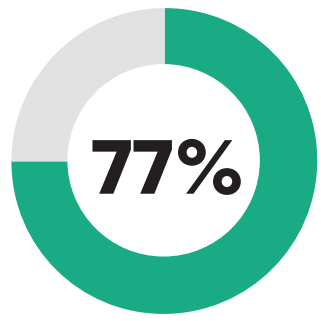
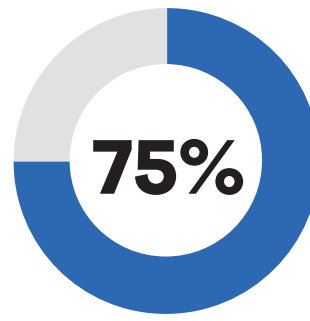


How do consumers conduct searches on Google using a mobile device?



77% of mobile searches lead to action*

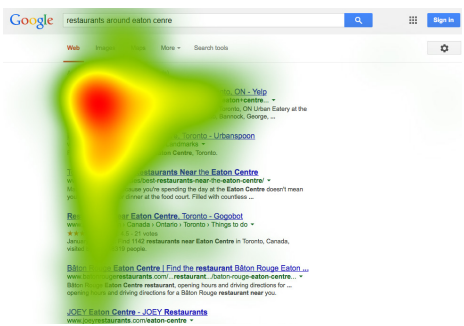
*Source: Google



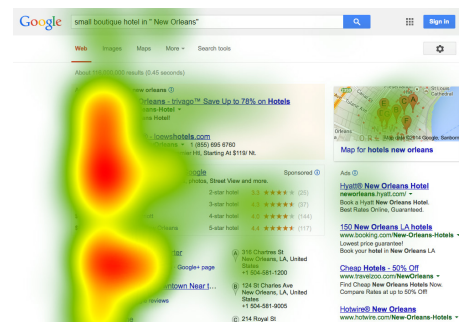
75% of mobile conversions in Canada take place within one hour following the search*

Desktop vs. mobile search

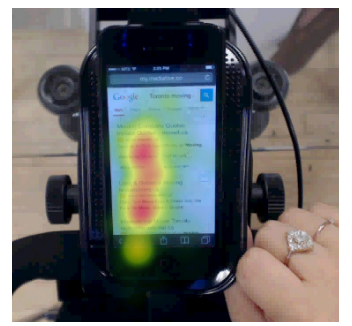
As a result of the rise in mobile usage, search patterns are becoming more and more **vertical**, and we can see similarities in the way people search on mobile and desktop.



Desktop and mobile view of a search engine results page (SERP) with organic listings only



Desktop and mobile view of a SERP with sponsored listings



Effect of different SERP elements on mobile

Knowledge graph

- > **93%** of searchers look at the knowledge graph
- > **49%** of searchers click on the knowledge graph

Local listings & map

- > **47%** more clicks on the map and local listings when positioned above the organic listings
- > **10%** of clicks on local listings on average
- > **51%** more searchers view the local listings and map when positioned above the organic listings

Star ratings

- > Listings with star ratings capture **24%** of page clicks on average



Sponsored listings

- > Top sponsored listing is viewed after **0.36 sec.** on average
- > **19.2%** of clicks on the top 2 sponsored listings on mobile, vs. 14.5% on desktop
- > The top organic listing gets **10%** less clicks when **3** sponsored listings are present vs. 1 sponsored listing
- > Sponsored listings get **30.5%** more clicks when they include ad extensions

Organic listings

- > **Top organic listing** captures the most click activity (33.2%)
- > **78.5%** of searchers look at the top organic listing on average
- > **57%** of clicks on the top 4 organic listings, on average
- > It takes users **87%** longer to look at the first organic listing on mobile vs. desktop



On mobile, **92.6%** of all clicks are somewhere **above the 4th organic listing**

Conclusions

- > Being listed **at the top** of Google's SERP is critical on a mobile device.
- > Take mobile seriously and make sure your **website is optimized for mobile**.
- > Searches are conducted differently on a mobile device compared to a desktop. **Treat mobile and desktop differently.**
- > Mobile screen real estate is extremely valuable. Try to earn as much of that real estate by **optimizing your website for search and having paid search ads.**

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