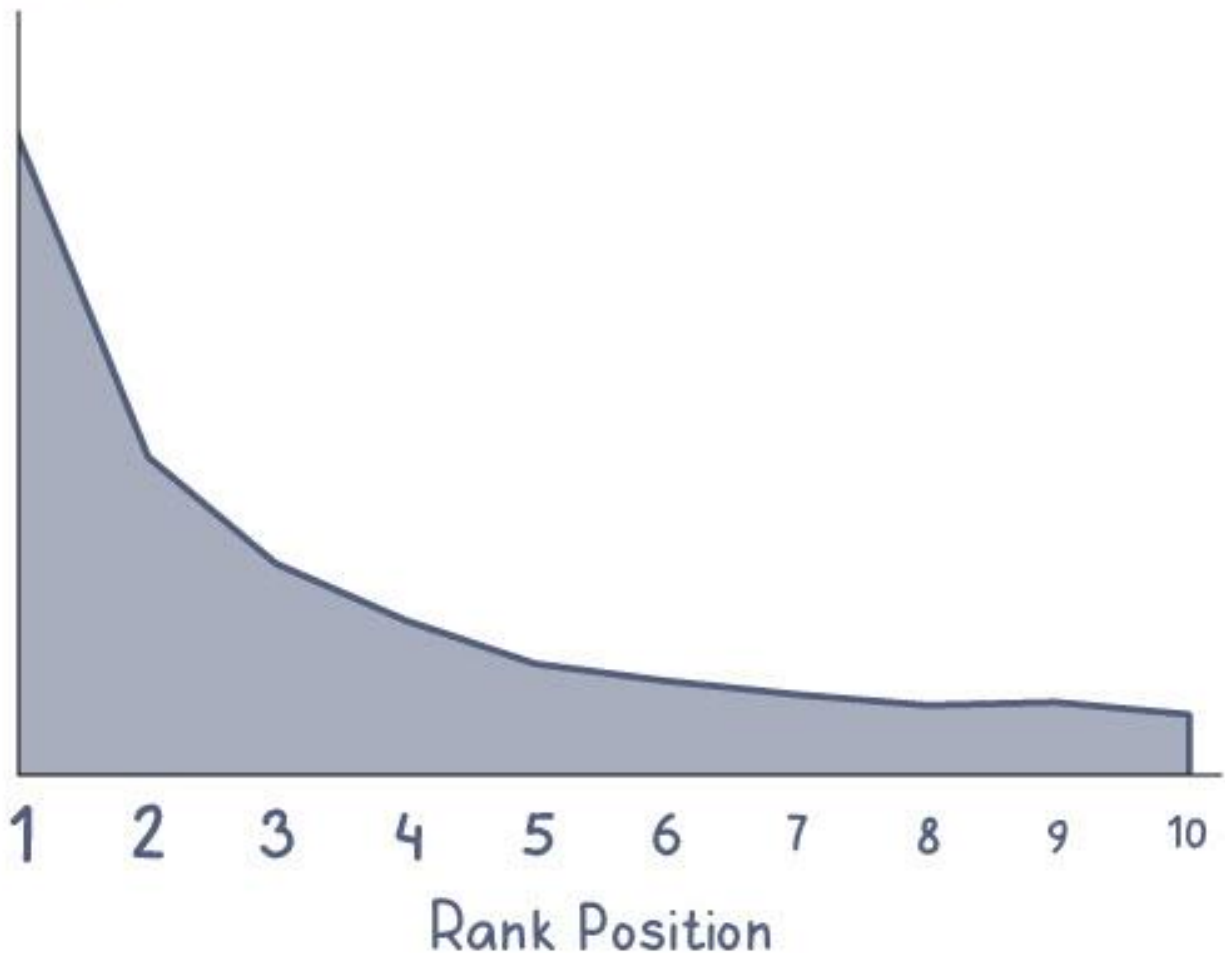# LARGEST EVER
CTR Study

750B Impr + **30B** Clicks + **17B** Keywords

By Industry | By Country | By Device

CTR %

Rank Position

2021 seoClarity CTR Study

By [Mitul Gandhi](#), Chief Architect & Co-Founder at seoClarity

Overview

Click-through rate (CTR) studies have been compiled by various researchers and companies since the advent of search marketing. They provide a very important foundation for marketers in:

- Forecasting results
- Projecting SEO returns on investment and
- Building models for estimating the market size and potential.

What makes seoClarity's study remarkably different from all other studies is the sheer volume of actual data analyzed - **750+ billion impressions, 30+ billion clicks across 17+ billion unique keywords**. *This makes it the largest CTR study ever!*

The end result is a robust CTR model broken down by device, keyword type, country, seasonality and industry. This provides more actionable data for search marketers who are looking for the most reliable figures unique to them and their industry.

The study was compiled by the seoClarity team, in partnership with Darren Kingman, the Founder of SEO and Digital PR Agency [Root Digital](#), analyzing seoClarity's proprietary clickstream data set of Google activity over a 12-month period.

Why another CTR study?

When we looked at the landscape of available studies, we realized that:

- Most existing studies were already outdated due to the constantly evolving PPC landscape (which has the effect of significantly changing organic results visibility and thereby associated CTRs)

- There has never been a bigger data set available to conduct such a study. All previous data sets suffered from a selection bias - relying on a limited number of Google search console accounts, providing a skewed view of CTR based on industries and companies represented. We have a far more significant data set than anyone has ever been able to leverage. The hypothesis was that a larger data set would provide more statistical confidence and ability to drill down and segment in different ways (keyword types, industry, device types, etc.) that were hitherto impossible.

- No other CTR study offered data broken down by seasonality, geography or by industry.

As with ANY CTR study, there are a few caveats which we've listed at the end of this report. We advise all readers to pay special heed to these before using the data.

Methodology

The methodology was quite simple. Since seoClarity already collects Google Clickstream Data daily, we had access to all the data in our Clarity Grid infrastructure going back over 2 years - over 200 TERABYTES of data. What made it even more exciting was the fact that it was available for both Desktop and Mobile.

For the data analyzed in the 'Desktop vs Mobile CTR' and 'CTR by Industry' portions of this study, we limited our date range to a 30-day period, recorded through May 2021. The reasons were:

1. To make sure it reflected the most current SERP landscape, including SERP features and PPC ads and that any recent changes that may have occurred in that space were reflected in organic CTRs.
2. To avoid any seasonal impact on the CTR model. Click-through rates can shift dramatically during the busy 4th quarter and during shopping periods such as Valentine's Day and Mother's Day (U.S.).

For both the 'CTR by Seasonality' and 'CTR by Country' sections of this study, the dataset was analyzed over a 12-month period - spanning July 2020 to June 2021.

Additionally, the Top 10 and Top 20 CTRs were calculated by summing the average CTR in each position across the 17 billion keywords in our dataset.
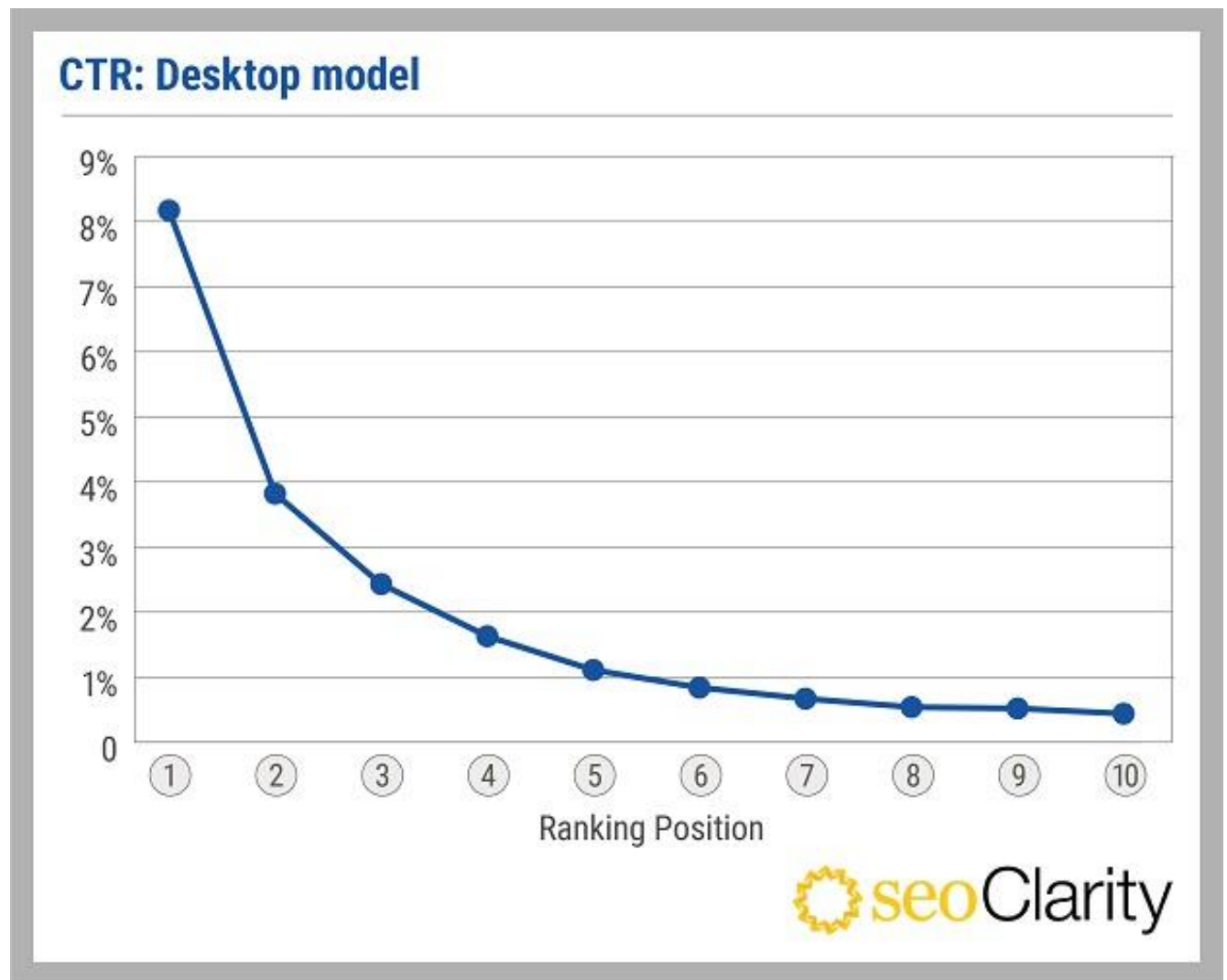
Report Contents

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Desktop CTR vs Mobile CTR (Overall)

Desktop Model Data

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Position	CTR
1	8.17%
2	3.82%
3	2.43%
4	1.63%
5	1.11%
6	0.84%
7	0.67%
8	0.54%
9	0.52%
10	0.44%

Unlike previous studies, our data showcases the steady click-through rate regression as users move down the SERPs, from position 1 at 8.17% down to position 10 at a much lower 0.44%.

Previous studies, including our previous CTR study with a smaller data sample, had shown that click-through rates had actually increased in position 10. However, across a now 5x dataset, this appears to not be the case.

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Mobile Model Data
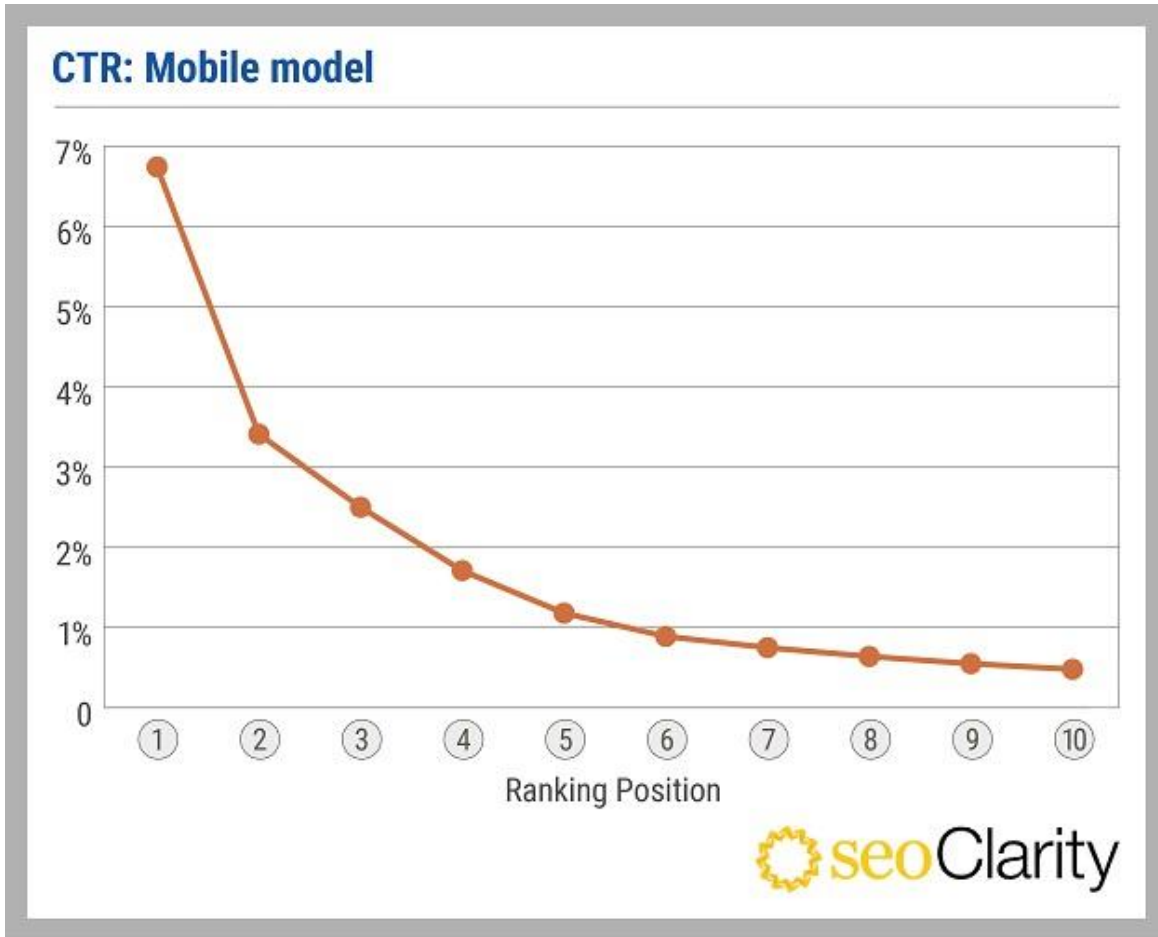
CTR: Mobile model

Position	CTR
1	6.74%
2	3.41%
3	2.50%
4	1.71%
5	1.18%

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CTR

6	0.89%
7	0.75%
8	0.64%
9	0.55%
10	0.48%

Position 1 CTR for desktop is just over 8%; where does that put mobile?

