

# Average Click Through Rates 2022

## Local Search Results with LSA

### Local Service Ads 8.3%

About 555,000,000 results (0.66 seconds)

50+ plumbers nearby

Sponsored ⓘ

Peter Levi Plumbing

4.5 ★★★★★ · [See reviews](#)

GOOGLE GUARANTEED

Serves San Francisco

Open 24/7

3.1%

24/7 Rooter & Plumbing

4.7 ★★★★★ · [See reviews](#)

GOOGLE GUARANTEED

Serves San Francisco

Open 24/7

2.7%

Roto-Rooter Plumbing ...

4.7 ★★★★★ · [See reviews](#)

GOOGLE GUARANTEED

Serves San Francisco

Open 24/7

2.5%

[→ More plumbers in San Francisco](#)

### Paid Ads 3.7%

Ad · <http://www.ben-franklin-plumbing.com/> ⓘ

2.1%

Local Plumber - BBB A+ Same Day Svc Call Now

Your Family Deserves To Be Comfortable At Home. We Provide High Quality **Plumbing** Services. Licensed & Insured For Your Protection. Locally Owned & Operated. Call Today! Licensed & Insured. Emergency Service. Locally Owned & Operated.

Ad · <https://www.24-7rooter.com/> ⓘ

1.6%

The Low Prices You Deserve - San Francisco Plumbing Service

Looking for an Affordable Option That Won't Compromise on Quality? Turn to Us! We Offer Creative and Personalized Solutions for All of Your Needs. Schedule Your Service. Get Directions. View Areas Served. Request An Appointment.

[Emergency Plumbing](#) · [Drain Services](#) · [Leak Detection & Repair](#) · [Gas Line Plumbing](#) · [Piping...](#)

### Local Pack 48.3%

Businesses ⓘ

Rating ▾

Hours ▾

Lutz Plumbing Inc

5.0 ★★★★★ (41) · Plumber

10+ years in business · San Francisco, CA · (415) 621-...

Open · Closes 4PM

Website

Directions

17.8%

Discount Plumbing Rooter

4.8 ★★★★★ (194) · Plumber

25+ years in business · San Francisco, CA · In San Fra...

