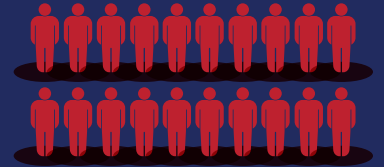


# The Importance of Showing Up on the First Page of Google

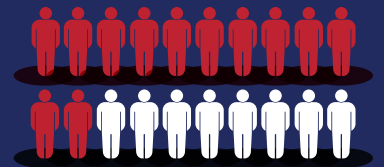
Most Google searches will result in hundreds of thousands (or millions) of results. However, only a handful of those results are ever seen by anyone. To gain business from search engines, it's important to be one of the few links on the first page of Google.



**These twenty people** represent the 90%+ of all people in the US who use their smartphones to search for a local business once a week. When these people search for painters, your business could show up if you're searching well.



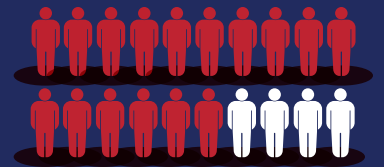
**The first three results** on Google are the only ones seen by 12 out of 20 people. Fifty-eight percent of all people will not visit any site ranked below 3rd.



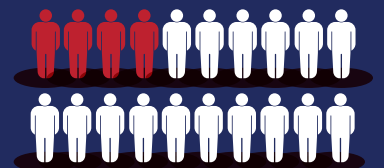
**The first page** of Google is the only page most people see. Only 2 out of 20 people will even look at the second page of search results from a Google search.



**Phone calls** result from at least 76% of all searches for local businesses. While some of these calls are for more information, but many lead to sales. In fact....



**Same day sales** result from 18% of searches on Google for local businesses. For painters, this means that 4 of 20 people who search for local painters schedule book a first visit on the same day as their search.



“ 50% of online searches are done with local results in mind and 67% of those searches culminate in a purchase. ”

*Search Engine Watch*

