Mythbusting the Internet 2025

A Data-Visualized Journey of How Web Use Has Changed

Rand Fishkin, CEO

SparkToro

6 Theories

65 Charts

5 Takeaways

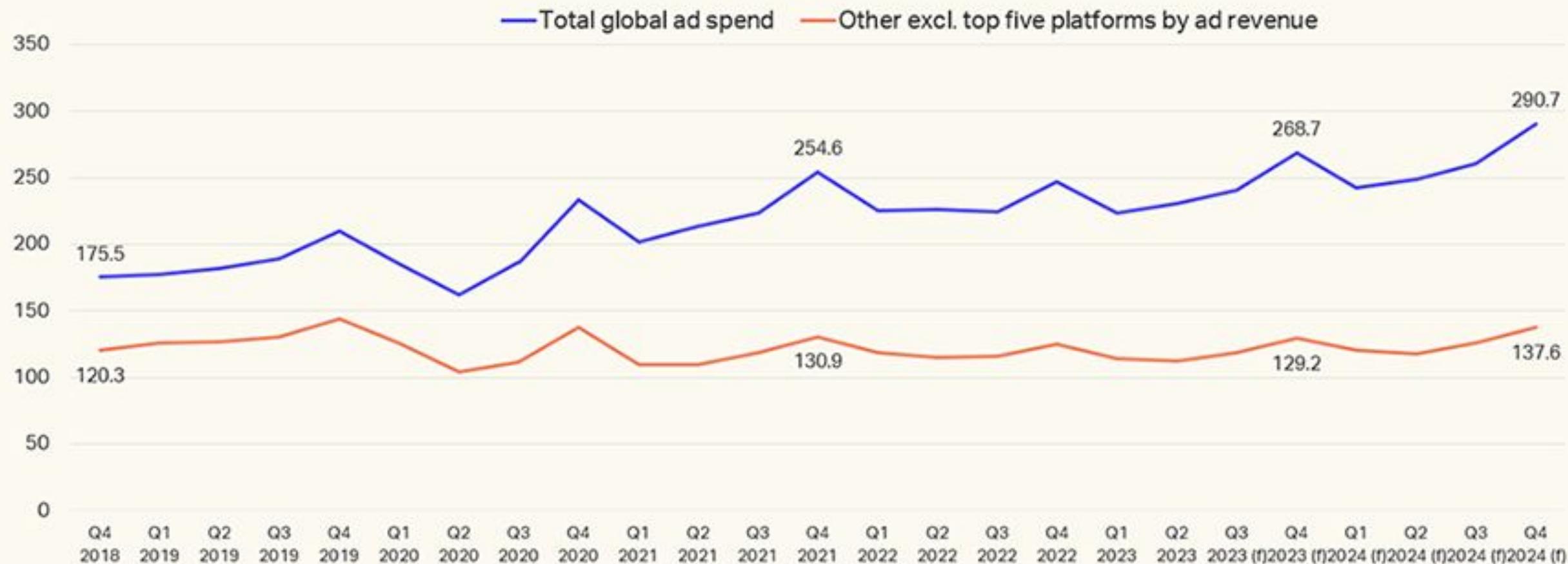**My Goal:** explain what the #$%@ is going on with digital marketing right now.

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Theory #1

"The Economy" is why marketing feels so hard right now.

Global, Advertising spend, 2018-2024 (f)

$, billions

WARC Media

Legend: — Total global ad spend — Other excl. top five platforms by ad revenue

Total global ad spend data points labeled: 175.5, 254.6, 268.7, 290.7

Other excl. top five platforms data points labeled: 120.3, 130.9, 129.2, 137.6

X-axis: Q4 2018, Q1 2019, Q2 2019, Q3 2019, Q4 2019, Q1 2020, Q2 2020, Q3 2020, Q4 2020, Q1 2021, Q2 2021, Q3 2021, Q4 2021, Q1 2022, Q2 2022, Q3 2022, Q4 2022, Q1 2023, Q2 2023, Q3 2023 (f), Q4 2023 (f), Q1 2024 (f), Q2 2024 (f), Q3 2024 (f), Q4 2024 (f)

Note: Top five companies by ad revenue include Alphabet, Amazon, Meta, Alibaba, and ByteDance. Other means the rest of global advertising spend without the top five companies. Alphabet advertising revenue data dates back to Q4 2018, Amazon dates back to Q3 2020. ByteDance advertising data started to include TikTok in Q1 2019. Periods denoted with (f) are WARC forecasts
SOURCE: WARC Media

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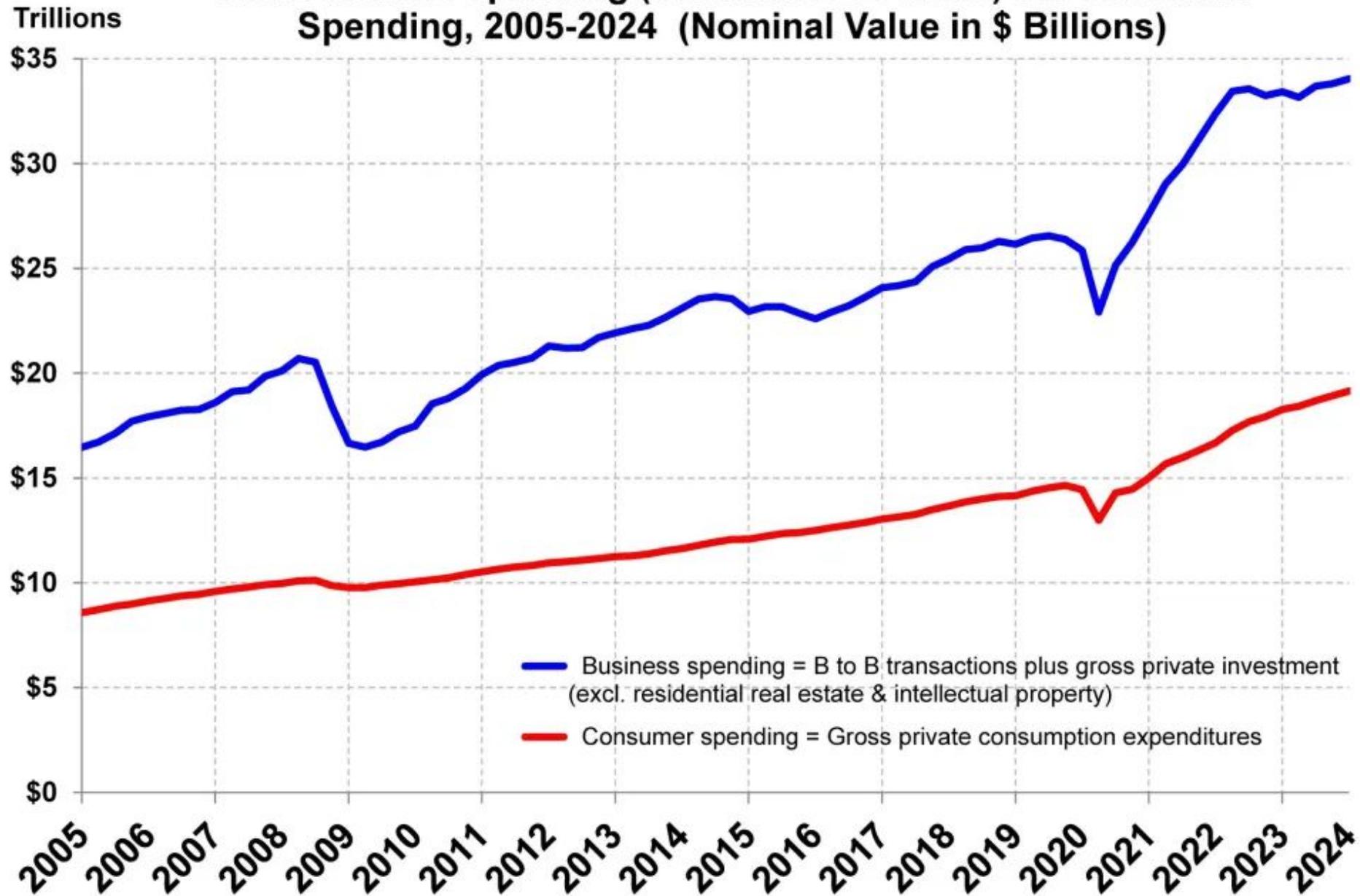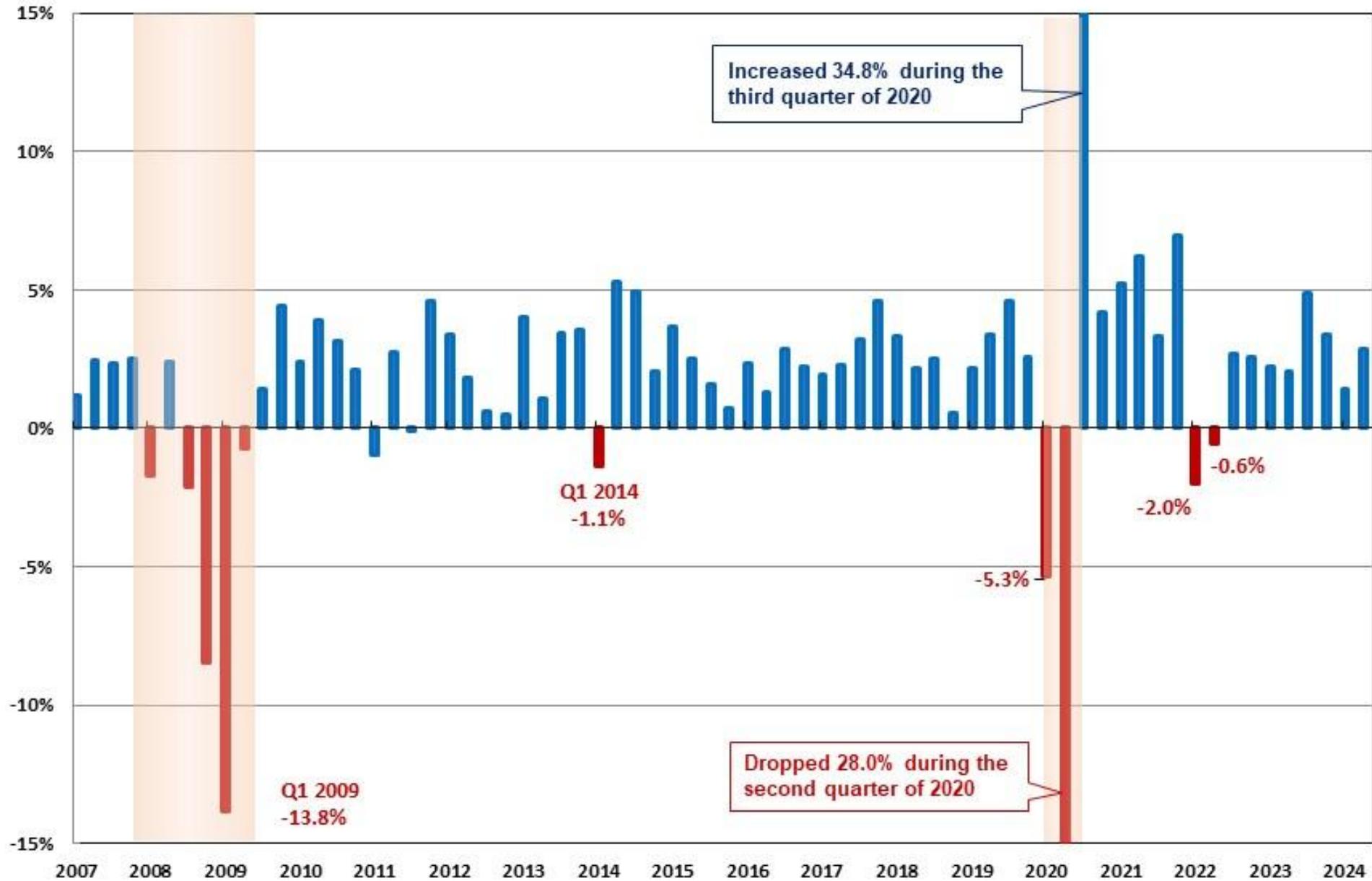**U.S. Business Spending (Skousen B2B Index) vs. Consumer Spending, 2005-2024 (Nominal Value in $ Billions)**

Trillions

Business spending = B to B transactions plus gross private investment (excl. residential real estate & intellectual property)

Consumer spending = Gross private consumption expenditures

Data Source: **Bureau of Economic Analysis; U.S. Census Bureau**

Graph: **Ned Piplovic**

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Figure 1. Real GDP Growth Rate

Q/Q Percent Change, SAAR

Increased 34.8% during the third quarter of 2020

Q1 2014 -1.1%

-5.3%

-2.0%

-0.6%

Q1 2009 -13.8%

Dropped 28.0% during the second quarter of 2020
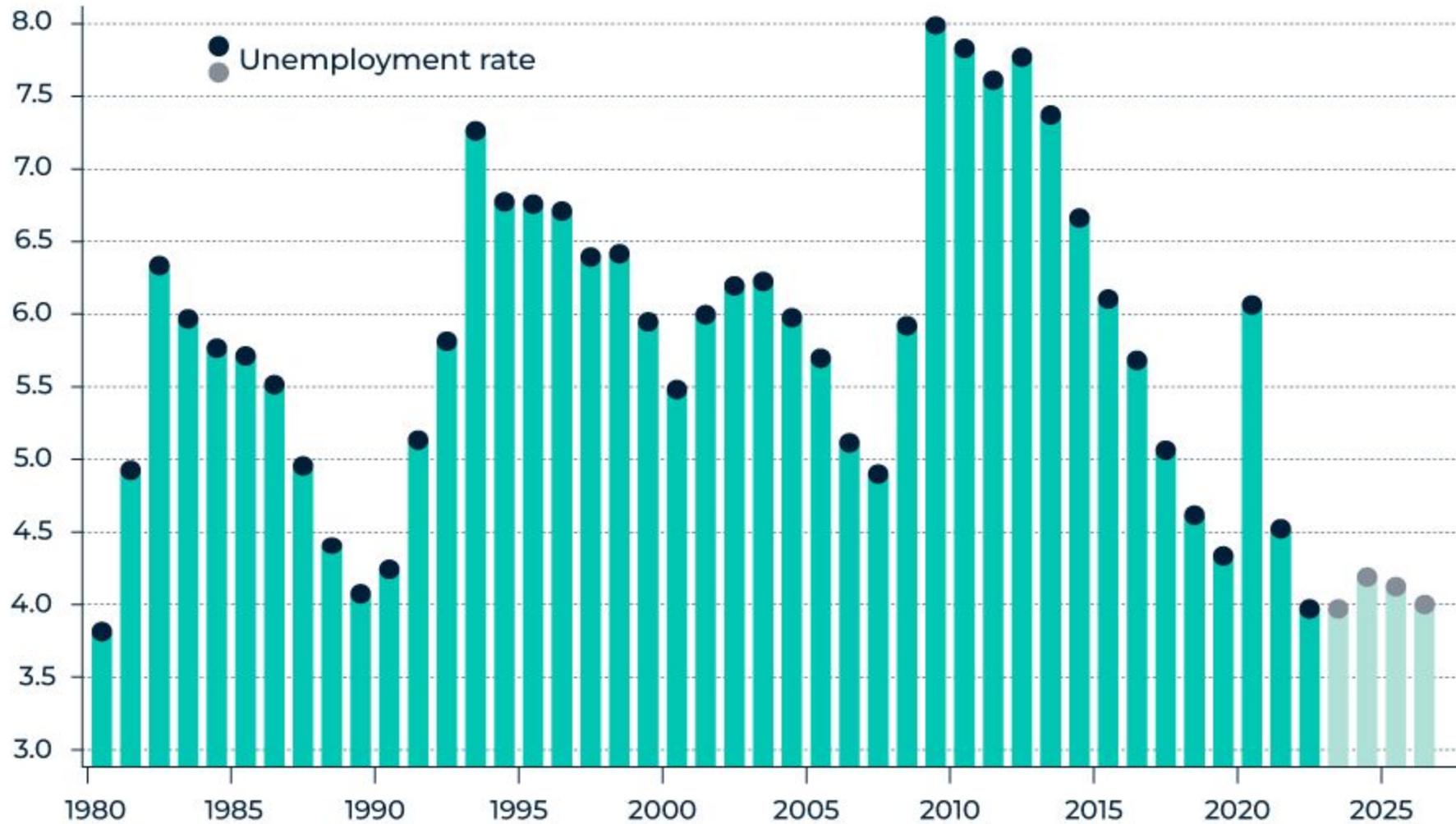
Source: U.S. Bureau of Economic Analysis.

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Labor markets are as tight as 40 years ago

Unemployment rates in advanced economies since 1980

● Unemployment rate

Source: Convera, Oxford Economics data including a forecast for 2023–2026, Macrobond

Source: Convera

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Wages Are Outpacing Inflation

Inflation Rate vs Wage Growth and Spread
Since 1965.

—Inflation Rate   —Wage Growth*

Inflation Rate

Wage* Growth

4.01%
3.36%

15.0%
12.5%
10.0%
7.5%
5.0%
2.5%
0.0%
-2.5%

Spread: Wage Growth Less Inflation Rate   --- Average

Wages Above Inflation

8.0%
4.0%
0.0%
-4.0%
-8.0%

Average: 0.25%

0.65%

Wages Below Inflation

1965 1967 1969 1971 1973 1975 1977 1979 1981 1983 1985 1987 1989 1991 1993 1995 1997 1999 2001 2003 2005 2007 2009 2011 2013 2015 2017 2019 2021 2023

RITHOLTZ
wealth management

US bankruptcy filings by filing type

■ Liquidation ■ Reorganization

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024 YTD
Total	828	634	586	558	471	524	576	520	518	589	638	406	372	634	513
Reorganization	449	363	314	306	246	267	297	261	228	269	328	196	172	327	329
Liquidation	379	271	272	252	225	257	279	259	290	320	310	210	200	307	184

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The Next President Inherits a Remarkable Economy

The high quality of recent economic growth should put a wind at the back of the White House's next occupant

By Greg Ip [Follow]

Oct. 31, 2024 5:30 am ET

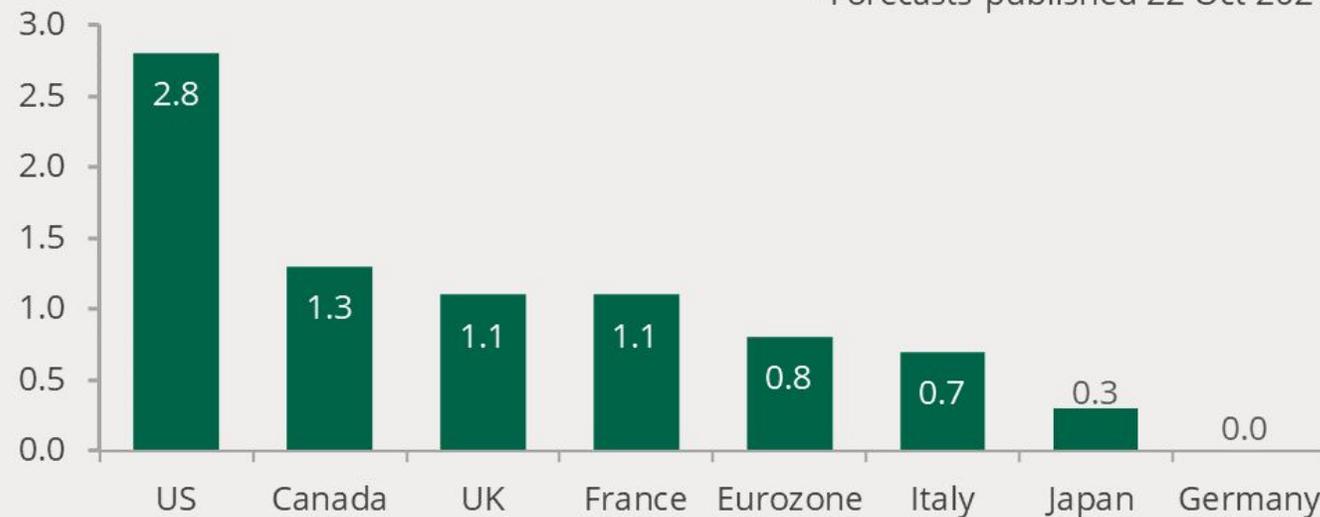⤴ Share   A̲A̲ Resize   💬 1670   🎧 Listen (2 min)   ⋮

Three of the past four newcomers to the White House took office in or around a recession. PHOTO: KENT NISHIMURA/GETTY IMAGES

Whoever wins the White House next week will take office with no shortage of challenges, but at least one huge asset: an economy that is putting its peers to shame.
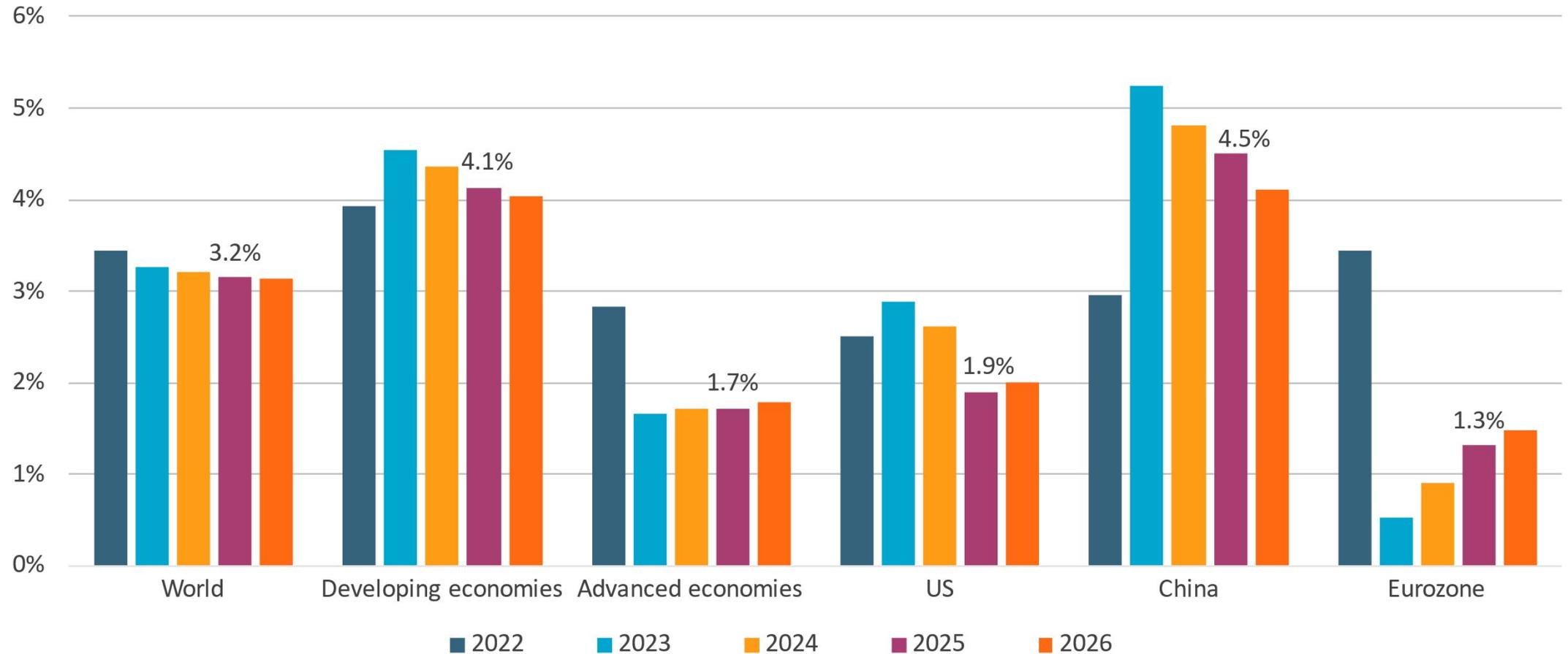

IMF real GDP growth (%) 2024 forecasts for G7

Forecasts published 22 Oct 2024

Country	Growth (%)
US	2.8
Canada	1.3
UK	1.1
France	1.1
Eurozone	0.8
Italy	0.7
Japan	0.3
Germany	0.0

Global Real GDP Growth 2022-2026

% year-on-year growth

Source: Euromonitor International Macro Model, Passport Economy, Finance and Trade
Note: Data from 2024 onwards are forecasts; regional aggregates calculated using PPP weights

Source: Euromonitor

Verdict: Myth

It's **not** "The Economy."
But...

ECONOMY | CONSUMERS

The U.S. Economy Depends More Than Ever on Rich People

The highest-earning 10% of Americans have increased their spending far beyond inflation. Everyone else hasn't.

Share   AA Resize   💬 2807   🎧 Listen (1 min)   ⋮

The top 10% of earners account for 49.7% of all spending. PHOTO: AMIR HAMJA FOR WSJ

By *Rachel Louise Ensign* [Follow]
Feb. 23, 2025 9:00 pm ET

Many Americans are pinching pennies, exhausted by high prices and stubborn inflation. The well-off are spending with abandon.

Atlantic divide

Income* share of the bottom 50% and top 1%

United States

Europe†

Top 1%

Bottom 50%

1980   2000   17

1980   2000   17

*Before taxes and transfers   †EU and Schengen members, former Yugoslav republics, Albania and Moldova. Excluding Liechtenstein
Source: World Inequality Lab

Source: WSJ and Economist

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Theory #2

Opportunity on social platforms is flat or **declining**.

