

LOCAL

Organic Search Improves Ability  
to Map to Consumer Intent:

## ORGANIC CHANNEL SHARE EXPANDS TO 53.3% OF TRAFFIC

*Organic Search remains the dominant source of trackable  
web traffic and the largest digital channel*

SEARCH

SEO

# At a Glance

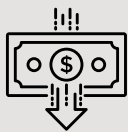
## Organic and Paid Search together dominate website traffic



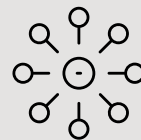
Organic Search share of traffic increased to 53.3% on average across industries



In B2B Combined Search averages 76% of traffic



B2B Companies generate 2X more revenue from Organic Search than any other channel

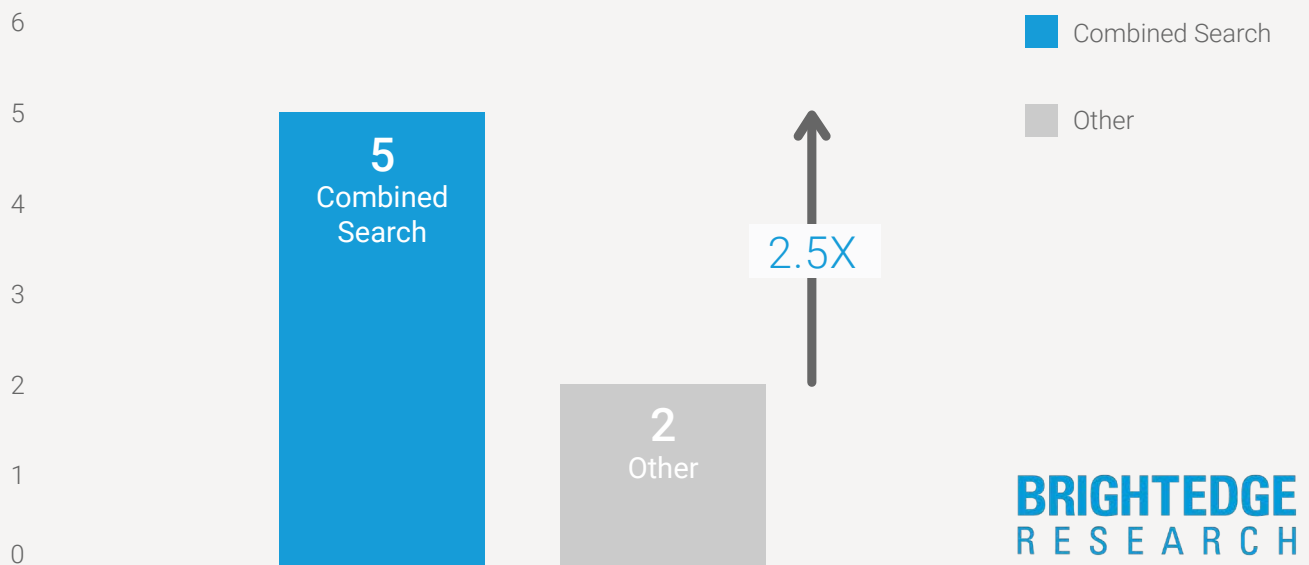


Organic Search usage and share is outpacing growth in other channels

# Introduction

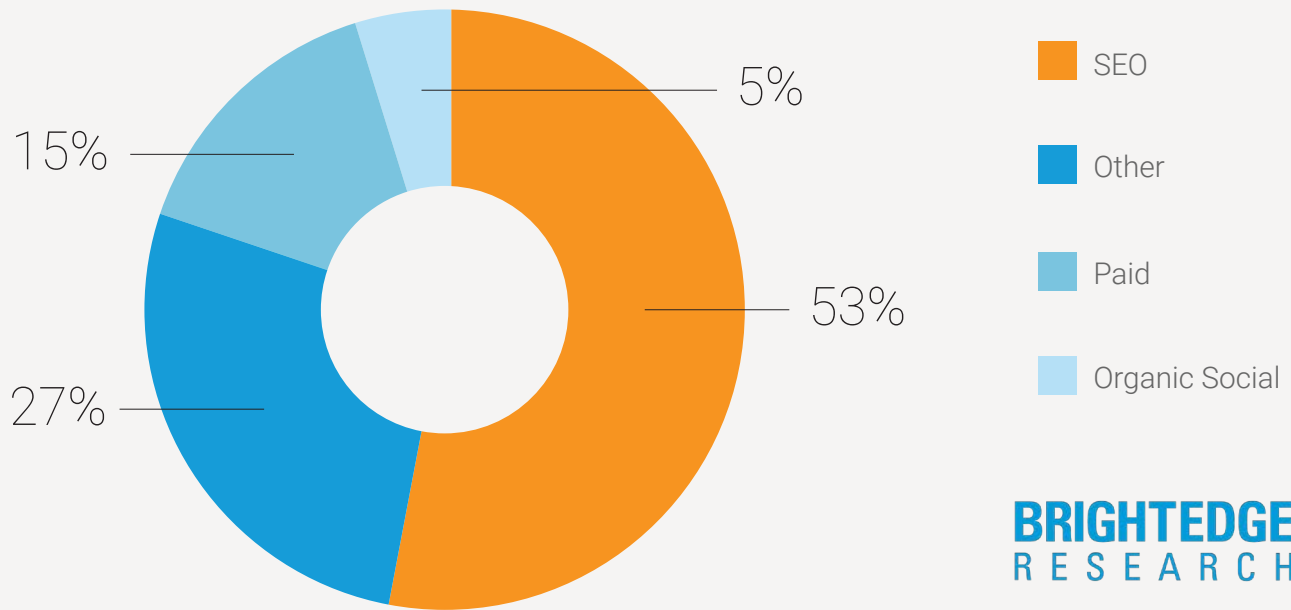
New BrightEdge Research unveiled findings on the performance of Organic and Paid Search as a marketing channel. The strength of search marketing - Organic Search and Paid Search - is clear.