The mobile model demonstrates that users are less likely to click listings at the very top of the SERPs compared to when browsing on desktops. In fact, the click-through rate for position 1 decreases from 8.17% on desktop to 6.74% on mobile devices. **🐦 tweet**

However, the models quickly flip roles. For every position from 3 through to position 10, the click-through rates from mobile devices are all higher than on desktop.

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CTR: Desktop & mobile
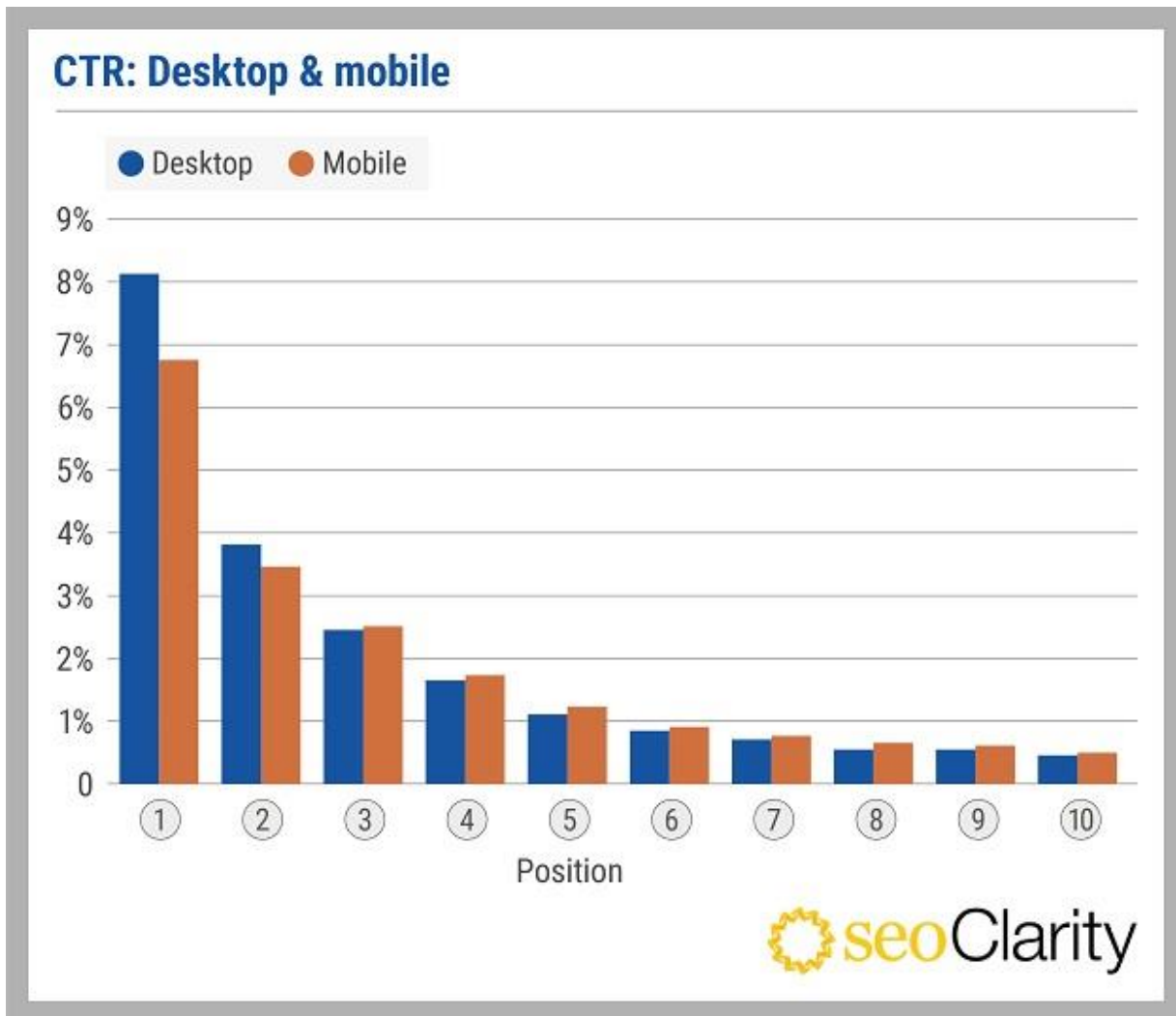
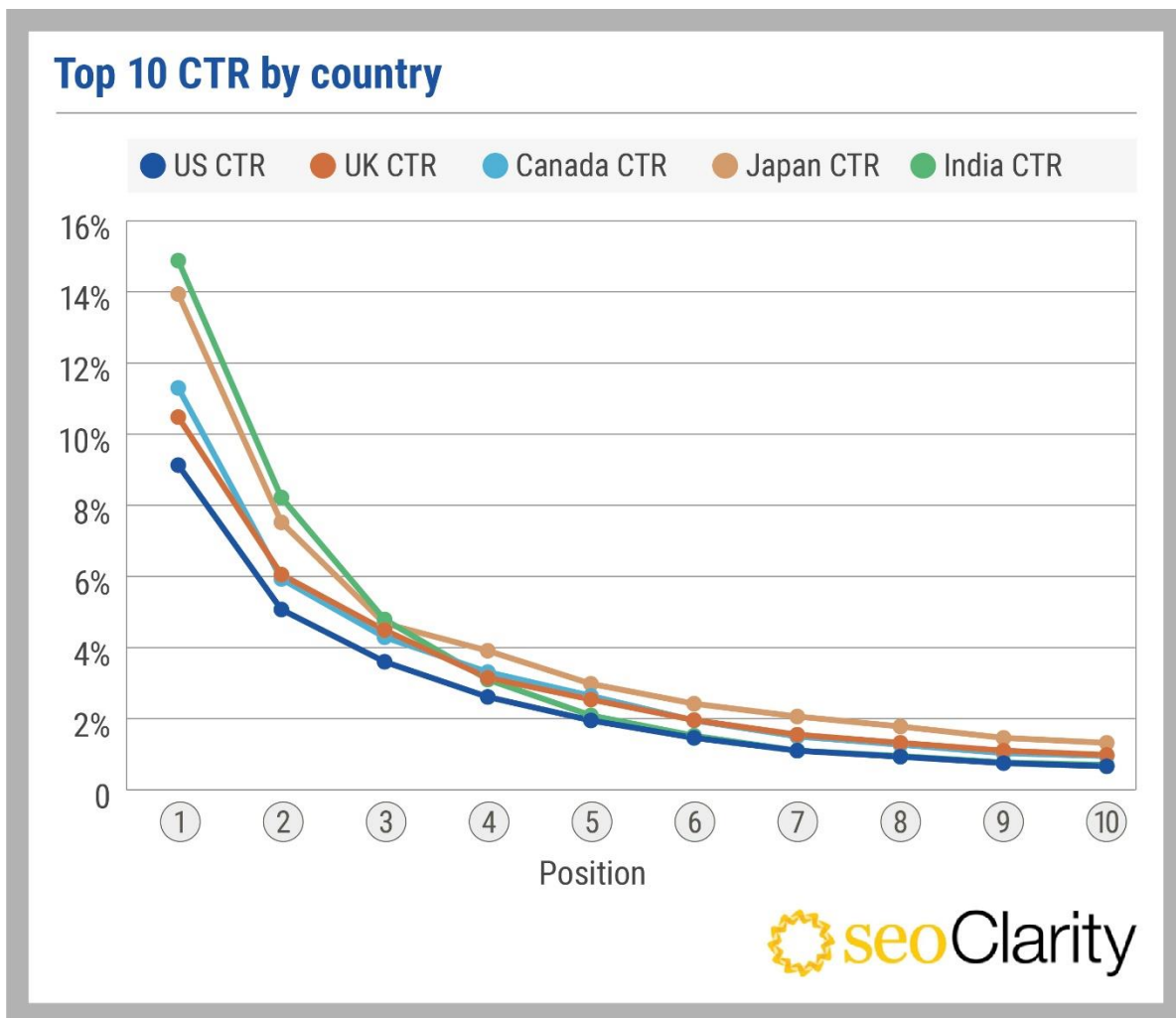Although the pattern of regression is the same on both devices, it shows that (across a large dataset) ranking in the lower positions on page 1 is actually better for your organic traffic on mobile than it is on desktop!! Presumably, the familiarity of scrolling on mobile devices plays a part in organic CTRs.

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CTR by Country (All devices)

Not only will the device a user is browsing impact their click-through rates, but there are also remarkable differences based on the source country too.

Here, we've analyzed our data by splitting it into 5 countries (where we have the most data) and the respective click-through rates based on the top 10 (chart) and top 20 positions (table) (spoiler: page 2 data is very interesting here!).

Top 10 CTR by country

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Position	US CTR	UK CTR	Canada CTR	India CTR	Japan CTR
1	9.13%	10.48%	11.30%	14.88%	13.94%
2	5.07%	6.05%	5.93%	8.22%	7.52%
3	3.60%	4.49%	4.29%	4.79%	4.68%
4	2.61%	3.15%	3.31%	3.10%	3.91%
5	1.95%	2.54%	2.64%	2.09%	2.98%
6	1.46%	1.96%	1.95%	1.52%	2.42%
7	1.10%	1.55%	1.50%	1.10%	2.06%
8	0.93%	1.32%	1.27%	0.95%	1.78%
9	0.75%	1.10%	1.03%	0.77%	1.46%
10	0.66%	0.98%	0.95%	0.70%	1.32%
11	0.63%	0.91%	0.89%	0.57%	1.03%
12	0.58%	0.74%	0.86%	0.50%	1.00%
13	0.43%	0.59%	0.61%	0.36%	1.07%
14	0.44%	0.64%	0.64%	0.41%	1.34%
15	0.45%	0.73%	0.77%	0.45%	1.65%
16	0.53%	0.90%	0.92%	0.63%	2.19%
17	0.60%	1.07%	1.10%	0.83%	2.54%
18	0.75%	1.29%	1.25%	1.14%	2.83%
19	0.88%	1.36%	1.34%	1.27%	2.91%
20	0.93%	1.47%	1.39%	1.34%	2.85%

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Straight away, we can see the difference in click-through rates at the top of the SERPs and how your expected traffic may change based on the country or countries you're marketing to.

For position 1, the lowest click-through rates are seen in the US, at 9.13%, and at the other end of the spectrum is India, where position 1 attracts a click-through rate of 14.88%. Therefore, domains ranking in position 1 in India can expect a traffic increase of 63% compared to their position 1 rankings on Google.com. **🐦 tweet**

Another interesting observation is the CTR in positions 17 through 20. In all 5 countries analyzed, those positions demonstrated a higher average CTR than positions 11 to 16. We posit that this is reflective of browsing and scrolling behaviors.

Immediately, you can see how important it is for SEOs to have the correct location CTR data to work with and how it'll impact projection modelling.

Now let's look a little deeper in the countries in particular.

US
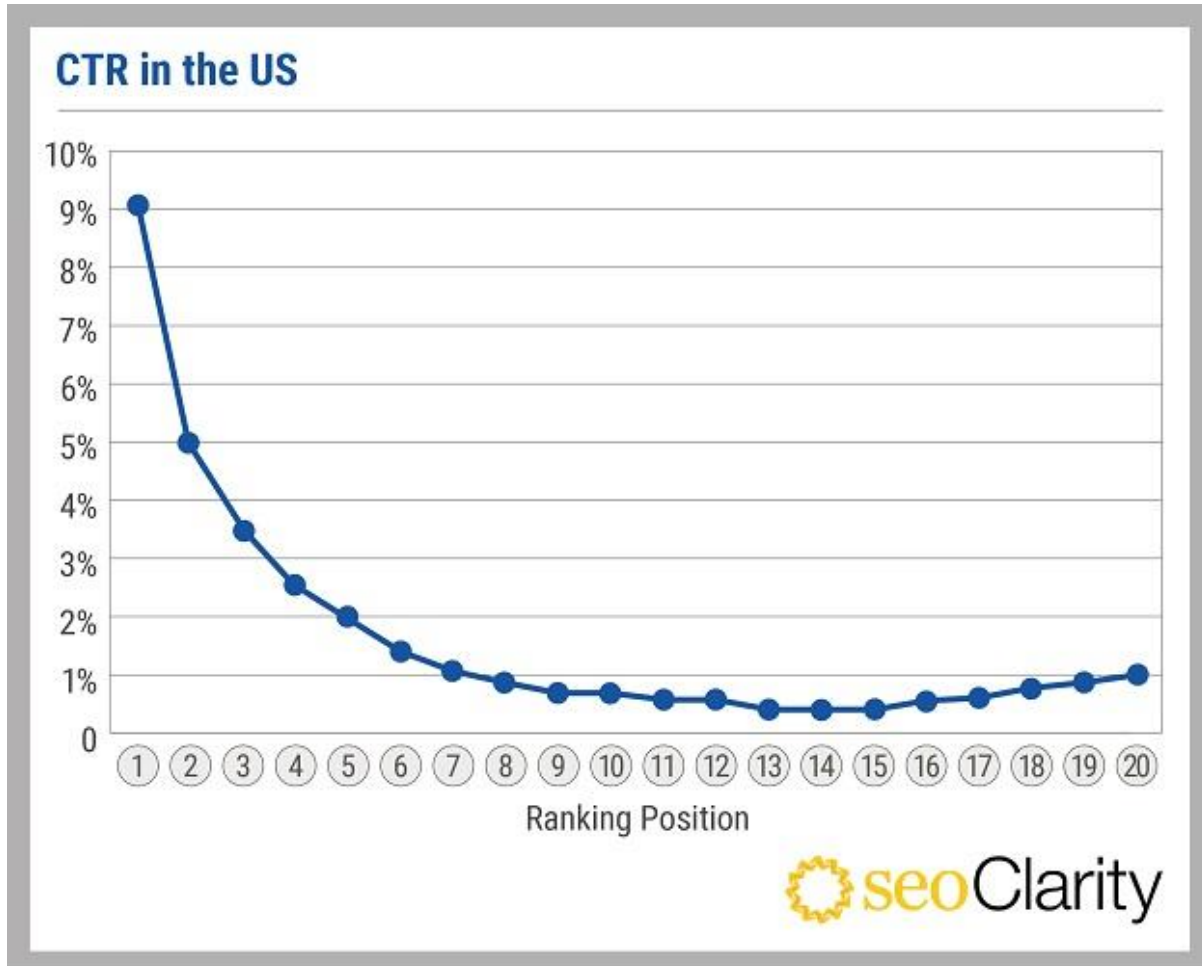
Searchers in the US click on fewer search results than any country analyzed.