Open 24 hours

Website

Directions

15.4%

San Fran Plumbing

5.0 ★★★★★ (59) · Plumber

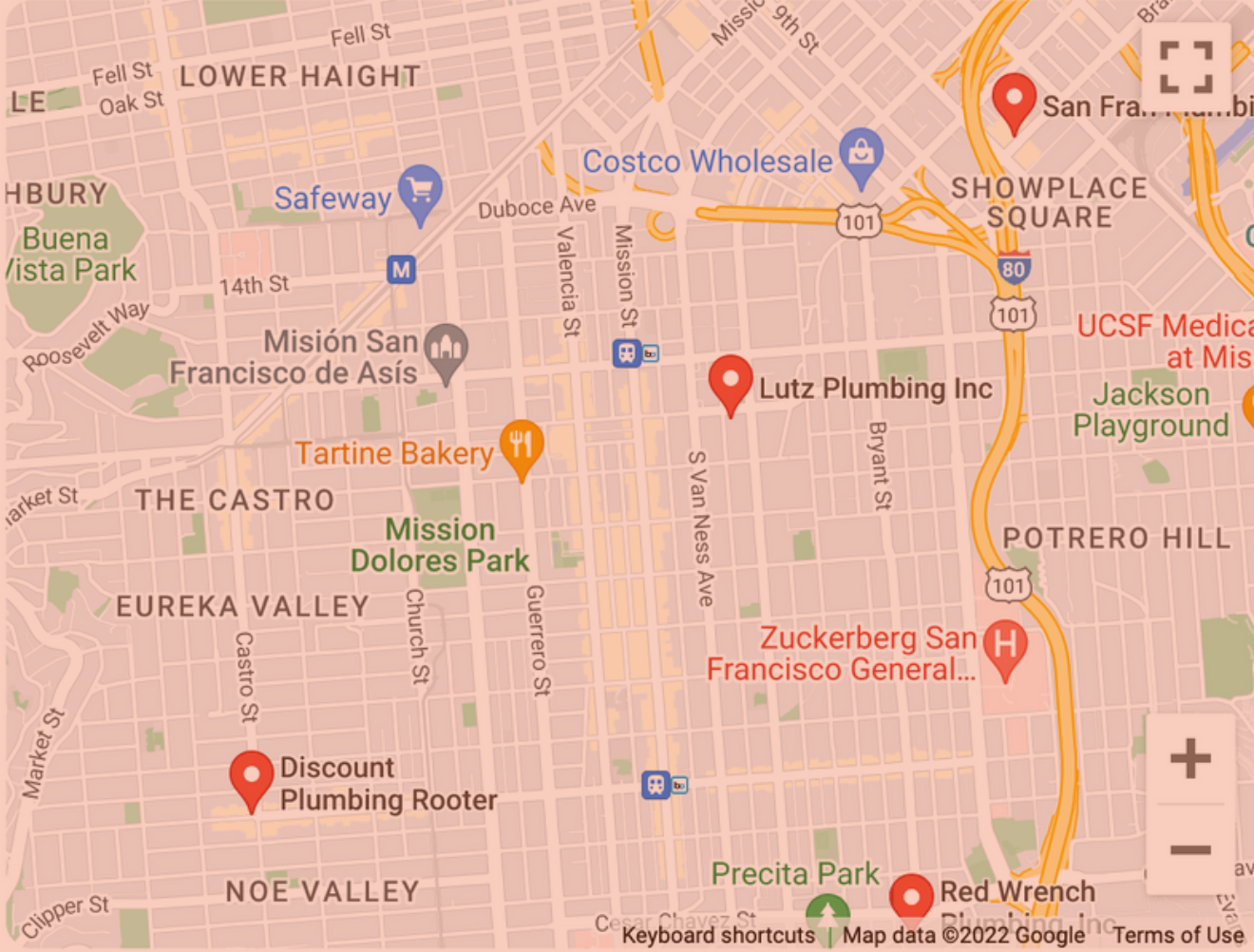
10+ years in business · San Francisco, CA · In San Francisco Gift & ...

Open 24 hours

Directions

15.1%

More businesses →



### People Also Ask 3.3%

People also ask ⓘ

How much do plumbers make Bay Area?

Is it worth calling a plumber?

Do plumbers do pipes?

What does the plumber repair?

Feedback

### Organic Search Results 36.4%

<https://www.yelp.com> › San Francisco, CA › Home Services ⓘ

16.2%

#1 The Best 10 Plumbing in San Francisco, California - Yelp

The Best 10 **Plumbing** in San Francisco, California · Advanced **Plumbing** and Drain · Ace **Plumbing** & Rooter · Free price estimates from local **Plumbers** · Discount ...

<https://sfist.com> › plumbers-in-sf ⓘ

6.8%

#2 21+ Best SF Plumbers for Repairs, Maintenance, and Installs

Jan 29, 2022 — 23 Best **Plumbing** Companies in SF (2022) ; Discount **Plumbing** Top Featured San Francisco **Plumber** ; Chosen Rooter & **Plumbing** Best Featured Emergency ...

<https://www.angi.com> › ... › CA › San Francisco ⓘ

3.7%

#3 Top 10 Best Plumbers in San Francisco, CA - Angie's List

**Plumbers** in San Francisco ; 99 North Construction & **Plumbing**. 5.0. (8) ; F&A **Plumbing** & Rooter. 5.0. (8) ; Superior **Plumbing** & Drain Cleaning Services. 4.6. (525).  
★★★★★ Rating: 4.5 · 15,998 reviews

<https://www.aceplumbingandrooter.com> ⓘ

2.8%

#4 San Francisco Plumber | Emergency Plumbing, Water Heater ...