## Visualizing Search's Dominant Channel Share



BrightEdge Research found that Organic and Paid Search dominate websites' traffic in 2019 - **68%** of all trackable website traffic is sourced from Organic and Paid Search, vastly exceeding all other channels, including Display and Social Media. The Organic Search figure at **53%** is up from the 51% found in the 2014 research, the first year that BrightEdge Research conducted the analysis.

## Visualizing Search's Dominant Channel Share



## Organic Continues to Dominate

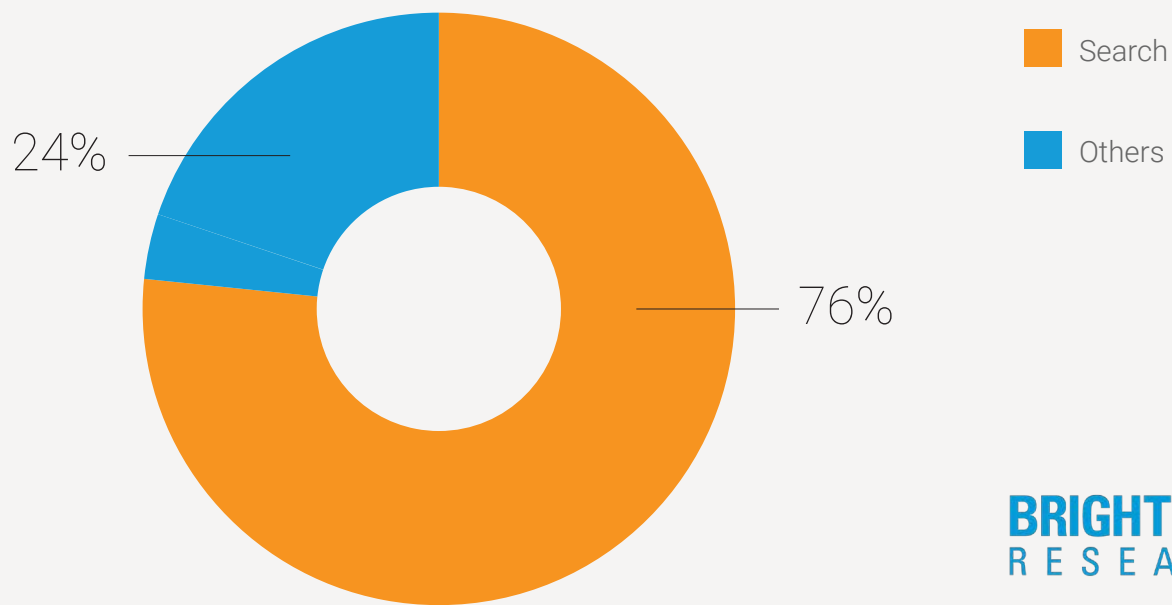
Organic Search remains the dominant source of trackable web traffic and in the dominant position as a channel. Paid Search continues to grow. Organic Social Media is flat since 2014 at 5%, and though ubiquitous, contributes on average **1/3** as much traffic as Paid Search and just **1/11** as much as Organic Search.

