Time to First Click Varies Depending on Query Type
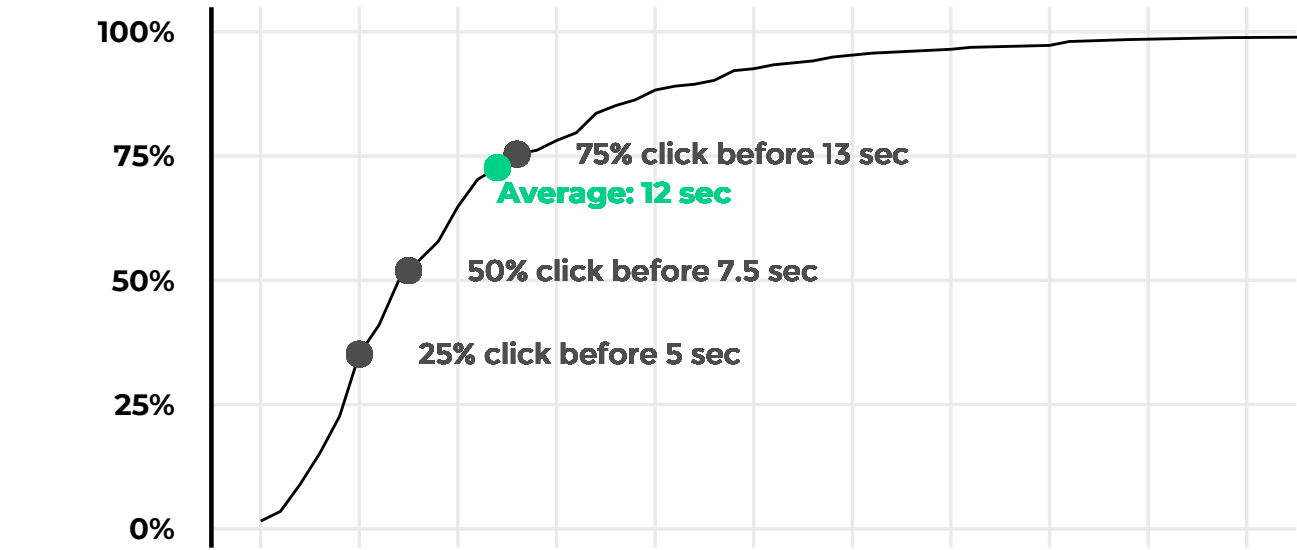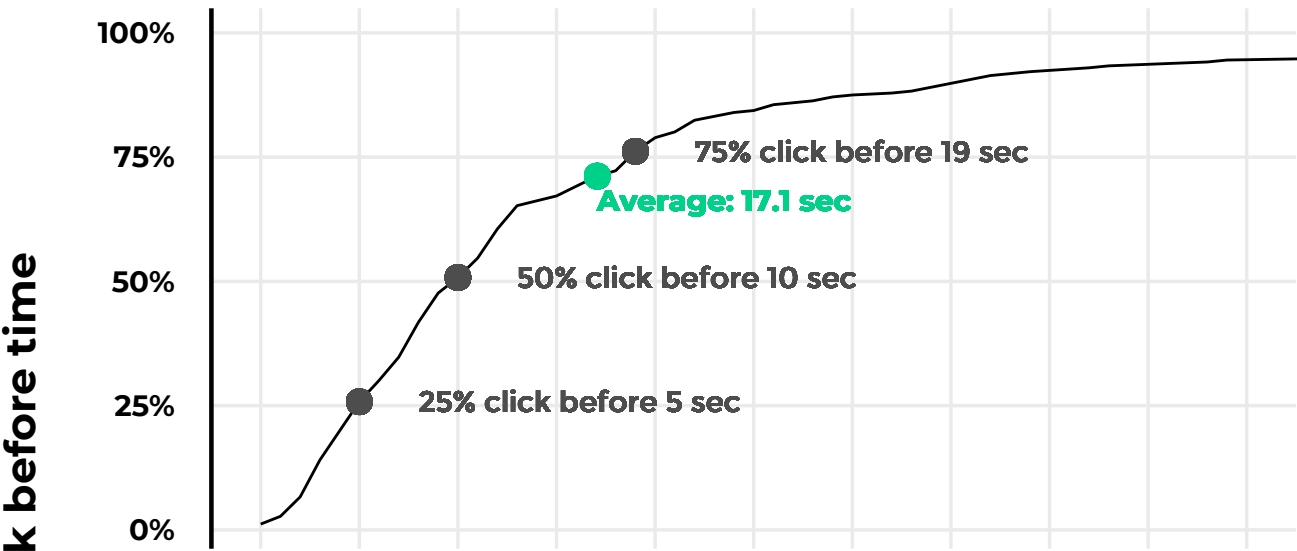