Ace **Plumbing** of San Francisco is your trusted **plumber** for emergency **plumbing**, water heater repair and installation, and sewer service.

<https://discountplumbingrooterinc.com> ⓘ

1.9%

#5 Discount Plumbing Rooter Inc: Plumber San Francisco, CA

Our local San Francisco **Plumbers** focus on installation and repair services of all types of **plumbing** systems. We are the local **plumber** company of choice: we ...

<https://www.atlasplumbingandrooter.com> ⓘ

1.7%

#6 Atlas Plumbing: San Francisco Plumber | 24 Hr Emergency ...

Yelp 5 Star Rated **Plumber** in San Francisco, Providing **Plumbing** Services to San Francisco, Palo Alto, San Mateo, Redwood City And Whole Bay Area.

<https://ogradyplumbing.com> ⓘ

1.3%

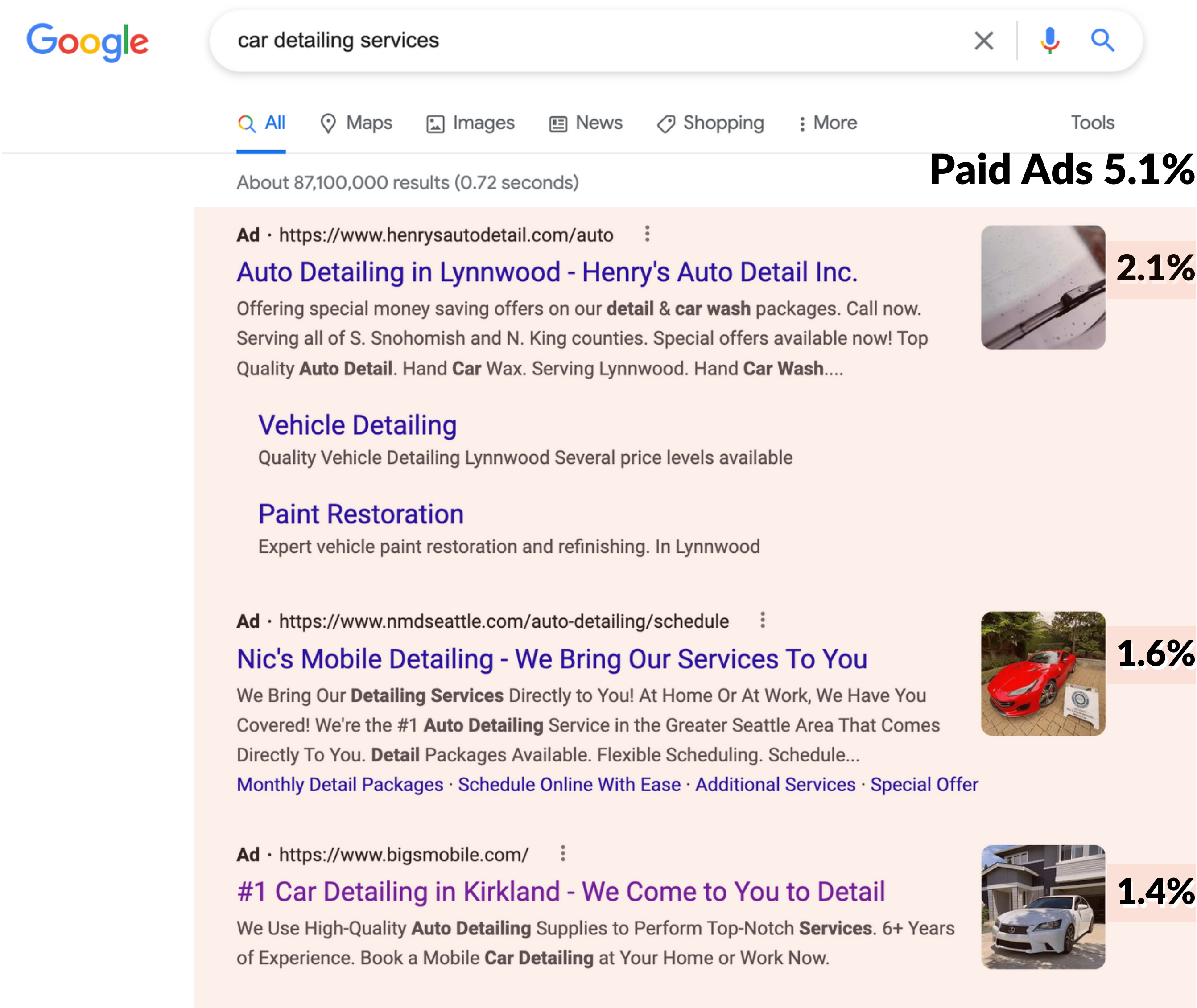
#7 O'Grady Plumbing: Plumbing San Francisco | Premier ...