🐦 **tweet**

Out of the 5 countries analyzed, the US has the lowest click-through rates both for the Top 10 search results and the Top 20.

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Across all keywords analyzed, a totaled average of 27.26% searchers click on a result in the Top 10, and a total of 33.48% have found a result by the end of page 2*. This means 64.52% of searches result in a user scrolling further or finding an alternative, potentially non-organic, solution to their query.

While some may indeed be leaving Google search without clicking, it could also be the case that many conduct a follow-up search before clicking any results.

The positions with the lowest click-through rates are between positions 13 to 15, which are all below 0.5%.

What is most surprising is the increase in CTR around position 20. Users are just as likely to click position 20 (0.93%) as they are for the listing in position 8 (also 0.93%).

UK

CTR in the UK
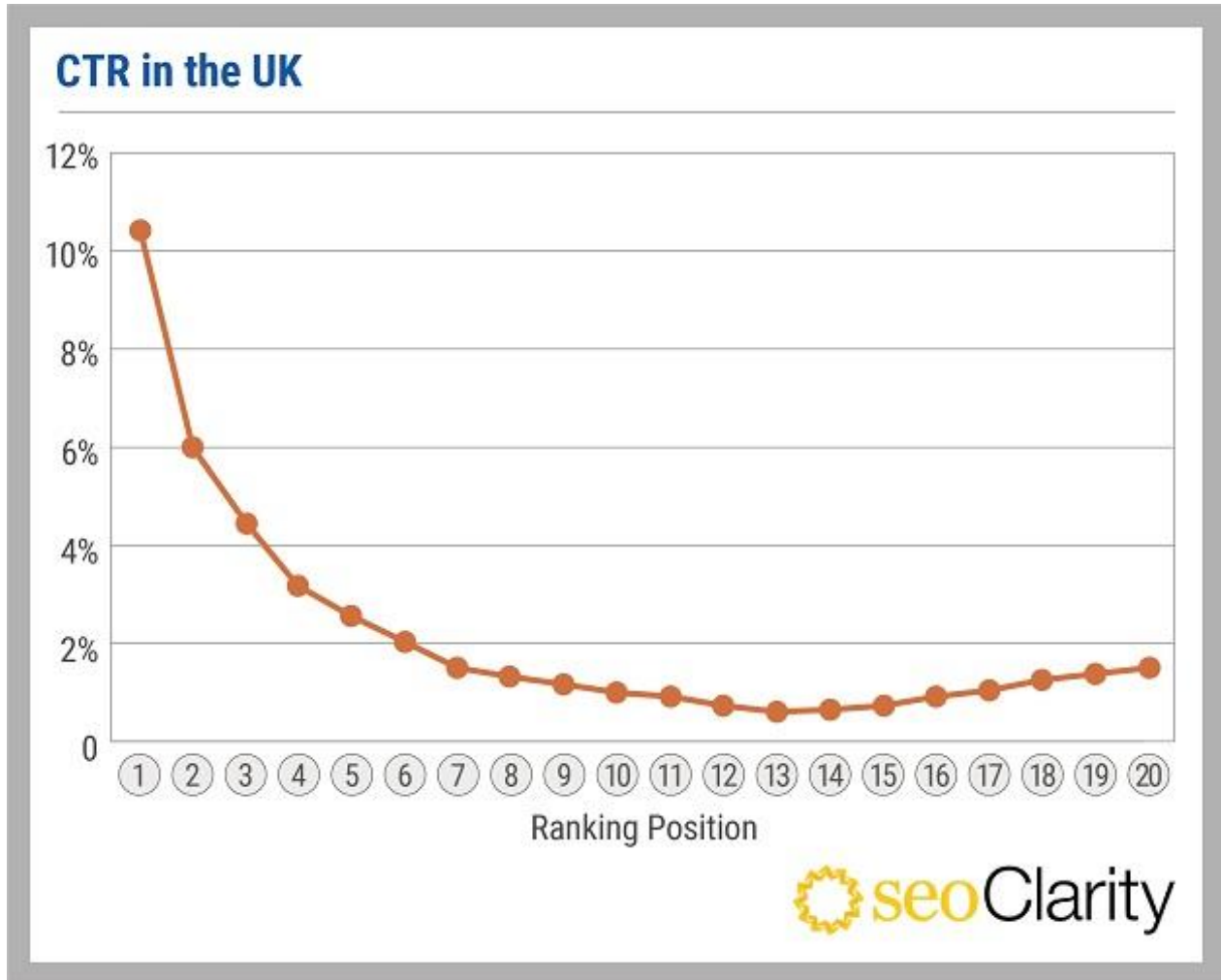
Only 43% of UK searchers find a page to visit by the end of page 2 of Google search results.
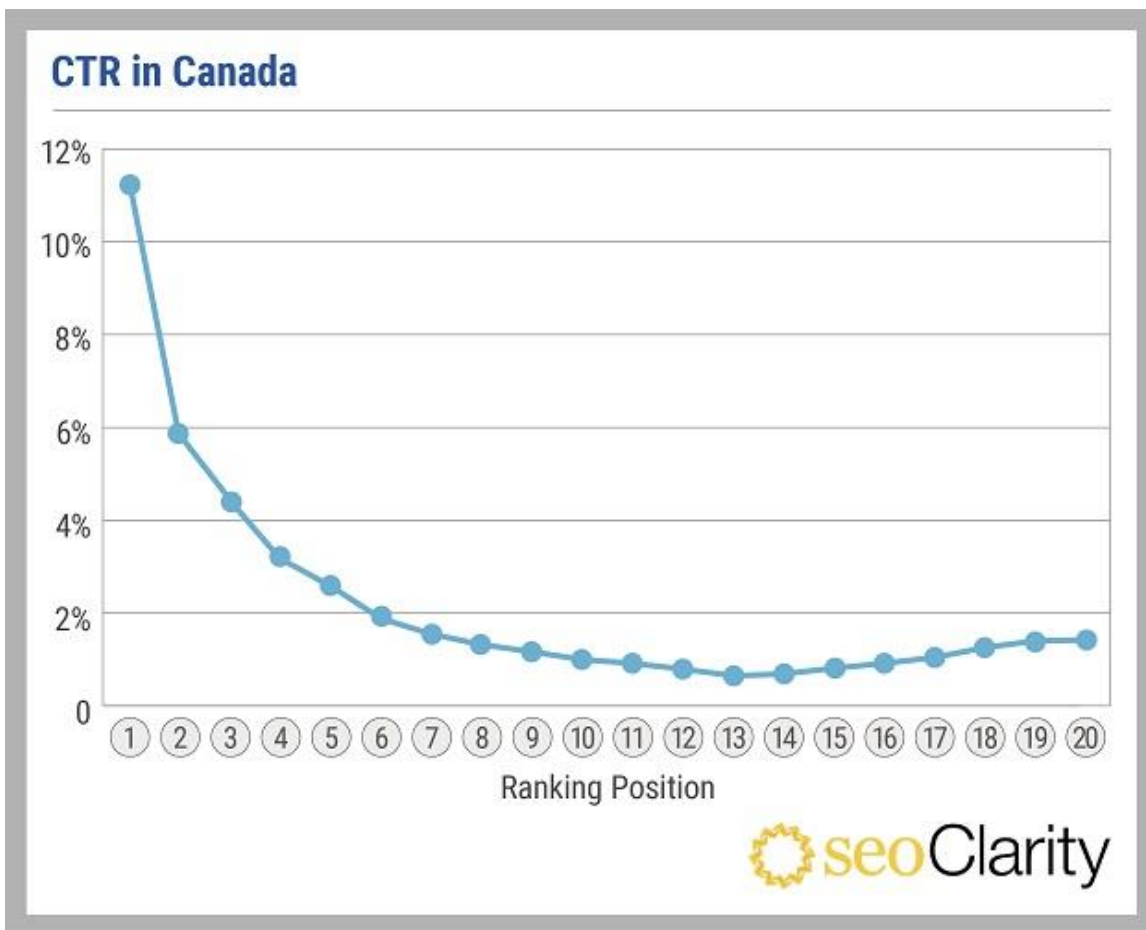
tweet

In the UK, searchers are more likely to click-through on every position at a higher rate than in the US - stretching through from position 1 to position 20.

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CTR

This means that searchers in the UK are more likely to find a result in the Top 10 results worth exploring with 33.63% clicking through to an organic listing. By the end of page 2 of the Google search results, a further 9.69% have found a result to explore, totaling 43.31% of users.

Like searchers in the US, positions 13, 14 and 15 of the search results are the worst positions to be in (0.59%, 0.64% and 0.73% respectively). However, both positions 19 (1.36%) and 20 (1.47%) are more favorable when compared to positions 8 (1.32%), 9 (1.1%) and 10 (0.98%) on the first page of the search results.

Canada

CTR in Canada

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CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords

By Industry | By Country | By Device

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For people searching in Canada, position 1 is king. Nearly double traffic of position 2. 🐦 tweet

At 11.30% position 1 captures not only the majority of search traffic but 90.6% more than position 2 - the biggest gap out of all countries analyzed.

Although the Top 10 search results capture 34.17% of users, more than the UK's 33.63%, it's only position 1, 4 and 5 where Canadian search results have a higher click-through rate.

Page 2 of the search results is also quite fruitful for users, in Canada, the second page of the search results lead to 57% more people finding a page to browse when compared to the US.

![seoClarity Research Study]

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By Industry | By Country | By Device

CTR

India

CTR in India
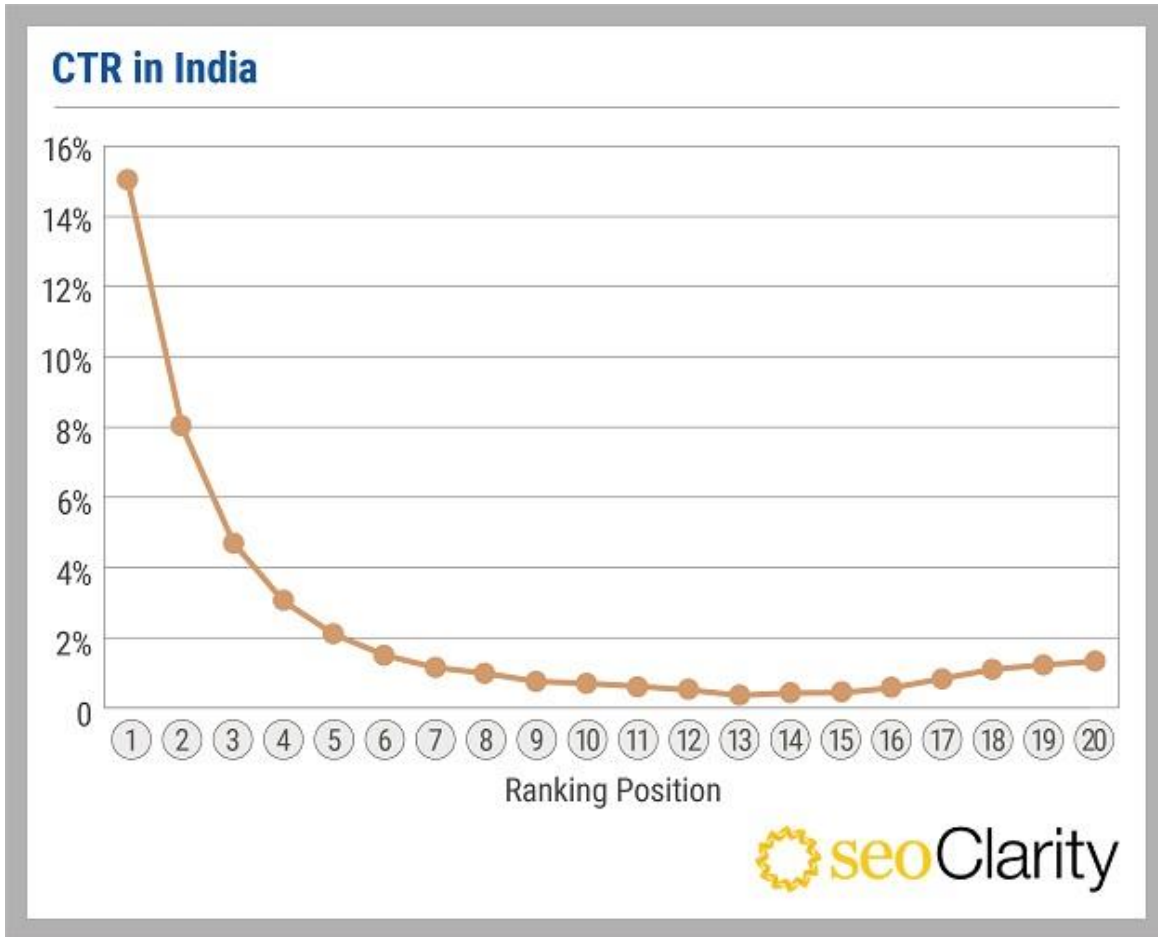
**The top 3 search results dominate in India.**

🐦 tweet

Of all countries, India has the highest CTR for position 1 in the SERPs - generating 14.88% of the clicks. Positions 2 and 3 also generate more traffic than all other countries analyzed, accounting for 8.22% and 4.79% respectively.

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CTR

The regression in click-through rates is faster in India than all other countries too, with click-through rates decreasing to the same levels as the US (which has the lowest Top 10 CTRs of all countries) by position 7 - both standing at 1.1%.

Overall, 38.13% of users find a result to click on within the Top 10 positions. The second page of the SERPs then accounts for a further 7.49% of traffic in total.