Despite several seismic shifts in consumer behavior, the rise of mobile search, and the dramatic changes to the Search Engine Results Page (SERP) layouts, including Local 3-Pack, Knowledge Graphs, Videos, and Quick Answers, which push more organic searches below the fold, Organic Search is the channel that delivers the most traffic to web sites by a wide margin.

Despite several seismic shifts in consumer behavior... Organic Search is the channel that delivers the most traffic to web sites

## B2B Combined Search Traffic Is 76% of Trackable Traffic

Vertical Segments	Avg Organic Visits	Avg Other Channel Visits	Avg Paid Search Visits	Avg Social Visits
Retail & eCommerce	41.0%	23.2%	23.6%	5.1%
Media & Entertainment	53.0%	32.7%	6.2%	8.2%
B2B	64.1%	20.6%	12.3%	3.0%
Technology	59.8%	27.8%	9.7%	2.7%
Travel & Hospitality	41.4%	30.7%	23.4%	4.6%
<b>Average</b>	<b>53.3%</b>	<b>27.0%</b>	<b>15.0%</b>	<b>4.7%</b>



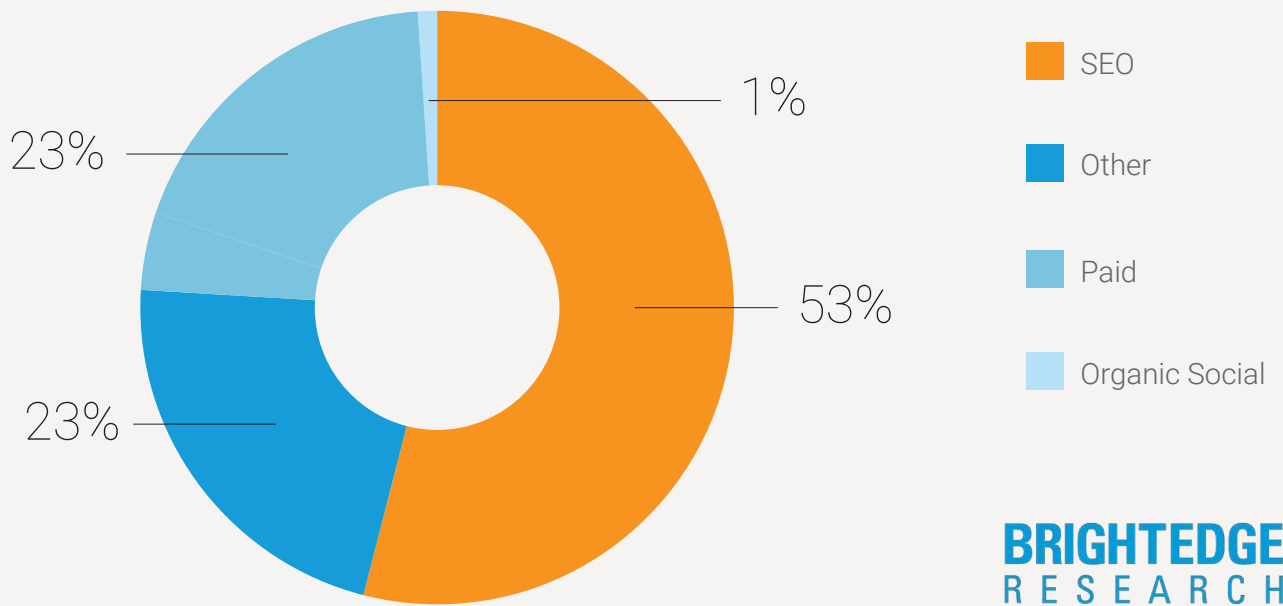
## Channel Share of Revenue Share Within Industry Cluster

In terms of revenue results, Organic Search is also the largest channel at 44.6%, but here the difference from the other channels is less dramatic. This could be due to the fact that Organic Search plays a major role in the initial discovery process where people explore solutions to a need. People may be more likely to use other channels when they have a better understanding of the problems, solutions, and providers available.

