



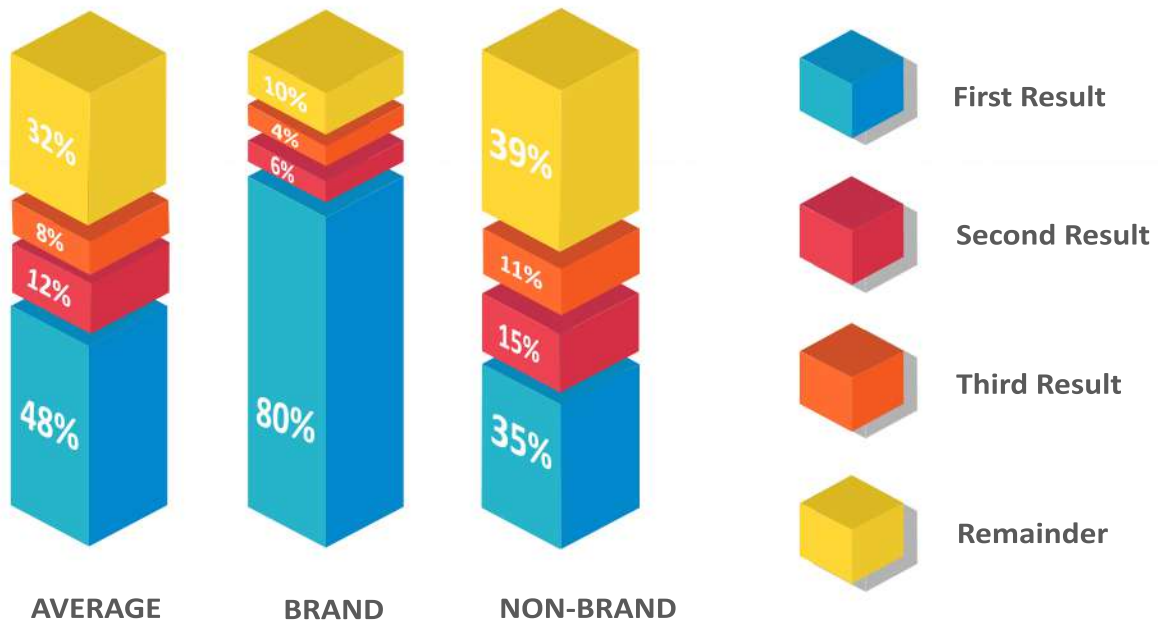
### The Importance of Ranking Organically in the Top 3 Positions in Google SERPs

Moving into the top three positions on Google is the goal for most businesses investing in digital marketing, because it offers the highest possibility of CTR (Click Through Rate) for relevant keywords. Advanced Digital Media Services can help your business by executing an in-depth SEO strategy that utilizes keyword research, content creation, link development, website page speed optimization, Google My Business set up and posting, local SEO, reputation management, on-page SEO, and off-page SEO strategies.

### What CTR Data Reveals About SEO

Research shows that measuring the average CTR by position in Google SERPs (Search Engine Results Page) can help a business realize the importance of SEO strategies. By improving rankings to the most searched-for keywords for your business, you will see an increase in traffic. These results are easily tracked by utilizing analytics tools like Google Search Console or more complex tools like SEMrush.

### NATURAL SEARCH: Brand vs Non-Brand CTRs



## How Does Your Google SERP Ranking Affect Clicks?

Organic results on the first page of Google (The Top 10) receive 92% of all search traffic on Google. Traffic drops to 5% on the second page. We know that the company in the first organic position of a Google SERP for a keyword nets a 48% click-through rate. However, this drops precipitously to 12% for the second organic position, and 8% for the third position. Businesses can increase their CTR just by moving up one organic position on Google, reaching higher visibility for their most searched-for keywords.

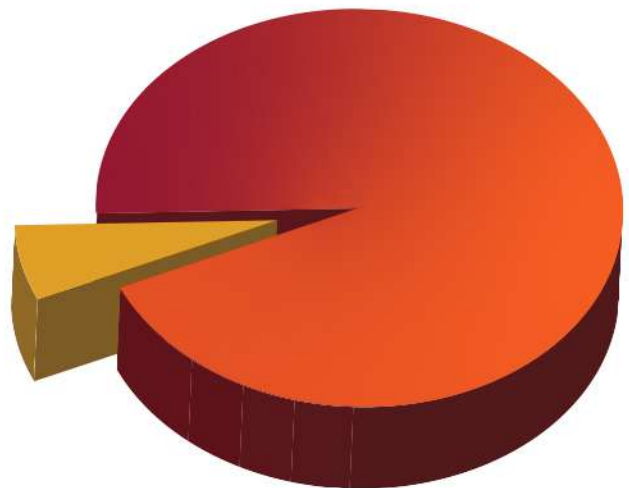
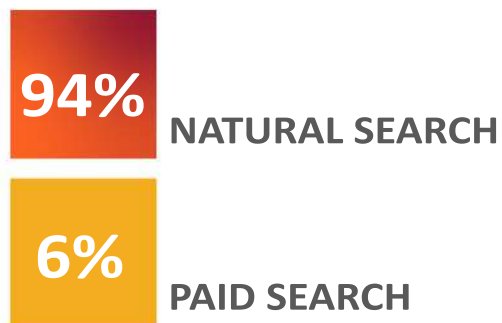
## Organic vs Paid Clicks in SERPs

Businesses naturally rank higher and get better CTR for branded keywords. However, when users search with non-branded keywords, businesses without an SEO strategy rarely, if ever, make it into the top search results. Many businesses believe that they can pay for clicks and achieve similar results, but that is not always the case.

Many users look for reviews and recommendations in order to assess a product or website's trustworthiness. Therefore, SEO strategies must also account for online reputation management. If businesses want to get ahead, they have to produce positive content to get in the top results.

Despite Google's algorithm changes regarding SERPs over the years, organic listings get the majority of clicks. Research shows that the natural or organic links get a 94% CTR, which is based on research from 28 million people and 1.4 billion search queries.

## Paid vs Natural click distribution



Of the 1.4 billion successful search queries, the vast majority of clicks went to organic listings.

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