Japan
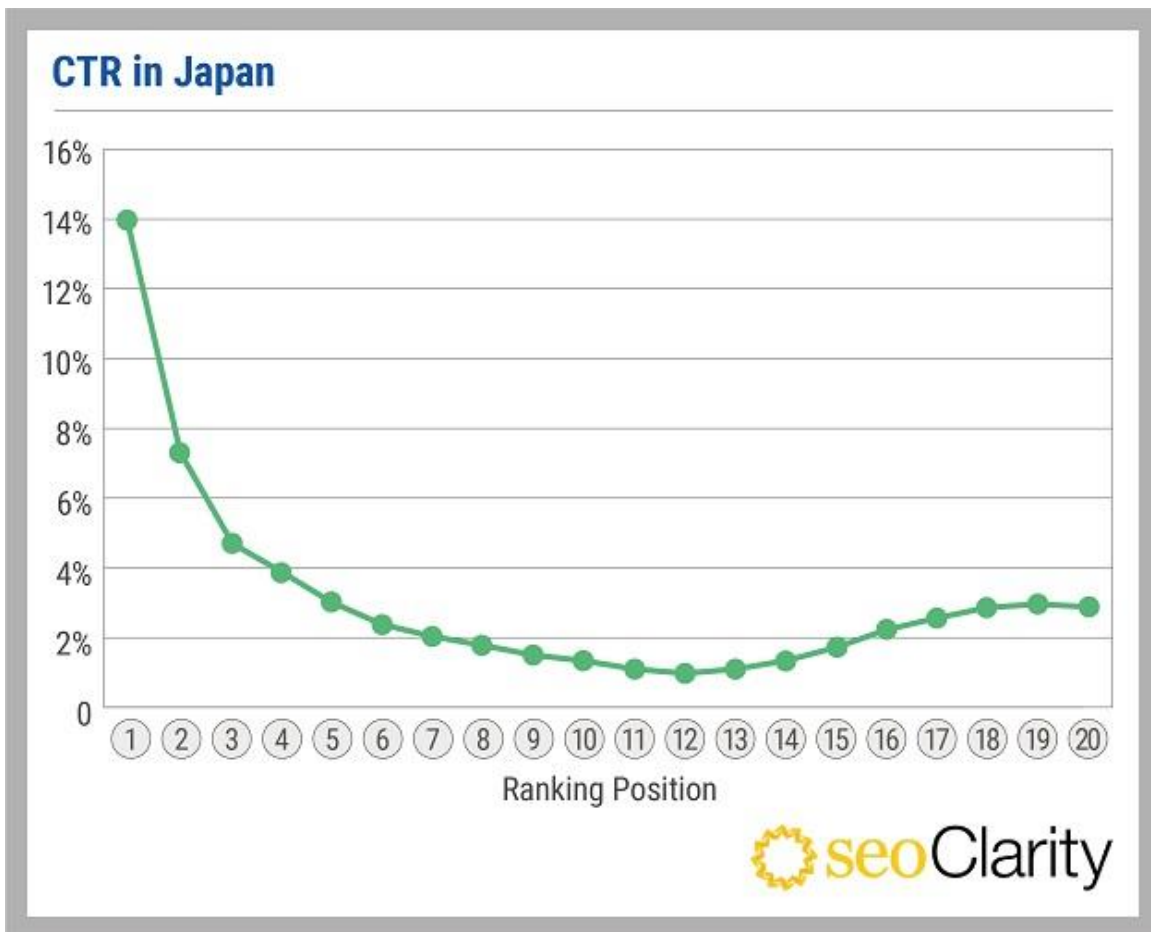
Nearly half of all searches in Japan result in a page 1 click - more than any country analyzed.

🐦 tweet

Just behind India in click-through rates, position 1 in Japan attracts 13.94% of traffic - the 2nd highest of all countries analyzed.

However, unlike India, click-through rates in Japan decrease at a slower rate, with higher CTRs in 17 of the top 20 positions than the US, UK, Canada and India.
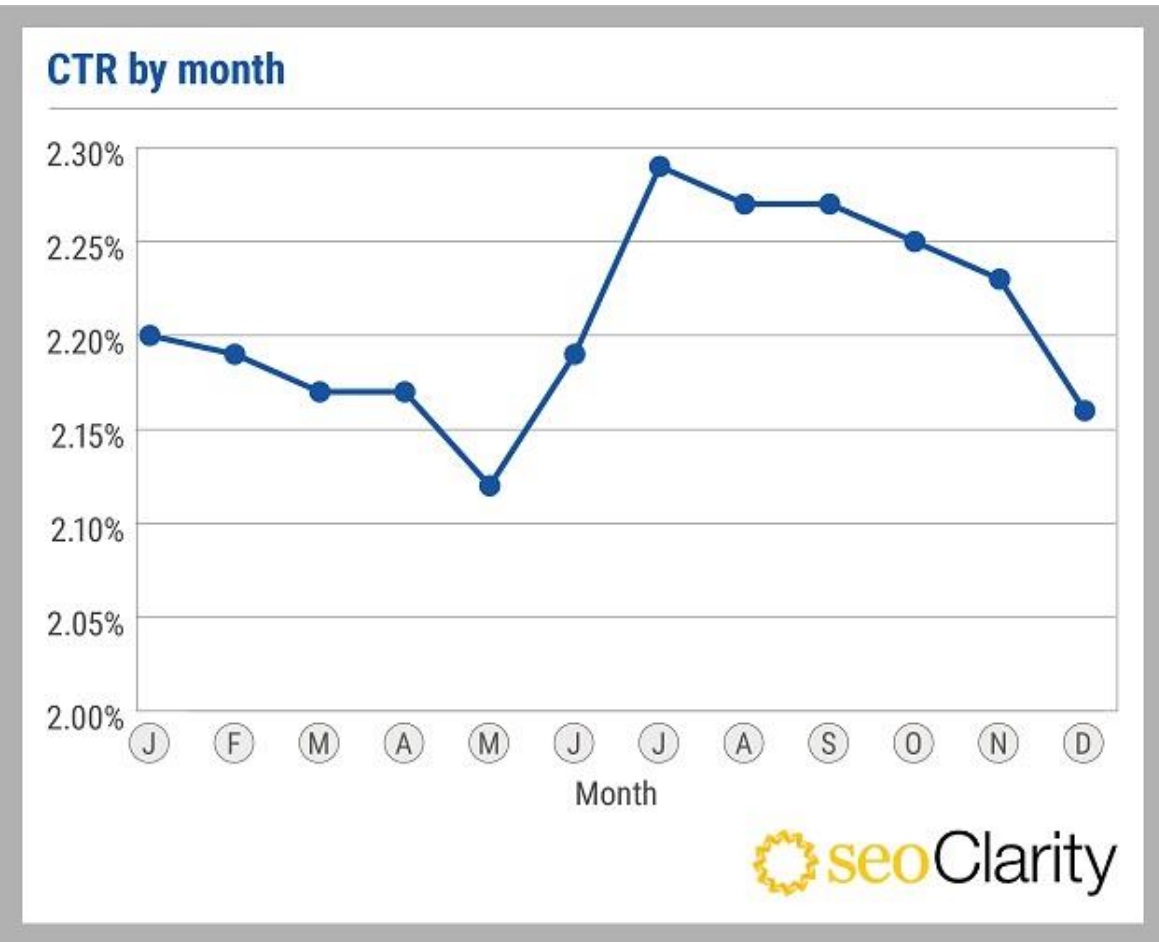
This means that the Top 10 organic listings in Japan overall generate the most traffic of all countries, with 42.06% of users clicking on a result. By the end of page 2 of the search result, 61.47% of users have found a search result to explore. This means the top 20 listings in the Japanese search results generate 83.6% more traffic than they do in the US.

Seasonality Impact on CTR

Search marketers will be only too aware how industry seasonality can impact projections and a company's bottom line. Most companies do the majority of their business around Christmas time, especially those in eCommerce. However, we wanted to confirm how this seasonality impacts click-through rates and your ability to forecast correctly.

Our dataset was taken over a 12-month period - stretching from July 20 to June 21.

Across the top 20 positions in the SERPs, here's how the average monthly CTR fluctuates:

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By Industry | By Country | By Device

CTR

CTR by month

May and December are the months with the lowest click-through rates, and July through to September are the highest. tweet

Month	CTR
Jan	2.20%
Feb	2.19%
Mar	2.17%

| Apr	2.17%
May	2.12%
Jun	2.19%
Jul	2.29%
Aug	2.27%
Sep	2.27%
Oct	2.25%
Nov	2.23%
Dec	2.16%

Across all industries, July to September is when you want to rank to achieve the highest CTRs. tweet

Although keyword volumes will vary, May is the time of the year you should expect the lowest click-through rates. This quickly accelerates into the Summer months, with the highest click-through rates and overall traffic to the top 20 positions, sustaining from July through to September. These are also the only months in the year where the top 20 positions exceed 45% clicks to impressions.

December and Christmas traffic, including the January sales, are very much 'average' months when compared to the rest of the year. This may be because users are migrating more towards the 'shopping' listings rather than clicking through the organic listings or increased competition among pay-per-click listings.

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CTR

The June, July and August surge could be explained by increased activity around holidays, vacations and informational queries. The dip in CTR around the holiday season is partially also due to a surge in search activity during these periods where there is a lot of "searching".
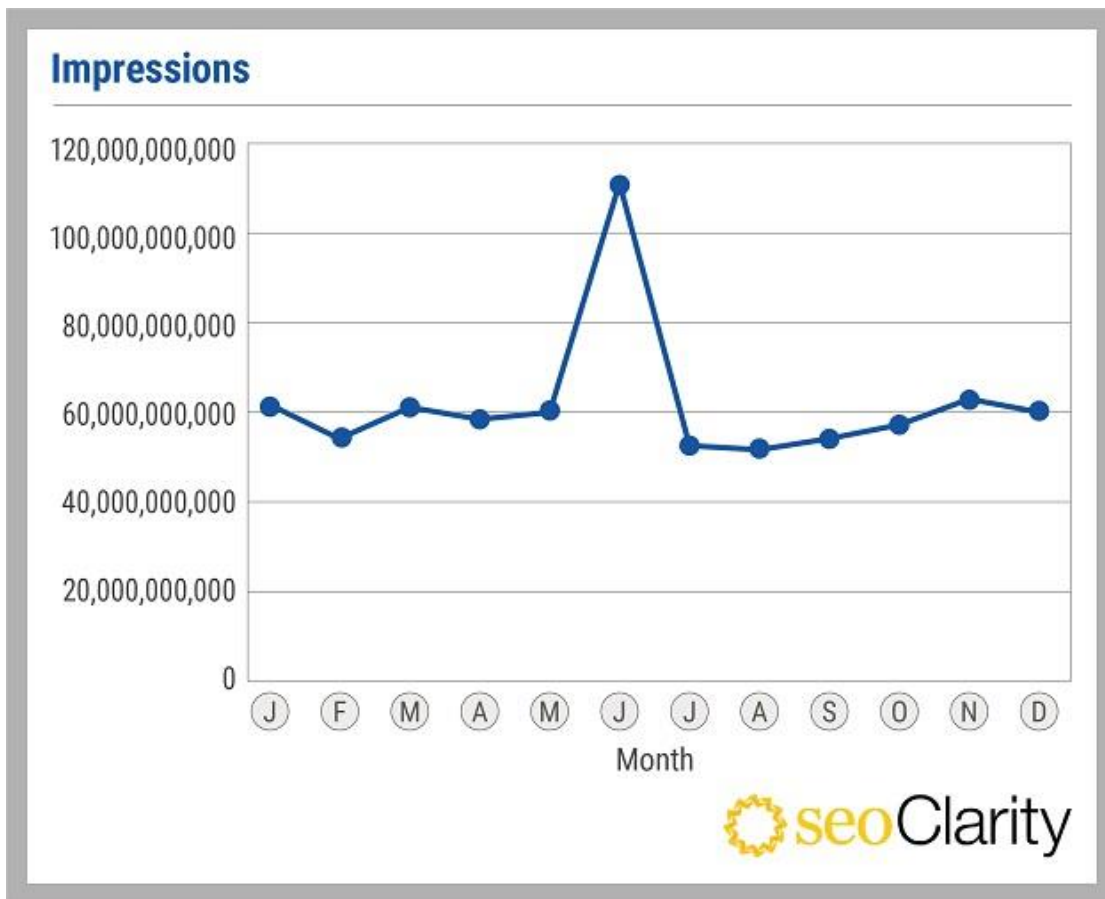
Seasonality by device

On average, mobile CTRs across the top 20 positions are 2.47% throughout the year, whilst desktop sees a smaller 1.95% monthly average. However, throughout the year, CTR seasonality remains consistent with one another:

CTR by month: desktop vs mobile
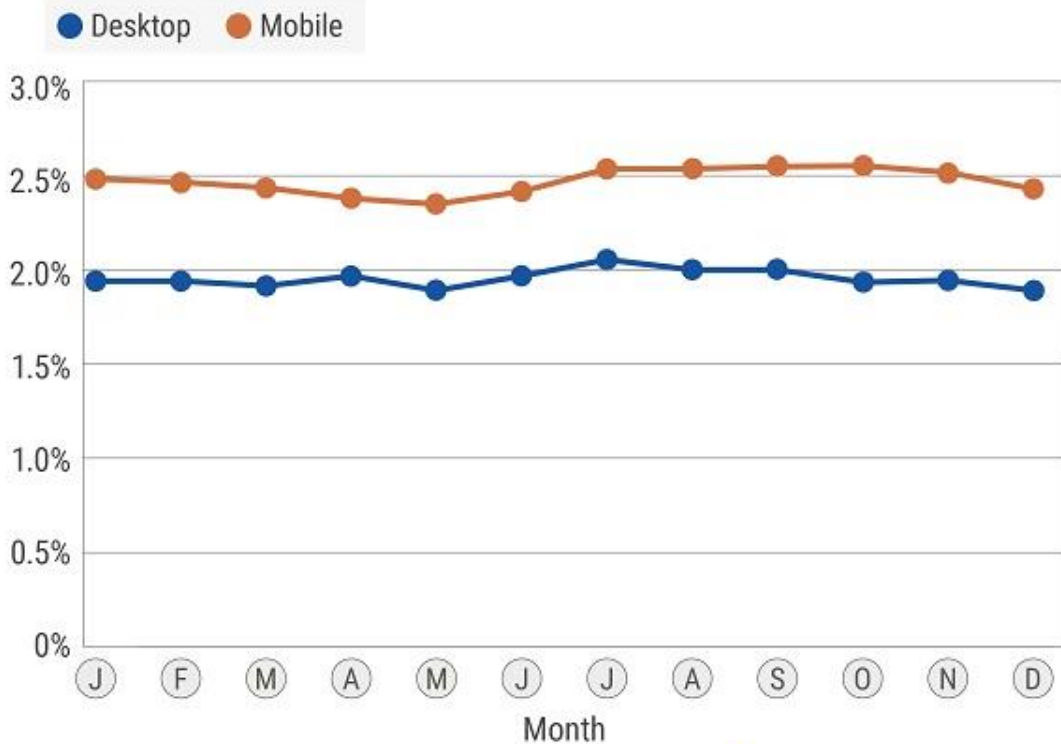
Summer months are consistently the peak months for both desktop and mobile CTRs, but mobile CTRs do rise faster between May and July, and also sustain longer into the summer peaking in September whereas desktop CTR tops out during July. **🐦 tweet**

Industry CTR

For many search marketers, being able to apply CTR data at a geographic level, a device level and through the seasons will be a game changer. However, the industry

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By Industry | By Country | By Device

CTR

you operate in can also have a significant impact on users search behaviors, which can have a dramatic effect on your expected traffic through each organic position.

In this section, we'll break down and offer statistically relevant data showcasing how CTR varies by industry both on mobile and desktop.