If you have a **plumbing** problem in San Francisco, don't hesitate to call us at (415) 985-0155. We're available 24/7 to help you with all your **plumbing** needs!

#8 = 1.1% | #9 = 0.8% | #10 = 0.7%



## Average Click Through Rates 2022



## Local Pack 48.3%

## Businesses

Rating

Hours

Big's Mobile Detailing

4.8 ★★★★★ (153) · Car detailing service  
7+ years in business · (425) 276-6960  
Open · Closes 5PM  
Their website mentions **auto detail services**

Evergreen Mobile Auto Detail

4.3 ★★★★★ (6) · Car detailing service  
3+ years in business · (206) 546-2138  
Open · Closes 6PM  
Provides: **Maintenance Services**

Aesthetic Auto Salon

5.0 ★★★★★ (19) · Car detailing service  
3+ years in business · (206) 678-7676  
Open · Closes 5PM  
"great detail service and great pricing cant beat it, thanks guys!"

17.8%

Website

15.4%

Website

15.1%

Website

### People Also Ask 3.3%

### People also ask

What is detailing on a car?

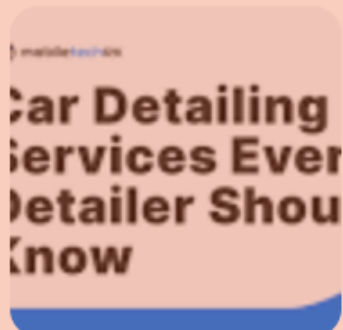
Why is it called car detailing?

What do car detailers use?

What is clay bar?

[Feedback](#)