Change in daily U.S. app users since Nov. 2022

— Facebook — Instagram — TikTok — Snapchat — X (Twitter)
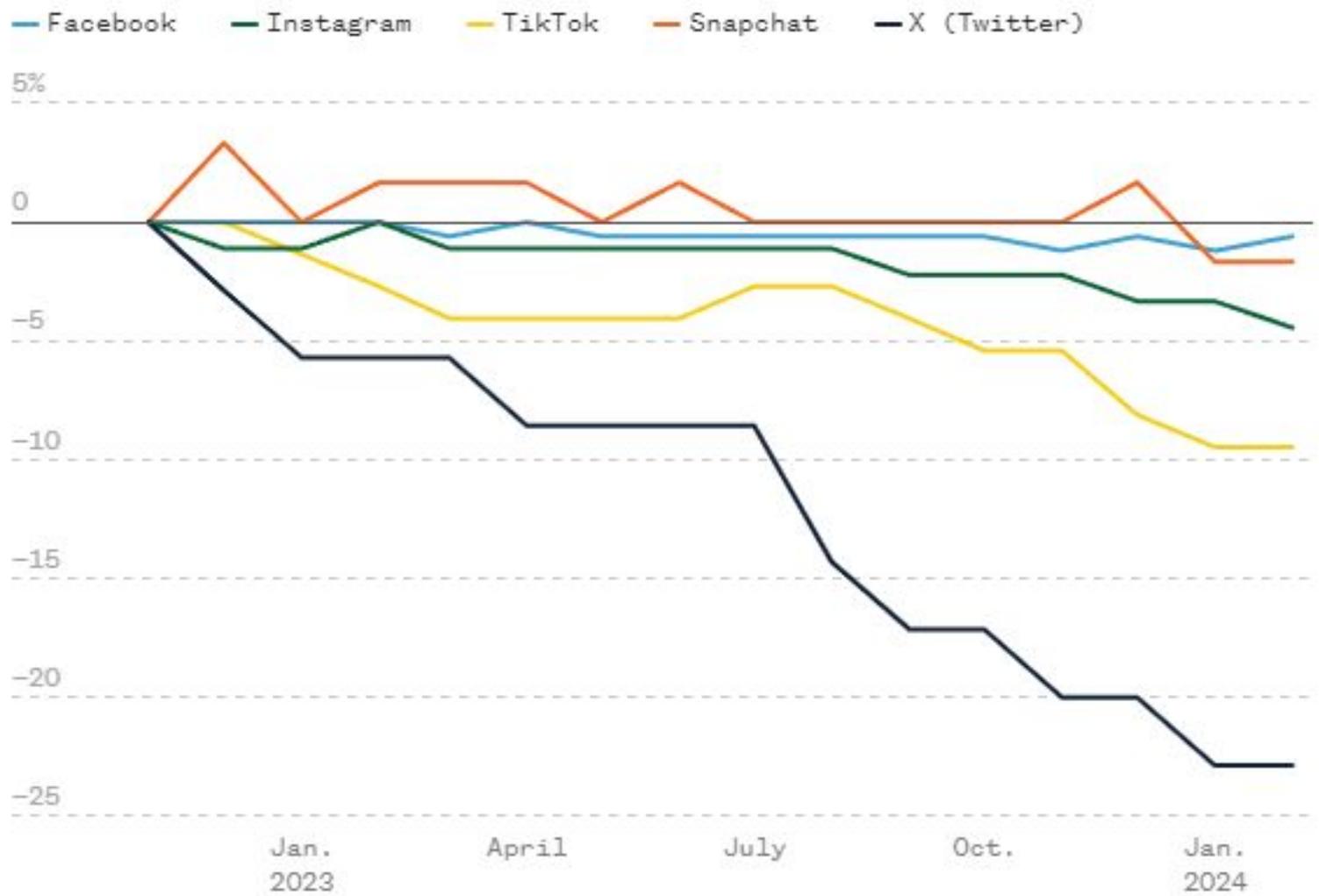
Notes: Data is based on monthly averages and does not include mobile website users.
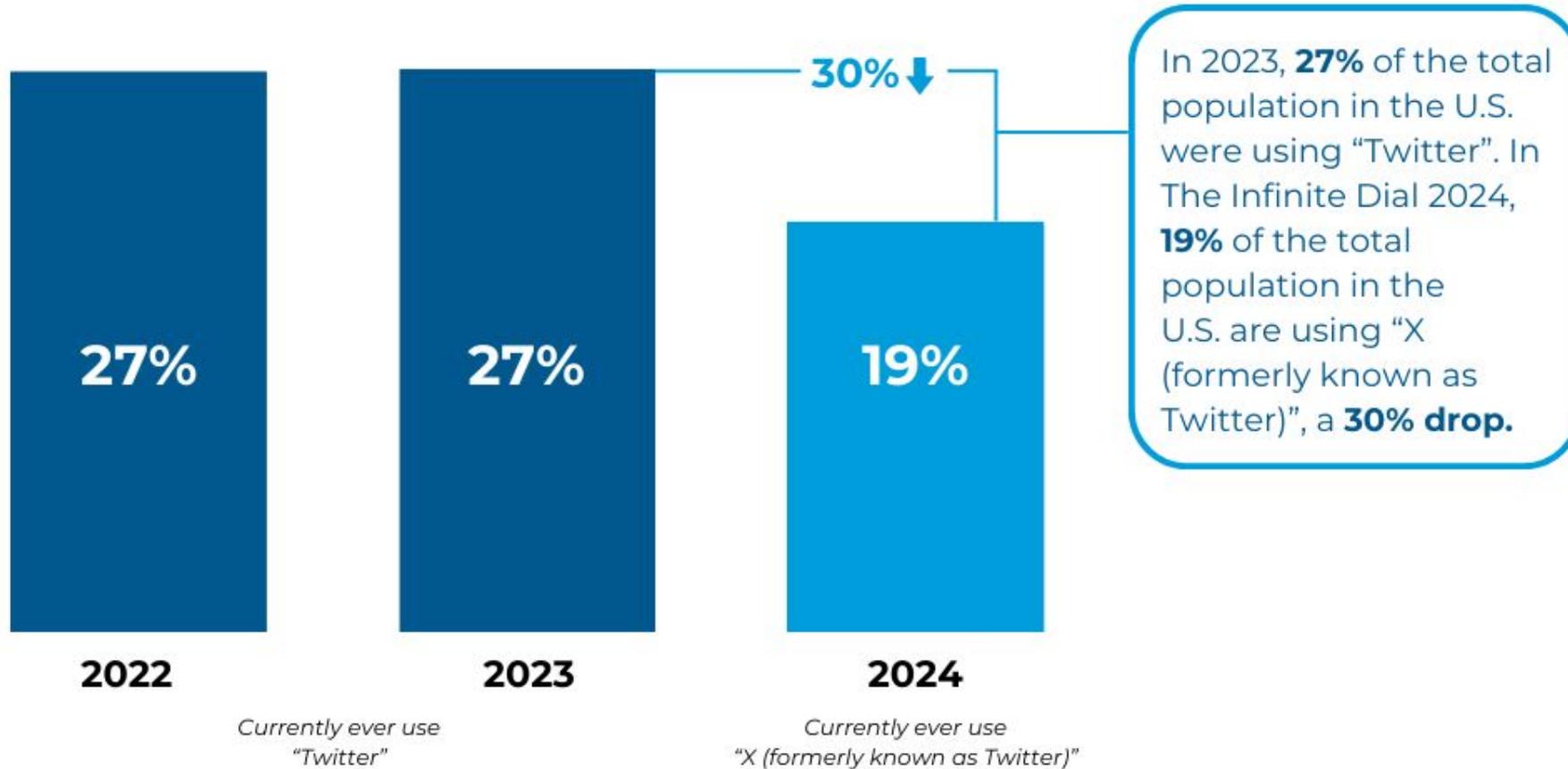**Source:** Sensor Tower
Graphic: Nigel Chiwaya / NBC News

SparkToro

Twitter/X Usage Sees Sharp Decline

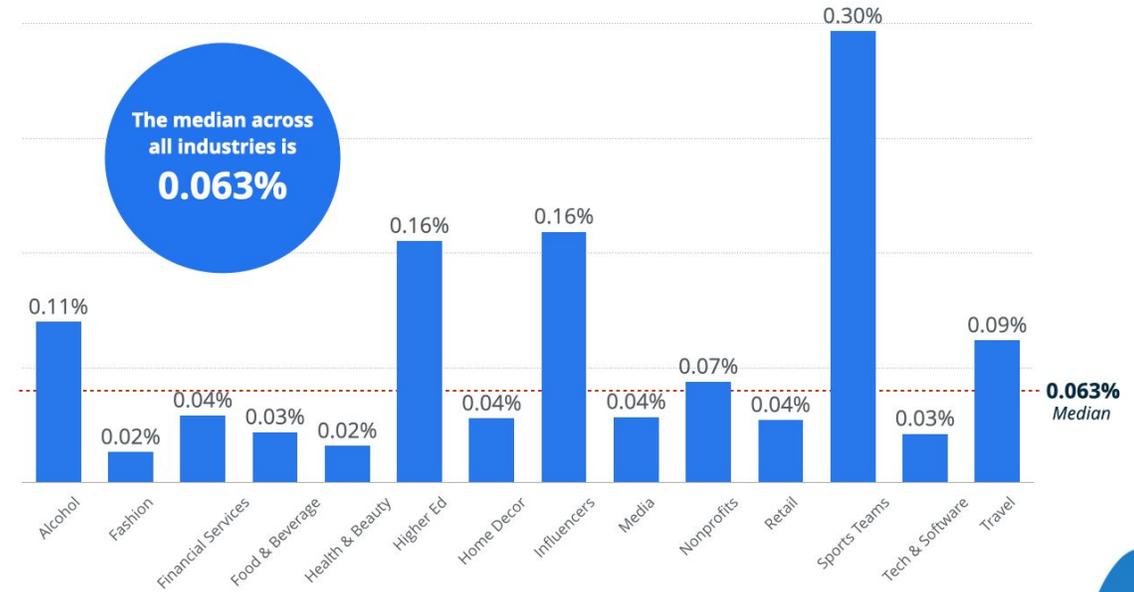## Data from The Infinite Dial® 2024

% currently ever using Twitter/X

30% ↓

In 2023, **27%** of the total population in the U.S. were using "Twitter". In The Infinite Dial 2024, **19%** of the total population in the U.S. are using "X (formerly known as Twitter)", a **30% drop.**

2022	2023	2024
27%	**27%**	**19%**

Currently ever use "Twitter"

Currently ever use "X (formerly known as Twitter)"

edison research · Audacy · CUMULUS MEDIA · SiriusXM Media · THE INFINITE DIAL 2024

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Average Organic Reach of Content Published on Brand Facebook Page

All pages
- Oct '13: 12.05%
- Nov '13: 11.58%
- Dec '13: 8.70%
- Jan '14: 7.70%
- Feb '14: 6.15%

Pages with more than 500K likes
- Oct '13: 4.04%
- Nov '13: 3.51%
- Dec '13: 2.97%
- Jan '14: 2.71%
- Feb '14: 2.11%

f Facebook engagement

Engagement rate per post (by follower)

The median across all industries is **0.063%**

- Alcohol: 0.11%
- Fashion: 0.02%
- Financial Services: 0.04%
- Food & Beverage: 0.03%
- Health & Beauty: 0.02%
- Higher Ed: 0.16%
- Home Decor: 0.04%
- Influencers: 0.16%
- Media: 0.04%
- Nonprofits: 0.07%
- Retail: 0.04%
- Sports Teams: 0.30%
- Tech & Software: 0.03%
- Travel: 0.09%

0.063% Median

Rival IQ
A QUID COMPANY

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Instagram engagement

Engagement rate per post (by follower)

The median across all industries is **0.43%**

Alcohol	0.45%
Fashion	0.19%
Financial Services	0.28%
Food & Beverage	0.45%
Health & Beauty	0.18%
Higher Ed	2.43%
Home Decor	0.20%
Influencers	0.75%
Media	0.56%
Nonprofits	0.62%
Retail	0.23%
Sports Teams	1.57%
Tech & Software	0.44%
Travel	0.40%

0.43% *Median*
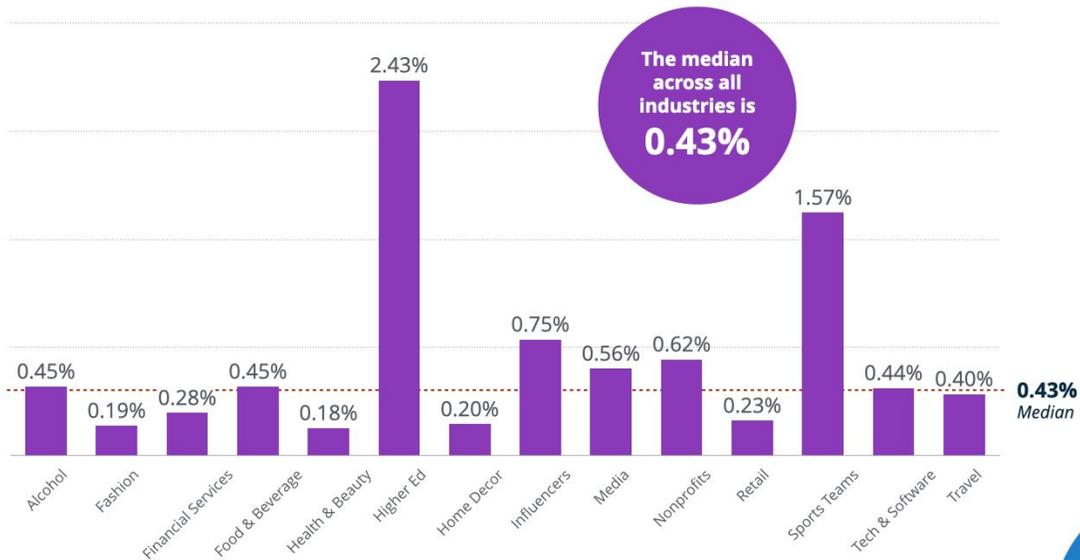
Rival IQ
A QUID COMPANY

Twitter engagement

Engagement rate per tweet (by follower)

The median across all industries is **0.029%**

Alcohol	0.040%
Fashion	0.018%
Financial Services	0.026%
Food & Beverage	0.030%
Health & Beauty	0.011%
Higher Ed	0.053%
Home Decor	0.012%
Influencers	0.040%
Media	0.009%
Nonprofits	0.044%
Retail	0.015%
Sports Teams	0.072%
Tech & Software	0.036%
Travel	0.016%

0.029% *Median*

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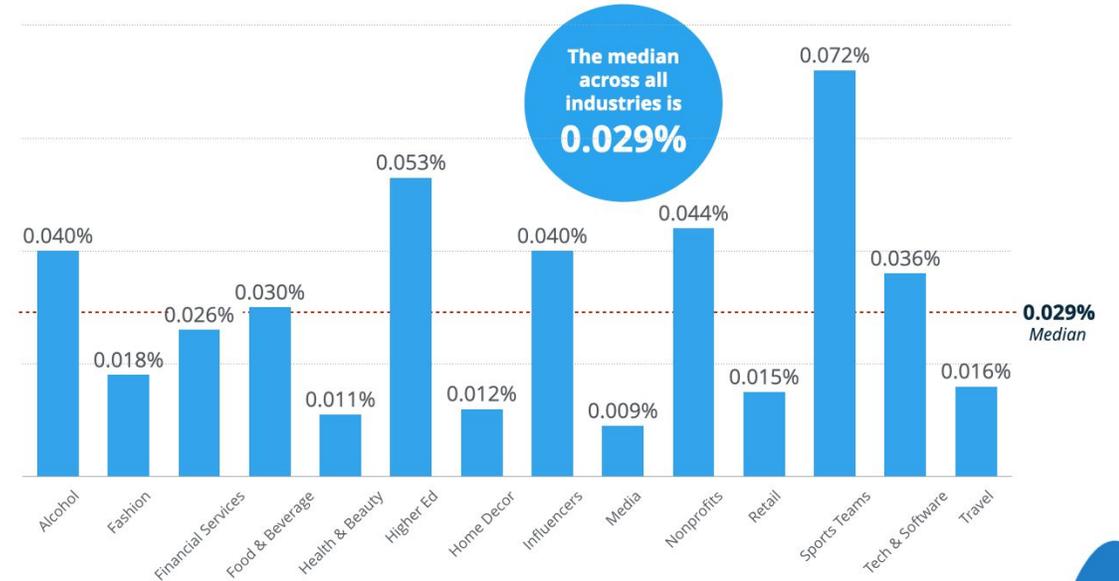
🎵 TikTok engagement

Engagement rate per video (by follower)

The median across all industries is **2.63%**

Industry	Engagement Rate
Alcohol	1.84%
Fashion	1.41%
Financial Services	2.43%
Food & Beverage	3.95%
Health & Beauty	1.38%
Higher Ed	9.23%
Home Decor	1.91%
Influencers	1.51%
Media	2.05%
Nonprofits	2.85%
Retail	1.80%
Sports Teams	4.43%
Tech & Software	1.85%
Travel	3.50%

2.63% *Median*

RivalIQ
A QUID COMPANY

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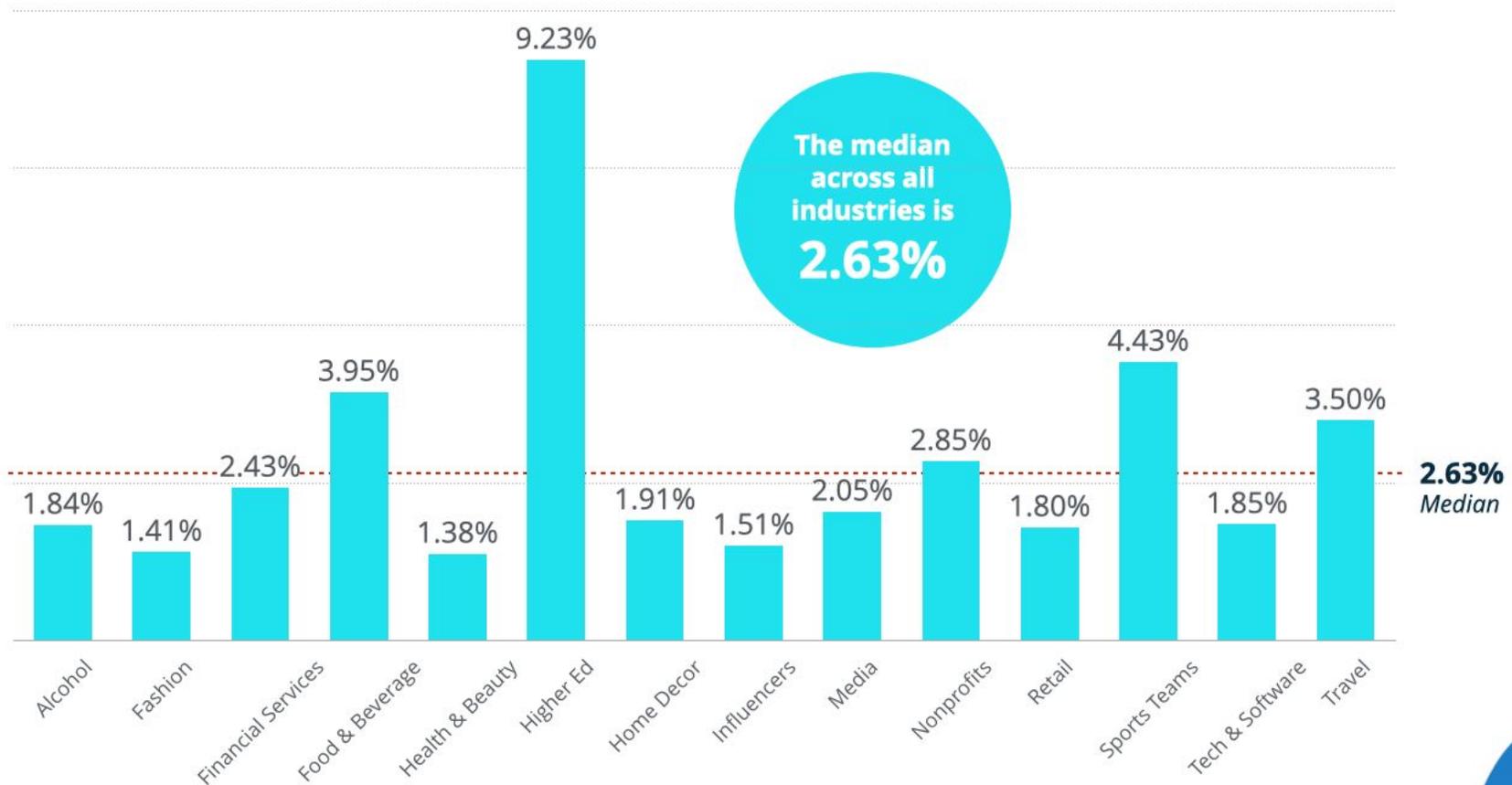
YouTube - Engagement evolution per month

Average engagement rate

Evolution per month

● YouTube ● TikTok ● Instagram
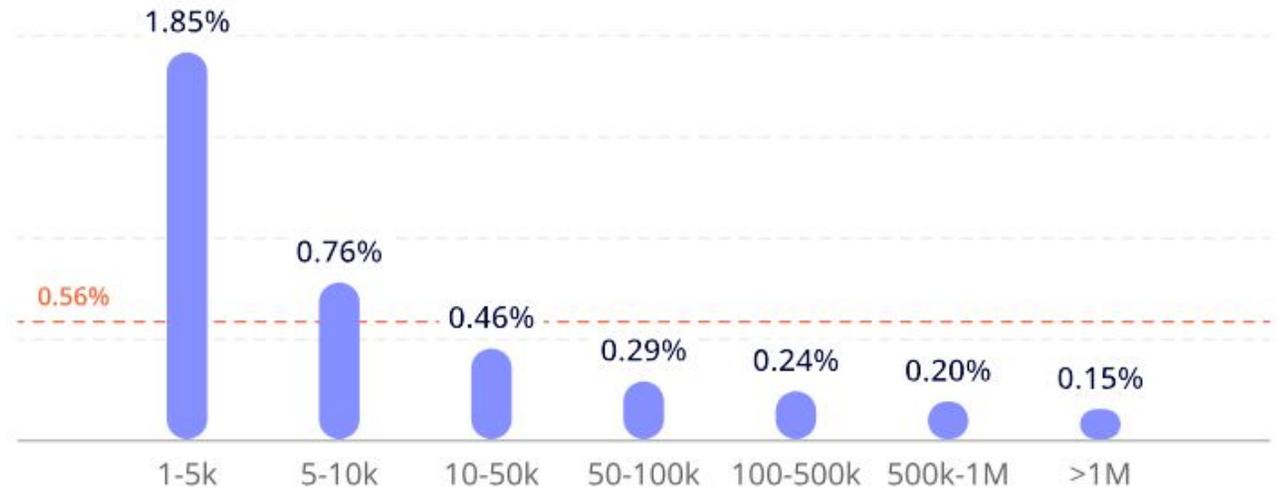
Source: Socialinsider data
Data range: January 2022 - June 2023

socialinsider

Median Engagement Rate on YouTube ⓘ

| 1.85% | 0.76% | 0.46% | 0.29% | 0.24% | 0.20% | 0.15% |

0.56%

1-5k   5-10k   10-50k   50-100k   100-500k   500k-1M   >1M

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Growth of Average Time Spent per Day With Select Social Networks by US Active Users, 2024

% change

Network	% change
Reddit	11.0%
Instagram	1.3%
Facebook*	-1.2%
TikTok	-1.2%
X (formerly Twitter)	-3.8%
Snapchat	-4.5%
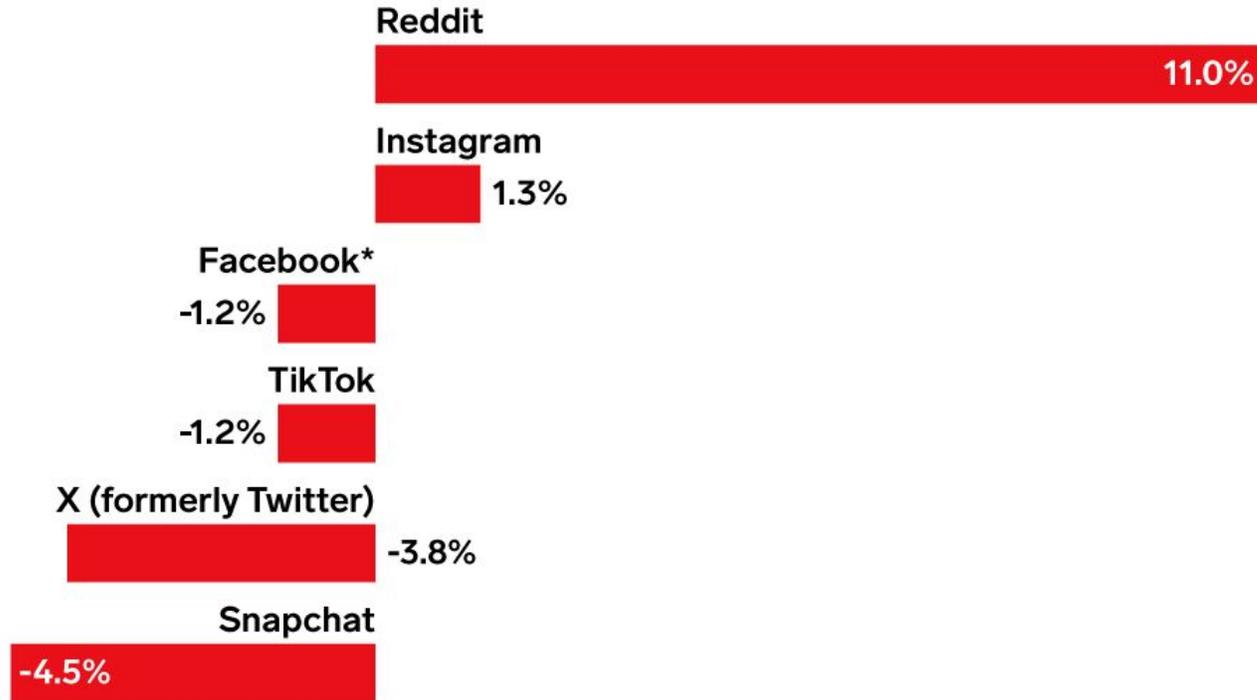
Note: ages 18+; includes all time spent on social network platforms; includes usage via any device; *excludes Instagram
Source: EMARKETER Forecast, June 2024

286521

EM | EMARKETER

APR 2024

REDDIT ELIGIBLE AD REACH

COUNTRIES AND TERRITORIES WHERE REDDIT ADS REACH THE GREATEST SHARE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPA

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	CANADA	40.9%	13,850,000
02	UNITED STATES OF AMERICA	40.7%	118,000,000
03	ICELAND	33.3%	106,050
04	AUSTRALIA	31.9%	7,200,000
05	IRELAND	31.6%	1,350,000
06	SINGAPORE	29.4%	1,600,000
07	UNITED KINGDOM	28.9%	16,750,000
08	NEW ZEALAND	28.2%	1,250,000
09	ISLE OF MAN	27.1%	20,300
10	FINLAND	25.7%	1,250,000

347 **SOURCES:** REDDIT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. RANKING

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PINTEREST MONTHLY ACTIVE USERS

PINTEREST MONTHLY ACTIVE USERS, WITH RELATIVE GROWTH OVER TIME (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

GLOBAL OVERVIEW
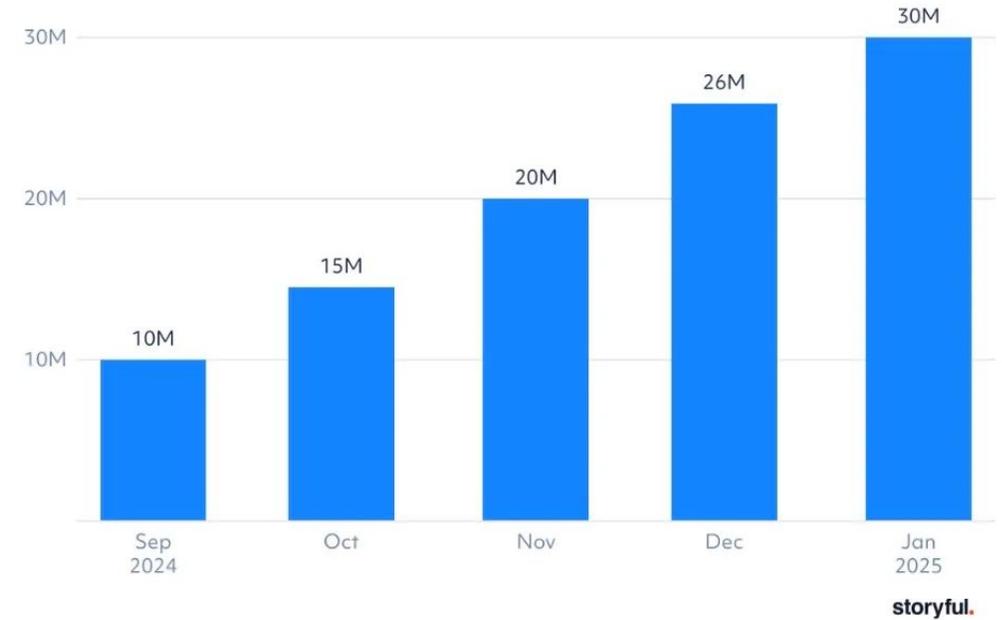
Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024
433 M	433 M	445 M	450 M	463 M	465 M	482 M	498 M	518 M
0%	+2.8%	+1.1%	+2.9%	+0.4%	+3.7%	+3.3%	+4.0%	

409

we are social

Meltwater
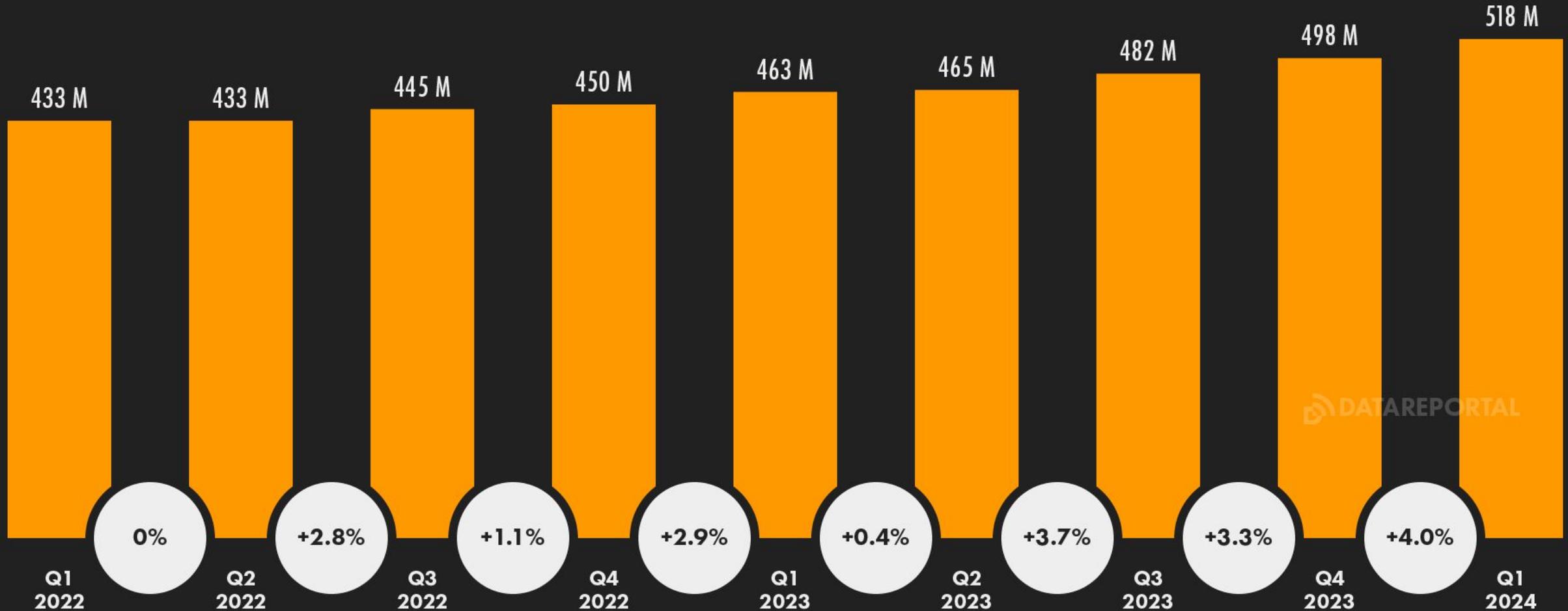
X has lost users since October while Bluesky has gained close to 2.5m

Change in active daily users since 6 October 2024

■ X ■ Bluesky

5 November
US elections
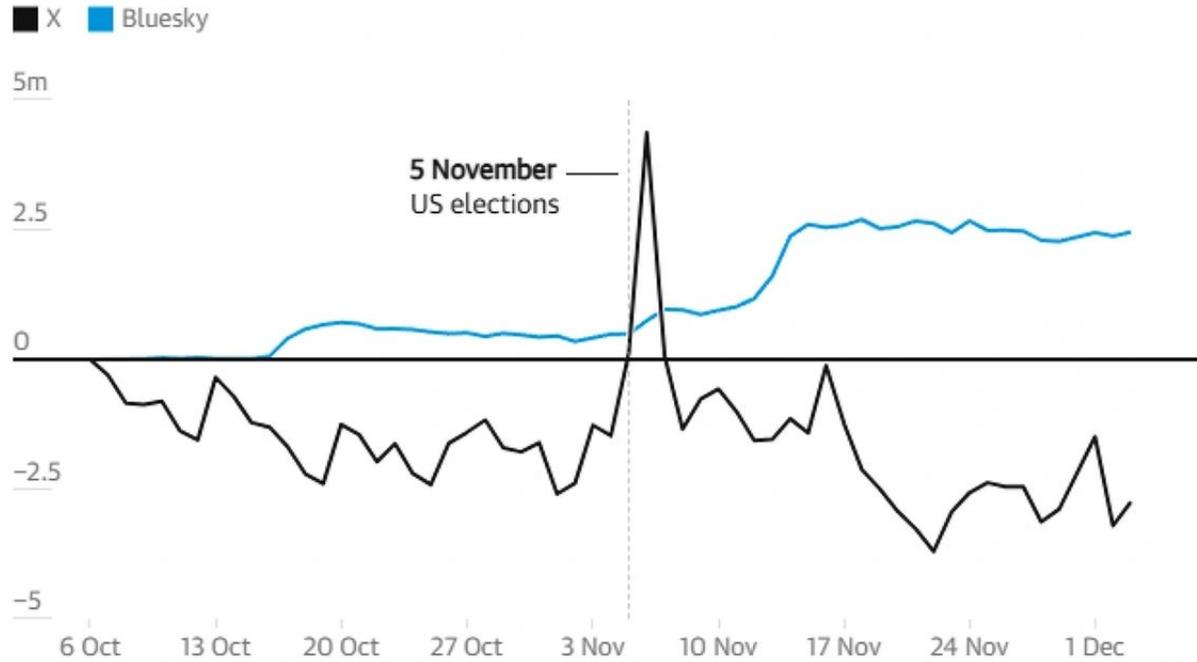
Guardian graphic. Source: Similarweb, Guardian research

Bluesky User Growth

30M

26M

20M

15M

10M

Sep 2024   Oct   Nov   Dec   Jan 2025

storyful.