Apparel & Fashion CTR

Mobile vs Desktop CTR (Apparel & Fashion)
● Mobile CTR ● Desktop CTR
Ranking Position
seoClarity
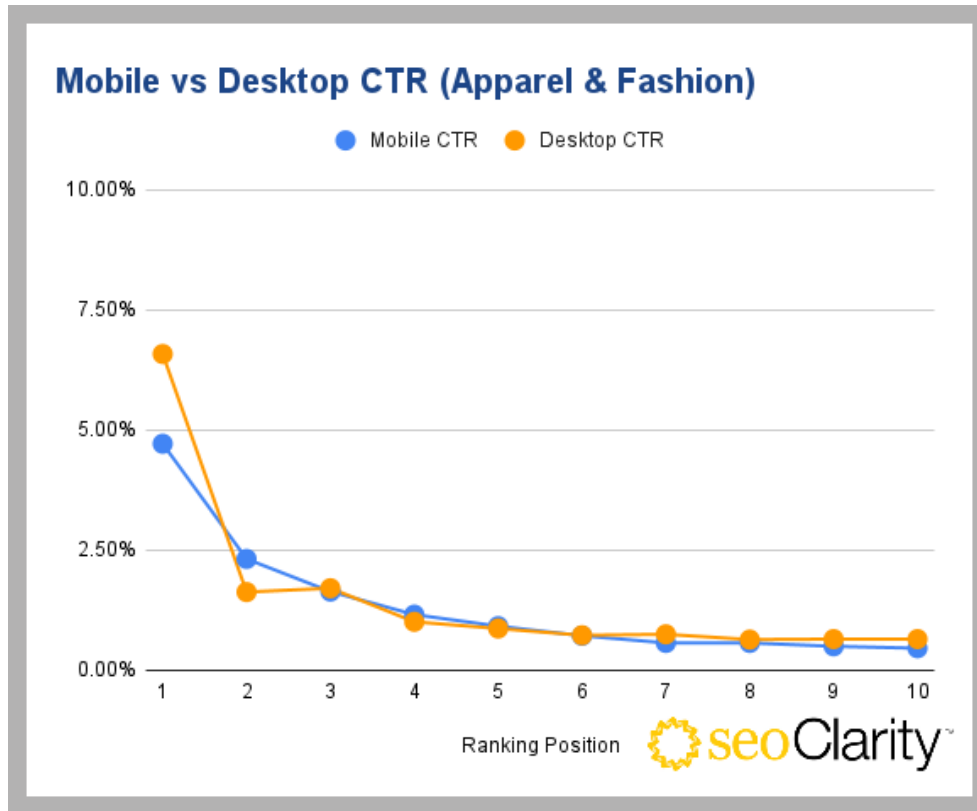
In 'fashion', you achieve a higher CTR on desktop than you do on mobile.   🐦 tweet

For those searching keywords relating to fashion and clothes shopping, the data shows that a higher proportion of those searching land on a top 10 listing on desktop (15.12%) than those browsing on a mobile device (13.47%).

However, most of the desktop traffic is dominated by the listing in position 1 (P1), which soaks up 43.5% of all organic traffic. Mobile listings are more widely spread and ranking in positions 4 and 5 are more fruitful for traffic there when compared to a desktop searcher.

Position	Mobile CTR	Desktop CTR
1	4.71%	6.58%
2	2.31%	1.62%
3	1.63%	1.70%
4	1.15%	1.00%
5	0.91%	0.86%
6	0.71%	0.72%
7	0.56%	0.74%
8	0.56%	0.63%
9	0.49%	0.64%
10	0.45%	0.64%

Data based on 695m impressions, 18m clicks and 11m keywords.

Beauty & Personal Care CTR

In the 'beauty' industry, P1 on desktop gains 181% more clicks than P2. Lower CTRs on mobile.

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CTR

Although mobile search volume leads to a 183% impression increase for the top 10 organic listings on mobile devices compared to desktop (331m vs 118m), the click-through rates are higher on desktop than they are on mobile.

Mobile vs Desktop CTR (Beauty & Personal Care)
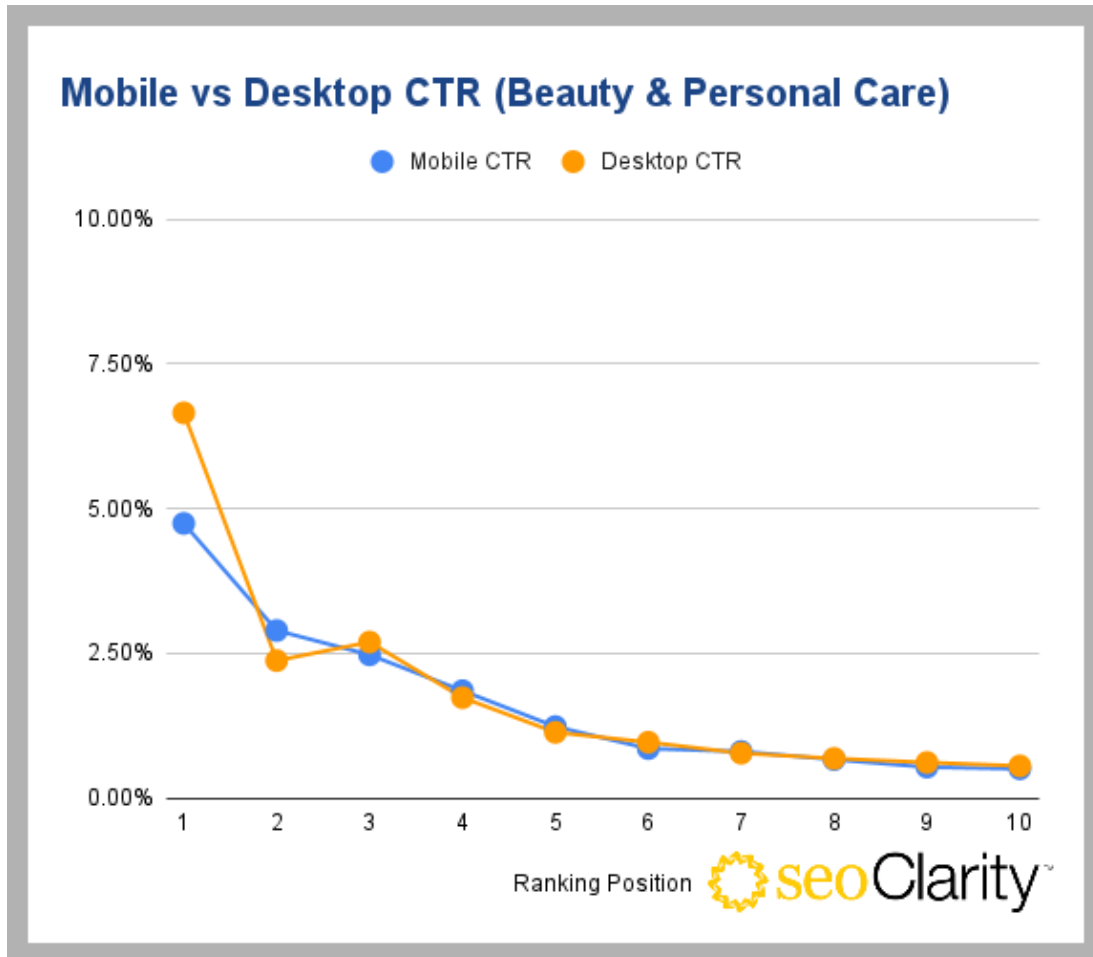
The top 10 search results on desktop generate a CTR of 18.14% in total, compared to 16.52% on mobile. tweet

This is mostly a result of the listing in P1 on desktop receiving 6.65% of all clicks from impressions compared to a lower 4.74% on mobile.

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CTR

Position	Mobile CTR	Desktop CTR
1	4.74%	6.65%
2	2.89%	2.37%
3	2.47%	2.69%
4	1.85%	1.73%
5	1.23%	1.13%
6	0.85%	0.96%
7	0.80%	0.77%
8	0.66%	0.68%
9	0.53%	0.61%
10	0.50%	0.55%

Data based on 428m impressions, 11m clicks and 9m keywords.

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Business & Industrial CTR

Mobile vs Desktop CTR (Business & Industrial)

54% more searches for 'business' content on mobile compared to desktop

Somewhat surprisingly, most searches in the business and industrial sectors come from mobile devices (1b impressions), which is 54% higher than the volume on desktop (649m).

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CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords
By Industry | By Country | By Device

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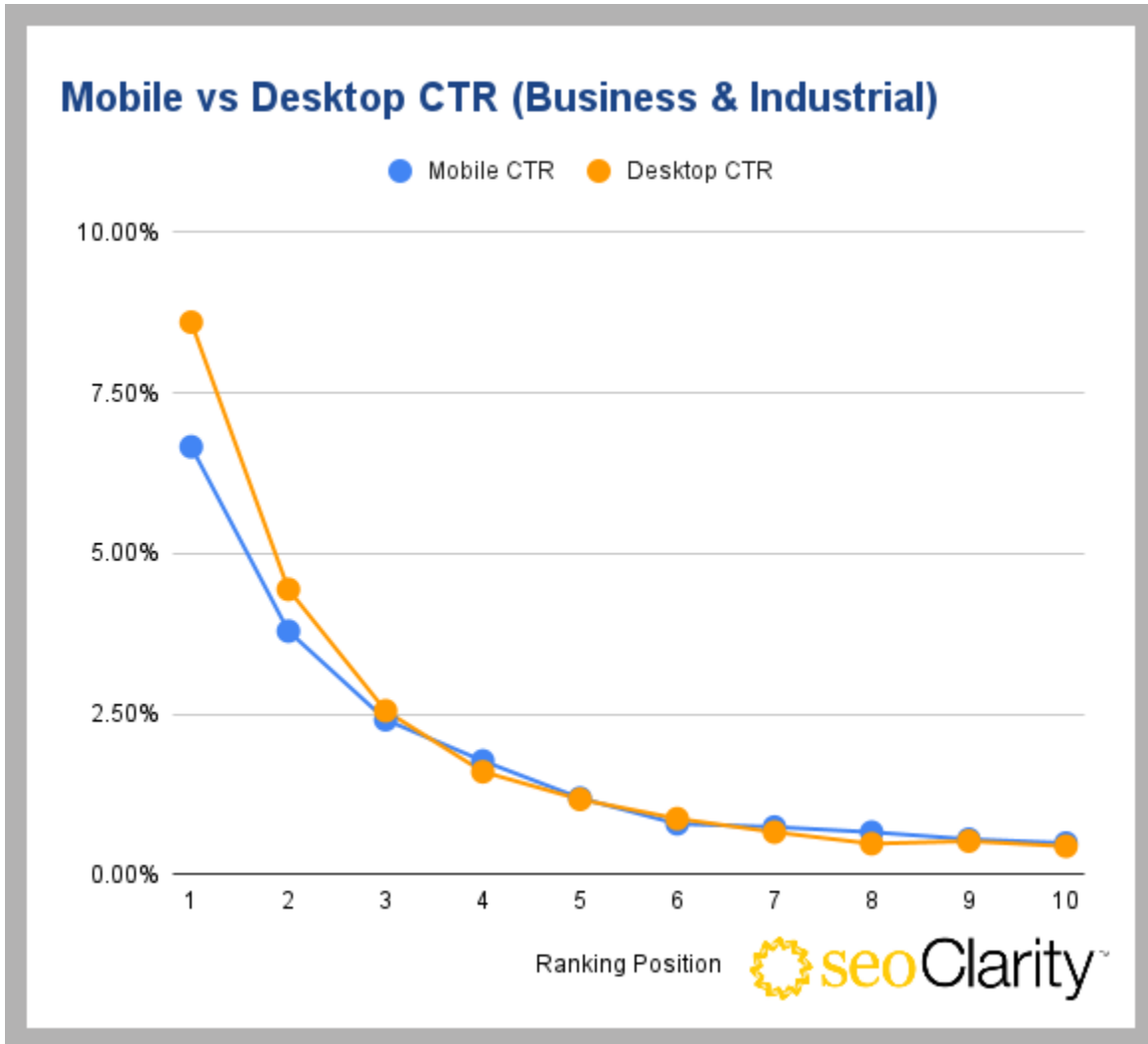RESEARCH STUDY

CTR

However, desktop continues to be king when it comes to click-through rates for the industry. In each of the top 3 positions, desktop listings receive more traffic per impression than on mobile. **Additionally, the top 10 listings convert 21.32% of traffic into clicks on desktop, compared to a slightly smaller 19.03% on mobile.** 🐦 tweet

Position	Mobile CTR	Desktop CTR
1	6.66%	8.60%
2	3.79%	4.44%
3	2.41%	2.55%
4	1.77%	1.60%
5	1.19%	1.17%
6	0.79%	0.87%
7	0.74%	0.66%
8	0.66%	0.48%
9	0.55%	0.52%
10	0.49%	0.44%

Data based on 1.7b impressions, 45m clicks and 35m keywords.

