquiro provides some great insight on budget allocation based on search engines. The chart below shows organic vs. pay-per-click usage based on which search engine people use.

Search Engine	% Organic Listing Click Through	% Pay-Per-Click Listing Click Through
Google	72%	28%
Yahoo	61%	39%
MSN	29%	71%
ACL	50%	50%
Average	61%	40%

As you can see, on average Google users tend to rely more on organic listings than on pay per click listings. MSN is almost exactly the opposite, with nearly three quarters of their users clicking through to paid listings instead of organic. Many people feel that once they rank well organically that they do not need pay per-click-listings any longer.

This chart is an excellent example of why you should budget for both paid listings and [search engine optimization](#) for organic rankings.

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