

8-8 Page 1 vs. Page 2

So how will you know when your ranking is good enough?

One of the best guidelines thus far is based on data released by AOL.

[<http://www.jimboykin.com/click-rate-for-top-10-search-results/>] based on 9,038,794 searches conducted in August 2006 with click through rates as follows:

SERP Position	# Clicks	% of Total Clicks
1 st	2,075,765	42%
2 nd	586,100	12%
3 rd	418,643	9%
4 th	298,532	6%
5 th	242,169	5%
6 th	199,541	4%
7 th	168,080	3%
8 th	148,489	3%
9 th	140,356	3%
10 th	147,551	3%
Page 1	4,425,226	90%
Page 2	501,397	10%
Total Clicks	4,926,623	55% of searches

So it is clear that to be effective you need to strive to get your listing on to page 1 of the SERP for your chosen key words. Some sites spend literally millions of dollars to get their sites to page 1 and keep them there. You need to undertake a cost benefit analysis to decide whether the effort justifies the return from increased sales for your business.

The next step in Search Engines is Keywords and Key Phrases

<http://www.websuburb.com.au/HelpDesk/SearchEngines/Keywords/tabid/154/Default.aspx>