Source: ExplodingTopics and Storyful

SparkToro

Meta's Twitter challenger app Threads is gaining momentum, and could be on a path to become the next major consideration in social media marketing. Though only as an organic platform at this stage.

Today, on Meta's Q3 earnings call, Meta CEO Mark Zuckerberg announced that Threads is now up to 275 million monthly active users, rising from the 200 million MAU that Meta reported back in August.

Which is a significant momentum shift.

For comparison, it took Threads 9 months to go from 100 million MAU to 175 million, at a growth rate of 8.3 million additional users per month. It's now added 100 million more actives in just three months, more than tripling that early growth rate.

Threads grew by a Bluesky this month /
Threads has already gotten more than 15 million signups this month, according to Adam Mosseri — Bluesky just hit that number for total users.

By Jay Peters, a news editor who writes about technology, video games, and virtual worlds. He's submitted several accepted emoji proposals to the Unicode Consortium.

Nov 14, 2024, 8:55 AM PST

48 | Comments (48 New)

Via Social Media Today and The Verge

SparkToro

Verdict: Mixed

Organic reach keeps falling. Total potential reach is higher, but only **Threads**, **Reddit**, **Bluesky**, & **Pinterest** are growing fast enough to outweigh competitive volume.

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Side note:

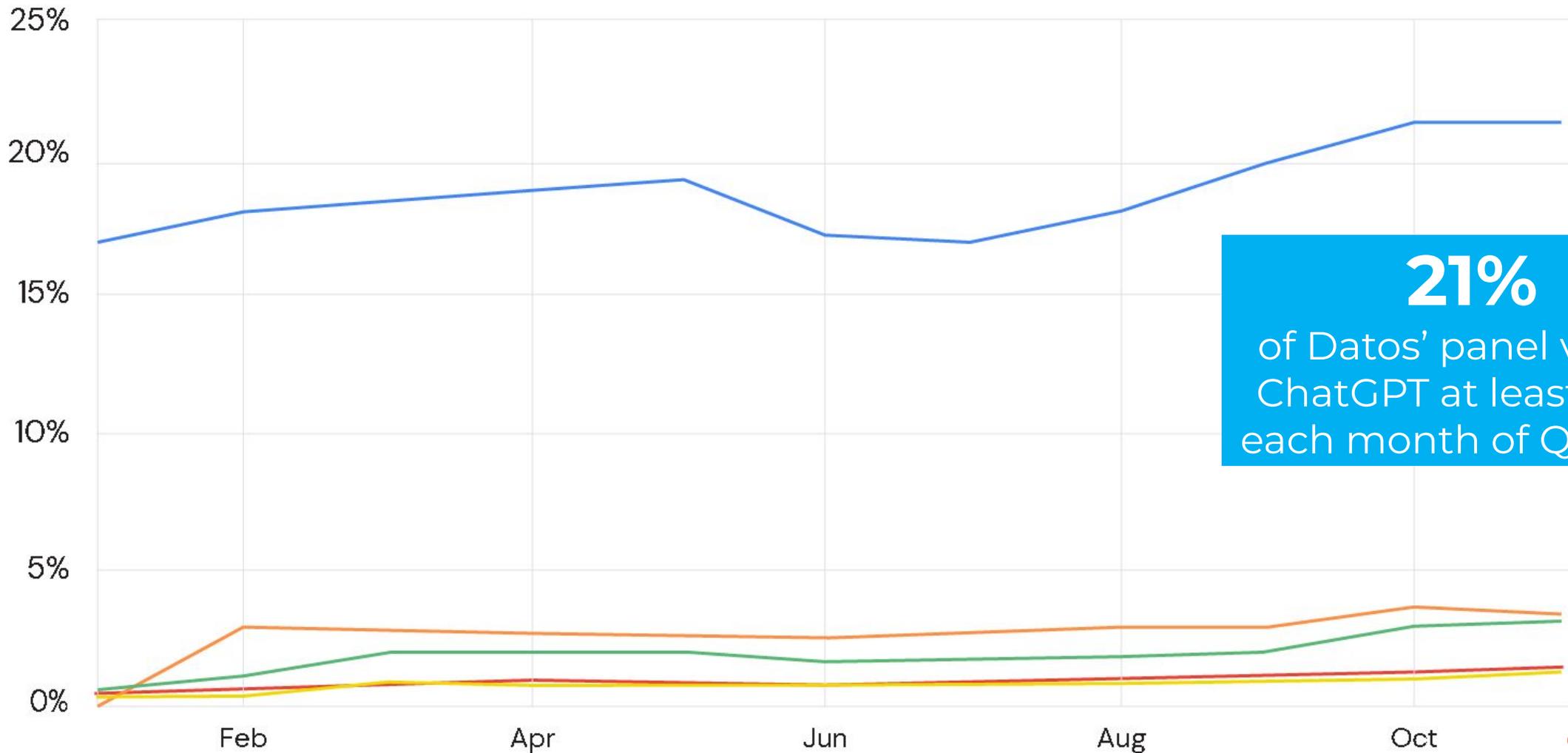**There is One Channel Where Engagement Hasn't Fallen Off a Cliff**

SparkToro
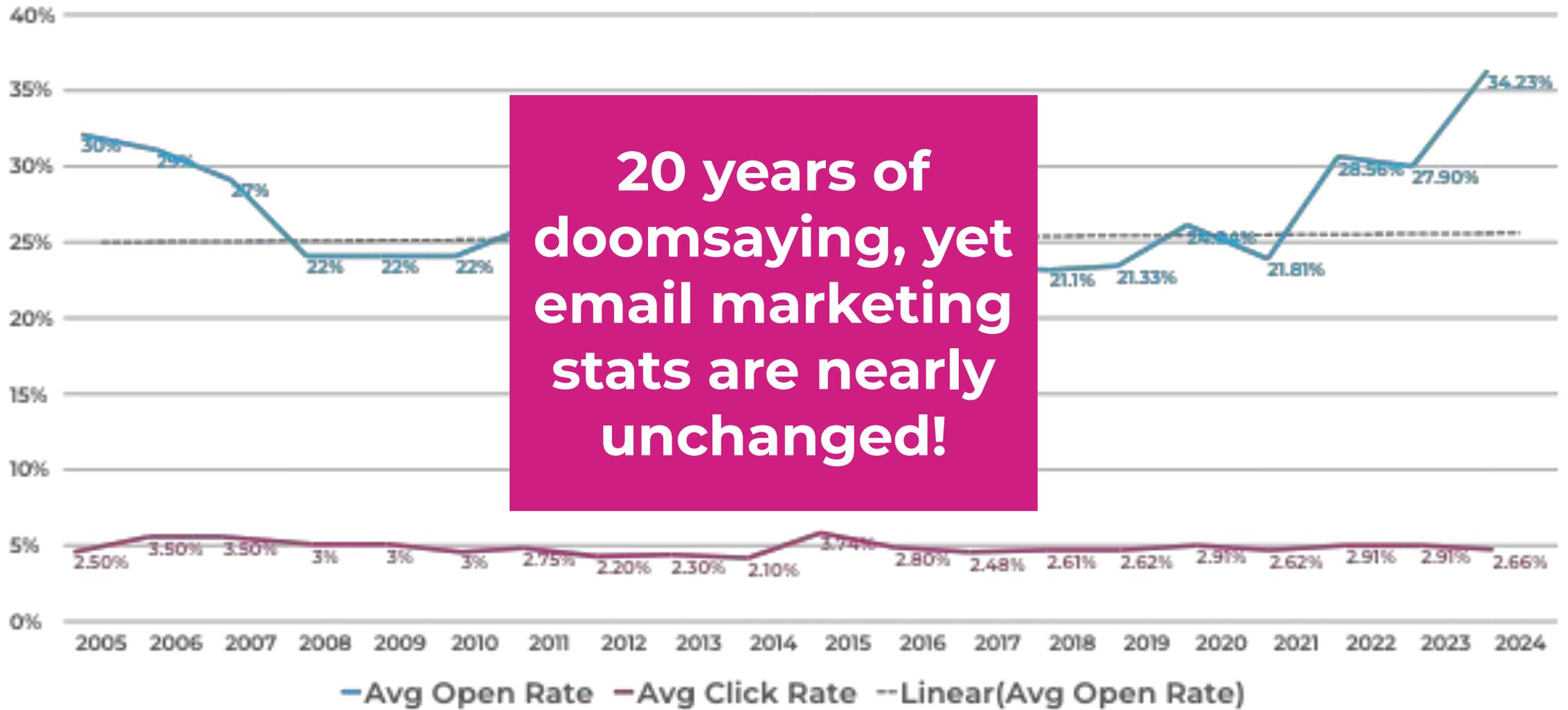
Theory #3

LLMs are challenging Google's search market share

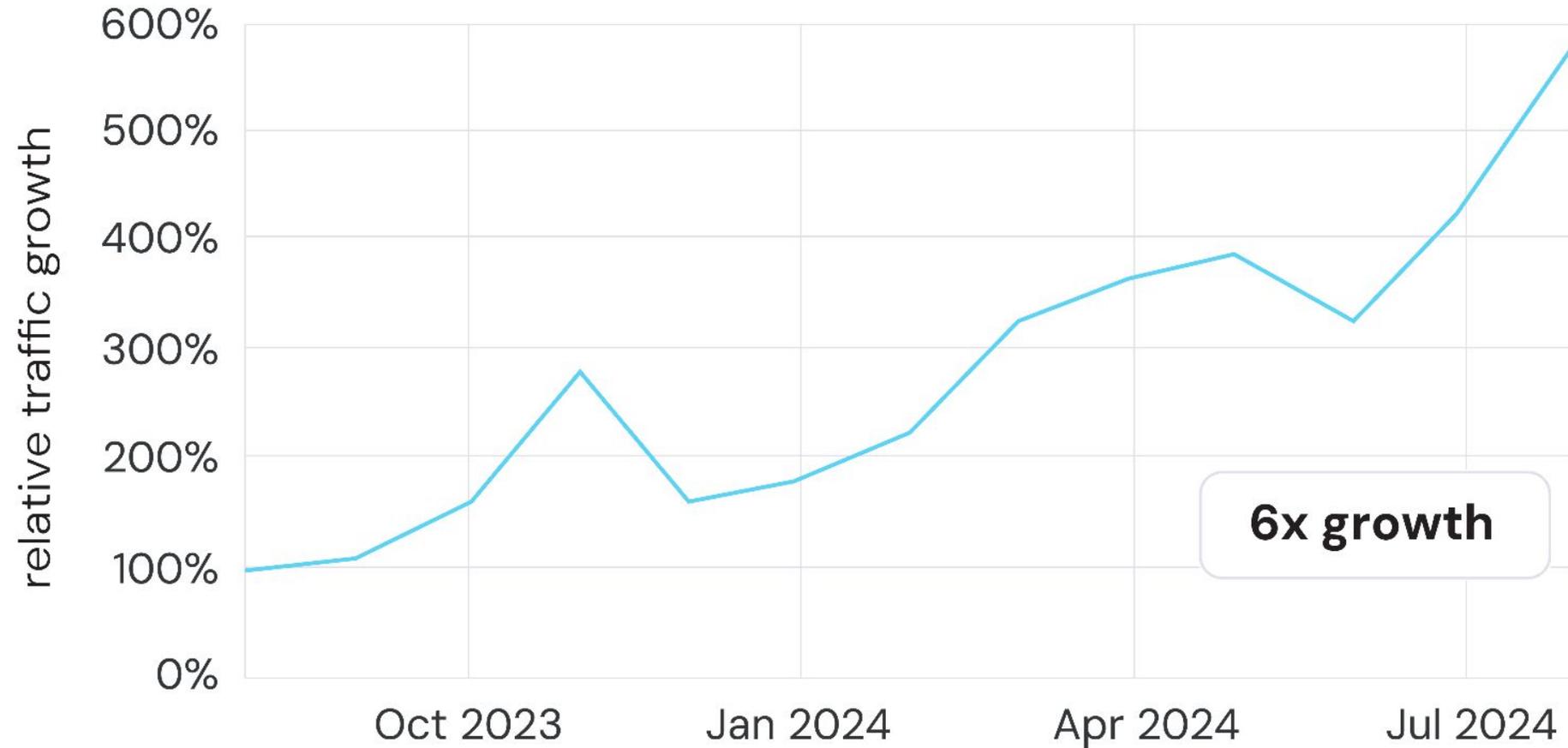# % of users visiting major AI platforms

January – November 2024

● ChatGPT Userbase %   ● Perplexity Userbase %   ● Claude Userbase %   ● Copilot Userbase %   ● Gemini Userbase %

21%
of Datos' panel visited ChatGPT at least once each month of Q4 2024

Growth in Perplexity's share of desktop search traffic* relative to Aug 2023

Aug 2023–Aug 2024

6x growth

Note: *among the traditional, social, retail and AI search platforms studied. Read as "Perplexity's share of desktop search traffic has increased 6x in August 2024 compared to August 2023."
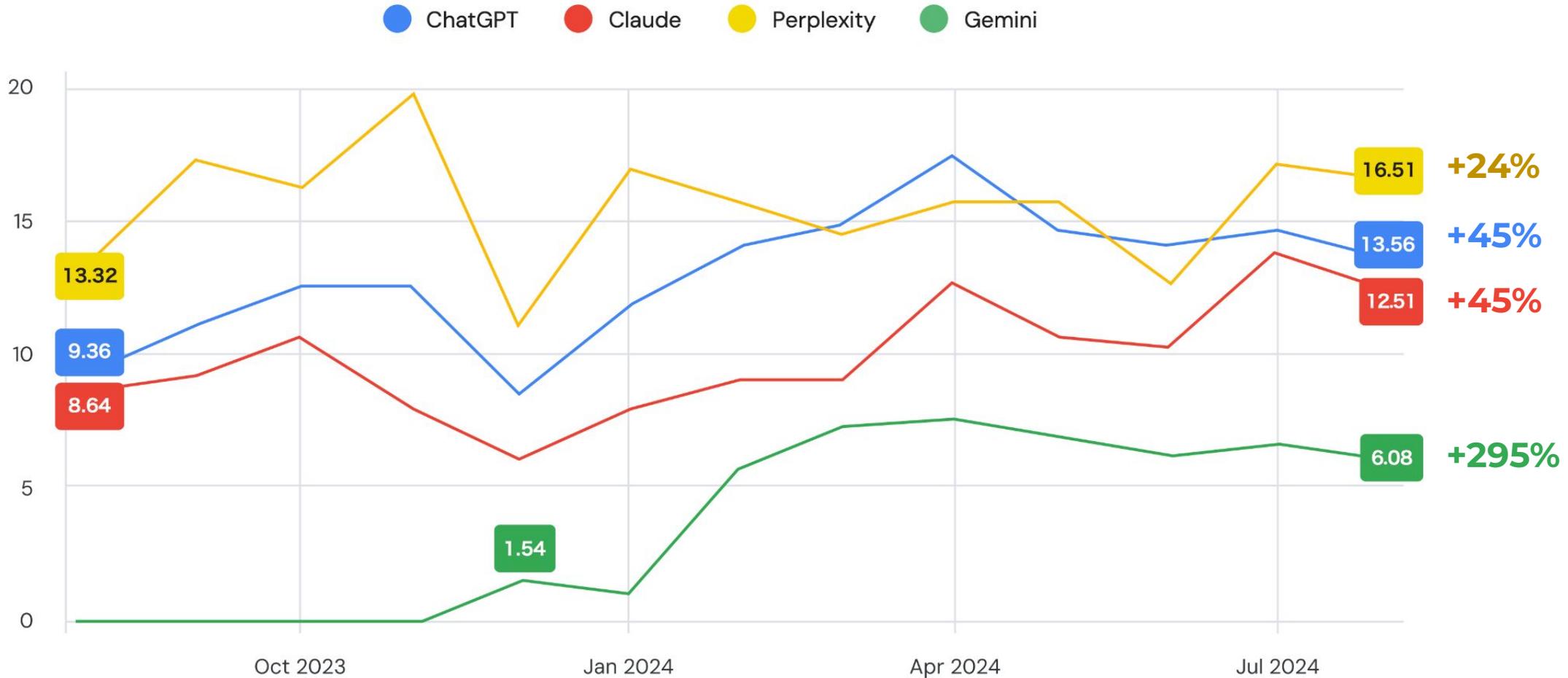Source: Datos, a Semrush CompanySource: Datos, A Semrush Company

ChatGPT and Competitors

Monthly Active Users, Android, Worldwide
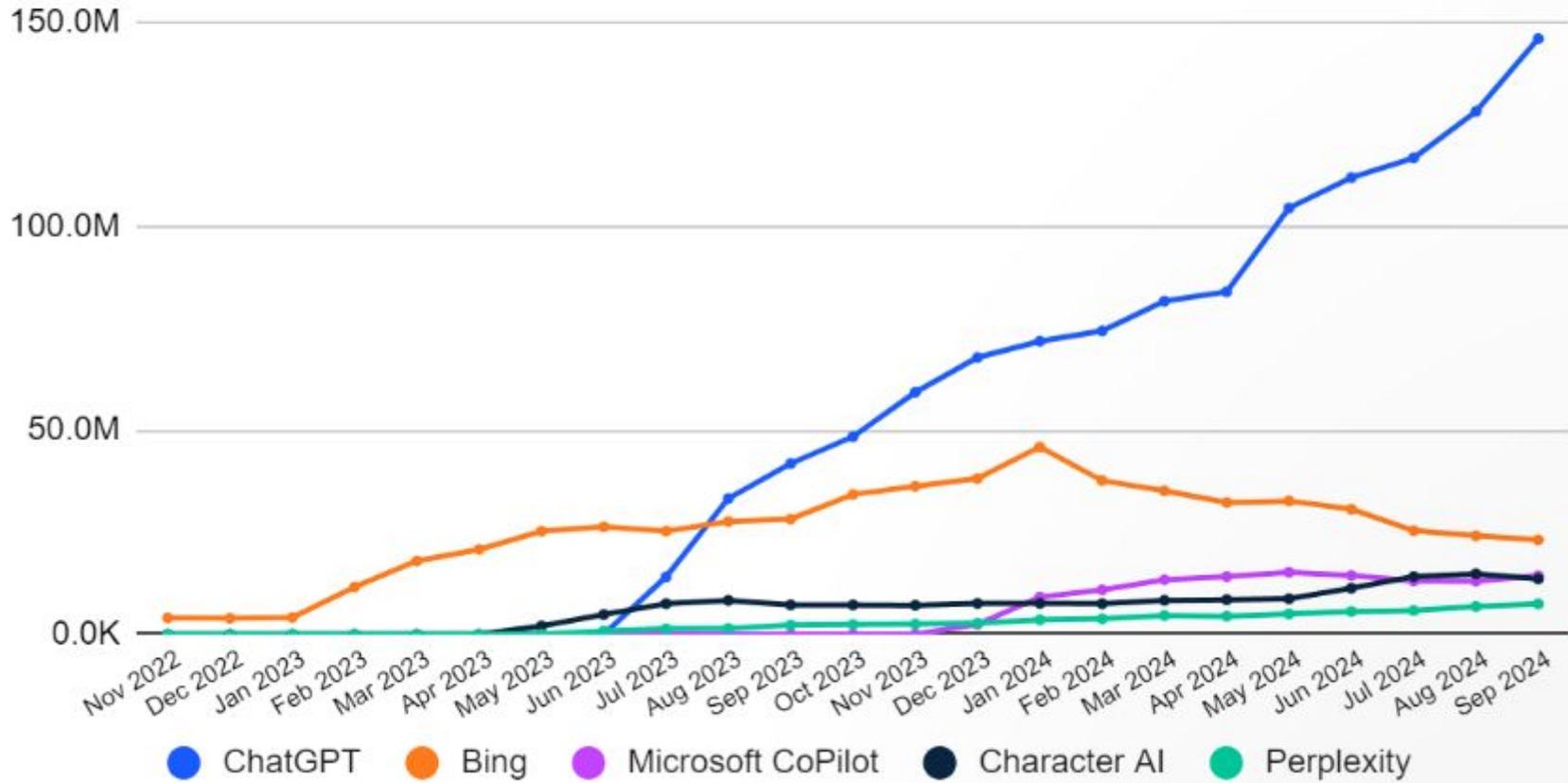
Webpage visits per month per desktop user, AI sites only
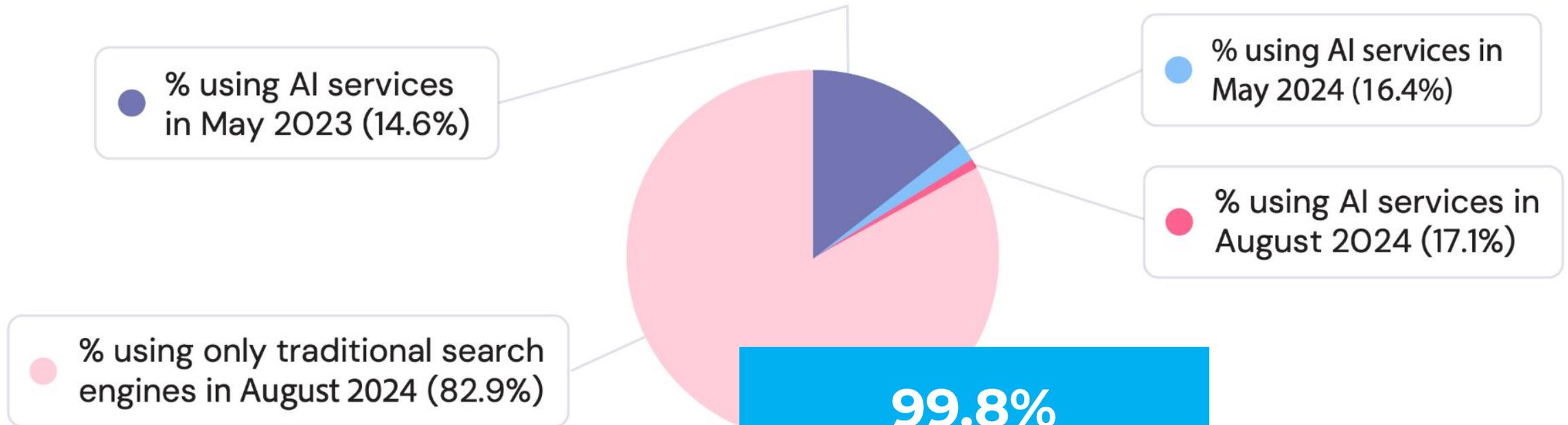## August 2023–August 2024

● ChatGPT   ● Claude   ● Perplexity   ● Gemini

Perplexity: 13.32 → 16.51 **+24%**
ChatGPT: 9.36 → 13.56 **+45%**
Claude: 8.64 → 12.51 **+45%**
Gemini: 1.54 → 6.08 **+295%**

Y-axis: 0, 5, 10, 15, 20
X-axis: Oct 2023, Jan 2024, Apr 2024, Jul 2024

Note: We removed Copilot from the graph due to a significant drop in traffic. The user subset is now too small to draw meaningful conclusions. This decline is likely because Microsoft has integrated Copilot into their services, including Bing.com/chat.

Source: Datos, A Semrush Company

Datos
A Semrush Company

Percentage of US active search users who also use AI platforms

May 2023 vs. August 2024

% using AI services in May 2023 (14.6%)

% using AI services in May 2024 (16.4%)

% using AI services in August 2024 (17.1%)

% using only traditional search engines in August 2024 (82.9%)

99.8%
of LLM tool users also used traditional search engines in August 2024

Note: Analysis is based on a cohort of active traditional s[...]Go, Google or Yahoo!) who also visited an AI chatbot website (ChatGPT, Claude, Cop[...]

Source: Datos: A Semrush Company

Datos
A Semrush Company

Let's Try

To Do This Right...

ChatGPT now has over 300 million weekly users

Image: The Verge

/ During the NYT's DealBook Summit, OpenAI CEO Sam Altman said users send over 1 billion messages per day to ChatGPT.

by **Emma Roth**
Dec 4, 2024, 8:39 AM PST

1 Comment (1 New)

Source: The Verge

Google now sees more than 5 trillion searches per year

We still don't know exactly how many more than 5 trillion queries Google processes annually. Google last claimed at least 2 trillion in 2016.

Danny Goodwin on March 3, 2025 at 3:28 pm | Reading time: 3 minutes

f   X   ✉   in   ⑤   **Chat with SearchBot**   NEWS

Google processes more than 5 trillion searches per year. This is the first time Google has publicly shared such a figure since 2016, when the company confirmed it was handling "more than 2 trillion" queries annually.

Source: SearchEngineLand

News & Research / Industry News

Investigating ChatGPT Search: Insights from 80 Million Clickstream Records

Brenna Kelly   Feb 03, 2025   12 min read

Contributor: Luke Harsel

- Create image
- Make a plan
- Surprise me
- Summarize text
- Get advice
- Help me write
- Brainstorm
- Analyze images

There's no 'right' type of conversation

According to Semrush analysis, the median number of messages in a ChatGPT conversation is three, meaning that more than half (59%) of users had conversations involving three messages or less. However, when looking at the average number of messages in a conversation, this number increased to eight—indicating the presence of longer interactions, especially in cases where users ask for further clarification or examples about the same topic. The longest conversation in our sample contained 692 messages—all of which related to one topic: understanding a financial risk management method for calculating potential losses.

