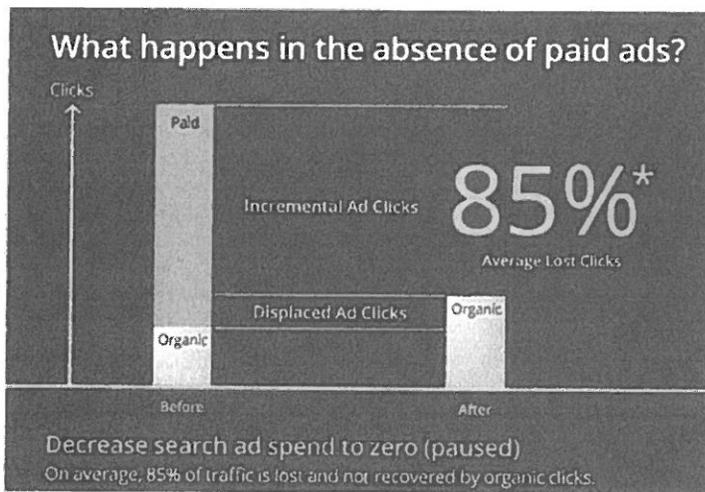


- Total paid clicks on Google and Google Display Network sites were up 31% over the year prior and 13% over the third quarter of 2013.
- The most expensive keywords in Google AdWords continue to be insurance and lawyer related with keywords like "mesothelioma lawyers" now costing advertisers well over \$200/click.

Search terms	Avg. monthly searches	Competition	Suggested bid
mesothelioma lawyer	2,400	High	\$285.84
mesothelioma attorney	1,300	High	\$167.06
mesothelioma attorneys	1,000	High	\$157.84
mesothelioma lawyers	1,000	High	\$248.38
mesothelioma lawsuit	480	High	\$239.24
mesothelioma settlement	170	High	\$328.78
mesothelioma settlements	110	High	\$209.85
mesothelioma lawsuit settlements	70	High	\$288.11

- Smartphones and tablets combined for 32% of paid search clicks in Q4 2013 and accounted for 25% of paid search spending.
- On Christmas Day an estimated 45% of Google searches worldwide occurred on a smartphone or tablet. This was the highest mobile traffic share day in 2013.
- 85% of desktop clicks on Google AdWords ads are incremental. That is, when ads are paused only 15% of searches, on average, will still find their way to your site.



- On average, the top 3 AdWords spots take 41.1% of the total clicks on a given results page. This includes both paid and organic results.
- The average click through rate for an AdWords ad in the first position is just over 7%.

TOPICS

Advanced: (<https://www.301/>)

Algorithm 1 (<https://www.Updates/>)

Basic: 101 (<https://www.Updates/>)

Bloggng (<https://www.Updates/>)

Chattanooga (<https://www.Updates/2/>)

Content Writing (<https://www.writing/>)

Conversion (<https://www.Updates/>)

delegator (<https://www.Updates/>)

Delegator 1 (<https://www.tools/>)

Design (<https://www.Updates/>)

Ecommerce (<https://www.Updates/>)

Email (<http://www.Updates/>)

General (<https://www.Updates/>)

Gig (<https://www.Updates/>)

Google AdWords (<https://www.adwords/>)

Google Analytics (<https://www.analytics/>)

Google Apps (<https://www.Updates/>)

Intermedia (<https://www.201/>)

Local Search (<https://www.Updates/>)

Portfolio (<https://www.Updates/>)

Press (<http://www.Updates/>)

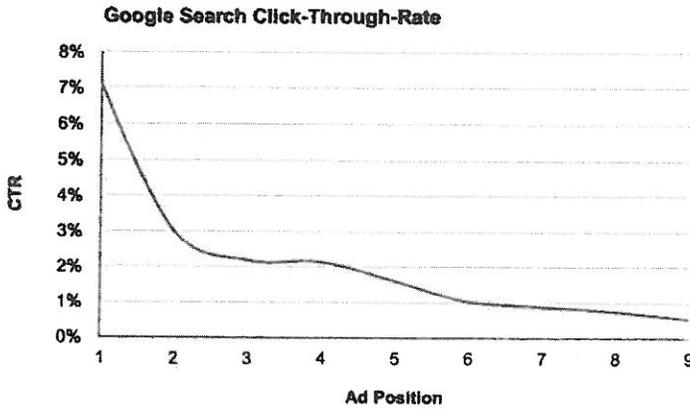
SEO (<https://www.Updates/>)

social media (<https://www.Updates/>)

Technology (<https://www.Updates/>)

The Good 1 (<https://www.bad-and-th>)

Video (<http://www.Updates/>)



10. Once free, spending on Google's Product Listing Ads increased 72% in 2013. Retailers who ran both PLAs and AdWords text ads generated 42% of their non-branded traffic from PLAs.
11. Google removed over 350 million bad ads from AdWords and the Google Display Network in 2013 - a 59% increase versus 2012.
12. Google rolled out over 1,000 changes to the AdWords ecosystem in 2013. Some of the most important updates include [Enhanced Campaigns \(/2013/06/making-the-transition-to-enhanced-campaigns/\)](#), an updated Ad Rank algorithm, and a wider variety of remarketing options.

Bonus Facts:

1. An estimated \$52 million of Google AdWords spend in the US was wasted on click fraud in just the first six months of 2013.
2. An estimated 40+% of clicks on AdWords ads originating from China ultimately get classified suspected click fraud. Indonesia and Iraq sometimes display rates of over 60%!

Sources:

- [Google Investor Relations Financial Tables \(http://investor.google.com/financial/tables.html\)](http://investor.google.com/financial/tables.html)
- [Accuracast - Google AdWords CTR Per Position \(http://www.accuracast.com/articles/advertising/google-adwords-ctr-desktop/\)](http://www.accuracast.com/articles/advertising/google-adwords-ctr-desktop/)
- [RKG - Q4 Paid Search Marketing Report \(http://www.rimmkaufman.com/announcements/rkg-q4-2013-product-ads-help-google-spend-growth-remain-steady/\)](http://www.rimmkaufman.com/announcements/rkg-q4-2013-product-ads-help-google-spend-growth-remain-steady/)
- [Google Search Ads Pause Studies \(http://adwords.blogspot.com/2013/07/new-research-shows-that-88-of-ad-clicks.html\)](http://adwords.blogspot.com/2013/07/new-research-shows-that-88-of-ad-clicks.html)
- [Google - Busting Bad Advertising Practices \(http://adwords.blogspot.com/2014/01/busting-bad-advertising-practices-2013.html\)](http://adwords.blogspot.com/2014/01/busting-bad-advertising-practices-2013.html)
- [Click Forensics - First Half of 2013 Click Fraud Report \(http://www.slideshare.net/Adometry/a-24500941\)](http://www.slideshare.net/Adometry/a-24500941)

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