buy groceries online
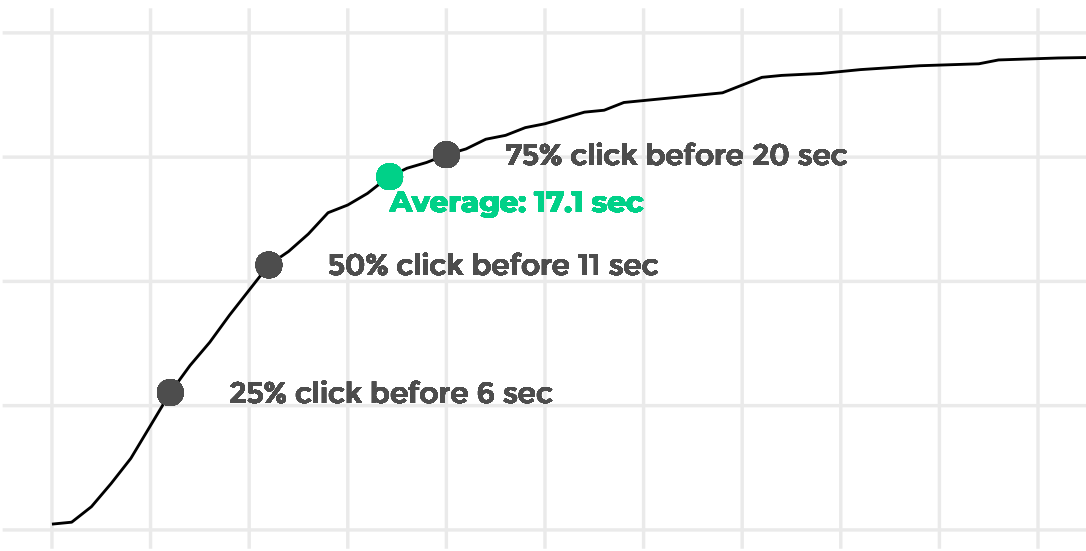
75% click before 13 sec
Average: 12 sec
50% click before 7.5 sec
25% click before 5 sec