Search Intent on ChatGPT

- Informational
- Navigational
- Commercial
- Transactional
- Unknown

1.8%
15.7%
10.3%
2.3%
70.0%
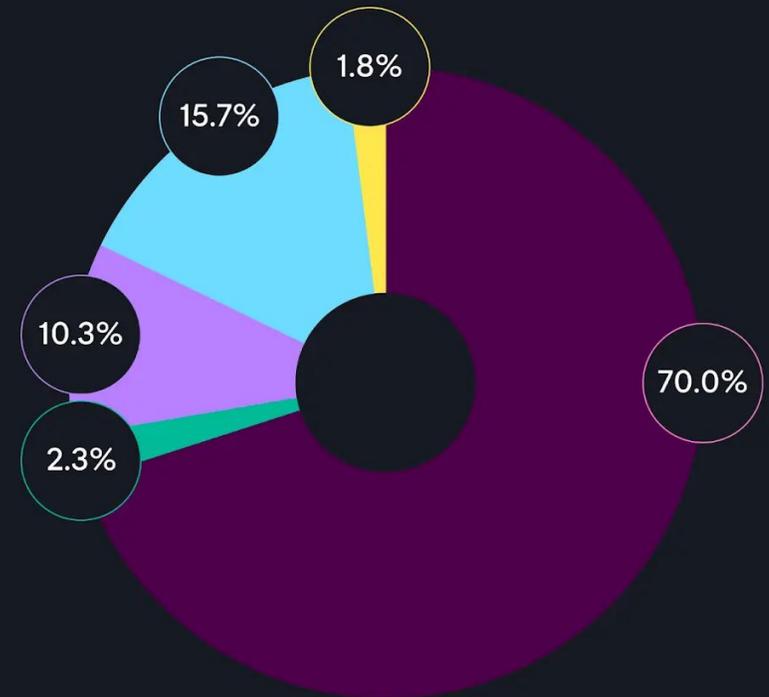
semrush.com / US clickstream data from October and November 2024

SEMRUSH

Source: SEMrush

Breaking down the number of searches received by

ChatGPT

1 Billion Messages/Day

Average of 8 messages/prompt

30% of prompts have search-like intent

=

37.5M "searches" per day

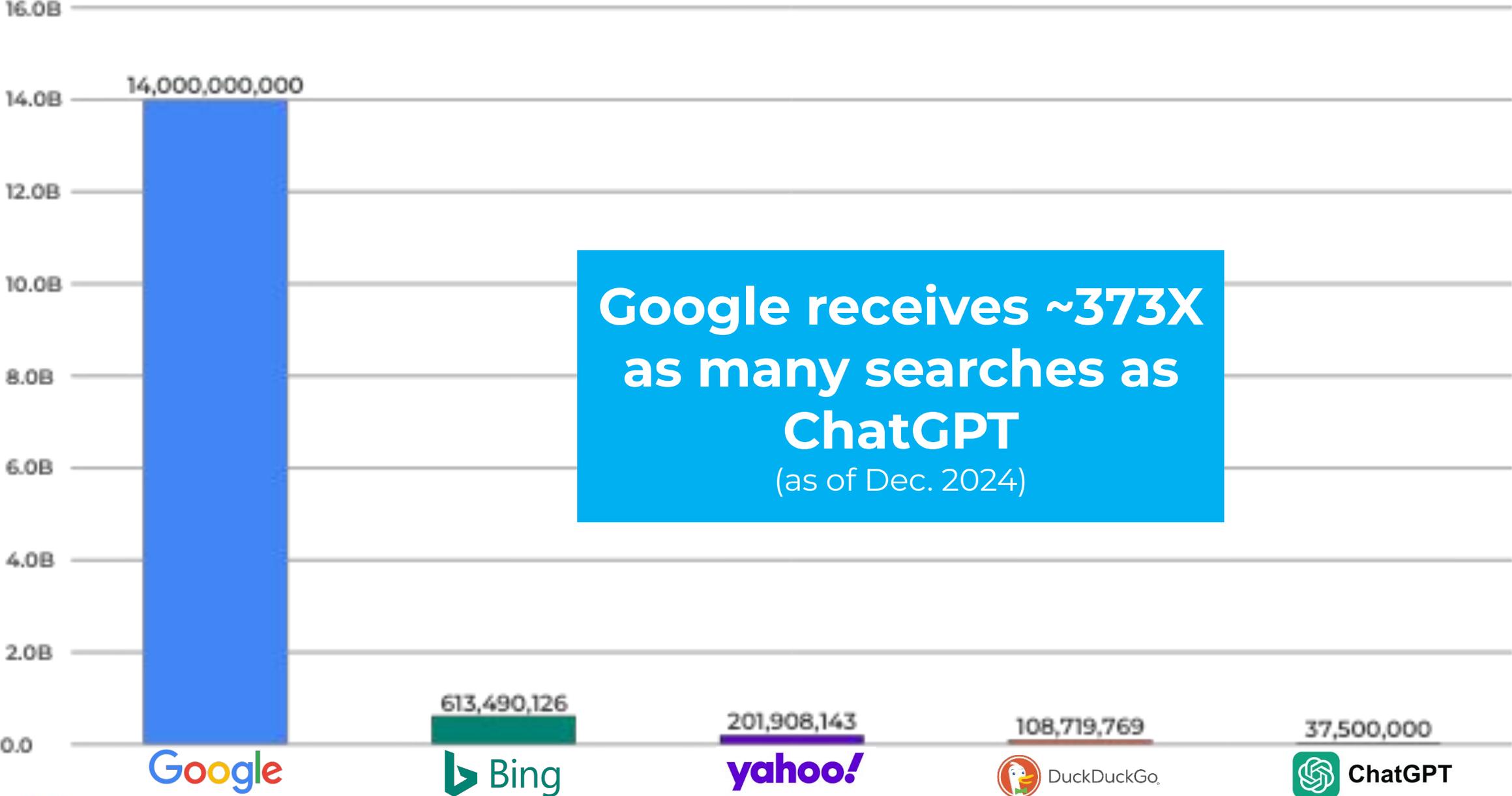# Breaking down the number of searches received by

Google

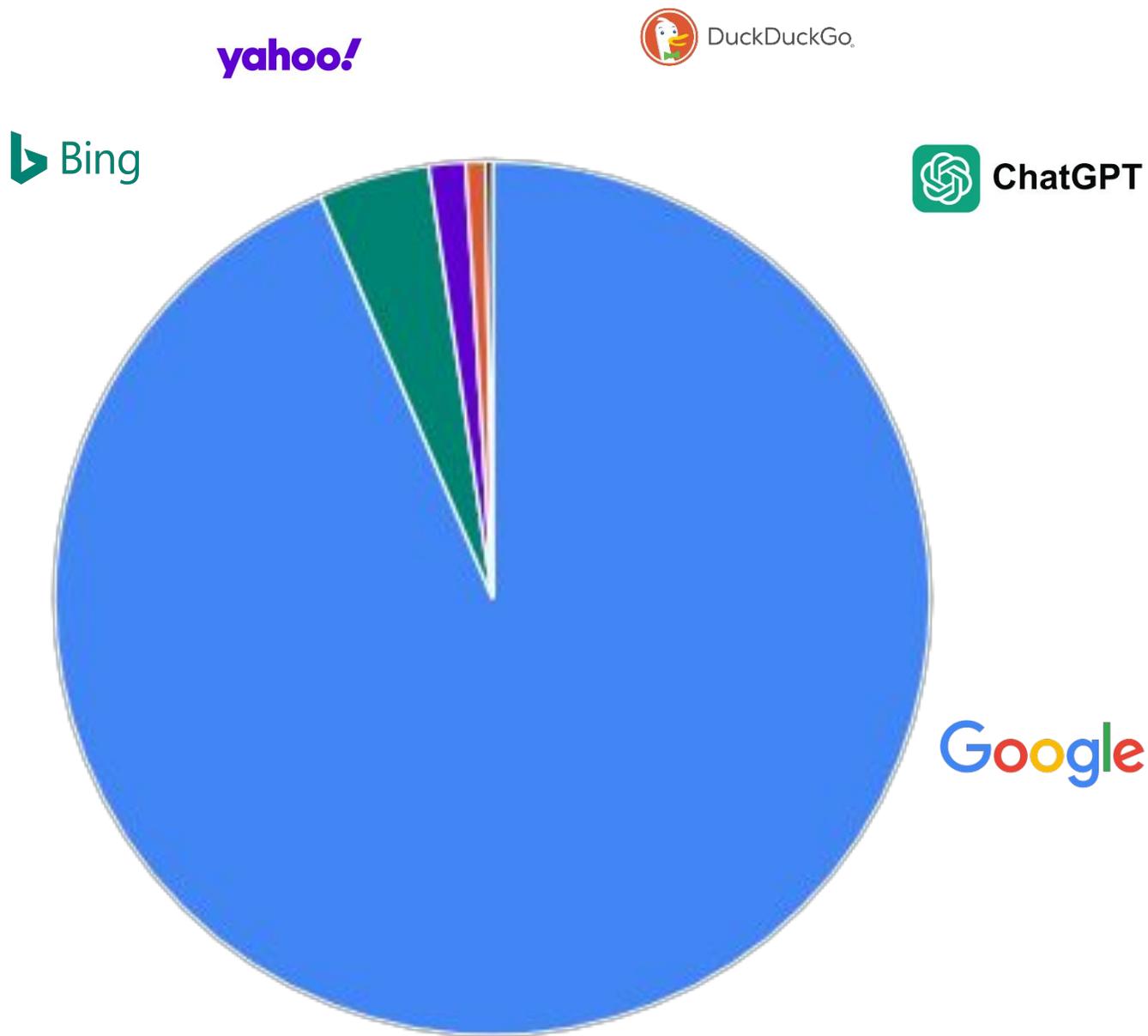5+ Trillion searches/year

365 days/year

=

14 Billion searches/day

Global Number of Searches/Day (or LLM search equivalents) 2024

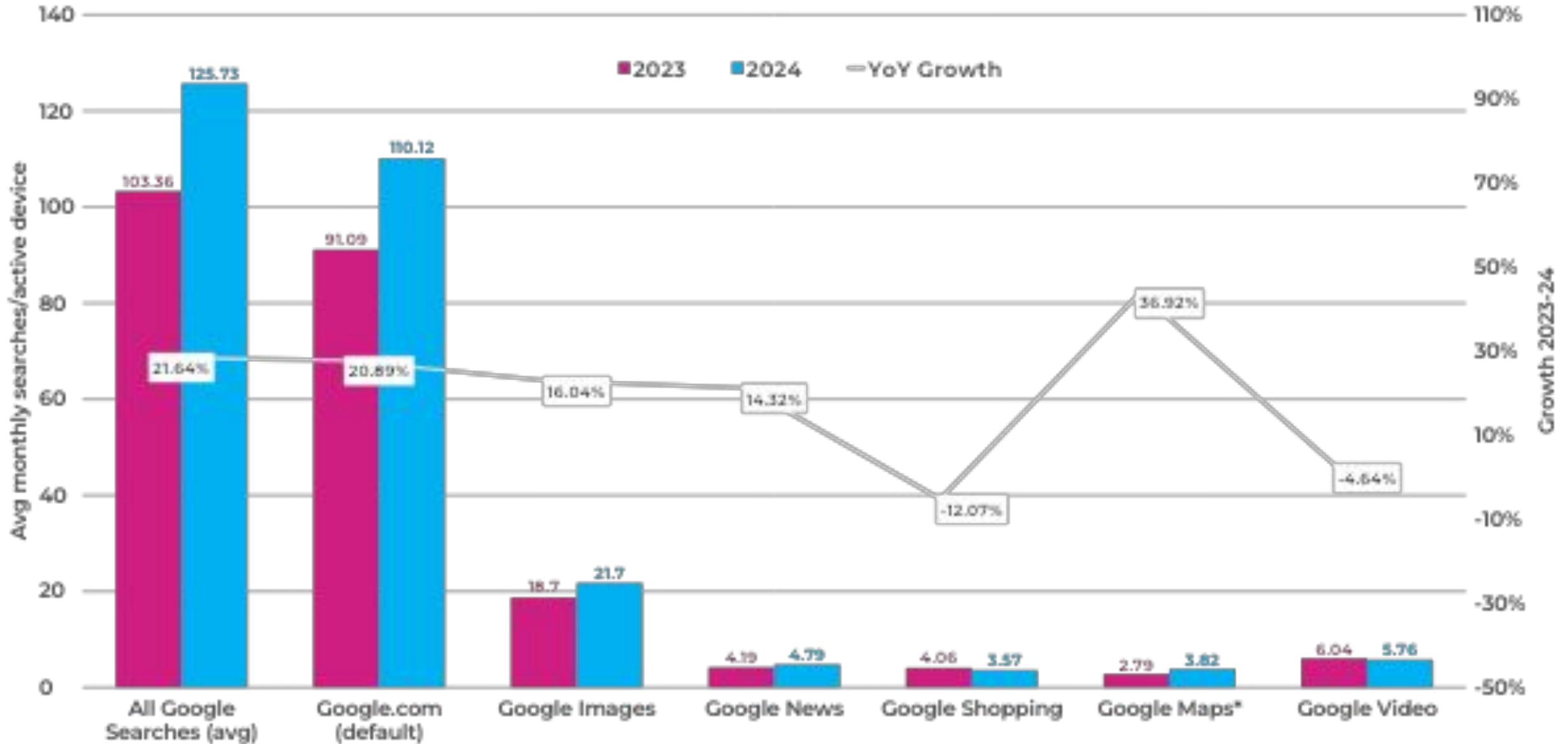Google receives ~373X as many searches as ChatGPT
(as of Dec. 2024)

- Google: 14,000,000,000
- Bing: 613,490,126
- yahoo!: 201,908,143
- DuckDuckGo: 108,719,769
- ChatGPT: 37,500,000

SparkToro

Global Market Share of Selected Search Platforms, 2024

yahoo!

DuckDuckGo

Bing

ChatGPT

Google

SEMRUSH

Datos
A Semrush Company

statcounter

SparkToro

Growth of Google Searches 2023-2024

Legend: ■ 2023 ■ 2024 — YoY Growth

Y-axis (left): Avg monthly searches/active device
Y-axis (right): Growth 2023-24

Category	2023	2024	YoY Growth
All Google Searches (avg)	103.36	125.73	21.64%
Google.com (default)	91.09	110.12	20.89%
Google Images	18.7	21.7	16.04%
Google News	4.19	4.79	14.32%
Google Shopping	4.06	3.57	-12.07%
Google Maps*	2.79	3.82	36.92%
Google Video	6.04	5.76	-4.64%

Source: Analysis of Datos' desktop US panel 2023 and 2024.

Datos — A Semrush Company

SparkToro

Verdict: Myth

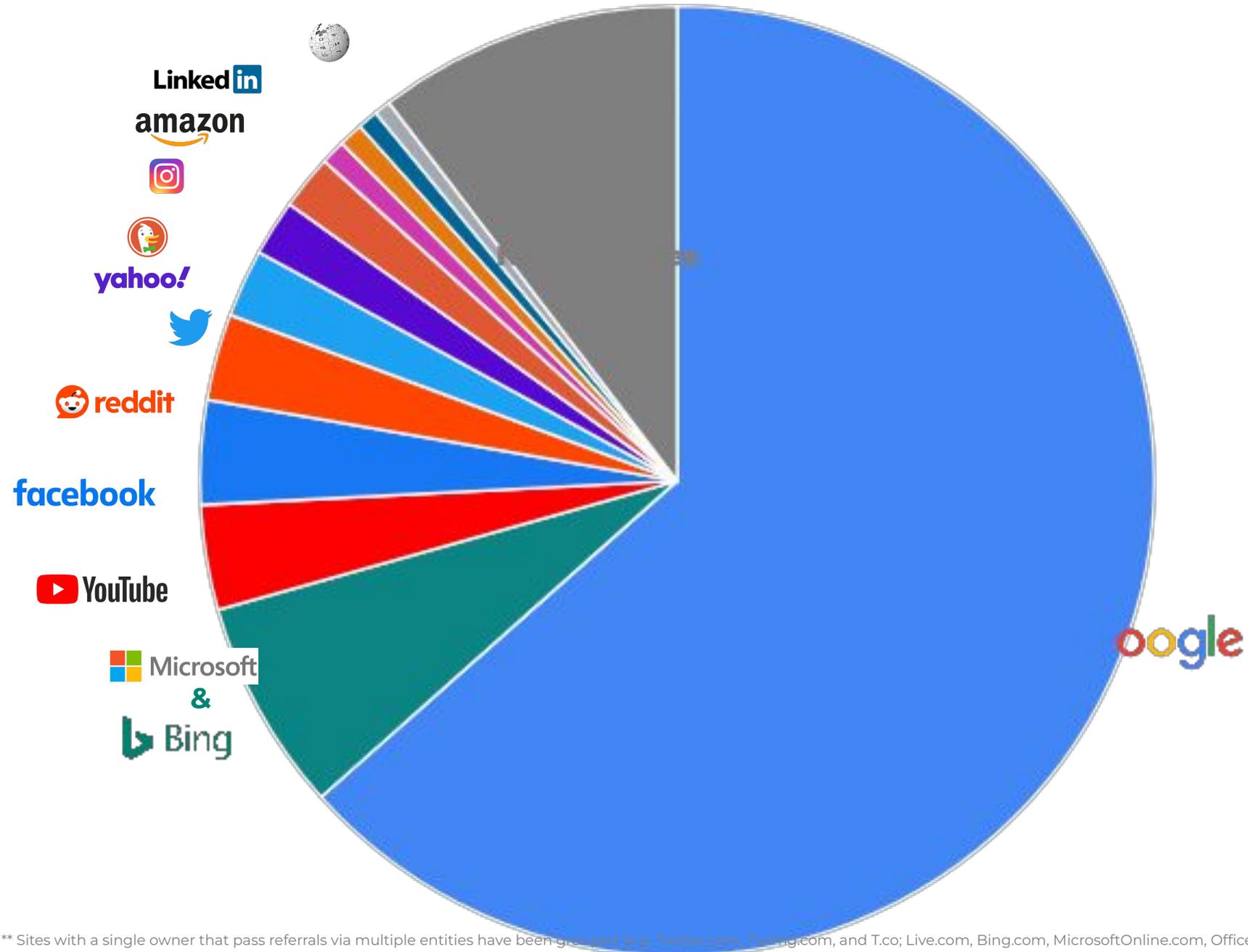Google grew faster in 2024 than in 2023 or 2022. They get **373X as many searches as Google**. LLMs aren't putting a dent in traditional search yet.

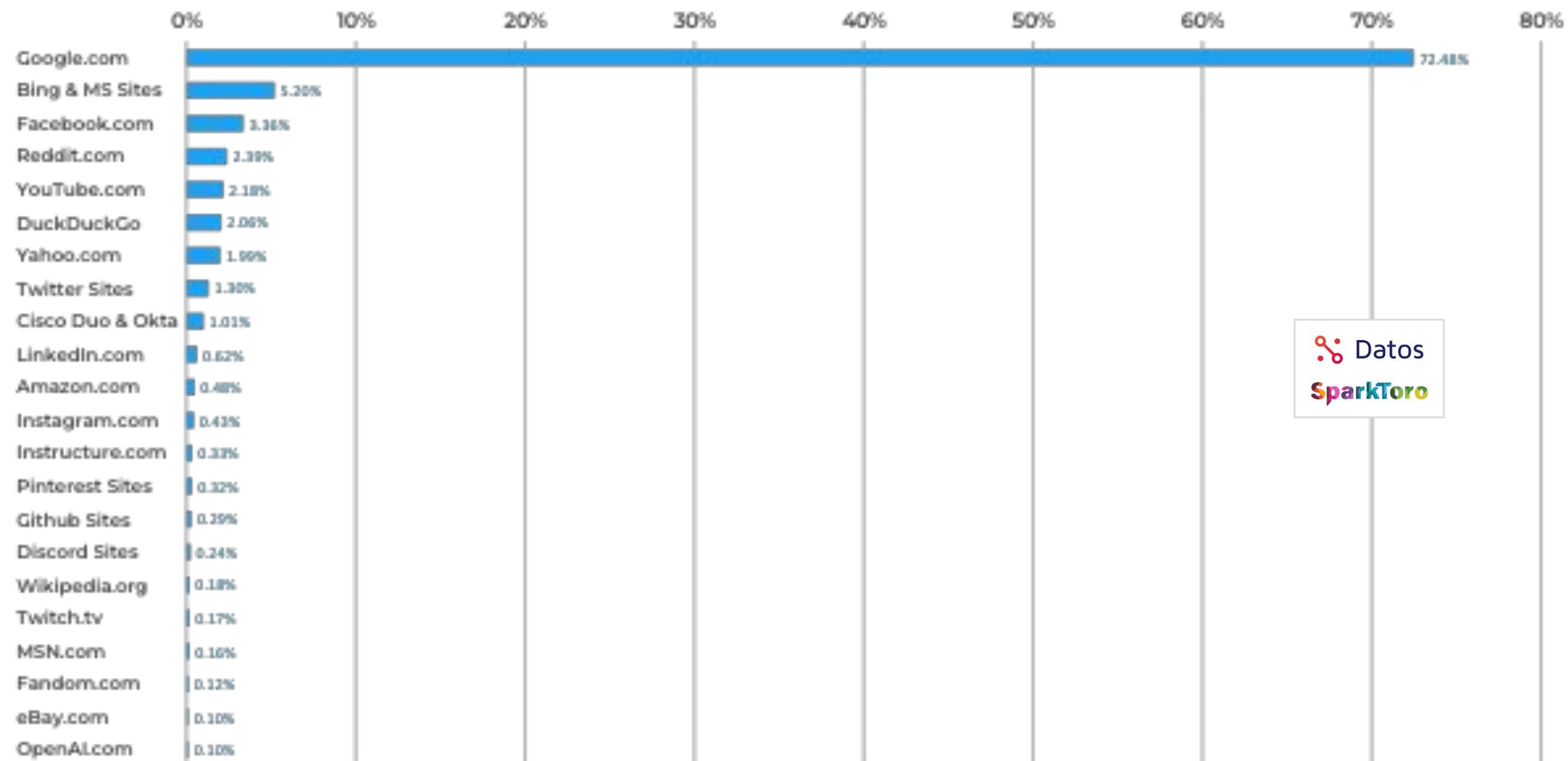SparkToro

Theory #4

Clicks are dying.
No one sends traffic anymore.

Does Anyone Still Send Clicks?

The Web's Largest Traffic Referrers Jan. 2024

Linked in
amazon
Instagram
DuckDuckGo
yahoo!
Twitter
reddit
facebook
YouTube
Microsoft
&
Bing

oogle

These **22 Sites** Send the **Most Traffic** to the Web's Long Tail (Jan 2023-Jan 2024 | Source: Datos' US Clickstream Panel)

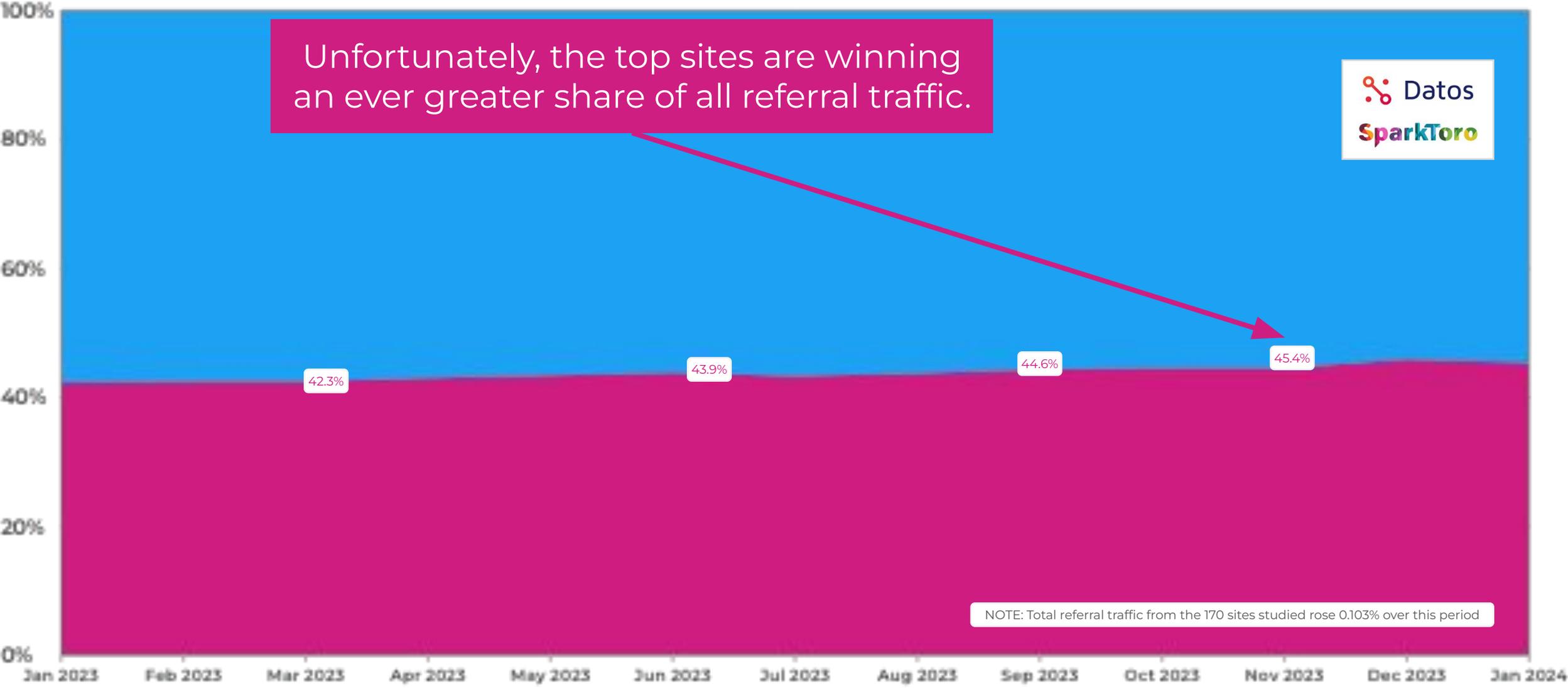| Site	Percentage
Google.com	72.48%
Bing & MS Sites	5.20%
Facebook.com	3.36%
Reddit.com	2.39%
YouTube.com	2.18%
DuckDuckGo	2.06%
Yahoo.com	1.99%
Twitter Sites	1.30%
Cisco Duo & Okta	1.01%
LinkedIn.com	0.62%
Amazon.com	0.48%
Instagram.com	0.43%
Instructure.com	0.33%
Pinterest Sites	0.32%
Github Sites	0.29%
Discord Sites	0.24%
Wikipedia.org	0.18%
Twitch.tv	0.17%
MSN.com	0.16%
Fandom.com	0.12%
eBay.com	0.10%
OpenAI.com	0.10%

Datos
SparkToro

Referrals to the Top 170 Sites vs. the Long Tail

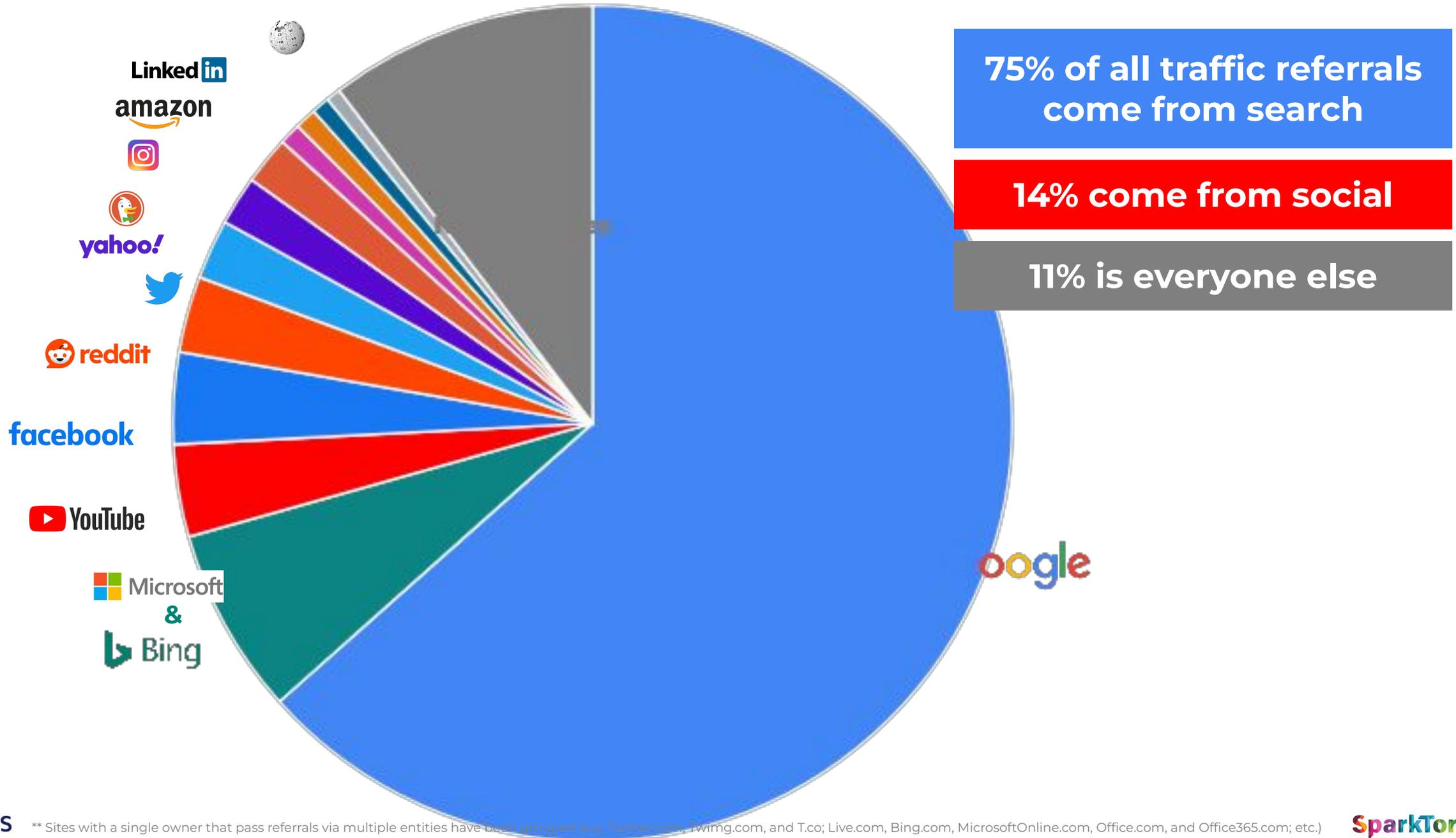(by percent of all referral traffic sent Jan 23-Jan 24 | Source: Datos' Clickstream Panel)