Consumer Electronics CTR

Mobile vs Desktop CTR (Consumer Electronics)
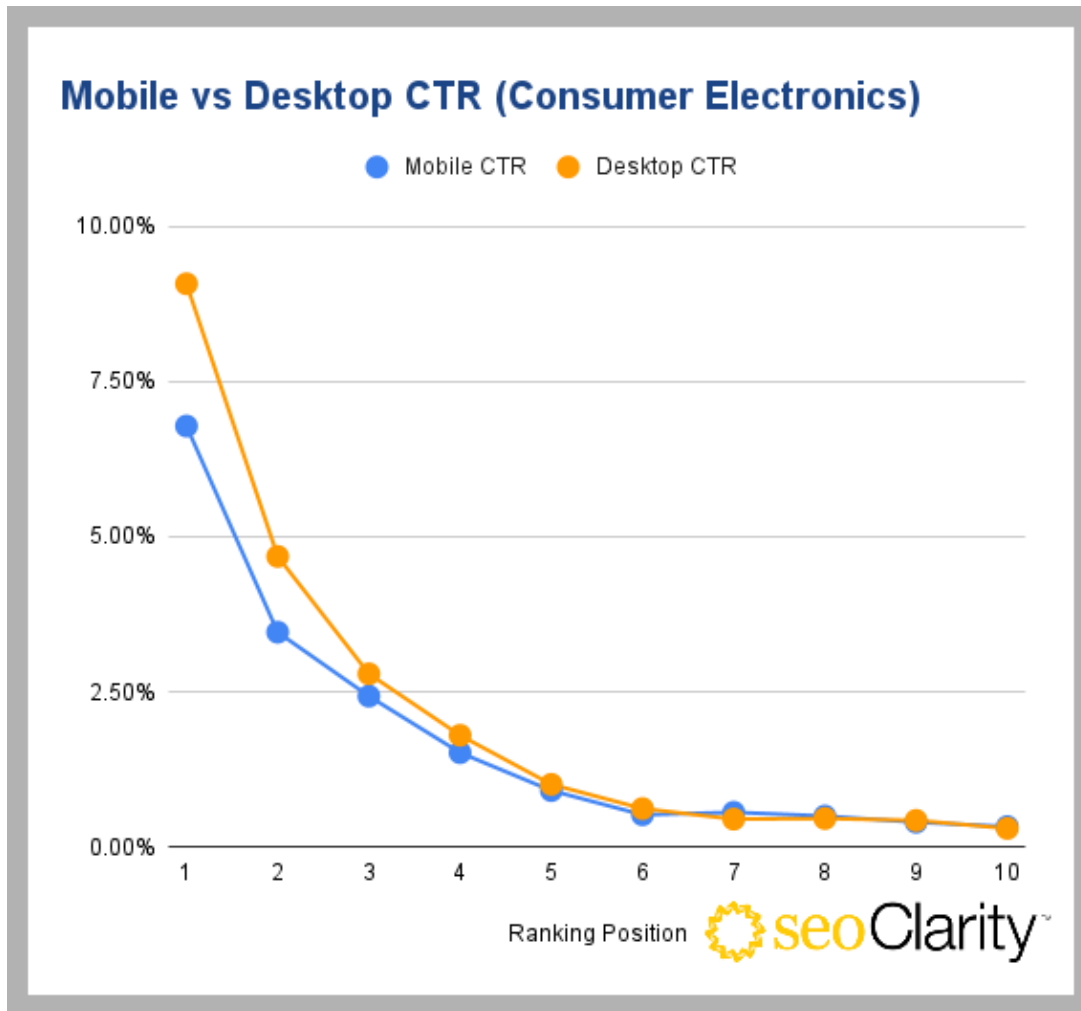
Despite more mobile searches for 'consumer electronics', desktop listings lead to 17% more traffic. One of the only industries to do so.

🐦 **tweet**

For consumer electronics, the majority of searches are carried out by people on mobile devices (559m), which is 16.5% higher than those on desktop (480m). However,

because of superior click-through rates on desktop, the organic listings on desktop actually drive more traffic overall.

The top 10 organic listings on desktop generate 17.4% more clicks than the top 10 on mobile, despite inferior impressions overall.

Position	Mobile CTR	Desktop CTR
1	6.78%	9.07%
2	3.46%	4.68%
3	2.43%	2.79%
4	1.52%	1.80%
5	0.91%	1.01%
6	0.52%	0.62%
7	0.56%	0.45%
8	0.50%	0.46%
9	0.40%	0.43%
10	0.33%	0.30%

Data based on 1b impressions, 29m clicks and 14m keywords.

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CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords
By Industry | By Country | By Device

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CTR

Finance CTR
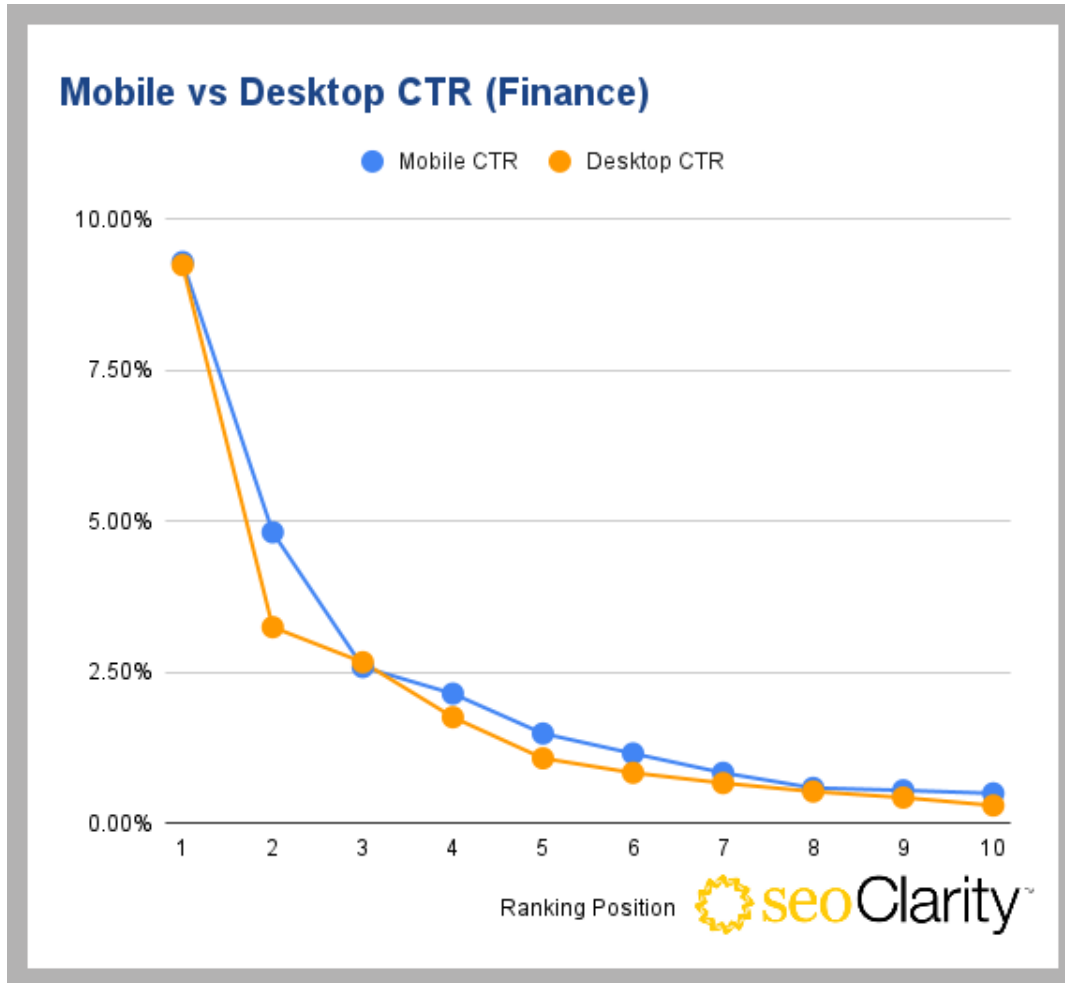
Mobile is king for 'finance' - 45.9% more searches and 3.2% higher CTR for top 10 listings compared to desktop. 🐦 **tweet**

For those operating in the Finance sector, mobile listings should absolutely be the core focus.

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+ **17B** Keywords
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CTR

Search data on mobile devices is 45.9% higher than on desktop, and click-through rates are also superior, with the top 10 search results converting 23.97% of that traffic into clicks, compared to 20.77% on desktop.

Position	Mobile CTR	Desktop CTR
1	9.29%	9.24%
2	4.82%	3.25%
3	2.59%	2.67%
4	2.15%	1.76%
5	1.49%	1.08%
6	1.16%	0.84%
7	0.84%	0.67%
8	0.59%	0.53%
9	0.55%	0.43%
10	0.50%	0.30%

Data based on 713m impressions, 23m clicks and 9m keywords.

![seoClarity Research Study]

LARGEST EVER
CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords
By Industry | By Country | By Device

CTR

Health CTR

Mobile vs Desktop CTR (Health)

● Mobile CTR   ● Desktop CTR

(Ranking Position chart with CTR percentages from 0.00% to 10.00%, positions 1–10)
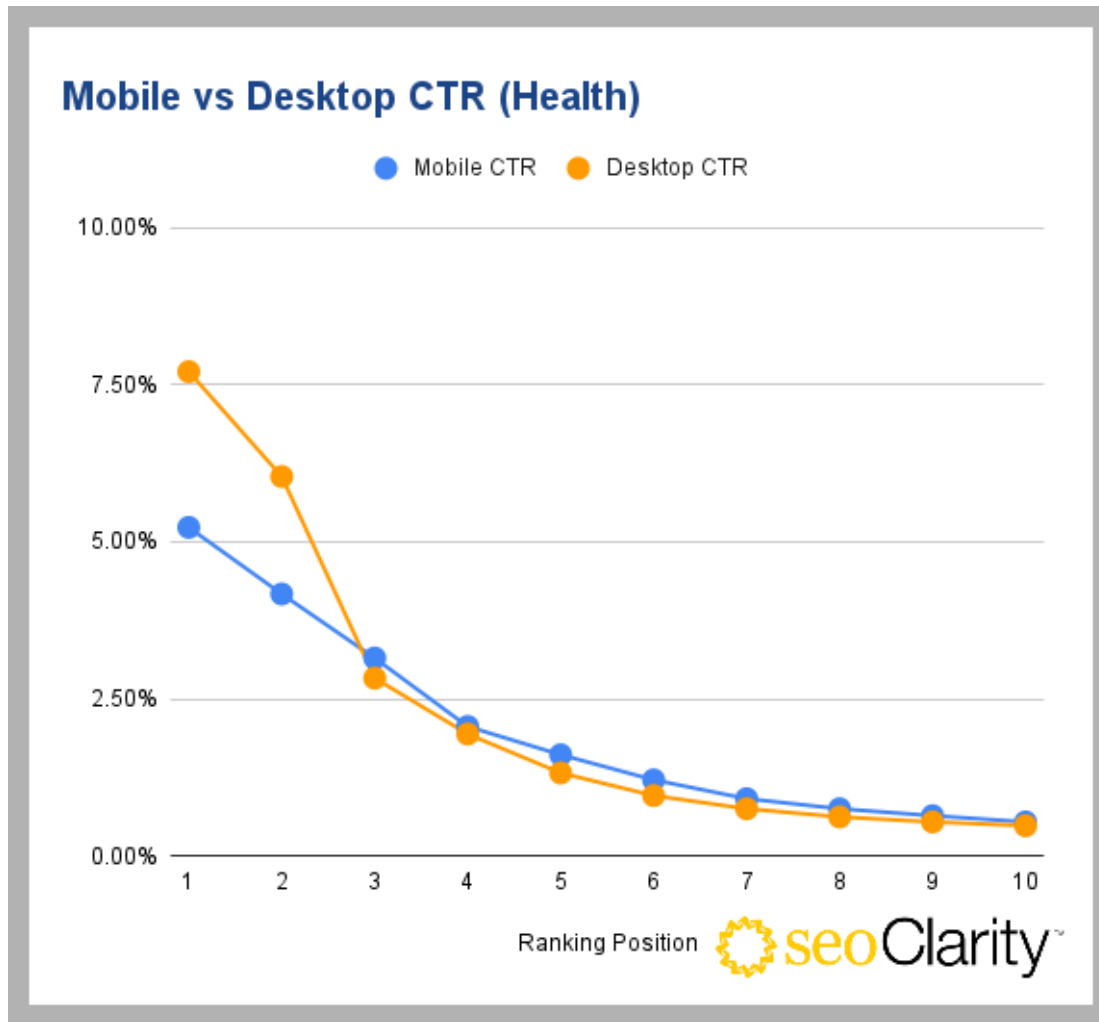
Despite healthy CTRs on desktop, mobile listings in the 'health' industry can expect 119% more clicks. 🐦 tweet

Mobile devices are king when it comes to people searching health related queries. The majority of searches are done on mobile (628M) compared to desktop (251m), which also leads to a substantial shift in expected traffic from organic listings. Overall, the top 10 rankings across the Health section receive 95% more traffic on mobile compared to those on desktop.
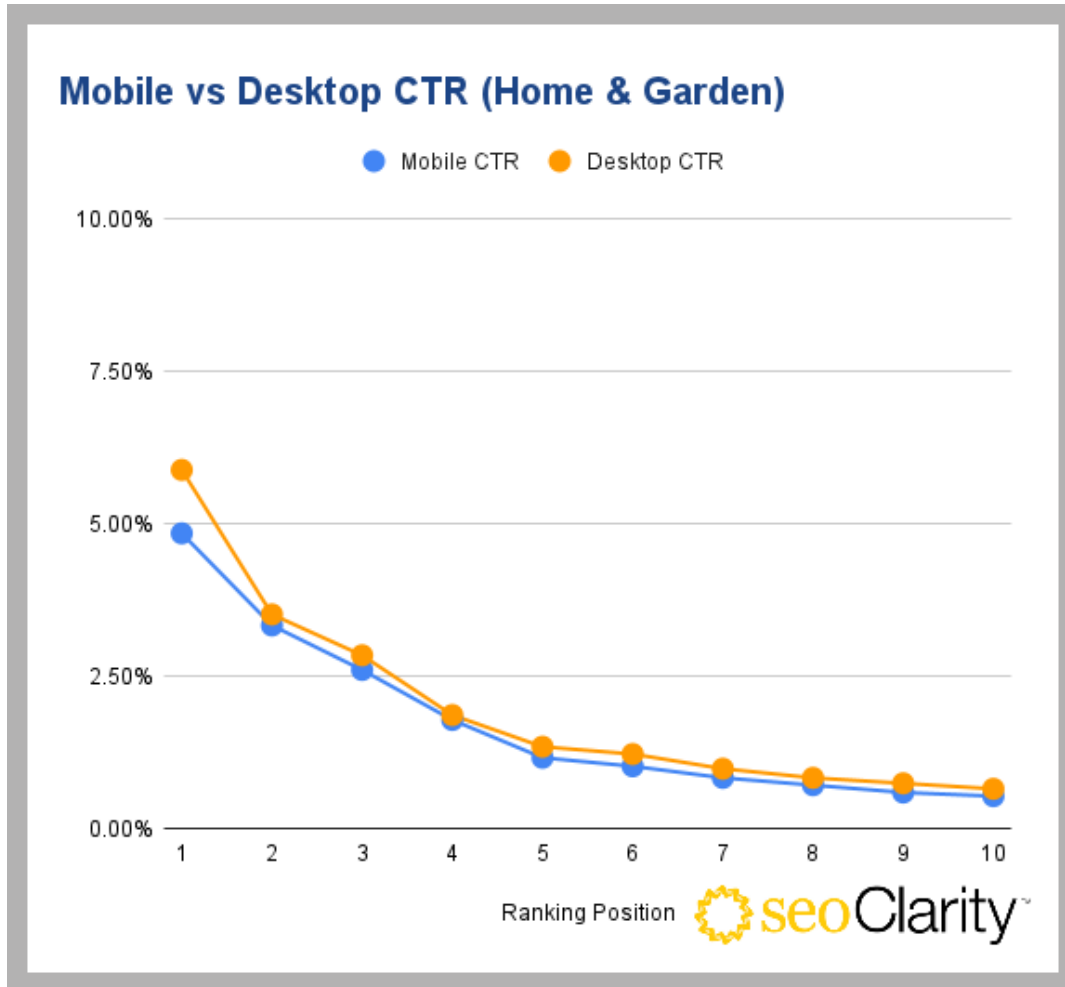
However, click-through rates on desktop in this field are higher, with both positions 1 and 2 taking a higher percentage of traffic. Additionally, the top 10 listings on desktop convert 23.18% of impressions to clicks, which decreases to a still healthy (pun intended) 20.26% on mobiles.

