



# GOOGLE CTR STATISTICS



## CLICK-THROUGH RATE STATS



### 7.9%

The average CTR of an ad in the first place position is 7.94%



## KEYSTAR



### 2%

The average CTR of any given Google search ad is approximately 2%



### 45%

Page URLs that contain a keyword have an average of a 45% higher CTR.



### 63%

63% of all internet users have clicked on a search ad



### 26%

26% of desktop searches in Google receive zero clicks



### 17%

17.3% of mobile Google searches are zero-click



### 39.6%

The top result on any given search results page generates an average CTR of 39.6%



### 50%

Organic CTR rates on mobile devices are roughly 50% less than on desktop.



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