■ Referrals to the Top 170   ■ Referrals to the Long Tail

Unfortunately, the top sites are winning an ever greater share of all referral traffic.
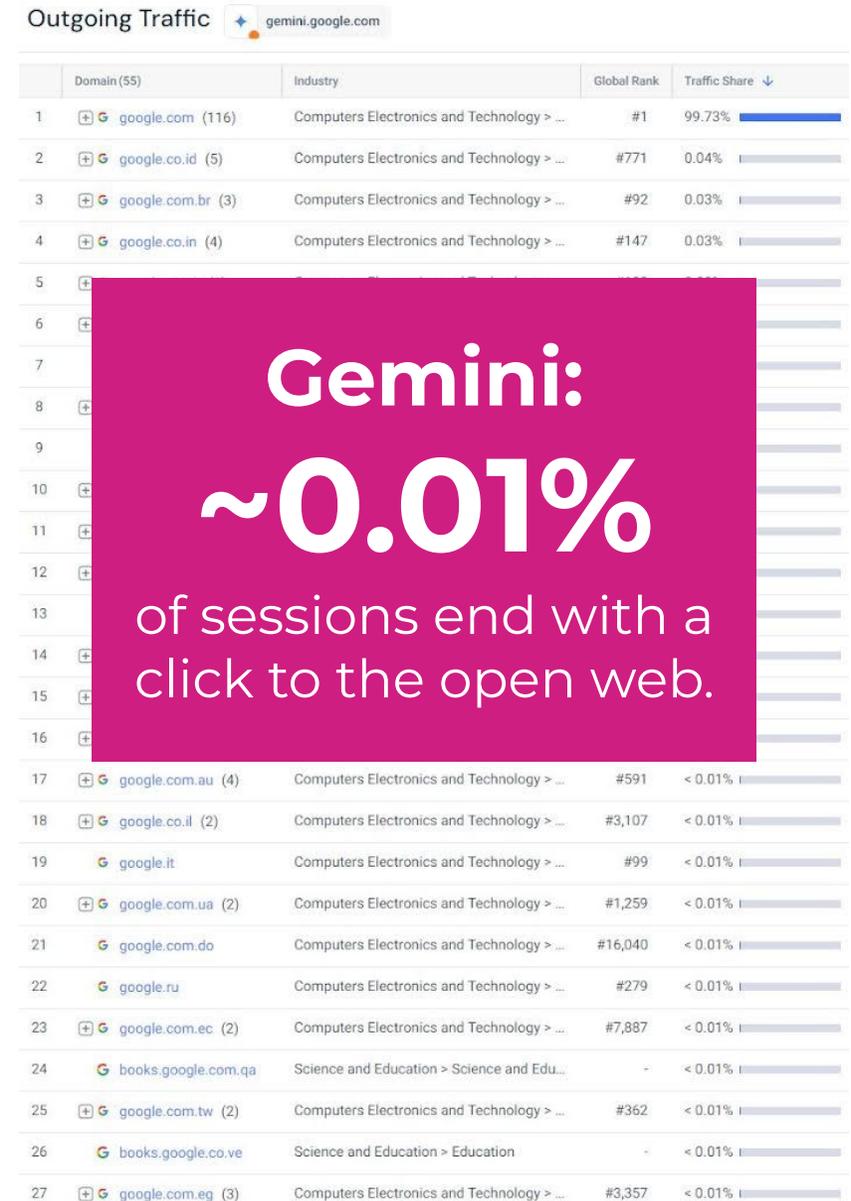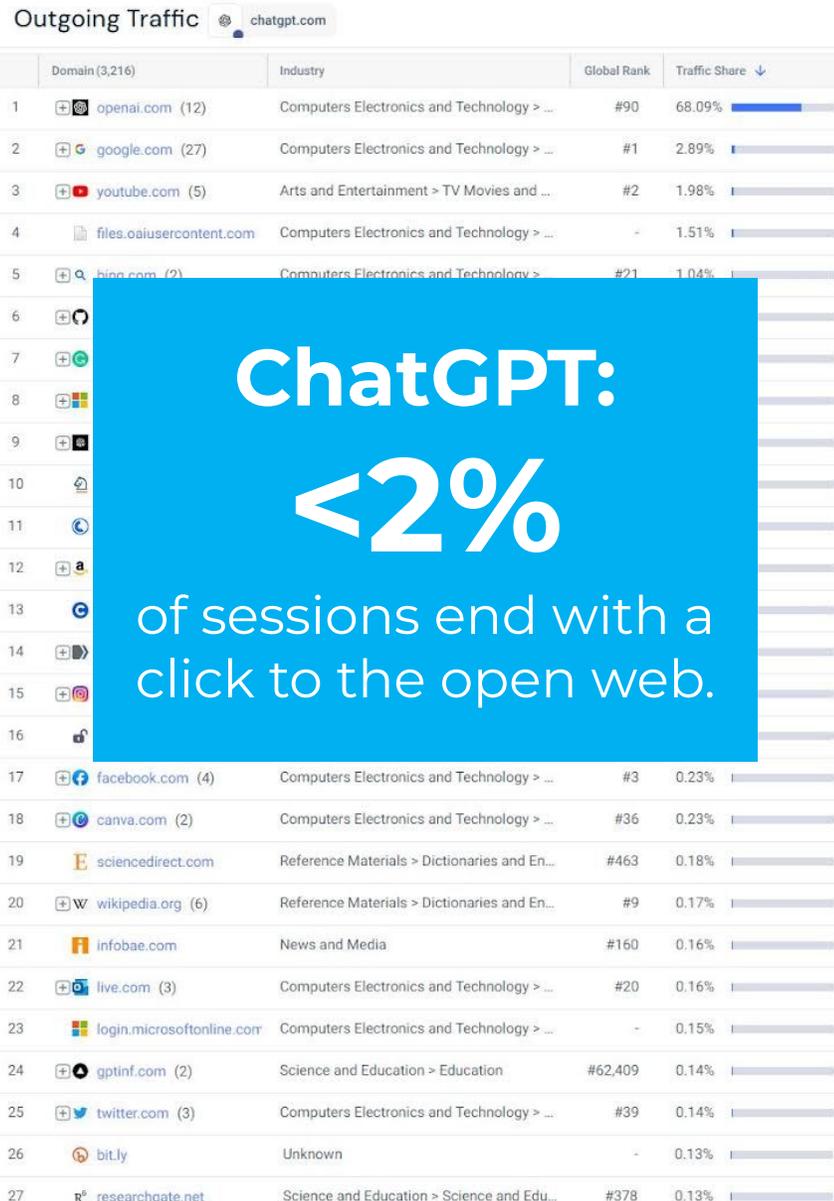
Datos

SparkToro

42.3%   43.9%   44.6%   45.4%

NOTE: Total referral traffic from the 170 sites studied rose 0.103% over this period

100%   80%   60%   40%   20%   0%

Jan 2023 Feb 2023 Mar 2023 Apr 2023 May 2023 Jun 2023 Jul 2023 Aug 2023 Sep 2023 Oct 2023 Nov 2023 Dec 2023 Jan 2024

The Web's Largest Traffic Referrers Jan. 2024

75% of all traffic referrals come from search

14% come from social

11% is everyone else

Linked in
amazon
Instagram
DuckDuckGo
yahoo!
Twitter
reddit
facebook
YouTube
Microsoft & Bing
Google

Datos ** Sites with a single owner that pass referrals via multiple entities have been grouped (e.g. Twitter.com, Twimg.com, and T.co; Live.com, Bing.com, MicrosoftOnline.com, Office.com, and Office365.com; etc.) SparkToro

LLM usage starts and ends on the LLM...

Outgoing Traffic ⚙ chatgpt.com

	Domain (3,216)	Industry	Global Rank	Traffic Share ↓
1	⊞ openai.com (12)	Computers Electronics and Technology > ...	#90	68.09%
2	⊞ G google.com (27)	Computers Electronics and Technology > ...	#1	2.89%
3	⊞ youtube.com (5)	Arts and Entertainment > TV Movies and ...	#2	1.98%
4	files.oaiusercontent.com	Computers Electronics and Technology > ...	-	1.51%
5	⊞ bing.com (2)	Computers Electronics and Technology > ...	#21	1.04%
6	⊞			
7	⊞			
8	⊞			
9	⊞			
10	⊞			
11	⊞			
12	⊞			
13	⊞			
14	⊞			
15	⊞			
16	⊞			
17	⊞ facebook.com (4)	Computers Electronics and Technology > ...	#3	0.23%
18	⊞ canva.com (2)	Computers Electronics and Technology > ...	#36	0.23%
19	sciencedirect.com	Reference Materials > Dictionaries and En...	#463	0.18%
20	⊞ W wikipedia.org (6)	Reference Materials > Dictionaries and En...	#9	0.17%
21	infobae.com	News and Media	#160	0.16%
22	⊞ live.com (3)	Computers Electronics and Technology > ...	#20	0.16%
23	⊞ login.microsoftonline.com	Computers Electronics and Technology > ...	-	0.15%
24	⊞ gptinf.com (2)	Science and Education > Education	#62,409	0.14%
25	⊞ twitter.com (3)	Computers Electronics and Technology > ...	#39	0.14%
26	bit.ly	Unknown	-	0.13%
27	researchgate.net	Science and Education > Science and Edu...	#378	0.13%

ChatGPT: <2% of sessions end with a click to the open web.

Outgoing Traffic ✦ gemini.google.com

	Domain (55)	Industry	Global Rank	Traffic Share ↓
1	⊞ G google.com (116)	Computers Electronics and Technology > ...	#1	99.73%
2	⊞ G google.co.id (5)	Computers Electronics and Technology > ...	#771	0.04%
3	⊞ G google.com.br (3)	Computers Electronics and Technology > ...	#92	0.03%
4	⊞ G google.co.in (4)	Computers Electronics and Technology > ...	#147	0.03%
5	⊞			
6	⊞			
7				
8	⊞			
9				
10	⊞			
11	⊞			
12	⊞			
13				
14	⊞			
15	⊞			
16	⊞			
17	⊞ G google.com.au (4)	Computers Electronics and Technology > ...	#591	< 0.01%
18	⊞ G google.co.il (2)	Computers Electronics and Technology > ...	#3,107	< 0.01%
19	G google.it	Computers Electronics and Technology > ...	#99	< 0.01%
20	⊞ G google.com.ua (2)	Computers Electronics and Technology > ...	#1,259	< 0.01%
21	G google.com.do	Computers Electronics and Technology > ...	#16,040	< 0.01%
22	G google.ru	Computers Electronics and Technology > ...	#279	< 0.01%
23	⊞ G google.com.ec (2)	Computers Electronics and Technology > ...	#7,887	< 0.01%
24	G books.google.com.qa	Science and Education > Science and Edu...	-	< 0.01%
25	⊞ G google.com.tw (2)	Computers Electronics and Technology > ...	#362	< 0.01%
26	G books.google.co.ve	Science and Education > Education	-	< 0.01%
27	⊞ G google.com.eg (3)	Computers Electronics and Technology > ...	#3,357	< 0.01%

Gemini: ~0.01% of sessions end with a click to the open web.

Guess What?

If we want clicks, we gotta look at Google.

In 2024, what happens after **Americans** search

Google?

41.5%

One or more clicks...

(to one of the 3 options below)

70.5%

(to unpaid, organic results)

28.5%

(to YouTube, Maps, Images, News, or another Google property)

1%*

(to a paid ad)

Paid ads appear on ~20% of searches, so avg paid CTR is ~5% (when PPC ads are present).

57.1%

Nothing.

(viewing session ends)

21.4%

Another search.

(in Google's "all" tab)

58.5%

"Zero-Click Searches"

That means...
For every **1,000 US** Google searches, **360** clicks go to the open web.

The Spruce
https://www.thespruce.com › Cleaning › Kitchen Cleaning
This Is Best Way to Clean Your Dirty Kitchen Backsplash
Jan 30, 2024 — How to **Clean** a **Backsplash** · Mix a **cleaning solution** of dish **soap** and water. Fill a **spray** bottle with hot water and add 1/2 teaspoon of ...

▶ Videos

How To Clean Your Backsplash!
▶ 50s   YouTube · GoCleanCo
Aug 18, 2023

Sponsored
a   Amazon.com
https://www.amazon.com › shop › deals
Kitchen Backsplash Cleaner | View Product Descriptions
We offer a wide range of products like toilet brushes, **cleaning** wipes & more. Order now! Grab exciting offers and discounts on an array of products from popular brands. Prime Day is

In 2024, what happens after **Europeans** search

Google ?

40.3%

A click...

(to one of the 3 options below)
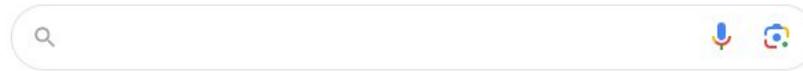
The EU has more regulation around Google's self-preferencing, but this only affects referrals a tiny bit.

4%

...ning.

(...session ends)

22.3%

Another search.

(in Google's "all" tab)

74.6%

(to unpaid, organic results)

24%

(to YouTube, Maps, Images, News, or another Google property)

1.4%*

(to a paid ad)

59.7%

"Zero-Click Searches"

That means...

For every **1,000 EU** Google searches, **374** clicks go to the open web.

Fatto in casa da Benedetta
https://www.fattoincasadabenedetta.it › ... › Casa

Come pulire la cucina

La cosa più importante nel **pulire la cucina** è la costanza, caricare la lava... piatti) dopo ogni pasto e iniziare ogni mattina svuotando la ...

Video

COSA USO PER PULIRE LA CUCINA || PULIZIE

YouTube · Angela Di Trani
1 gen 2023

Goo Gone Kitchen Degreaser
12,99 USD
Amazon.com e altri
Resi entro 30 giorni
3.9 ★★★★★ (57)

The Pink Stuff The Miracle Multi...
5,97 USD
Home Depot e altri
9,9 mi · Disponibile
Resi entro 90 giorni
4.7 ★★★★★ (5517)

Limpiador multiusos de burbujas para cocina, espuma d...
4,78 USD 5 USD
Walmart - Afinefok

Fabuloso Multi Purpose Cleaner...
6,59 USD
Ace Hardware e altri
1,4 mi · Disponibile
Resi entro 30 giorni
4.7 ★★★★★ (21.194)

Sgrassatore Marsiglia...
8,99 USD Di solito 11...
Supermarke... e altri
Resi entro 30 giorni
4.9 ★★★★★ (636)

* When paid ads are present, ad CTR is ~7% in the EU

Clicks/Google Search 2024 EU vs. US (desktop and mobile web* | January-May 2024)

Clicks per search are relatively stable
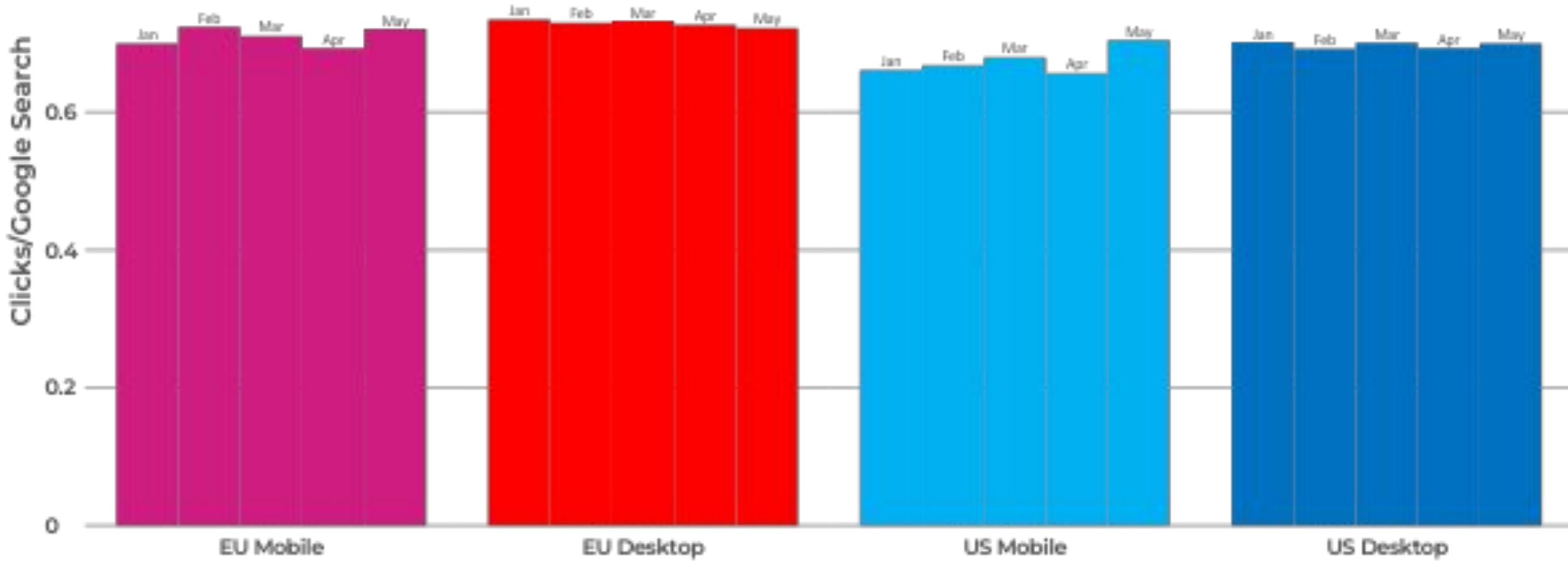
NOTE: For searches with at least one click, multiple clicks to different results are common, hence zero-click searches are ~60% of searches despite ~0.7 clicks/search

Source: clickstream panel provided by Datos A Semrush Company

Assembled & analyzed by SparkToro

Zero-Click Searches in the **European Union** vs. **United States**
(measuring all searches in Google performed by the panel's mobile* and desktop devices, January-May 2024)

EU Google Search CTR (mobile & desktop weighted avg)
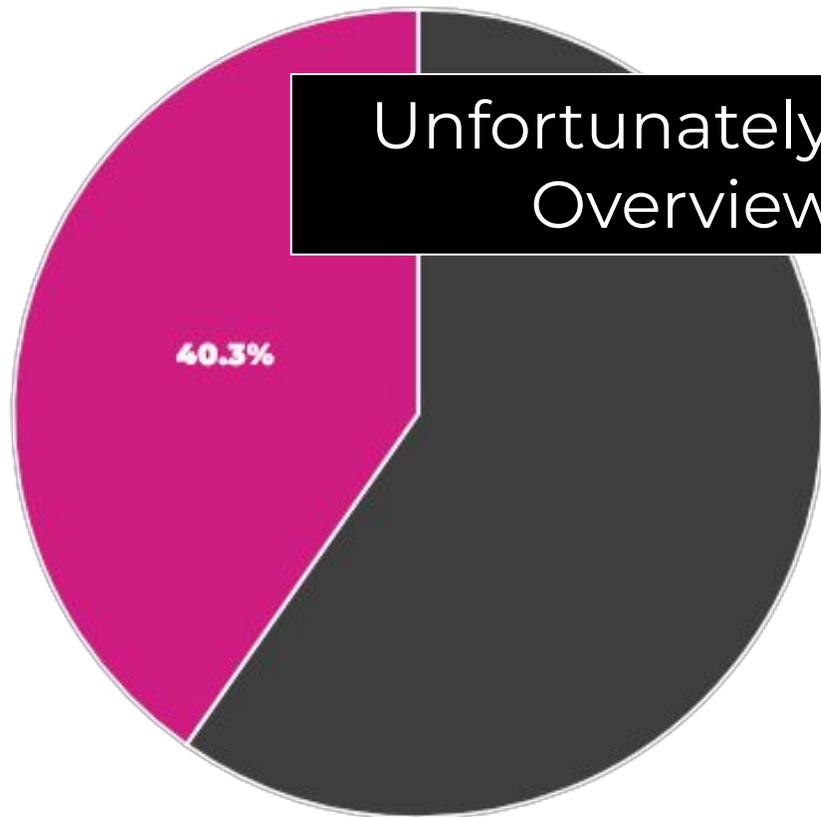
US Google Search CTR (mobile & desktop weighted avg)

40.3%
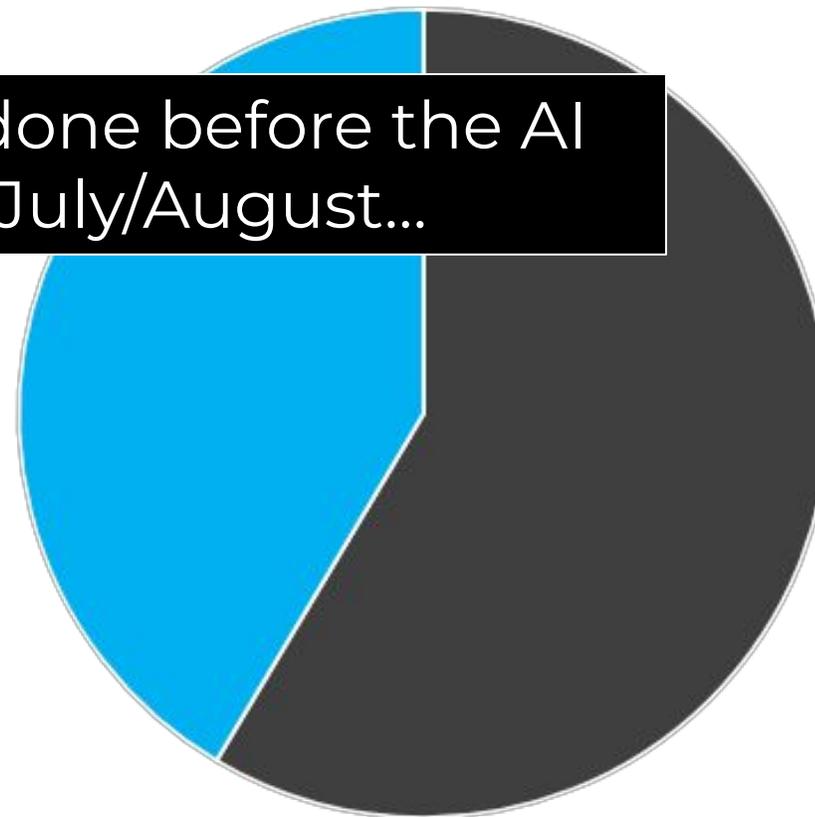
> Unfortunately, this was done before the AI Overview rollout in July/August...

* Study panel includes desktop & mobile browser searches only; zero-click searches may be higher in Google Assistant/Google Search App queries

Source: clickstream panel provided by

Datos
A Semrush Company

Assembled & analyzed by SparkToro

Theory #5

It's time to start **building on rented land**.
(i.e. do content marketing on properties you don't control)

Rand Fishkin (follow @randderuiter on Threads) ✓
70.7K posts

462K followers over 16 years... Then Elmo comes along...
That's what I get for building on "rented land."

Rand Fishkin (follow @randderuiter on Threads) ✓
@randfish

Co-founder sparktoro.com & snackbarstudio.com. Rarely on Twitter post-new-ownership. Follow threads.net/@randderuiter instead.

📍 Seattle, WA 🔗 sparktoro.com 🎈 Born July 10, 1979 📅 Joined June 2007

120 Following   **462.3K** Followers

I'm pretty salty about this.
🤬

Posts Replies Highlights Articles Media Likes

📌 Pinned

Rand Fishkin (follow @randderuiter on Threa ✓ @randfis · Feb 4, 2015 ···
Best way to sell something - don't sell anything. Earn the awareness, respect, & trust of those who might buy.

💬 401   🔁 4.7K   ❤️ 7.9K   📊   🔖 ⬆️

Rand Fishkin (follow @randderuiter on Threads) ✓ @randfish · 21h ···
4 Big Questions, 40 Charts, 4 Strategic Takeaways:
sparktoro.registration.goldcast.io/events/41e7f13...

Rand Fishkin • You
Cofounder of SparkToro & Snackbar Studio. Author of Lost & Founder. Feminist. ...
3d • 🌐

Classic content process 👉 Research SEO keywords, create stuff that serves those searchers

Recent content process 👉 Research KWs, use LLI assisted stuff that serves searchers

But, we can do better (because audience interests

What Content Should I Create?

For whom?

What do they care about?

What's going to resonate?

4:28   1x   🔲   🔇

💬🦉❤️ Jorge Soto and 516 others   66 comments • 26 reposts

Reactions

👍 Like   💬 Comment   🔁 Repost   ✈️ Send

📊 33,969 impressions   View analytics

Video performance ❓

13,480
Video Views

120h 1m
Watch time

517 →

Comments   66 →

Reposts   26 →

Video viewer demo

[Job titles ▾]

Marketing Specialist · 16.8%

Founder · 12%

Online Marketing Manager · 11.3%

Advertising Specialist · 5.8%

Executive Director · 4.8%

This is building on LinkedIn's **"rented land."** It might go away any day, but...

And we're reaching exactly **the right audience**.

It has **far greater potential reach** than our website

SparkToro

These are all **rented land**.

SparkToro

The Web's Largest Traffic Referrers Jan. 2024

75% of all traffic referrals come from search

14% come from social

11% is everyone else

oogle

Linked in
amazon
yahoo!
reddit
facebook
YouTube
Microsoft
&
Bing

Datos ** Sites with a single owner that pass referrals via multiple entities have been grouped (e.g. Twitter.com, Twimg.com, and T.co; Live.com, Bing.com, MicrosoftOnline.com, Office.com, and Office365.com; etc.)

SparkToro

But That's Not

Where People Spend Time...

Share of Traffic Among the Top 170 Largest Traffic-Referring Sites in the US

Law/Edu Travel Real Estate HealthSecurity
1.68% 1.49% 1.16% 0.78% 0.52%

Social
20.75%

Video & Audio
10.23%

Games 1.65%

Finance
5.25%

Social, news, productivity, and video are where people consume content and discover brands.

(email, Slack, Office, LLMs, etc.)

Search may send the clicks, but it's only the 5th most-trafficked category overall.

Search
10.25%

Ecommerce
11.36%

News

Datos

SparkToro
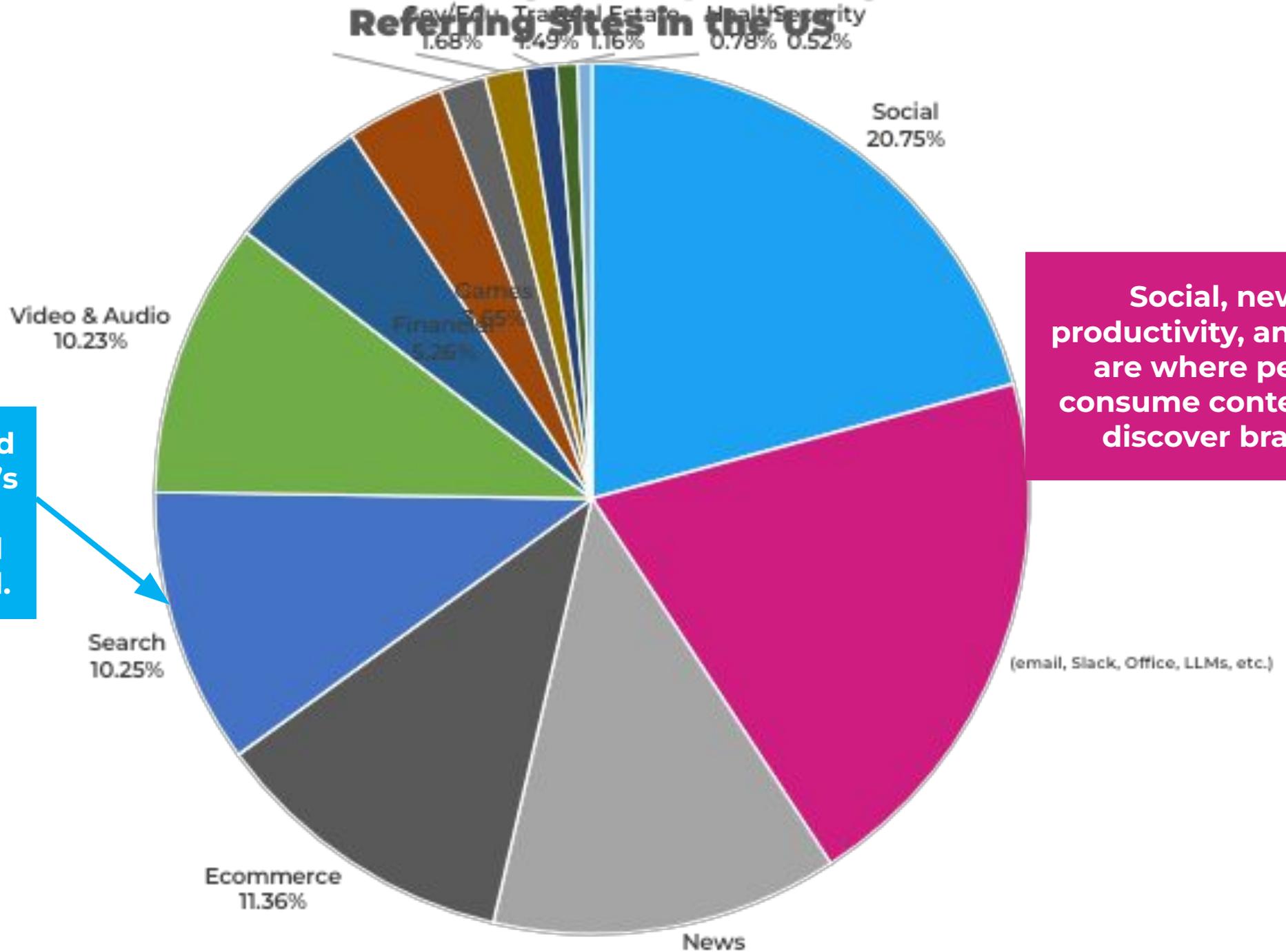
theeverywhereist ✔ 2h   ...