Position	Mobile CTR	Desktop CTR
1	5.23%	7.71%
2	4.17%	6.04%
3	3.15%	2.83%
4	2.06%	1.94%
5	1.61%	1.32%
6	1.21%	0.96%
7	0.91%	0.75%
8	0.75%	0.62%
9	0.64%	0.54%
10	0.54%	0.48%

Data based on 879m impressions, 23m clicks and 19m keywords.

![seoClarity RESEARCH STUDY]

LARGEST EVER
CTR Study

750B Impressions + **30B** Clicks
+ **17B** Keywords
By Industry | By Country | By Device

CTR

Home & Garden CTR

For 'home & garden' queries, the top 10 listings on mobile drive 90% more traffic than the top 10 on desktop.

🐦 **tweet**

Because of superior search volume on mobile devices compared to desktop in the Home & Garden industry, the top 10 organic listings on mobile drive 90% more traffic than the top 10 on desktop. This is despite higher click-through rates on desktop (19.84%) than for the same listings on mobile (17.38%) for every position in the top 10.

Position	Mobile CTR	Desktop CTR
1	4.84%	5.88%
2	3.33%	3.51%
3	2.60%	2.84%
4	1.78%	1.86%
5	1.16%	1.34%
6	1.02%	1.22%
7	0.83%	0.98%
8	0.71%	0.83%
9	0.59%	0.74%
10	0.53%	0.65%

Data based on 580m impressions, 14m clicks and 16m keywords.

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LARGEST EVER
CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords

By Industry | By Country | By Device

CTR

Jobs & Education CTR

Mobile vs Desktop CTR (Jobs & Education)

● Mobile CTR   ● Desktop CTR
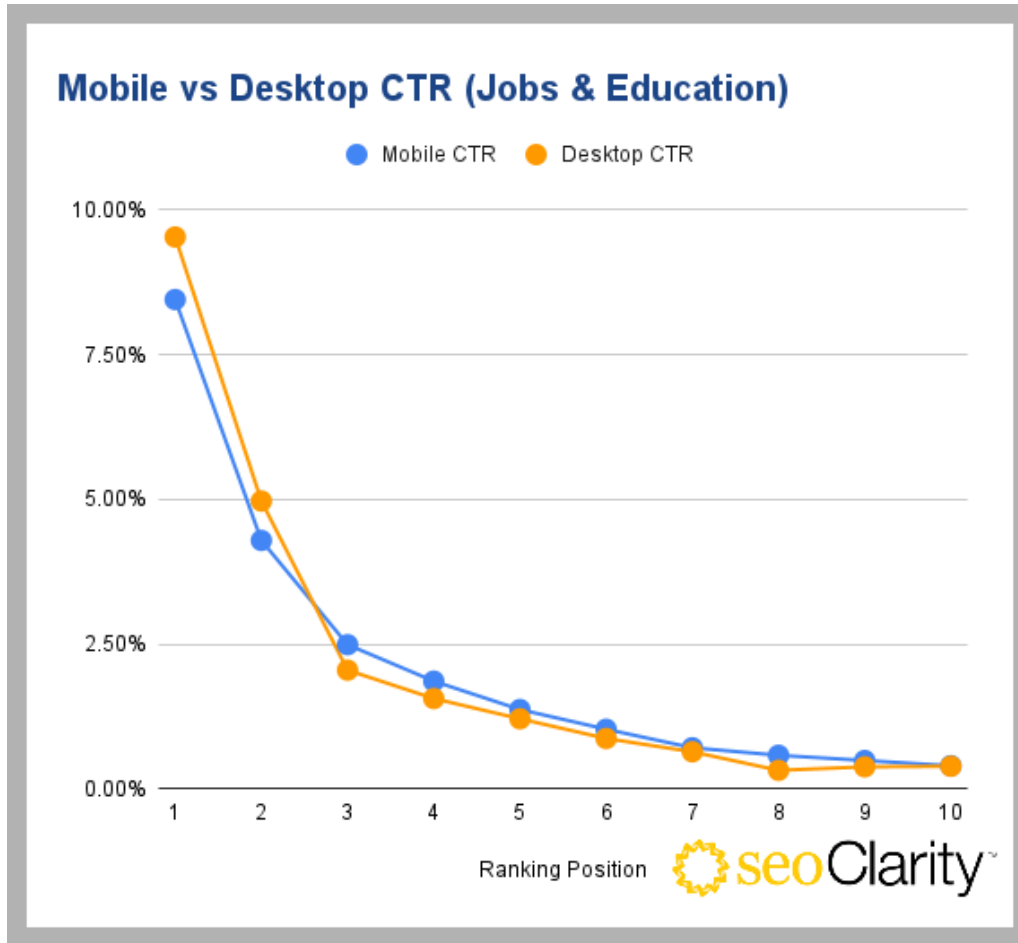
Desktop is king in recruitment - both superior impressions and CTRs lead to 11% more clicks for the top 10 listings.

🐦 tweet

The Jobs and Education industry is one of the rare industries where search volumes are higher on desktops (240m) than they are on mobile (218m). Coupled with similar click-through rates across the top 10 positions, desktop traffic is able to drive 11.4% more traffic based on its volume of impressions.

Here, unlike other industries, is where search marketers want to be paying attention to their desktop rankings as the priority.

Position	Mobile CTR	Desktop CTR
1	8.45%	9.53%
2	4.29%	4.97%
3	2.49%	2.05%
4	1.86%	1.56%
5	1.37%	1.21%
6	1.03%	0.87%
7	0.71%	0.64%
8	0.58%	0.32%
9	0.49%	0.38%
10	0.40%	0.39%

Data based on 458m impressions, 15m clicks and 10m keywords.

![seoClarity RESEARCH STUDY]

LARGEST EVER
CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords
By Industry | By Country | By Device

CTR
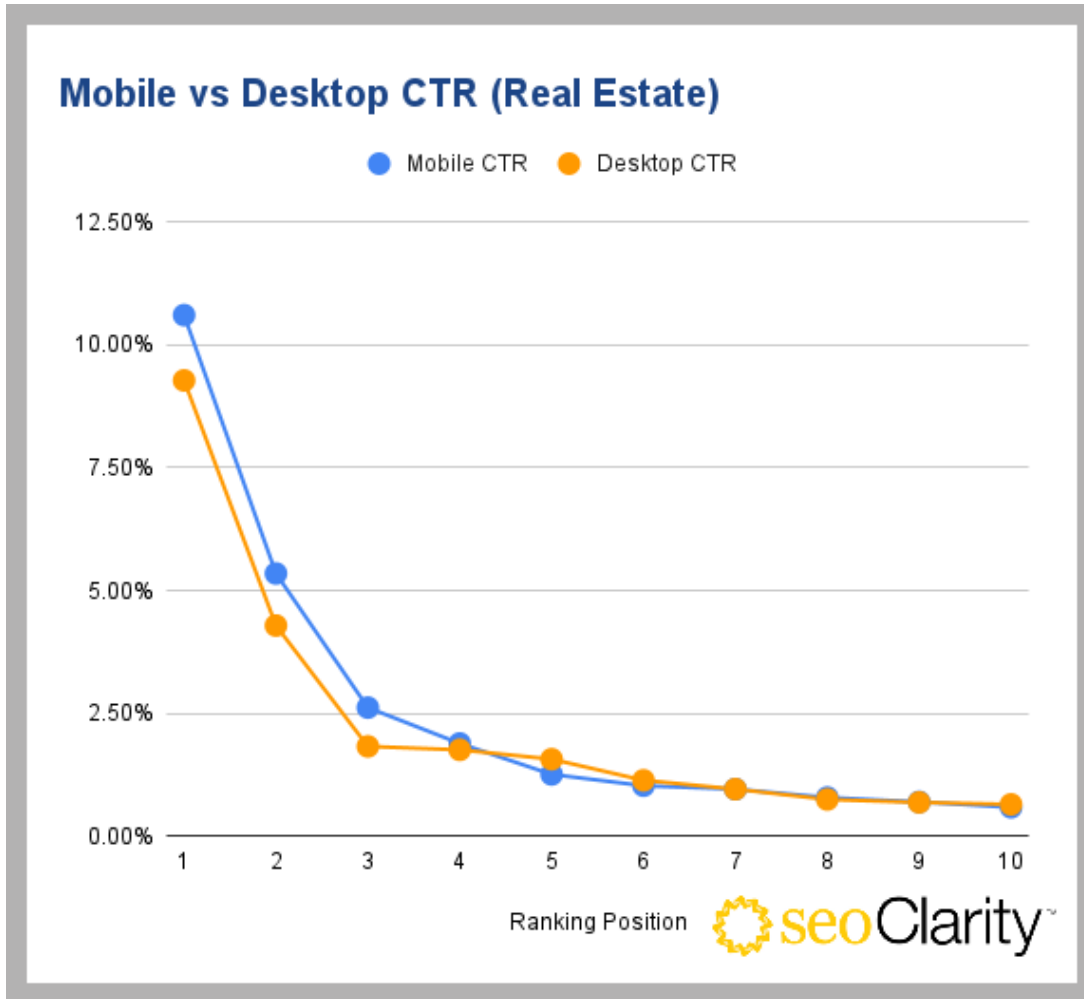
Real Estate CTR

For 'real estate' queries, the top 10 mobile listings receive 112% more traffic than desktop listings.

🐦 **tweet**

Across the top 10 organic listings for those in the Real Estate industry, mobile devices lead to a massive 88% increase in impressions. Similarly, across 6.9m keywords being tracked in the industry and a superior click-through rate (25.82% vs. 22.92%), this leads to a 112% increase in organic clicks.
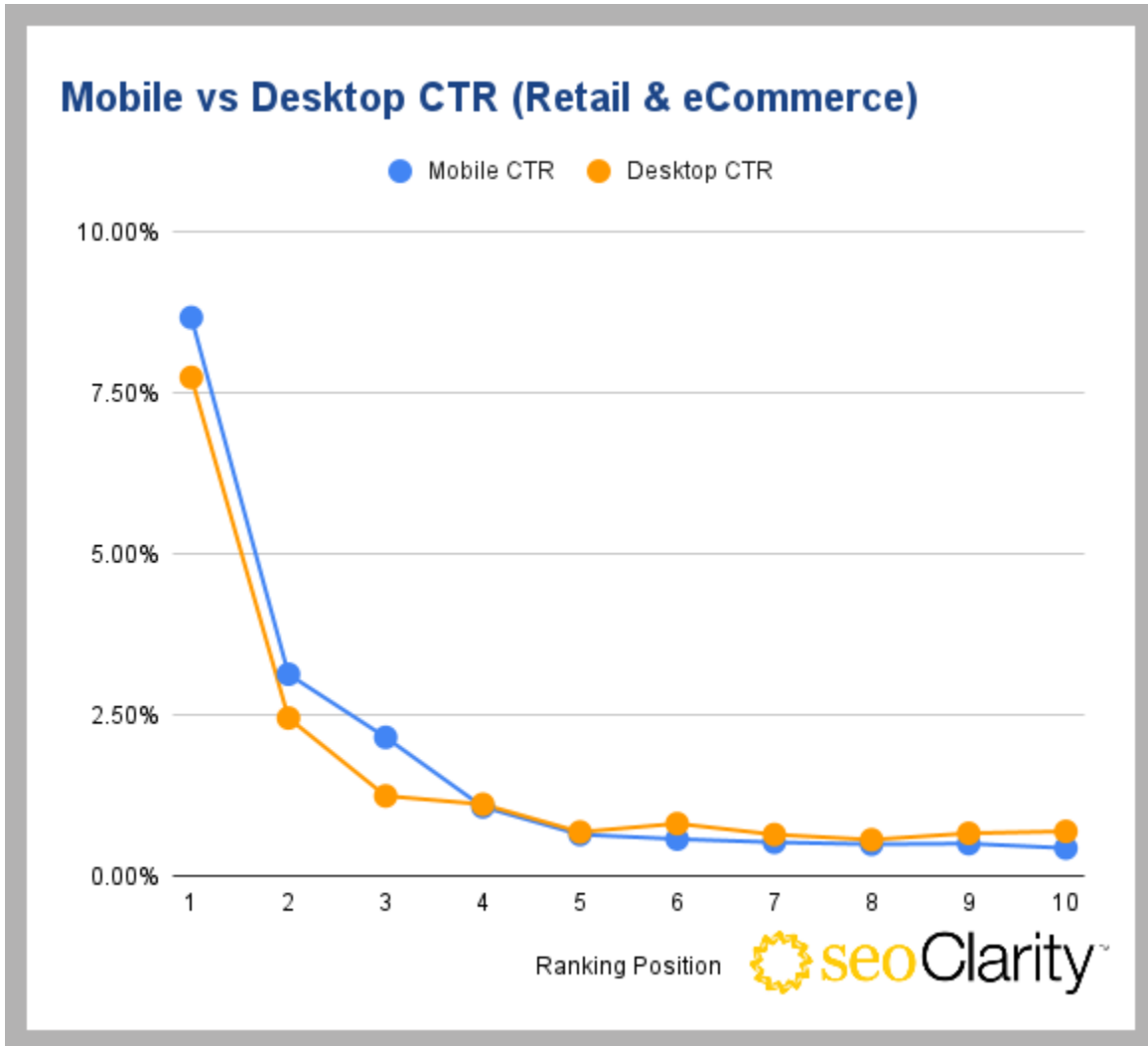
LARGEST EVER
CTR Study

seoClarity
RESEARCH STUDY

750B Impressions + **30B** Clicks + **17B** Keywords
By Industry | By Country | By Device

CTR

It's also one of the only industries where click-through rates on mobile are by-and-large higher per position than on desktop.

Position	Mobile CTR	Desktop CTR
1	10.61%	9.28%
2	5.35%	4.29%
3	2.62%	1.83%
4	1.89%	1.76%
5	1.26%	1.57%
6	1.03%	1.14%
7	0.96%	0.96%
8	0.79%	0.75%
9	0.70%	0.69%
10	0.59%	0.65%

Data based on 259m impressions, 9m clicks and 7m keywords.

