

## QUICK FACT SHEET

July 20, 2009

The following facts help new advertisers understand the market and media for Search Engine and online advertising. October-Design can help generate sales leads online so businesses can take advantage of this cost effective, measurable marketing approach. October-Design can deliver leads rather than client's having to learn the complexity and nuances of Search Engine Marketing, and we can do it all for less than one dollar per click.

## SEARCH ENGINE MARKETING

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7% of the daily U.S. web traffic goes through Google

74% of all web searches (search volume) are conducted through Google

- 16% yahoo.com
- 4% bing.com
- 1% msn.com
- 3% ask.com

*Source, Hitwise.com, (July 2009)*

68% of web users only clicked 'search listing' and/or 'sponsorship text ad' on the first page of results

- 17% clicked links on the second page
- 7% clicked links on the third page
- 8% clicked links on pages more than the third page

49% of web users will modify their search query after reviewing the first page of search results.

- 28% will change the search query after reviewing the second page results
- 15% will change the search query after reviewing the third page results
- 9% will review the first three pages of results before changing their initial search query

39% of web users feel that a company's first page prominence positively impacts their perception of that company.

- 42% had a neutral opinion
- 19% didn't feel the page result was an important factor in their perception of a company

*Source, iProspect & Jupiter Research, (April 2008). Study Title, Blended Search Results Study*

## ONLINE DISPLAY ADVERTISING

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(banners, billboards, any combination of text, video or graphics in one block area)

52% of surveyed web users (Adults 18+) responded to a display ad within the previous six months.

- 31% clicked the ad to displayed the next page
- 27% initiated a search on that product/service/business
- 9% researched the product/service/business through social media and message boards

*Source, iProspect & Forrester Consulting (January 2009). Study Title, Search Engine Marketing and Online Display Advertising Integration Study*

Compiled by October-Design

email: [rwhite@october-design.com](mailto:rwhite@october-design.com)

phone: 440.348.0500