I'm not sure what the future of this platform is. I like it here, I worked hard to build up an audience here, but I realize that a lot of folks are leaving, and I really need to go where people are because that's how it works as a writer these days.

Anyway, I'll still be here, but I'm also on Bluesky. If you're there, please find me and say hi. (Link in next thread because ... this platform. Sigh.)

❤ 271   💬 33   🔁 3   ✈

Replies

theeverywhereist ✔ 2h
This is me over there, with the greatest banner image ever:

bsky.app/profi...

bsky.app
Geraldine (@everywhereist.bsky.social)

I think more of us will need to be like Geraldine and **follow our audiences wherever they go.**

Verdict: Depends
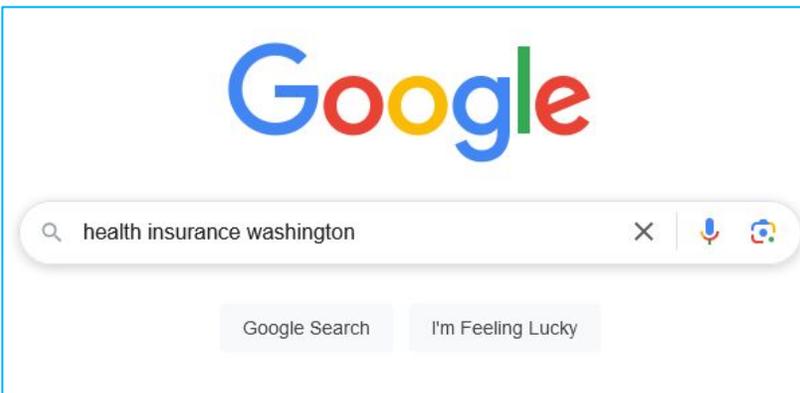
If you care about **influencing an audience**, traffic doesn't work; build on rented land. But, **if you need traffic**, search is what you've got.
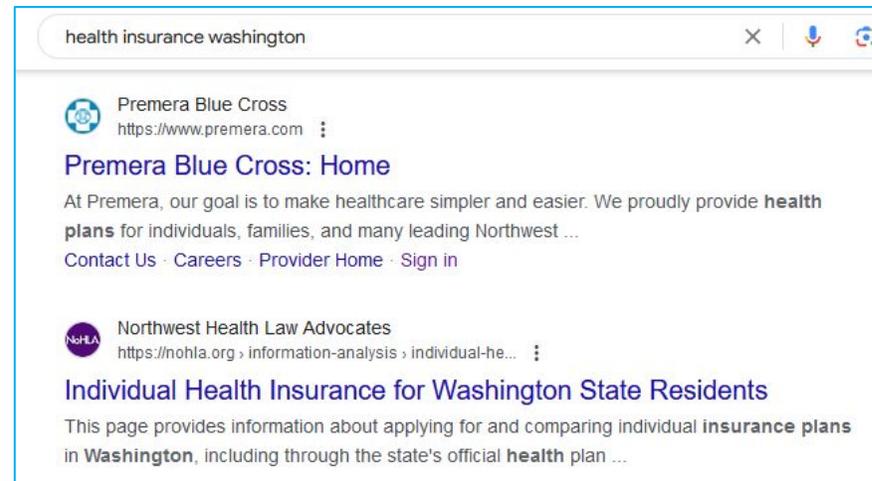
Theory #6

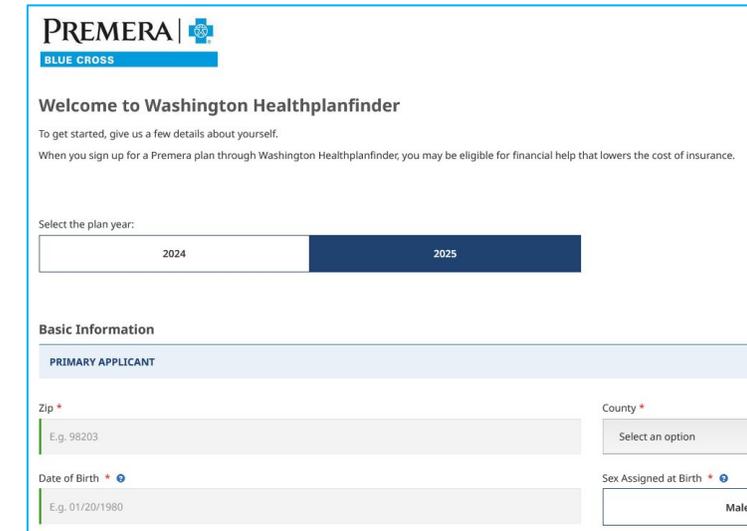**Buyer journeys** don't work the way they used to.

Rand's Thesis

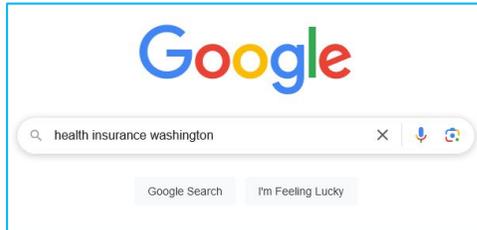For 20yrs, most organic buyer journeys* looked like this:

Search

Compare

Convert

* Simplified for message clarity

SparkToro

And search-assisted journeys* looked like this:

Search

Relevant behavior

Targeted ads
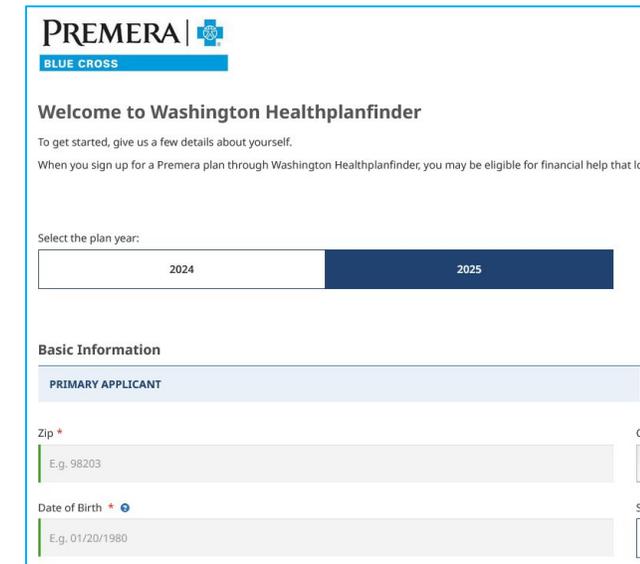
Conversion

* Also simplified

SparkToro

Executives locked in a mindset of how digital marketing should work

"We used to waste half of our marketing dollars. Now, thanks to digital attribution, we know exactly what to spend where."

SparkToro

According to these guys marketers should...

Invest in

and Measure with

Performance Ads ➡ Platform-reported ROAS

Content Marketing ➡ Visit-assisted conversions

Organic Search ➡ Search traffic conversions

Organic Social ➡ Social traffic conversions

SparkToro

Rand's Theory of Web Journeys

In 2024, Google is **mostly navigation and information**.
And buyer journeys look more like this:

Consume
Social media, YouTube, podcasts
News sites, email newsletters, webinars

Search
Still mostly Google/Bing
But some social and LLMs, too

Compare
A lot of Reddit
And plenty of private messaging

Convert
Often on the company's site
But also 3rd parties (Amazon, Steam, Etsy, FB Marketplace, etc.)

How the %^&# are you gonna figure that out Rand?!

We can't use methodologies like this:

WHAT WE DID:
STUDY METHODOLOGY

We took 1.18 million random keywords provided by Ahrefs from their database. Their database contains a wide range of keywords ("keyword" is used to mean one or more words in a search query). This includes extremely popular keywords all the way down to those with as little as 5 searches per month.

From the one million results, we looked at the top ten ranking URLs for each keyword (11.8 million total).

The Research Data

This time I curated a database of 251 well-known US brands across 15 industry verticals. The research data is here if you are interested.

I then expanded this list to 2,900 keywords in total by creating categories for different types of keyword across each vertical.

I manually curated the list to try and ensure that I had good coverage across all verticals and types of keyword. If there are any mistakes in the classification of the keywords, then it is entirely my fault!

Whilst, 2,900 gives me a reasonable sample size to analyse, it may not be truly representative of every single category and I didn't feel I had enough data to undertake cross analysis of Tags and Categories. So, please bear this in mind when considering the results - although from eyeballing hundreds of these SERP results, you can definitely get a feel for the patterns of SERP results which are returned for similar types of queries.

https://backlinko.com/app/uploads/2020/03/search-engine-ranking-study-methods.pdf

https://www.authoritas.com/blog/research-study-the-impact-of-google-sge-on-brands

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Step 1   Ask Datos for every Google search from every US device in their panel over the last 21 months

Step 1b   OK… They're not gonna give me that (for lots of good privacy reasons).

Step 1c   But they did give me:
  - All KWs w/ 100+ searches in those 21 months
  - From ~130K active US devices (mobile & desktop)
  - Treat multiple searches/day from a single device (for the same KW) as 1 search

SparkToro

Step 2

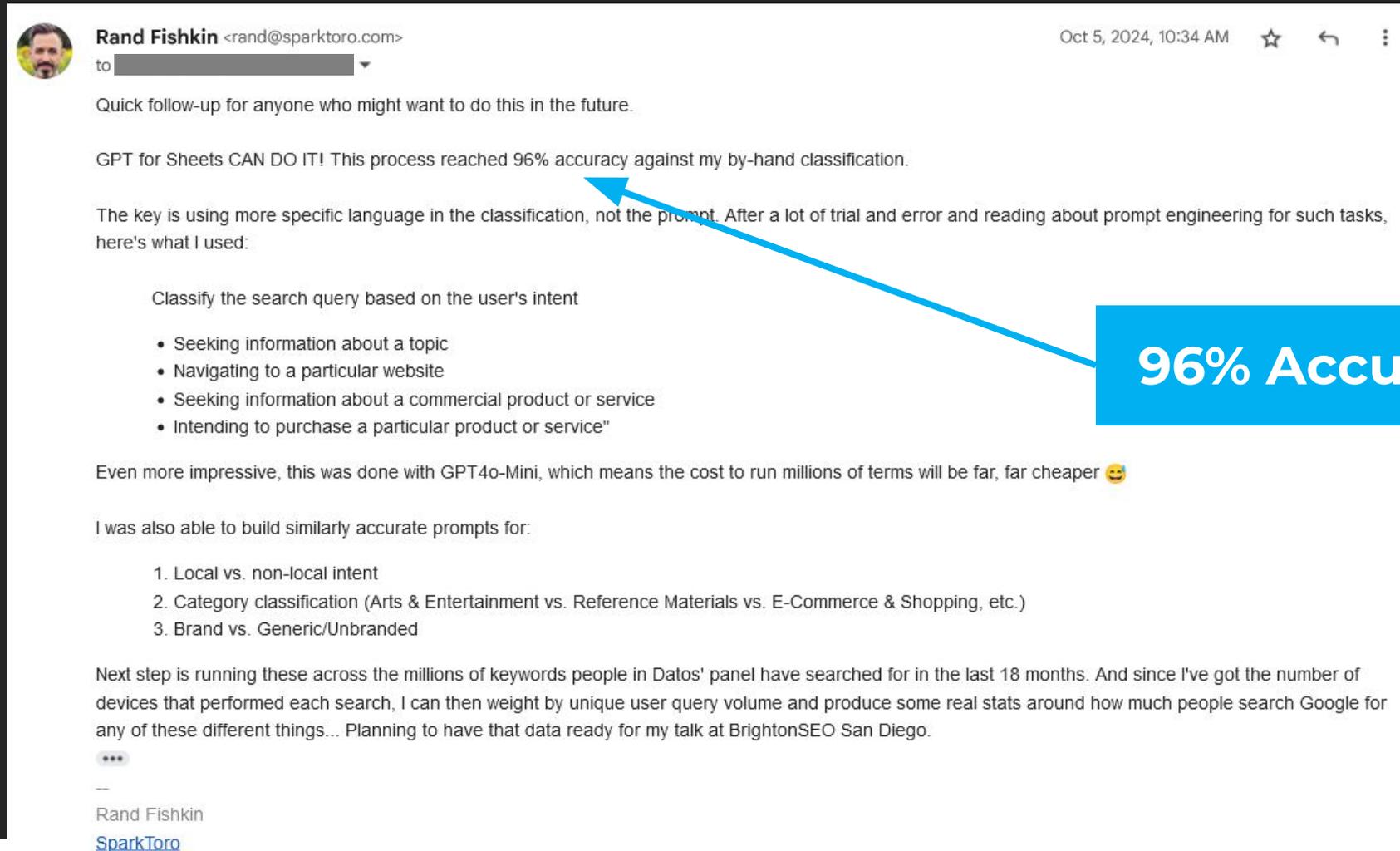Take every keyword and manually classify it into the following buckets:

Brand vs. **Generic**

Navigational vs. **Informational** vs. **Commercial** vs. **Transactional**

Categories:
Vehicles vs. **Lifestyle** vs. **Travel & Tourism**, etc.

Volume Buckets

Step 3

See if an LLM's API calls can accurately classify these keywords:

Rand Fishkin <rand@sparktoro.com>
to ▓▓▓▓▓▓▓▓▓▓▓▓▓

Oct 5, 2024, 10:34 AM

Quick follow-up for anyone who might want to do this in the future.

GPT for Sheets CAN DO IT! This process reached 96% accuracy against my by-hand classification.

The key is using more specific language in the classification, not the prompt. After a lot of trial and error and reading about prompt engineering for such tasks, here's what I used:

Classify the search query based on the user's intent

- Seeking information about a topic
- Navigating to a particular website
- Seeking information about a commercial product or service
- Intending to purchase a particular product or service"

Even more impressive, this was done with GPT4o-Mini, which means the cost to run millions of terms will be far, far cheaper 😅

I was also able to build similarly accurate prompts for:

1. Local vs. non-local intent
2. Category classification (Arts & Entertainment vs. Reference Materials vs. E-Commerce & Shopping, etc.)
3. Brand vs. Generic/Unbranded

Next step is running these across the millions of keywords people in Datos' panel have searched for in the last 18 months. And since I've got the number of devices that performed each search, I can then weight by unique user query volume and produce some real stats around how much people search Google for any of these different things... Planning to have that data ready for my talk at BrightonSEO San Diego.

•••

—

Rand Fishkin
SparkToro

96% Accuracy!

SparkToro

Step 4: 60+ hours of trial & error, toil, and running LLM calls

	Google Search	Category Classification	Branded vs. Unbranded	Local vs. Agnostic	Nav	Info	Comm	Trans	Brand	Brd Sum	Generic	Gen Sum	Non L	NonLoc	Local
1	Google Search	Category Classification	Branded vs. Unbrand	Local vs. Agnostic	Nav	Info	Comm	Trans	Brand	Brd Sum	Generic	Gen Sum	Non L	NonLoc	Local
2		Arts & Entertainment, Business and Consumer Services, Community Society Religion and Relationships, Computers and Technology, Ecommerce & Shopping, Finance, Food and Drink, Gambling, Games, Health, Heavy Industry and Engineering, Hobbies and Leisure, Home and Garden, Jobs and Career, Law and Government, Lifestyle,	If the search query includes a brand name, company name, trademark, or intent to visit a specific website, classify as "Brand." If the query seeks generic information	Analyze each Google query for the searcher's intent. If it's likely that they seek a nearby business, organization, destination, or											
119240	when did the viet	Science and Education	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119241	birch aquarium	Science and Education	Brand	Local Intent	0	1	0	0	1	419	0	0	0	0	1
119242	jeremy corbell	Arts & Entertainment	Brand	No Local Intent	0	1	0	0	1	419	0	0	1	419	0
119243	truism	Reference Materials	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119244	b-21 raider	Heavy Industry and Engineering	Brand	No Local Intent	0	0	1	0	1	419	0	0	1	419	0
119245	sports today	Sports	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119246	cb radio	Hobbies and Leisure	Generic	No Local Intent	0	0	1	0	0	0	1	419	1	419	0
119256	wanderingvoyeur	Lifestyle	Brand	No Local Intent	1	0	0	0	1	419	0	0	1	419	0
119257	spirit check in	Travel and Tourism	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119258	harkonnen	Arts & Entertainment	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119259	hennepin county	Law and Government	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119260	stewart rhodes	Law and Government	Brand	No Local Intent	0	1	0	0	1	419	0	0	1	419	0
119261	sophia rose stall	Arts & Entertainment	Brand	No Local Intent	0	1	0	0	1	419	0	0	1	419	0
119262	bike rack	Home and Garden	Generic	No Local Intent	0	0	1	0	0	0	1	419	1	419	0
119263	soul food near me	Food and Drink	Generic	Local Intent	0	0	1	0	0	0	1	419	0	0	1
119264	watch directv	Ecommerce & Shopping	Brand	No Local Intent	0	0	1	0	1	419	0	0	1	419	0
119265	titania	Science and Education	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119266	grunt	Hobbies and Leisure	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119267	destiny 2 news	News & Media Publishers	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119268	andy biggs	News & Media Publishers	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119269	robotyne	Computers and Technology	Generic	No Local Intent	1	0	0	0	0	0	1	419	1	419	0
119270	tottenham hotspu	Sports	Brand	Local Intent	0	1	0	0	1	419	0	0	0	0	1
119271	pijja palace	Food and Drink	Brand	Local Intent	0	0	1	0	1	419	0	0	0	0	1
119272	shrek is love shre	Arts & Entertainment	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119273	myscripps	Health	Brand	No Local Intent	1	0	0	0	1	419	0	0	1	419	0
119274	nancy travis	Arts & Entertainment	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119275	scholarcy	Science and Education	Brand	No Local Intent	0	1	0	0	1	419	0	0	1	419	0
119276	psalm 34	Community Society Religion and Relationships	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119277	nosteam	Games	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0
119278	pitboss	Gambling	Brand	No Local Intent	0	0	1	0	1	419	0	0	1	419	0
119279	paige lorenze	Lifestyle	Brand	No Local Intent	0	1	0	0	1	419	0	0	1	419	0
119280	rentler	Ecommerce & Shopping	Brand	No Local Intent	1	0	0	0	1	419	0	0	1	419	0
119281	band camp	Arts & Entertainment	Generic	No Local Intent	0	1	0	0	0	0	1	419	1	419	0

But, finally, we can answer...

E.G. **Branded** vs. **Generic** Searches

Yahoo Fantasy Football	15,823
Fantasy Football	5,040
Darn Tough Socks	2,384
Socks	2,074
Navy Federal Credit Union	8,502
Credit Union	3,126
Rick Steves	1,277
Flights to Italy	216

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What % of US Google Searches are for Brands?

Branded vs. Generic Google
Keywords (as a % of all keywords)
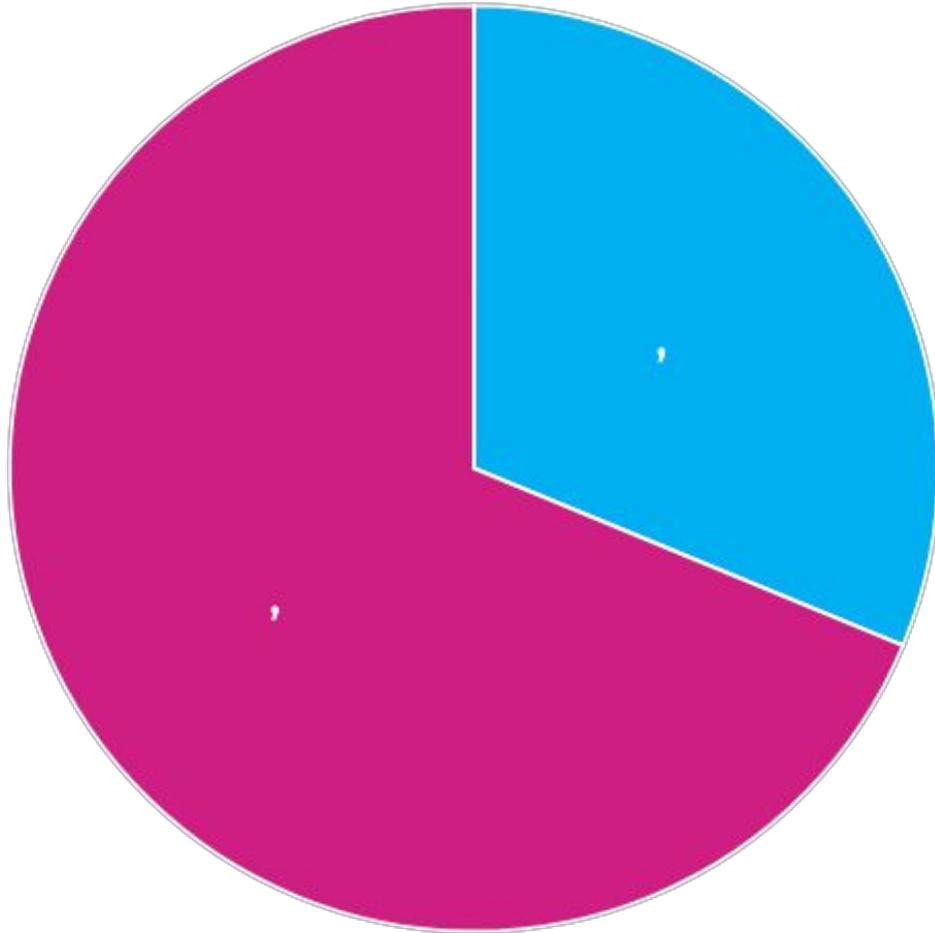
Branded vs. Generic Google
Searches (by % of total search volume)
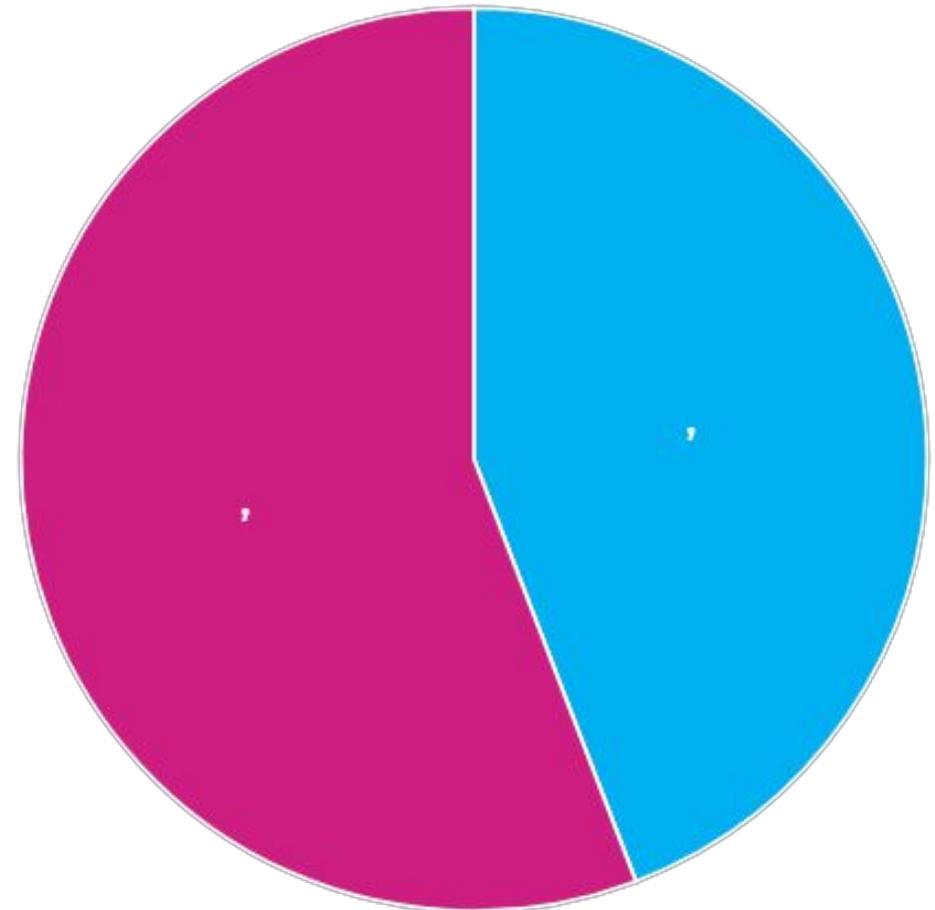
44%

of Google Searches are for
Specific Brands

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E.G. **Navigational** vs. **Informational** vs. **Commercial** vs. **Transactional** Searches

TikTok	352,334
Carl Jung	3,240
Verizon Business	2,124
Pho Near Me	3,041
Quotex Login	238
Obviously Synonym	239
BIC Camera	285
Ahegao Hoodie	285

What is Google's Distribution of Search Intent?