LARGEST EVER
CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords

By Industry | By Country | By Device

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CTR

Retail & eCommerce CTR

For search marketers operating in the retail and eCommerce space, mobile is by and away the most important device from an organic perspective. **tweet**

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LARGEST EVER
CTR Study

750B Impressions + 30B Clicks + 17B Keywords
By Industry | By Country | By Device

CTR

Mobile impressions are 180% higher for those rankings in the top 10 compared to those on desktop, and with superior click-through rates, that leads to 208% more clicks as a result.
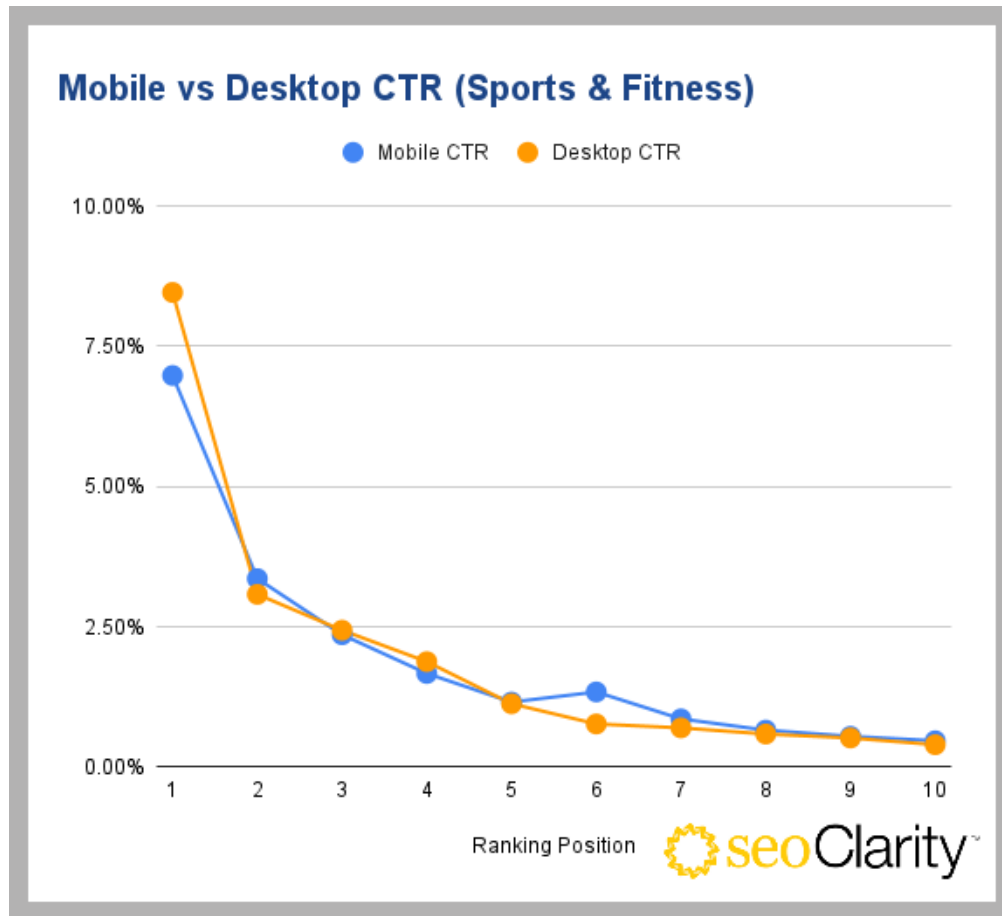
When it comes to click-through rates, mobile listings in all top 3 positions outperform their desktop counterparts. However, from position 4 down and for the rest of the top 10 results, desktop listings see higher click-through rates per impression they receive.

Position	Mobile CTR	Desktop CTR
1	8.68%	7.75%
2	3.14%	2.46%
3	2.16%	1.25%
4	1.08%	1.12%
5	0.65%	0.69%
6	0.58%	0.82%
7	0.53%	0.65%
8	0.50%	0.57%
9	0.51%	0.67%
10	0.44%	0.70%

Data based on 780m impressions, 29m clicks and 5m keywords.

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LARGEST EVER
CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords

By Industry | By Country | By Device

CTR

Sports & Fitness CTR

Mobile vs Desktop CTR (Sports & Fitness)

Despite higher CTRs on desktop, the top 3 mobile listings alone receive 2% more traffic than the entire desktop top 10 in 'sports and fitness'. 🐦 tweet

Click-through rates in the Sports and Fitness industry are overall higher on desktop (19.96%) across the top 10 listings when compared to the top 10 on mobile (19.42%).

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LARGEST EVER
CTR Study

750B Impressions + 30B Clicks + 17B Keywords
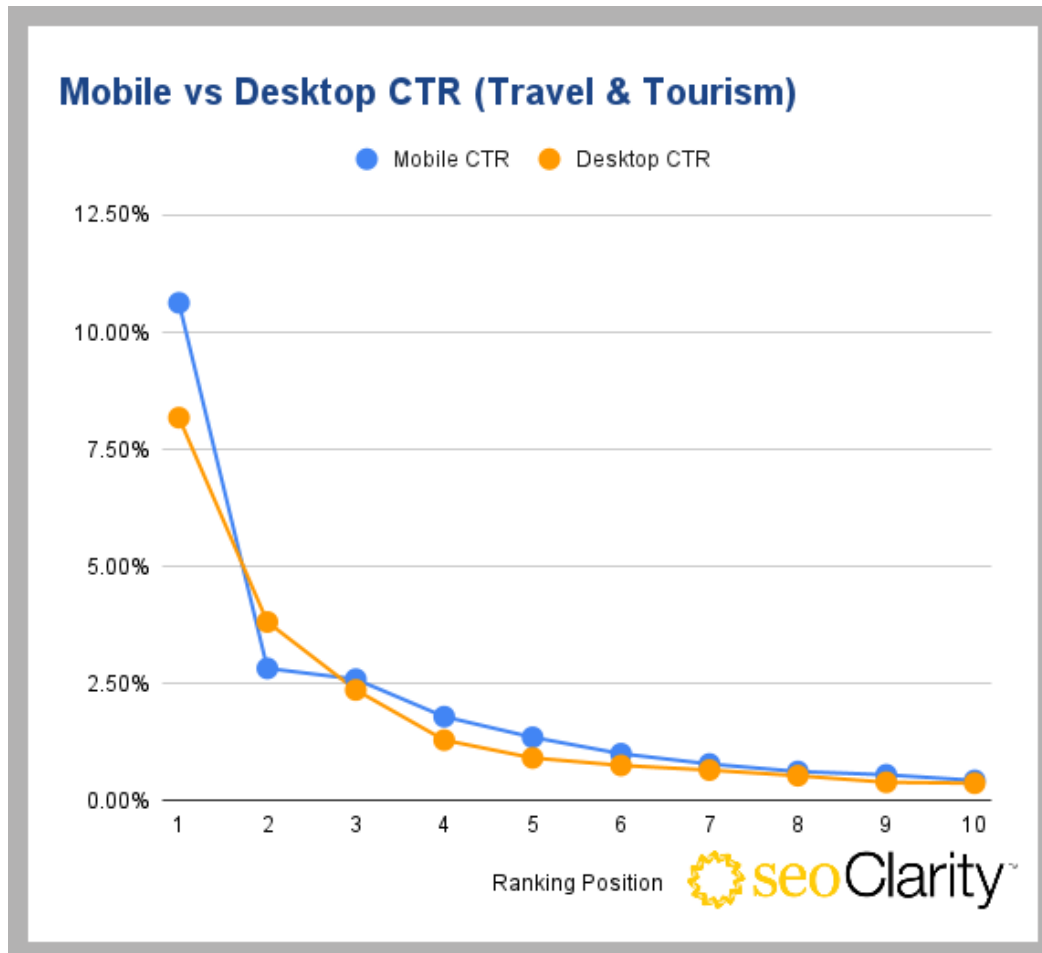By Industry | By Country | By Device

CTR

However, the superior search volume on mobile devices means the top 10 see 134% more impressions and 128.8% more clicks as a result, despite the slightly lower CTRs overall.

Position	Mobile CTR	Desktop CTR
1	6.98%	8.46%
2	3.36%	3.08%
3	2.36%	2.44%
4	1.67%	1.88%
5	1.16%	1.13%
6	1.34%	0.77%
7	0.86%	0.70%
8	0.66%	0.59%
9	0.55%	0.52%
10	0.47%	0.40%

*Data based on 537m impressions, 16m clicks and 10m keywords.

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RESEARCH STUDY

LARGEST EVER
CTR Study

750B Impressions + **30B** Clicks
+ **17B** Keywords
By Industry | By Country | By Device

CTR

Travel & Tourism CTR

9 out of 10 positions in the top 10 have higher CTRs on mobile compared to desktop within 'travel & tourism'

🐦 **tweet**

The Travel industry firmly leads on the side of mobile centered traffic, with all but one position in the top 10 leading to higher click-through rates. Collectively, the top 10 positions on mobile lead to a total of 22.64% impressions to clicks, compared to 19.34% on desktop.
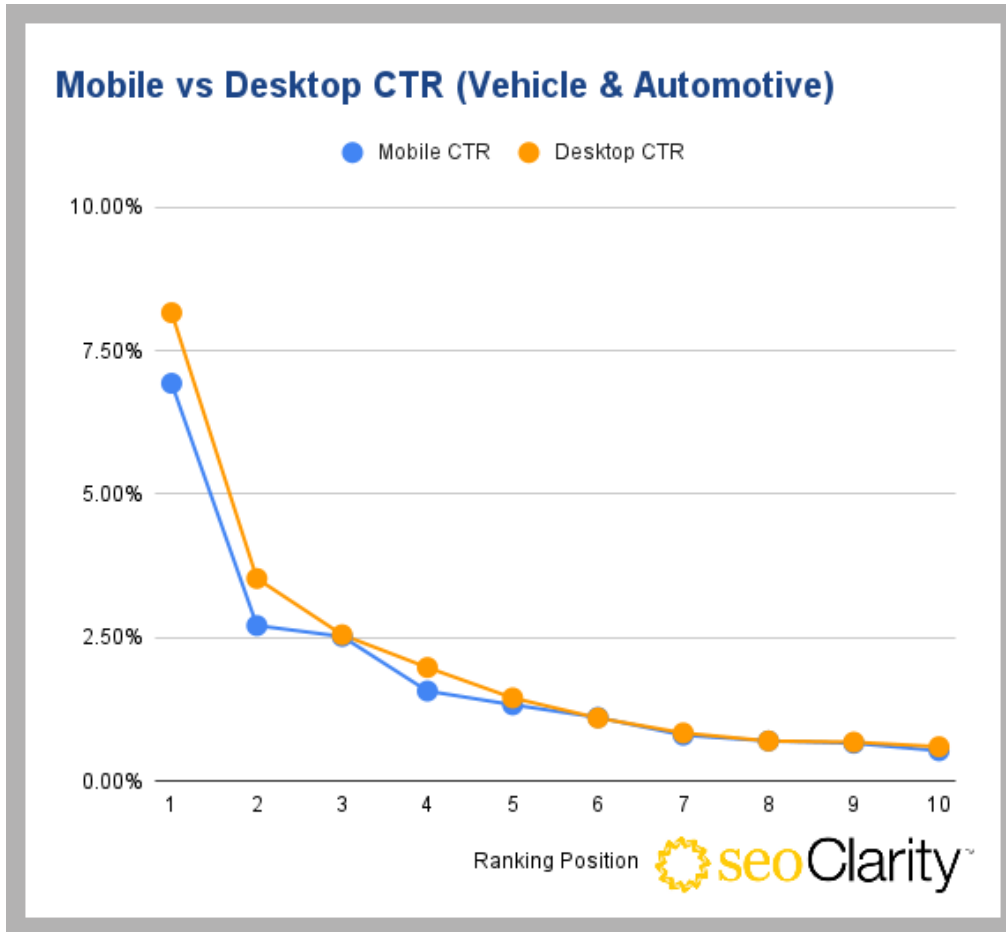
Separately, the number of impressions on mobile are also vastly higher, 78.8% in fact.
This also translates into 112.3% more clicks as a result of that search volume.

Position	Mobile CTR	Desktop CTR
1	10.63%	8.18%
2	2.83%	3.82%
3	2.60%	2.37%
4	1.80%	1.30%
5	1.36%	0.92%
6	1.01%	0.76%
7	0.79%	0.66%
8	0.63%	0.54%
9	0.56%	0.40%
10	0.44%	0.38%

Data based on 552m impressions, 16m clicks and 12m keywords.

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LARGEST EVER
CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords

By Industry | By Country | By Device

CTR

Vehicles & Automotive CTR

Despite lower CTRs in 9 of 10 positions, mobile search drives 158% more traffic compared to desktop for 'automotive' queries.

🐦 tweet

Despite click-through rates in the Vehicle & Automotive industry being lower in 9 of the top 10 positions, those same positions drive 158% more clicks than those on desktop.

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RESEARCH STUDY

LARGEST EVER
CTR Study

750B Impressions + **30B** Clicks + **17B** Keywords
By Industry | By Country | By Device

CTR

This is because the top 10 listings on mobile receive 194% more impressions in Google listings compared to those on desktop.

Position	Mobile CTR	Desktop CTR
1	6.93%	8.16%
2	2.71%	3.53%
3	2.52%	2.55%
4	1.57%	1.98%
5	1.33%	1.45%
6	1.11%	1.10%
7	0.80%	0.84%
8	0.70%	0.70%
9	0.66%	0.68%
10	0.53%	0.60%

Data based on 547m impressions, 16m clicks and 10m keywords.

Key Takeaways

Click-through rates are near impossible to nail down. Every model that has been created in the past will inevitably become invalid because of industry-wide SERP changes. The issue with most CTR models is the lack of a large enough data set to make an actionable conclusion.

We believe this study provides the most reliable metrics to search marketers due its sheer data volume.

So, why do we still care? Because it's still important for projecting potential marketing opportunities and forecasting returns. The greater the data that is retrieved, the better we can define a business case. In the end, it provides a data driven approach to organic search efforts.

The Data

Since our original CTR Study was released in September 2017, we've expanded our numbers to make this the largest CTR Study you'll find absolutely anywhere.

We studied over 750 billion impressions (750,220,641,250 [!] to be exact). This translates to a high level of statistical confidence for each and every rank position. In fact, there was a minimum of 352 million impressions per ranking position.

From that, there were over 30+ billion clicks (30,699,713,741) across 17+ billion unique keywords. This includes only first-clicks by users and doesn't take into account multiple clicks.

Next Steps

We intend to update the CTR study periodically using the same, exact data set and parameters (as far as possible) so we can share with the industry on how the numbers evolve.

Caveats

It's important to keep in mind that every company is different, as is every individual. The conclusions we've drawn are likely not true for every business size, and brand recall

can also have a dramatic impact on particular industries. Do the research on your own GWT data to understand your own CTR.

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