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How Search Engine Rank Impacts Traffic

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Impressions, CTR and Click Potential for Google AdWords, 2004

Rank*	Relative Impressions	Relative CTR	Click potential
1	100.0%	100.0%	100.0%
2	77.2%	77.4%	59.8%
3	71.3%	66.6%	47.5%
4	67.9%	57.4%	39.0%
5	65.8%	52.9%	34.8%
6	62.3%	50.2%	31.3%
7	60.6%	39.7%	24.0%
8	58.3%	34.3%	20.0%
9	58.6%	26.0%	15.3%
10	52.6%	26.3%	13.9%

*Note: *Average rounded rank was used to classify the samples. Therefore, a sample taken at a given rank could include impressions at other ranks; 1st rank is benchmark*
 Source: Atlas DMT, July 2004

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Abstract: Atlas DMT released its report "The Atlas Rank Report: How Search Engine Rank Impacts Traffic" at the July 2004 Ad:Tech Chicago conference. The example the company gives to explain the data in this chart goes as follows: "One of your top performing keywords in Google drove 2,000 clicks last month, with an average rank of 4. If you can increase its average position this month, the increase in expected traffic will be: Rank 4: 2,000 clicks; Rank 3: $47.5 / 39.0\% \times 2,000 = 1.218 \times 2,000 = 2,436$ clicks; Rank 2: $59.8\% / 39.0\% \times 2,000 = 1.533 \times 2,000 = 3,067$ clicks; Rank 1: $100\% / 39.0\% \times 2,000 = 2.564 \times 2,000 = 5,128$ clicks."of the "big three."