

LOCAL

Business Marketing

FACT SHEET



21 Local Business Marketing Facts

Local Business Marketing FACT Sheet

1. When it comes to search volume, Google processes:
 - 2.3 MILLION searches per second
 - 100 BILLION searches per month
 - 2 TRILLION searches per year
2. About 97% of Google's total revenues come from advertising
3. Google owns 71% of the search market share
4. 46% of all Google searches are for Local products, services, and businesses
5. 86% of consumers use the Internet to find a local business
6. 29% of consumers search for local businesses at least every week
7. PPC visitors are 50% more likely to purchase something than organic visitors
8. Search ads can increase brand awareness by 80%
9. When it comes to paid search ad spend, Google dominates with a massive 30%+ of the total worldwide market
10. 98% of searchers choose a business that is on page 1 of the results
11. Businesses make an average of \$2 in revenue for every \$1 they spend on AdWords

12. 72% of AdWords marketers plan to increase their PPC budgets
13. The top three ad spots take more than 40% of the clicks on the search results page
14. More than 50% of searches come from mobile devices
15. By 2020, there will be 6.1 billion smart phone users worldwide
16. Mobile devices account for 52% of paid search clicks
17. 70% of mobile searchers call a business directly from Google Search
18. Digital ad spending, including mobile searches, is expected to double to almost \$59 billion by 2018
19. 47% of Millennials consistently search for local products and services on a mobile device
20. 78% of local mobile searches result in offline purchases
21. 70% of mobile searches result in action being taken within an hour

Sources:

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