## Organic Search Results 44.7%

|    |   |   |   |
|----|---|---|---|
| #1 | <a href="https://bigsmobile.com">https://bigsmobile.com</a>                         | <b>Big's Mobile Detailing: Car Detailing Service Mill Creek, WA</b><br>Quality <b>auto detailing</b> at your doorstep. Whether you are at work or at home, we are mobile & come to you. Call for superior <b>auto detailing</b> for cars.   | 17.7%   |
| #2 | <a href="https://www.ricksautodetailing.com">https://www.ricksautodetailing.com</a> | <b>Auto Detail Pricing Mill Creek, WA</b><br><b>Auto Detail Services</b> & Pricing ; Big's Signature Detail · \$399 \$349 · Time: 3-7 hours ; Interior Detail · \$279 · Time: 1.5 - 3 hours ; Exterior Detail · \$279 · Time: 1-2 ...   | 8.2%  |
| #3 | <a href="https://www.yelp.com">https://www.yelp.com</a>                             | <b>THE BEST 10 Auto Detailing near Mill Creek, WA 98012 - Yelp</b><br>Best <b>Auto Detailing</b> in Mill Creek, Washington - Big's Mobile Detailing, MRG Mobile Detailing, A1 <b>Auto Detailing</b> , Mukilteo House Of Wax, Finest Mobile ...<br>★★★★★ Rating: 4.5 · 2,403 reviews | 4.5%  |
| #4 | <a href="https://www.yelp.com">https://www.yelp.com</a>                             | <b>Top 10 Best Car Detailing near Mill Creek, WA 98012 - Yelp</b><br>Reviews on Mill Creek <b>Car Detailing</b> - Big's Mobile Detailing, MRG Mobile Detailing, Eco Car Cafe - Mobile Detail, Mukilteo House Of Wax, A1 <b>Auto Detailing</b> , ...                                 | 2.1%  |
| #5 | <a href="https://autoshinedetailingllc.com">https://autoshinedetailingllc.com</a>   | <b>Bothell, WA Mobile Auto Detailing</b><br>Professional Mobile <b>Auto Detailing Services</b> in Bothell, WA ... At Auto Shine Detailing we understand that each car is unique. Our team of specialized detailers ...  | 3.4%  |
| #6 | <a href="https://www.mobiletechrx.com">https://www.mobiletechrx.com</a>             | <b>What is Car Detailing? The Beginners Guide to Professional ...</b><br>Feb 18, 2020 — <b>Car detailing services</b> are much more precise and labor-intensive than getting a car wash. A car wash is normally an automated system that a car ...                                  | 2.3%  |
| #7 | <a href="https://www.mobiletechrx.com">https://www.mobiletechrx.com</a>             | <b>Car Detailing Services Every Detailer Should Know</b><br>Mar 11, 2020 — Premium <b>Car Detailing Services</b> · Interior Scrubbing and Brushing · Polishing · Sealing or Waxing · Glass Cleaning.  |  |
| #8 | <a href="https://www.cartoys.com">https://www.cartoys.com</a>                       | <b>Detailing &amp; Tint - Car Toys</b><br>Car Toys <b>Car Detailing</b> Team treats every vehicle just like their own. We use only the best and highest quality of <b>car detailing</b> products and supplies.  |  |

**if present #7 = 1.6% | #8 = 1.3% | #9 = 1.0% | #10 = 0.9%**  
**if present bottom ads = 0.1%**



# Average Click Through Rates 2022



## National Search Results


Paid Ads 3.7%


Google


local seo packages


×





 All

 News

 Images


 Videos

 Maps

 More

Tools


About 12,200,000 results (0.33 seconds)

Ad · <https://www.battleplan-marketing.com/> · 

Local SEO Services - Maps & Website SEO

We specialize in **local SEO** services & lead generation for home service companies. **Local** lead generation specialists, Google ads with click fraud protection, **SEO**, & more.

[Done-For-You Service](#) · [Local SEO Guide](#) · [Battle Plan Strategies](#) · [Website And Brand Audit](#)

Ad · <https://www.codeofentry.com/> ·  (833) 263-3263

Affordable SEO Services - SEO Services


We offer a variety of **SEO** services to provide a comprehensive approach to get you ranking. Code of Entry offers a wide range of **SEO** services to help you move up in search results.

[SEO Services](#) · [Website Hosting](#) · [Website Design](#)


## Organic Search Results 93%

Our Local SEO Packages Include:

- Project. Setup. Client Onboarding. Website Audit & Optimization. Strategic Planning. ...
- All-In-One. Marketing Platform. CRM Integration. Keyword & Competitor Tracking. ...
- Website. Optimization. Free Website Hosting. Internal Link Optimization. ...
- Content. Marketing. U.S. Based Writers. Article & Page Creation.



#1

<https://foxxr.com> › [Service Packages](#) · 

Local SEO Packages | Foxxr Digital Marketing


43.7%

?

About featured snippets · 

Feedback

## People Also Ask 3.3%

People also ask · 

How much should I pay local SEO?

▼

What is the best way to do local SEO?

▼

What are the best SEO companies for local SEO?


▼

How do I find local SEO services?

