



## Industry Statistics

- It is estimated that there are over 1 trillion URLs in the world
- In 2006, there was an average of 2.7 billion online searches per month. In 2009, there was an average of 32 billion searches per month.
- The first text message was sent in 1992. Today, texts sent and received each day exceed the earth's total population.
- Google's share of the search market is 76%
- Google reported \$22 billion in ad revenue for the year 2008 and continues to be the largest ad platform in the world. The #2 slot is held by Time Warner with \$9 billion in ad revenue.
- 44% of small businesses do not have a website
- 82% of people look online for local products and services
- Of all local searches, 8 out of 10 will call or visit a store and 6 out of 10 will make a purchase.
- 66% of all commerce is conducted on a local level
- There are 45 million small businesses and independent contractors in the U.S.
- 97% of people with online access research products and service providers prior to purchasing.
- When pay-per-click and organic listings share a search result page you can expect:
  - 45% increase in "Call to Action"
  - 45% increase in Orders
  - 43% more Page Views
  - 40% more Visitors
  - 38% more Time Spent on the Site