Search Intent by Volume of **Keywords**
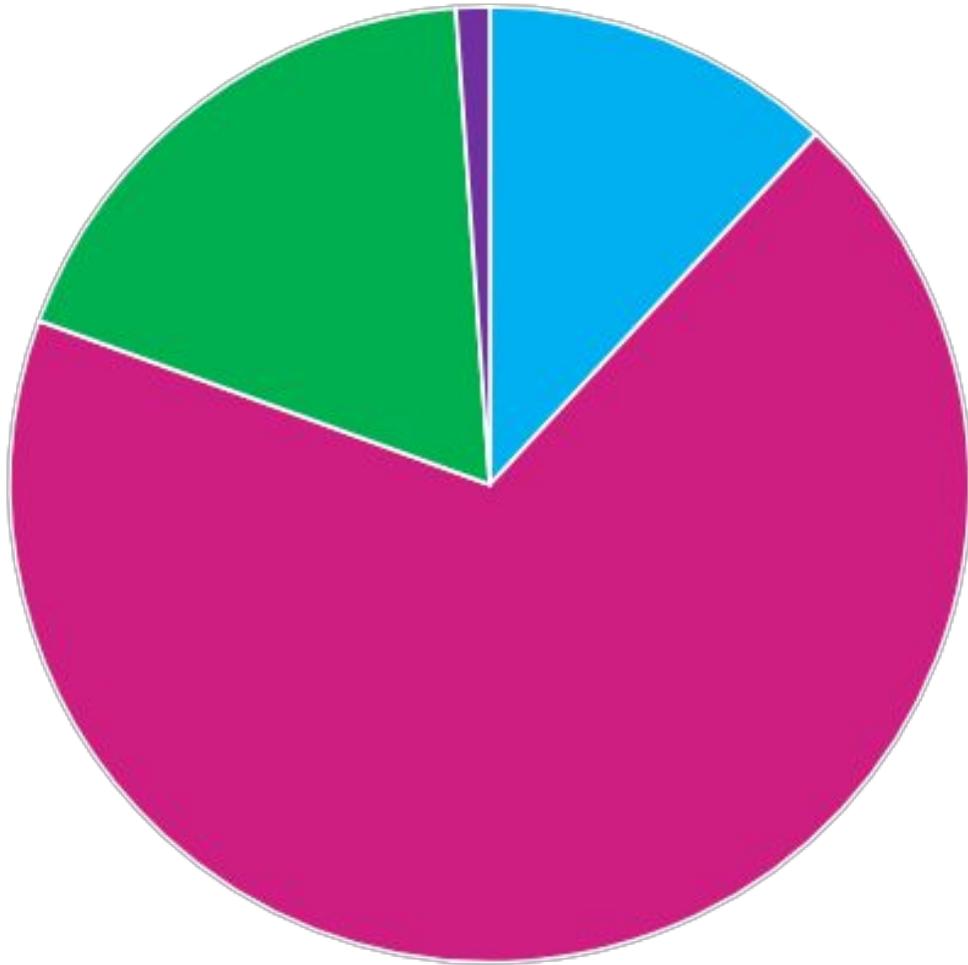
Search Intent by Volume of **Queries**
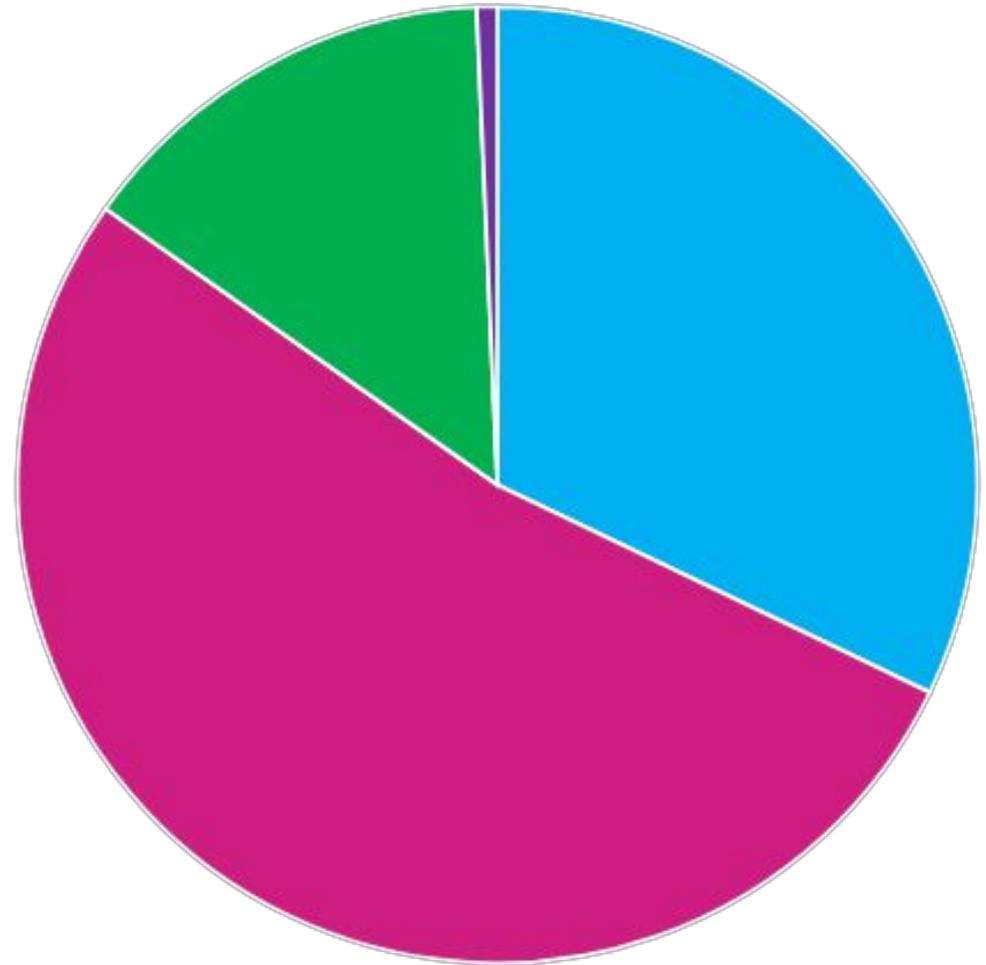
32%

of Google Searches are
Navigational

What Topics Do People Search Google For Most?

Adult,
Arts & Entertainment,
Business and Consumer Services,
Community Society and Relationships,
Computers and Technology,
Ecommerce & Shopping,
Finance,
Food and Drink,
Gambling,
Games, Health,
Heavy Industry and Engineering,
Hobbies and Leisure,

Home and Garden,
Jobs and Career,
Law and Government,
Lifestyle,
News & Media Publishers,
Pets and Animals,
Reference Materials,
Science and Education,
Social Media,
Sports,
Travel and Tourism,
Vehicles

SparkToro

Topical Distribution of Google Search **Keywords**

Topic	Percentage
Arts & Entertainment	19.02%
Computers & Technology	
Games	8.43%
Science & Education	
Hobbies & Leisure	5.42%
Sports	
Society & Relationships	4.41%
Health	
Finance	3.95%
Ecommerce & Shopping	
Lifestyle	3.46%
Reference Materials	
Travel & Tourism	3.05%
Food & Drink	
Adult	2.56%
News & Media	
Law & Government	1.49%
Business & Consumer Services	
Home & Garden	1.43%
Vehicles	
Social Media	1.27%
Jobs & Career	
Pets & Animals	0.80%
Heavy Industry & Engineering	
Gambling	0.35%

Datos

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Topical Distribution of Google Search **Volume**

Topic	Percentage
Arts & Entertainment	17.46%
Computers & Technology	
Ecommerce & Shopping	7.08%
Games	
Science & Education	6.04%
Sports	
Finance	4.53%
Social Media	
Hobbies & Leisure	3.89%
Adult	
Lifestyle	3.39%
Health	
Travel & Tourism	3.28%
Society & Relationships	
Reference Materials	2.79%
Food & Drink	
News & Media	2.40%
Business & Consumer Services	
Vehicles	1.28%
Law & Government	
Home & Garden	0.95%
Jobs & Career	
Pets & Animals	0.74%
Gambling	
Heavy Industry & Engineering	0.30%

X-axis: 0%, 5%, 10%, 15%, 20%

~37% of Google's search topics are of little commercial value (outside of CPM ads)

Datos
SparkToro

17.5%

of Google Searches are just people arguing about how old Paul Rudd is*

* By which I mean: Arts & Entertainment-related searches

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Google

how old is paul rudd

All   Images   News   Videos   Shopping   Web   Forums   ⋮ More   Tools

Paul Rudd / Age

55 years

April 6, 1969

People also search for

Will Ferrell
57 years

Jack Sullivan
Rudd
18 years

Steve Carell
62 years

Feedback

People also ask ⋮

Who is Paul Rudd's wife?

Why did Paul Rudd change his name?

What is Paul Rudd's biggest movie?

How old is Paul Rud...

Paul R...

American ac...

Paul Stephen
theater at the
Academy of Dramatic Arts before making his acting debut
in 1991. He received a star on the Hollywood Walk of Fame
in July 2015, and was included on the Forbes Celebrity

NJ

Siblings: Mandi Rudd Arnold

Movies and shows

Wikipedia
https://en.wikipedi...

Paul Rudd

Born. **Paul** Stephen **Rudd**. (1969-04-06) April 6, 1969 (**age** 55). Passaic, New Jersey, U.S. ;
Alma mater, University of Kansas · American Academy of Dramatic Arts.
Paul Rudd on screen and stage · List of awards and... · Shawnee Mission West High

UNBELIEVABLE!!

FYI: "Paul Rudd" was in 0.002% of all Google searches performed by Americans last year.

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Since we have the data... Wanna see the distribution of Google Keywords and Volume?

Distribution of 332 Million Google Searches over 20 Months (Analysis
of 320K keywords searched >100X+ from Jan 23-Sep 24 by a panel of ~130K US desktop + mobile devices)

- ■ # of Keywords w/ this Volume
- — Combined Volume of Searches in this Group
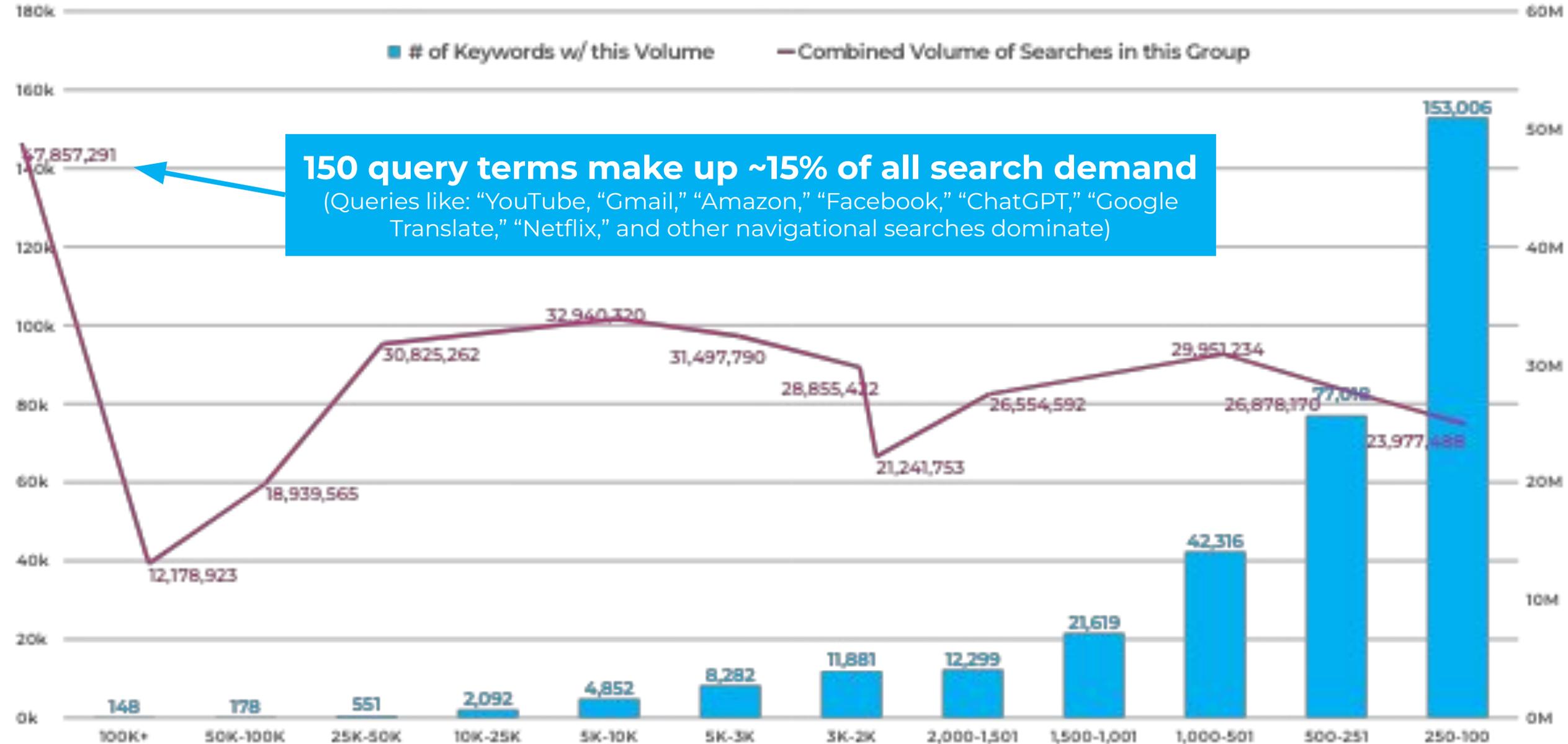
150 query terms make up ~15% of all search demand
(Queries like: "YouTube, "Gmail," "Amazon," "Facebook," "ChatGPT," "Google
Translate," "Netflix," and other navigational searches dominate)

47,857,291

32,960,320

30,825,262

31,497,790

28,855,422

29,951,234

26,554,592

26,878,170

18,939,565

21,241,753

12,178,923

77,018

23,977,488

153,006

42,316

21,619

12,299

11,881

8,282

4,852

2,092

148   178   551

| 100K+ | 50K-100K | 25K-50K | 10K-25K | 5K-10K | 5K-3K | 3K-2K | 2,000-1,501 | 1,500-1,001 | 1,000-501 | 500-251 | 250-100 |

Datos
A Semrush Company

Assembled & analyzed by SparkToro

Distribution of 332 Million Google Searches over 21 Months

(Analysis of 334K keywords searched >100X+ from Jan 23-Sep 24 by a panel of ~130K US desktop + mobile devices)
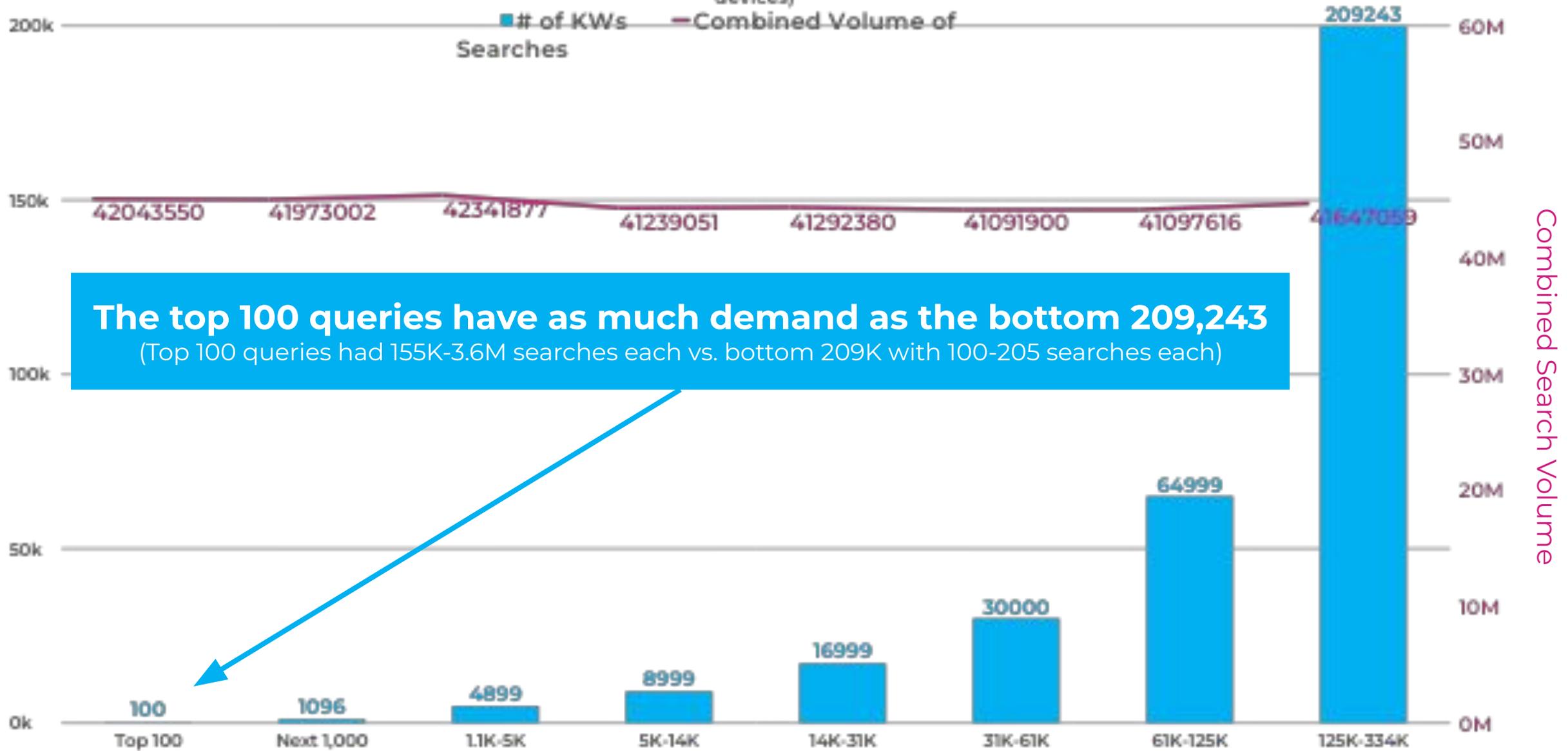
The top 100 queries have as much demand as the bottom 209,243
(Top 100 queries had 155K-3.6M searches each vs. bottom 209K with 100-205 searches each)

Legend: ■ # of KWs — Combined Volume of Searches

Left axis: Number of keywords — 0k, 50k, 100k, 150k, 200k
Right axis: Combined Search Volume — 0M, 10M, 20M, 30M, 40M, 50M, 60M

Bar values (# of KWs):
- Top 100: 100
- Next 1,000: 1096
- 1.1K-5K: 4899
- 5K-14K: 8999
- 14K-31K: 16999
- 31K-61K: 30000
- 61K-125K: 64999
- 125K-334K: 209243

Combined Volume of Searches line values:
42043550, 41973002, 42341877, 41239051, 41292380, 41091900, 41097616, 41647059

Distribution of 332 Million Google Searches over 21 Months

(Analysis of 334K keywords searched >100X+ from Jan 23–Sep 24 by a panel of ~130K US desktop + mobile devices)

■ Combined Volume of Searches — % of Total Search Volume
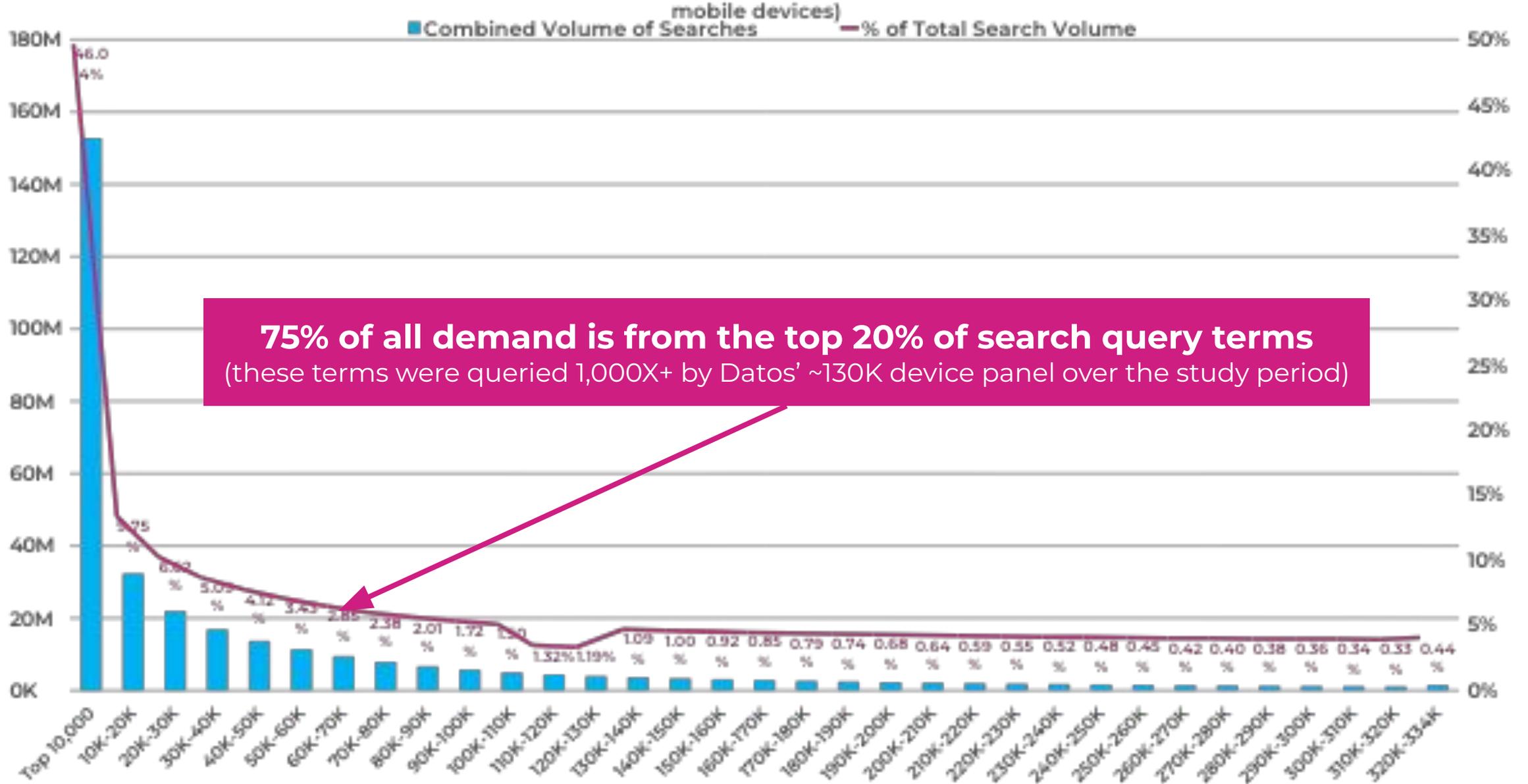
75% of all demand is from the top 20% of search query terms
(these terms were queried 1,000X+ by Datos' ~130K device panel over the study period)

Source: clickstream panel provided by Datos *A Semrush Company*

Assembled & analyzed by SparkToro

Distribution of 27.3M Searches from Sept. 2024 (Analysis of 1.05M

Google query terms performed by ~130K US mobile & desktop devices in September 2024)
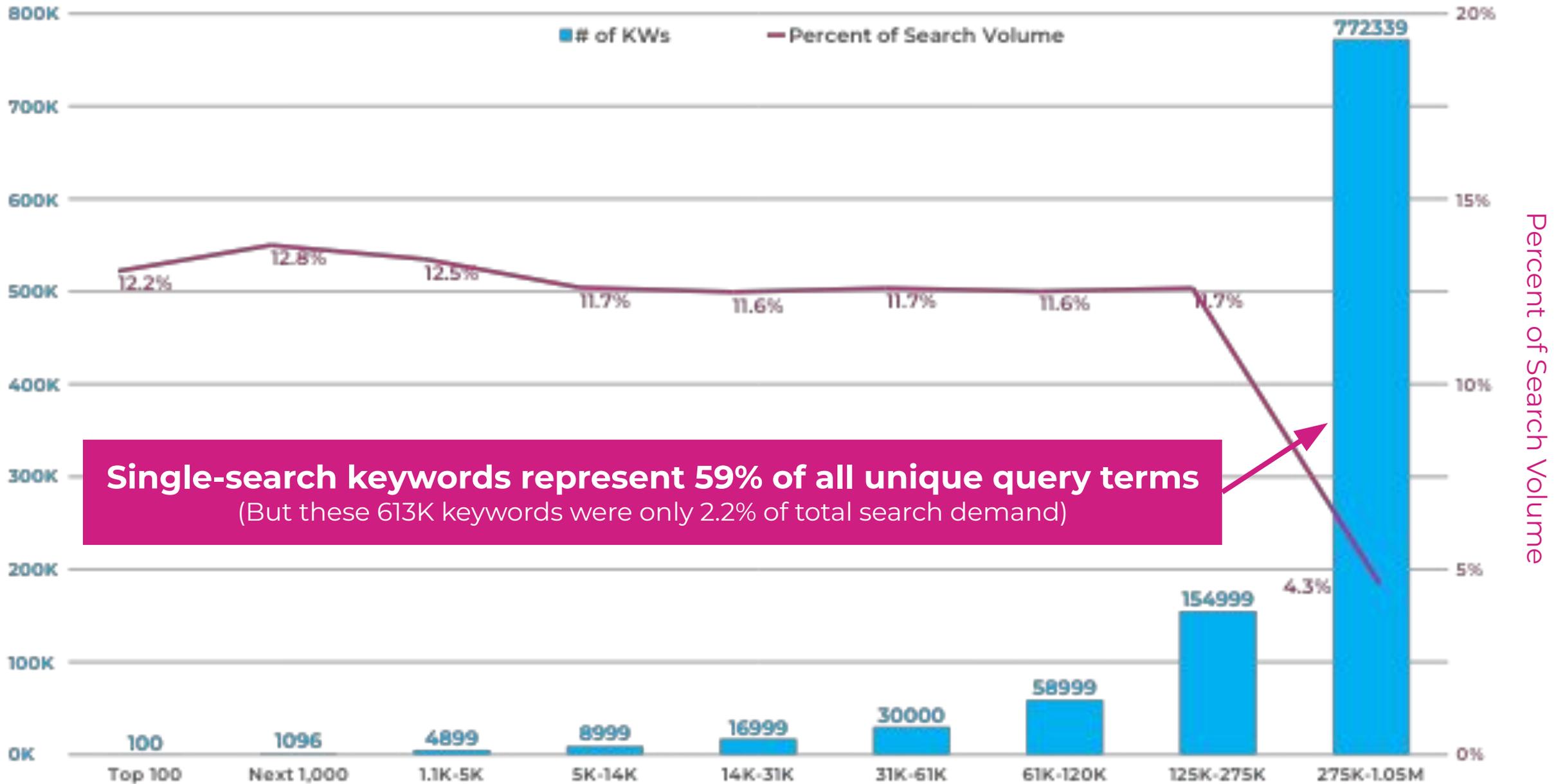
Single-search keywords represent 59% of all unique query terms
(But these 613K keywords were only 2.2% of total search demand)

Legend:
- # of KWs
- Percent of Search Volume

Y-axis (left): Number of Query Terms — 0K, 100K, 200K, 300K, 400K, 500K, 600K, 700K, 800K
Y-axis (right): Percent of Search Volume — 0%, 5%, 10%, 15%, 20%

Bar values and percentages:
- Top 100: 100, 12.2%
- Next 1,000: 1096, 12.8%
- 1.1K-5K: 4899, 12.5%
- 5K-14K: 8999, 11.7%
- 14K-31K: 16999, 11.6%
- 31K-61K: 30000, 11.7%
- 61K-120K: 58999, 11.6%
- 125K-275K: 154999, 11.7%
- 275K-1.05M: 772339, 4.3%

Verdict:
True(ish)

We can't go 10 years back in time to see what's changed, but we can say that a massive amount of Google is **Navigational**, **Brand**, **Arts/Games/Edu**, and not of direct commercial value.

What does all this mean for digital marketers?

SparkToro

#1 Those who focus exclusively on traffic acquisition are stuck with search.

	0%	10%	20%	30%	40%	50%	60%	70%	80%

Google.com	72.48%
Bing & MS Sites	5.20%
Facebook.com	3.36%
Reddit.com	2.39%
YouTube.com	2.18%
DuckDuckGo	2.06%
Yahoo.com	1.99%
Twitter Sites	1.30%
Cisco Duo & Okta	1.01%
LinkedIn.com	0.62%
Amazon.com	0.48%
Instagram.com	0.43%
Instructure.com	0.33%
Pinterest Sites	0.32%
Github Sites	0.29%
Discord Sites	0.24%
Wikipedia.org	0.18%
Twitch.tv	0.17%
MSN.com	0.16%
Fandom.com	0.12%
eBay.com	0.10%
OpenAI.com	0.10%

Not a lot of channel diversity here.

Datos

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Revenue Vs Sessions

Big divergence between organic traffic & revenue?

FYI: Traffic and revenue are not the same thing

Via Wil Reynolds at Seer Interactive
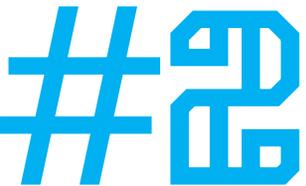
#2 Choosing channel investments based on referral data will make you Google's fool

Financial 5.26%
Games 3.65%
Gov/Edu 1.68%
Travel 1.49%
Real Estate 1.16%
Health 0.78%
Security 0.52%
Social 20.75%
Audio 5%
Search 0.25%
Ecommerce 11.36%
Productivity 20.05%
News

Google

your brand
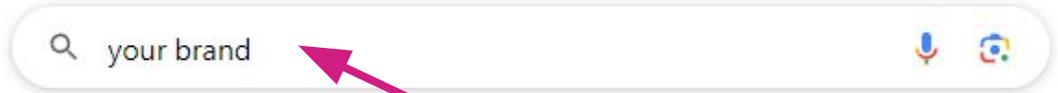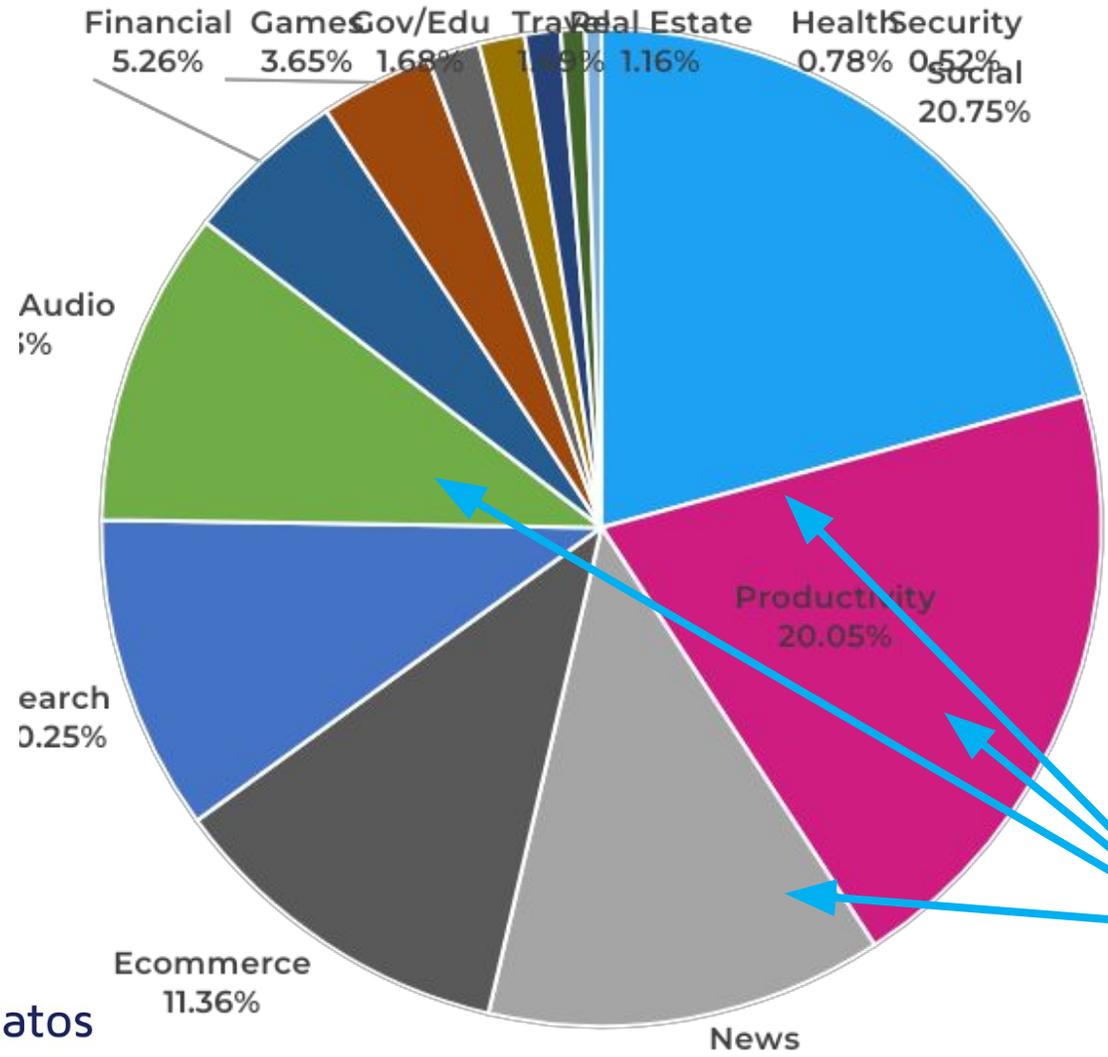
Leads to one of these... Guess who gets credit in your analytics?

