



## General Industry Statistics

- Estimated over 1 Trillion URL's in the world and growing.
- 2006 – Average 2.7 billion online searches per month. 2009 – 32 billion searches per month.
- 1992 – First text message sent. Today, text sent/received exceeds the total earth population per day.
- 76% - Google's search market share.
- \$22 billion – Google's 08 ad revenue (The largest ad platform in the world). #2- Time Warner with \$9 billion in ad revenue.
- 44% of small businesses don't 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 buy.
- 66% of all commerce is conducted on the local level.
- 45 million small businesses and independent contractors in the U.S.
- 97% of persons with online access research products and service providers before purchase.
- When Pay-per-click and organic listings share a search result page you can expect
  - 45% increase in "Call to action" taken
  - 45% increase in orders
  - 43% more page views
  - 40% more visitors
  - 38% more time spent on site

### **Here is the most important stat of all...**

If your business does not have an Internet presence...

There is a 100% chance the consumer looking for you online will not find you