

2017: Organic Search Is Still the Largest Channel, Contributing 51% Share of Traffic

Every marketer optimizes multiple projects and competing priorities. The clarifying criteria for prioritization usually comes down to business impact and scale. Organic Search delivers on both.

In 2014, BrightEdge published research that showed that 51% of channel traffic came from organic search and that it was far and away the largest channel. In the intervening years there were significant search algorithm changes that dramatically altered the layout and ranking of the search engine results pages and saw an increase in the space taken by Local, ads, and Quick Answers.

In 2017 we again analyzed a large set of domains and found that, despite all the changes in SERP layout and algorithms, 51% of traffic on average still comes from organic search.

What this means for marketers is that organic search is large and its dominant position is durable over time, making it critical for SEOs and marketers to secure the resources needed to maintain, defend, and expand SEO results.

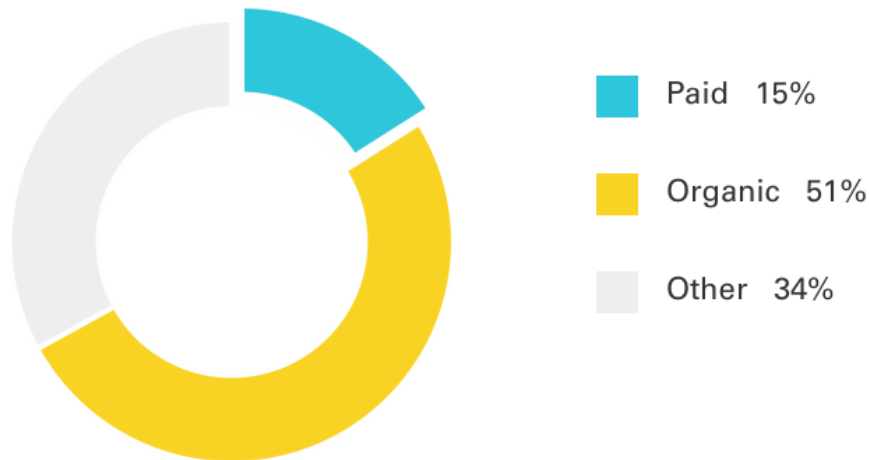


The Organic Search range was 30% to 82% with the average at 52%. Telecommunications was the highest and Software and Computing was the lowest because of the higher utilization of Display and Email, which drove up their other channel results. If you are interested in learning more about this industry benchmark, please contact your Customer Success Manager or sales person.

What this means for marketers is if you are below your industry average, you have a notable opportunity to acquire the mean. If you are above the average, it means you are outperforming your competitors at content performance marketing.

Combined Search Accounts for 66% of Traffic

The 2017 research also showed substantial growth in Paid Search's share of traffic contribution, growing from 9% to 16%. This means that integrated search and the content that drives it is even more important and again deserves a healthy increase in resources and management support.



One in Three Visitors to Web Sites Coming via Mobile and Search



To keep a close eye on these trends, marketers can import their site analytics data into the BrightEdge platform for enhanced channel and page reporting performance. And BrightEdge's Intent Signal capability indicates which queries have higher competition from universal content and ads and where an integrated search approach utilizing Paid Search may make more sense.

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All of these data points confirm the fact that Search is the most significant channel and continues to grow in importance as it evolves. Marketing leaders and teams should additionally recognize that Search is foundational to marketing as the key source of customer intent and a useful measure of relevance and allocate their attention and resources to it appropriately.

If you would like to discuss how to implement these mobile adjustments, please contact your Customer Success Representative or sales@brightedge.com or call us at 800-578-8023.

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 S3 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 1,500+ customers include global brands such as 3M, Microsoft, and Nike, as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.