Almost everything that happens in these categories...

Datos

SparkToro

#3 To win at social, you must embrace zero-click content.

**Build on rented land >
drive traffic back to your site**

Site	Value
YouTube.com	21.28%
Facebook.com	21.10%
Reddit.com	17.56%
Twitter	13.78%
Instagram.com	5.02%
LinkedIn.com	4.11%
Discord	2.49%
Pinterest	2.29%
Github	1.92%
Twitch.tv	1.87%
Whatsapp.com	1.09%
Linktr.ee	1.05%
TikTok.com	0.93%
Patreon.com	0.86%
OnlyFans.com	0.83%
Tumblr.com	0.82%
StackOverflow.com	0.77%
Quora.com	0.66%
DeviantArt.com	0.51%
Medium.com	0.28%
StackExchange.com	0.23%
Imgur.com	0.18%
Threads.net	0.16%
NextDoor.com	0.13%
Telegram	0.10%

Datos

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Rand Fishkin (He/Him) • You
Cofounder of SparkToro & Snackbar Studio. Author of Lost & F...
3d • 🌐

NEW survey for marketing conference attendees: https://lnkd.in/gyHFrnbE

In 2017, I ran a survey to 400 marketers asking about their confe ...see more

Take the Survey!

8 short questions; <4mins

Samuel Lavoie and 51 others   13 comments • 10 reposts

👍 Like   💬 Comment   🔁 Repost   ✈ Send

📊 4,800 impressions   **View analytics**

Rand Fishkin (He/Him) • You
Cofounder of SparkToro & Snackbar Studio. Author of Lost & F...
1w • Edited • 🌐

Google created a monster through its reliance on domain & brand authority.

...see more

Trusted publications are being flipped by SEO-minded people with a taste for affiliate money

Step one: buy the site. Step two: fire staff. Step three: revamp the content
...onetizable traffic from Google

...ports blog Deadspin is now a gambling affiliate site?

...go, Deadspin was sold to a newly formed ghost digital media company that
...writers before announcing it would start referring traffic to gambling sites.

...e, but most people don't follow media news, so they're completely unaware.

...you might think of a magazine you could find at any newsstand since 1972.
But what if I told you that the physical production of its magazines stopped in 2019?

The Money brand is now owned by Ad Practitioners LLC (recently rebranded as Money Group), a company that profits from affiliate links and has developed an ad network.

You probably had no idea about this because Money.com looks just like it always has, and its About page focuses on its long history while failing to disclose who is behind the site:

Bryan Kofsky and 872 others   112 comments • 70 reposts

👍 Like   💬 Comment   🔁 Repost   ✈ Send

📊 57,884 impressions   **View analytics**

~10X the reach with zero-click content

This one has a link.

This one has no link.

~10X the reach with zero-click content

SPARKTORO.COM
The Creator Economy Is Far From Overblown - Spark
I came across Alex Kantrowitz's The Creator Economy Was W

See insights and ads

6

13 comments 8 shares

Total Insights
See more details about your post.

Post Impressions ⓘ
444

Post reach ⓘ
439

Post Engagement ⓘ
29

Total Insights
See more details about your post.

Post Impressions ⓘ
3,888

Post reach ⓘ
3,880

Post Engagement ⓘ
353

#4 To determine prioritization, research where your audience pays attention:

Social Networks

These social networks are used more/less than the global average by people with **graphic designer** in their profile :

⬇ Export .csv

Select All	Audience Affinity ⓘ	US Affinity ⓘ	Affinity Change ⓘ
Behance.net Behance is the world's largest creative network for showcasing and discovering creative wo...	53 /100	11 /100	+373.43%
Dribbble.com Find Top Designers & Creative Professionals on Dribbble. We are where designers gain inspi...	38 /100	9 /100	+343.42%
Threads.net Say more with Threads — Instagram's new text app.	22 /100	12 /100	+78.50%
Whatsapp.com Use WhatsApp Messenger to stay in touch with friends and family. WhatsApp is free and offe...	55 /100	32 /100	+74.67%
Slack.com Slack is a new way to communicate with your team. It's faster, better organized, and more ...	18 /100	11 /100	+68.62%

e.g. If I wanted to reach graphic designers, I'd take a close look at Behance, Dribbble, and Threads

SparkToro

These are the websites people with **graphic designer** in their profile are most likely to visit:

	Select All	Affinity ⓘ	Traffic ⓘ
☐	**Abduzeedo.com** Analyze Website Audience	**81** /100	**188K** /Month
☐	**Aiga.org** Analyze Website Audience	**79** /100	**191K** /Month
☐	**Core77.com** Magazine and resource offering calendar of events, firm listings, jobs section, forums, ar... Analyze Website Audience	**73** /100	**297K** /Month
☐	**Creativemarket.com** Bring your creative projects to life with over 3 million unique fonts, graphics, themes, p... Analyze Website Audience	**71** /100	**4.7M** /Month
☐	**Designboom.com** est. 1999 designboom is the first and most popular digital magazine for architecture & des... Analyze Website Audience	**70** /100	**1.1M** /Month
☐	**Designcrowd.com**	**68** /100	**602K** /Month

Getting your content, ads, and brand on these sites might be **more valuable** than trying to drive traffic to your own.

SparkToro

similarweb

Products ⌄   Customers ⌄   Our Data   Pricing   Resources ⌄   Contact sales   Get started | Login

🔍   ▪ abduzeedo.com   VS.   + Compare this site to   📅 October 2024 ⌄ | 🖥 All traffic ⌄   ⬇

- Overview
- Ranking
- Audience
- **Competitors**
- Marketing channels
- Outgoing links
- Technologies

abduzeedo.com Competitors & Similar Sites

Reveal abduzeedo.com top alternatives and find potential or emerging competitors. fromupnorth.com is the website with the highest similarity score to abduzeedo.com. Find out why – Click here to **Analyze all competitors**

SimilarWeb's "competitors" is another good way to see what a web audience is visiting

Site	Affinity	Monthly visits	Category	Category rank
📌 fromupnorth.com	100%	329	Arts & Entertainment > Visual Arts and Design	#22,308
🅱 behance.net	83%	40.6M	Arts & Entertainment > Visual Arts and Design	#3
🍃 thedesigninspiratio...	79%	41.6K	Arts & Entertainment > Visual Arts and Design	#795
FX designinstruct.com	76%	--	Arts & Entertainment > Visual Arts and Design	--
🅟 paintable.cc	70%	57.4K	Arts & Entertainment > Visual Arts and Design	#409
◼ digitaldecade.net	70%	--	Arts & Entertainment > Visual Arts and Design	--
▦ iamag.co	70%	381.5K	Arts & Entertainment > Visual Arts and Design	#78

/Pets & Animals/Pets/Dogs Top Domains

Show [10 ▾] entries 🔍

Ranking	Publisher	Score	Articles	Position	Actions
1	▶ Youtube.com	100	28	8	Doma
2	🦋 Msn.com	81	4	9	Doma
3	ⓨ Yahoo.com	63	63	12	Doma
4	\ Theatlantic.com	55	1	16	Doma
5	🐾 Thedodo.com	43	13	9	Doma
6	N Newsweek.com	22	58	11	Doma
7	PH Pethelpful.com	12	29	13	Doma
8	🟥 Infobae.com	7	18	8	Doma
9	P Paradepets.com	7	45	13	Doma
10	🐾 Iheartdogs.com	2	3	10	Doma

Showing 1 to 10 of 150 entries   Previous

/Pets & Animals/Pets/...

📅 15 Oct 2024 - 14 Nov 2024

Understanding the Google Discover Sc...

Google Discover's personalized nature mak...
performance. The score is based on **article fr...**
with a score of "**20**" has roughly five times less traffic than the top performer. We use "**Score**" instead of metrics like "**unique visits**" or "**page views**" to ensure transparency and avoid misrepresenting the data.

Show [10 ▾] entries   🔍 yout

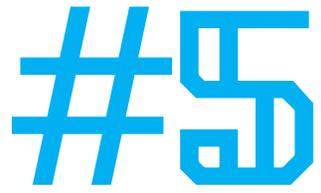| Rank	Title	Google Discover Score ❶	Position	Firs
3	Pit bull in Mississippi gives birth to green puppy ↗ YouTube (Youtube.com) · /Pets & Animals/Pets/Dogs	65	7	2024 5 days 26 min
6	Woman Finds Puppy Growling On a River Bank And Has To Step In | Cuddle Buddies ↗ YouTube (Youtube.com) · /Pets & Animals/Pets/Dogs	23	7	2024-11-01 03:42:11 1 day 6 hours

Analyze Domain
Analyze Page
Analyze Domain

John Shehata's DiscoverPulse looks like it might be a great solution, too!

🔄

John Shehata • 1st
CEO, Founder of NewzDash, GDdash, News &...
View my blog
1d • 🌐

Yesterday, I used our new tool, DiscoverPulse, to analyze Google Discover trends. DiscoverPulse - **https://lnkd.in/ ewmJr9Ba** - tracks popular and trending articles in real-time for real users.

While looking at the "dogs" category, I found that **YouTube.com** is the most popular domain. This means that YouTube videos about dogs are getting the most visibility in Google Discover.

Knowing this, you can now:
- Evaluate your YouTube video strategy: Are you creating dog-related content on YouTube? If not, you could be missing out on a major traffic source.
- Analyze your competitors: See what kind of ...more

👍💡🌐 69   15 comments · 2 reposts

⬇ Excel   ⬇ PDF   ⬇ Print

Where is your audience influenced? (inner circle)

VS.

Where do you allocate budget? (outer circle)

Conferences & Events — 7%

Industry websites & blogs — 10%

Social Ads — 9%

Social Feeds — 15%

Comparison Sites — 2%

SubReddits — 2%

Podcasts — 1%

Traditional news Media — 8%

YouTube Channels — 6%

ChatGPT, Perplexity, etc. — 1%

G Discover & Apple News

Email Newsletters — 1%

Slack, FB, & WhatsApp Groups — 4%

Google Search Keywords (unbranded) — 33%

Inner circle values: 145,000; 140,000; 110,000; 100,000; 90,000; 80,000; 75,000; 50,000; 45,000; 40,000; 35,000; 30,000

SparkToro

#5 Need to prove value to your boss/client? Build a correlation dashboard.

The "Impossible to Measure" Marketing Dashboard

		7/2021	8/2021	9/2021	10/2021	11/2021	12/2021	01/2022	02/2022	03/2022	04/2022	05/2022	06/2022	07/2022
Brand Interest	3-Month Trend (growth rate vs. prior 3 months)				39.43%	26.91%	37.43%	34.15%	41.98%	41.13%	36.43%	55.67%	29.24%	25.83%
	Branded Search Volume (Google Search Console)	16,300	41,800	18,100	23,100	17,000	20,100	20,900	20,100	21,400	18,600	36,900	24,500	18,500
	Total Visits from Search (Google Analytics)	23,608	38,557	28,607	17,759	8,662	8,723	15,927	22,420	25,494	23,939	39,595	24,329	20,744
	Direct & Type-In Visits (Google Analytics)	24,008	33,197	33,524	45,								35,041	41,937
	Interest Avg for Brand (Google Trends)	14.25	19.75	6.50	2								39.00	31.25
Social Engagement	3-Month Trend (growth rate vs. prior 3 months)				35.								36.36%	33.90%
	Tweet Impressions (from Twitter)	2,650,000	2,330,000	1,190,000	1,830,								1,100,000	1,210,000
	Profile Visits (from Twitter)	117,000	82,400	82,100	101,								133,000	136,000
	LinkedIn Post Impressions (from LinkedIn)	99,501	67,589	105,874	115,								161,530	159,684
	LinkedIn Profile Views (from LinkedIn)	2,810	3,239	3,239	3,								3,675	3,675
Website Traffic	3-Month Trend (growth rate vs. prior 3 months)				84.								58.59%	58.67%
	Total Sessions (from Google Analytics)	72,462	93,464	100,301	95,629	63,889	76,871	76,903	80,436	89,141	99,198	170,790	92,287	91,618
	Total Unique Users (from Google Analytics)	49,532	65,411	69,707	71,599	47,063	59,557	53,565	53,423	60,202	69,826	132,899	62,649	65,370
	Total Page Views (from Google Analytics)	253,167	357,112	315,915	263,578	191,628	221,174	253,844	298,687	331,900	314,854	453,938	299,256	280,376
Subscribed Audience	3-Month Trend (growth rate vs. prior 3 months)				37.32%	36.97%	30.61%	39.33%	35.56%	39.59%	34.90%	37.26%	34.25%	36.73%
	Newsletter Subscribers (from Mailchimp)	30,857	32,505	34,817	36,501	40,198	40,552	42,257	44,611	48,204	51,656	53,881	56,770	60,410
	Email Opens + Clickthroughs (from Mailchimp)	20,983	21,453	21,935	27,376	25,727	24,331	30,848	28,551	34,225	36,159	38,794	42,010	47,112
	Total Free Accounts (from Analytics)	3,870	6,909	5,562	5,608	6,476	7,986	6,178	6,500	7,554	5,925	6,843	5,314	4720
	Twitter Followers (from Followerwonk)	12090	12933	13182	13364	13956	14097	15147	15518	16329	16459	17833	18704	20,500
	LinkedIn Followers (from LinkedIn)	5544	5930	6045	6128	6399	6464	6945	7116	7488	7547	8177	8577	9,400
	Webinar Attendees (from Crowdcast)	544	602	585	691	755	0	812	603	698	702	780	655	842
Conversions	3-Month Trend (growth rate vs. prior 3 months)				50.53%	51.76%	64.19%	51.19%	49.17%	54.53%	42.61%	48.28%	42.53%	44.04%
	New Free Accounts (from Analytics)	3870	6909	5562	5608	6476	7986	6178	6500	7554	5925	6843	5314	4720
	New Paid Subscribers (from Analytics)	179	184	189	179	176	206	229	216	234	181	177	194	198

e.g. For us, zero-click social content is *strongly* correlated with signups over the following 2-6 weeks

How to build a hard-to-measure metrics dashboard

SparkToro

The future of Digital Marketing must be...

about more than just search marketing

inclusive of KPIs that aren't clicks or traffic

focused on influencing audiences in the right places with the right message

Thank You!

Want to chat more? I'm @**randfish** on Bluesky,
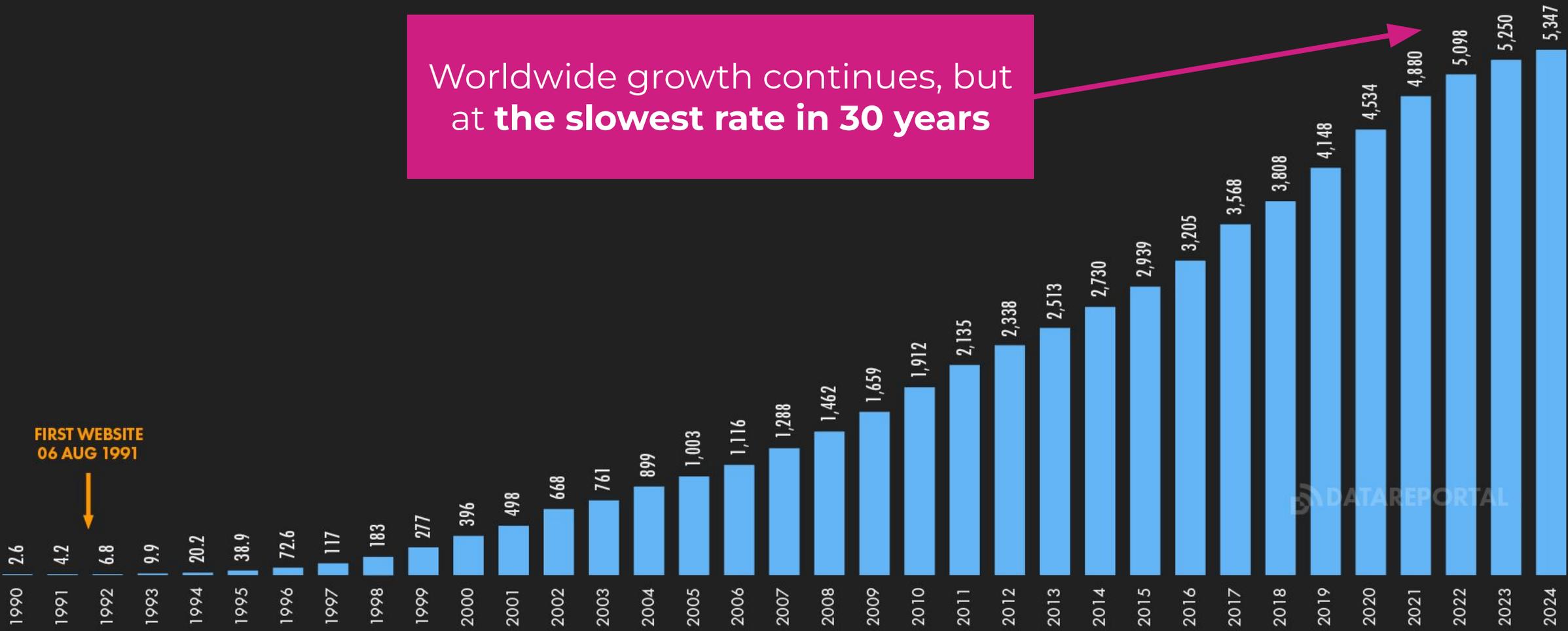or rand@sparktoro.com.

Theory #X

Growth in web use **spiked during Covid** and flatlined ever since.
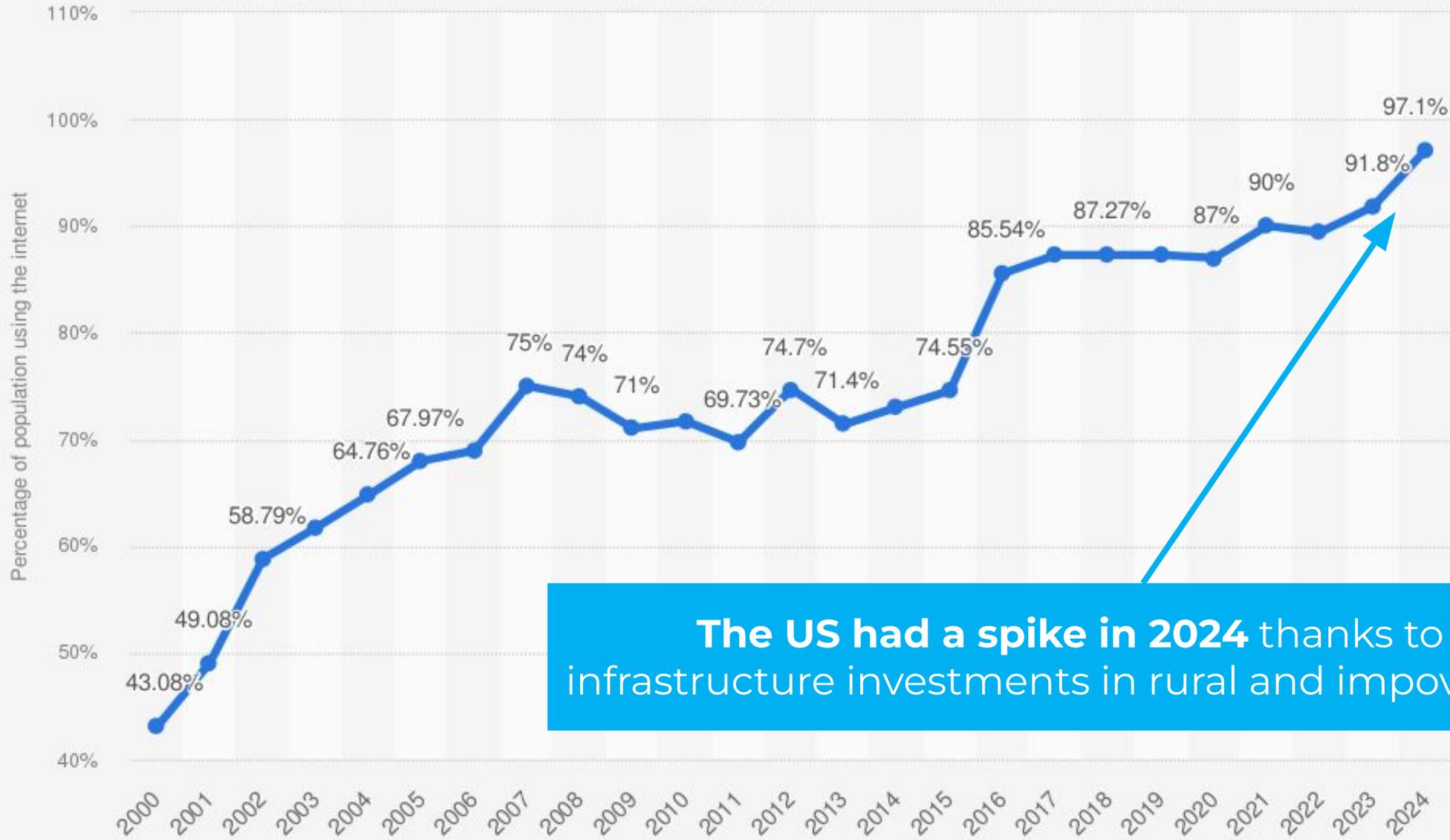
Number of people using the Internet

Number of people who used the Internet in the last three months.
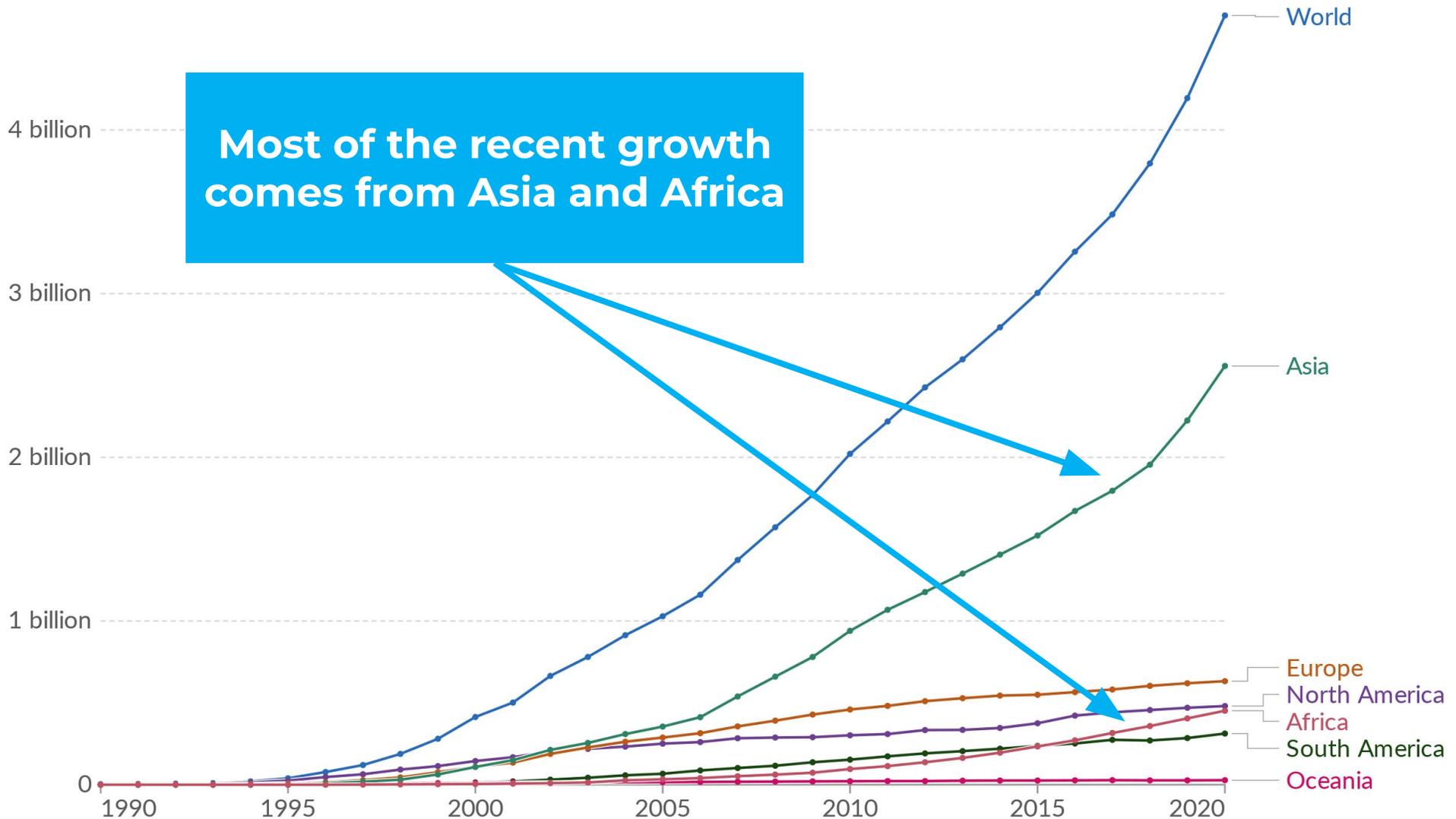
Most of the recent growth comes from Asia and Africa

World

Asia

Europe

North America

Africa

South America

Oceania

4 billion

3 billion

2 billion

1 billion

0

1990   1995   2000   2005   2010   2015   2020

Data source: International Telecommunication Union (via World Bank)

OurWorldinData.org/internet | CC BY

Percentage of population using the internet in the United States from 2000 to 2024

The US had a spike in 2024 thanks to federal infrastructure investments in rural and impoverished areas

Data points (Percentage of population using the internet):
- 2000: 43.08%
- 2001: 49.08%
- 2002: 58.79%
- 2003: 61%
- 2004: 64.76%
- 2005: 67.97%
- 2006: 69%
- 2007: 75%
- 2008: 74%
- 2009: 71%
- 2010: 71.69%
- 2011: 69.73%
- 2012: 74.7%
- 2013: 71.4%
- 2014: 73%
- 2015: 74.55%
- 2016: 85.54%
- 2017: 87.27%
- 2018: 87.27%
- 2019: 87%
- 2020: 87%
- 2021: 90%
- 2022: 89%
- 2023: 91.8%
- 2024: 97.1%

SparkToro

Covid definitely produced an ecommerce spike

Year	USD
2013	$260.5B (+12.7%)
2014	$297.0B (+14.0%)
2015	$337.3B (+13.6%)
2016	$383.5B (+13.7%)
2017	$442.4B (+15.4%)
2018	$506.7B (+14.5%)
2019	$569.4B (+12.4%)
2020	$807.1B (+41.7%)
2021	$950.5B (+17.8%)
2022	$1,012.2B (+6.5%)
2023	$1,102.2B (+8.9%)
2024*	$1,223.0B (+10.95%)

Source: Statista

SellersCommerce

SparkToro

Verdict: True

The plateau is real. And future growth (esp. in rich countries) is zero-sum.