▼

Feedback


#2

<https://www.seoreseller.com> › [local-seo-packages](#) · 

Local SEO Packages Designed For Driving Local Customers

Make your business stand out in local communities with our **local SEO packages**. We offer citation building, natural blog outreach, reputation management, ...

#3

<https://www.webfx.com> › [Local SEO](#) · 

Best Local SEO Services For Growing Companies | WebFX


Get an all-in-one solution to local search with our fully-managed **local SEO** services. With WebFX, you'll receive a custom SEO strategy, expert campaign ...

What are local SEO services?

▼

How much do local SEO services cost?


▼

<https://www.webfx.com> › [Local SEO](#) · 

How Much Does Local SEO Cost in 2022? - WebFX

Automated **local SEO**: \$84-\$499 per year · Small-scale **local SEO** campaigns: \$399-\$899 per month · Comprehensive **local SEO**: \$899-\$1,999 per month ...

#4


<https://www.logicalposition.com> › [local-seo](#) · 

Local Search Engine Optimization Services - Logical Position

Get your business ranking with Logical Position's **local SEO** services. We work to deliver tangible results by utilizing localized, data-driven strategies.

[Local Seo Services](#) · [Starter](#) · [Basic](#)

#5


<https://www.boostplanner.com> › [local-seo-packages](#) · 

3 Best Local SEO Packages (2022) - BoostPlanner

4 days ago — **Local SEO packages** are one-time or monthly plans that include strategic actions that are designed to improve a local business's search presence ...

[1. Seoreseller](#) · [2. The Hoth](#) · [3. Loganix](#)

#6

<https://www.strategybeam.com> › ... › [Local SEO Services](#) · 

Affordable Local SEO Packages | Get Found - StrategyBeam

Affordable **Local SEO Package** Pricing ; Local Essential. \$998.95/mo · 10 ; Local Advanced. \$1,079.95/mo · 20 ; Local Premium. \$1,429.95/mo · 30.

[Local Seo Campaign Roadmap](#) · [Hyper-Local Citations](#) · [Awesome Service](#)

#7 3.5% | #8 = 2.9% | #9 = 2.2% | #10 = 2.1%  
bottom ads = 0.1% (if present at the bottom of the SERP)



# References:

- <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks?camplink=mainfooter>
- <https://backlinko.com/google-ctr-stats>
- <https://firstpagesage.com/seo-blog/google-click-through-rates-ctrs-by-ranking-position-in-2022/>
- <https://www.advancedwebranking.com/ctrstudy/>
- <https://www.advancedwebranking.com/blog/ctr-google-2022-q1/>
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- <https://www.brightlocal.com/learn/google-local-services-ads/>

# Notable Stats:

- 46% of all searches on Google are for a local business or local service
- A Yelp page is present in the top 5 results for 92% of search queries that contain a city and business category (Fresh Chalk)
- After searching on a smartphone for something nearby, 76% of people end up visiting the business within 1 day (Google)
- 28% of local searches result in a purchase (Google)
- 46% of all searches on Google are for local businesses, and 93% of Google searches for nearby businesses include the Local 3-Pack.
- 97% of users searched online to find a local business
- The 3-Pack results get 44 percent of actual clicks on a results page.
- 78% of local searches on mobile result in an offline purchase
- “Near me” mobile searches grew increased by 136% last year
- 88% of potential customers look for online reviews before choosing local services
- 86% of customers use Google Maps to find local businesses
- 30% of all Google mobile searches are related to location
- 29% of people search for local businesses at least once a week

# Terms Used in Research:

- CTR 2022 stats
- Google SERP ctr stats 2022
- serp click stats by behavior
- local search stats 2022
- local intent search stats 2022
- local seo stats 2022
- Click through rate stats 2022
- Google click through rate stats 2022
- Google SERP click throuh rates 2022
- Google CTR stats 2022
- Proportion of clicks in google serp 2022
- click distribution google serp 2022
- brightlocal Local Services Ads Click Study 2022