

SEO statistics cheat sheet

Twelve SEO findings worth knowing, each with its source and date.

arXiv (IIT Delhi, Princeton University and independent researchers) · November 16, 2023

GEO: Generative Engine Optimization

Adding quotations from relevant sources raised visibility the most, about 41% over the unchanged page on their main measure.

Ahrefs · April 17, 2025

AI Overviews and the top-ranking page: 300,000 keywords

The top-ranking page got about 34.5% lower average CTR when an AI Overview was present than the control group trend would predict.

Pew Research Center · July 22, 2025

Google users click less when an AI summary appears

People clicked a regular result on 8% of visits to pages with an AI summary, against 15% when there was no summary.

Seer Interactive · November 4, 2025

AI Overviews and click-through rate: 15 months of client data

Organic CTR on queries with an AI Overview fell 61% over the period, from 1.76% to 0.61%.

SparkToro (data from Datos) · July 2, 2024

Zero-click search in 2024: most Google searches end without a click

58.5% of U.S. Google searches and 59.7% of EU searches ended without a click on any result.

Stanford University, WWW7 conference · 1998

The Anatomy of a Large-Scale Hypertextual Web Search Engine

PageRank scores a page by the scores of the pages linking to it, with each linking page's score shared across its outgoing links.

Backlinko · January 20, 2016

11.8 million Google results: what correlated with ranking

The top result had about 3.8 times more backlinks than results in positions 2 to 10, and about 3 times more referring domains.

Ahrefs · December 1, 2023

96.55% of pages get no traffic from Google

96.55% of pages got no traffic from Google, and 1.94% got between one and ten visits a month.

ECIR 2024 (Leipzig University, Bauhaus-Universität Weimar) · 2024

Is Google getting worse? A year of product review search results

Affiliate pages are rare on the web overall (about 2.35%) but common in review results: 29% on Google (via Startpage), 42% on Bing, 41% on DuckDuckGo.

web.dev (Google) · March 17, 2021

Vodafone: 31% faster LCP, 8% more sales

Largest Contentful Paint was 31% better on the optimized page (5.7 seconds against 8.3).

web.dev (Google) · September 1, 2021

Core Web Vitals business results from 19 companies

Tokopedia improved LCP 55% and saw 23% longer average sessions.

Google Search Central · May 8, 2018

Rakuten Recipe: 2.7x search traffic with recipe structured data

Search engine traffic to recipe pages rose 2.7 times.