In terms of revenue results, Organic Search is also the largest channel

## B2B & Technology Companies Generate 2X More Revenue From Organic Search than Other Channels

Vertical Segments	Avg of Organic Share of Revenue	Avg of Other Share of Revenue	Avg of Paid Search Share of Revenue	Avg of Social Share of Revenue
Retail & eCommerce	36.4%	32.2%	30.2%	1.2%
Media & Entertainment	34.7%	25.8%	38.9%	0.7%
B2B	52.7%	23.4%	22.9%	0.9%
Technology	58.8%	29.4%	11.7%	0.2%
Travel & Hospitality	40.6%	23.8%	34.2%	1.4%
<b>Average</b>	<b>44.6%</b>	<b>26.2%</b>	<b>27.6%</b>	<b>0.9%</b>



**BRIGHTEDGE**  
RESEARCH

# Why Did Organic Search Grow Share?

Over the last 5 years **Google has invested significantly in enhancing the user experience by providing increasingly accurate and relevant search results** and at the same time eliminating from the SERPs distracting intermediaries using techniques that attempt to game the Google algorithm. With the advent of Google's RankBrain, its ability to map Internet content to search query intent has improved even further. As a result, consumers trust Google and rely on it even more and are using it at a rate that exceeds the growth of display and organic social.

The market appears to have **shifted share away from Display in favor of Paid Search and Organic Search.**

Consumers trust Google and rely on it even more and are using it at a rate that exceeds the growth of display and organic social



Fraud has become an increasing concern in Display with some estimates of fraudulent impressions and clicks at **48%**, according to MediaPost .



Yet, Google and YouTube top the Morning Consult list as a **most-loved brands** and are a highly trusted and favored brand among consumers who rely on them more.



Fortune reports Facebook eliminated a staggering **2.2 billion dubious bot accounts** in 2019 alone.

**iab.**

The Internet Advertising Bureau (IAB) estimates **fraud at over \$8 billion annually.**



**The Growth Marketing movement** has increased emphasis on earned and owned media and away from paid. And SEO is far and away the largest earned/owned media channel.

# What Does this Mean for Marketers?

Organic and Paid Search continues to dominate website traffic for nearly every industry. However, more and more changes in the search landscape are on the horizon that will impact organic traffic if marketers are not prepared. Marketers will need a full suite of technology to stay ahead of those changes in the marketplace.

Below are some of the major changes the marketers must prepare for in the coming months.



## **Content Marketing.**

It is working extremely well to attract web site visitors and future customers.



## **Smarter Content.**

Companies need to focus on content that is 1) Discoverable, 2) Optimized, 3) Measurable and 4) Profitable.

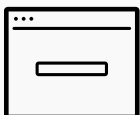


## **Access to the Best Data.**

SEO requires rich, relevant, real-time data. Without it, marketers may be unable to keep pace with changes in the market, consumer presences and competitive pressures.



**Establish the Baseline.** Every organization must have a comprehensive single system of reporting for the organic search channel.



**SERPs, Visibility, and Keyword Prioritization.** As SERP layouts evolve, marketers must understand the relationship between position, visibility, and traffic. Choosing the right keywords relative to the range of SERP layouts becomes more important than ever.



## How and when the was data obtained

BrightEdge Research sourced the data in May 2019 from thousands of domains and tens of billions of sessions to develop these findings. BrightEdge excludes Direct traffic from the analysis

## About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results such as traffic, conversions, and revenue. The BrightEdge platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,700+ customers include global brands, such as L'Oreal, Cleveland Clinic, and Microsoft as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.

If you would like a demo of BrightEdge's industry-leading platform, contact us at **[sales@brightedge.com](mailto:sales@brightedge.com)**.