find a car accident lawyer

75% click before 15.75 sec
Average: 12.7 sec
50% click before 9.5 sec
25% click before 6 sec

find a car phone holder

75% click before 19 sec
Average: 17.1 sec
50% click before 10 sec
25% click before 5 sec

find a credit card

75% click before 20 sec
Average: 17.1 sec
50% click before 11 sec
25% click before 6 sec
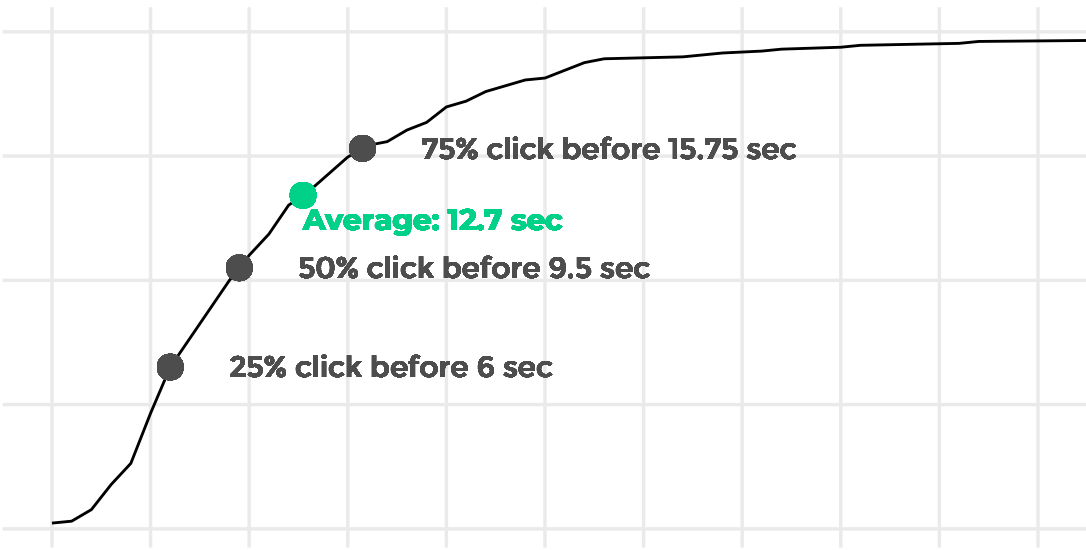
find how to cut your own hair

75% click before 12 sec
Average: 9.8 sec
50% click before 8 sec
25% click before 4 sec
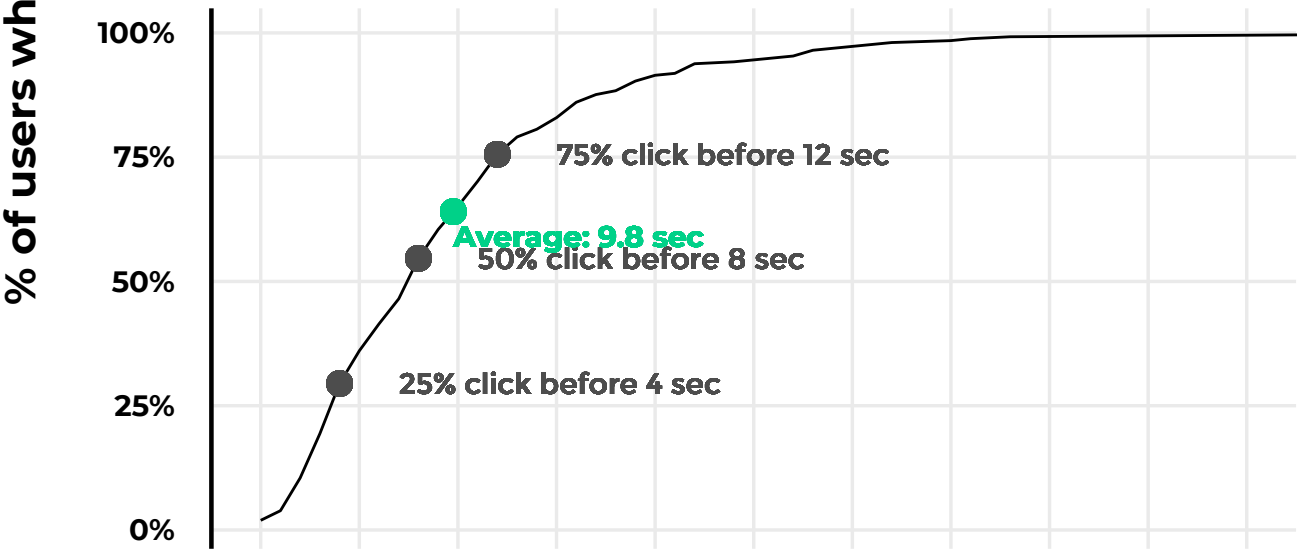
find how to treat back pain

75% click before 14 sec
Average: 11.6 sec
50% click before 8 sec
25% click before 5 sec
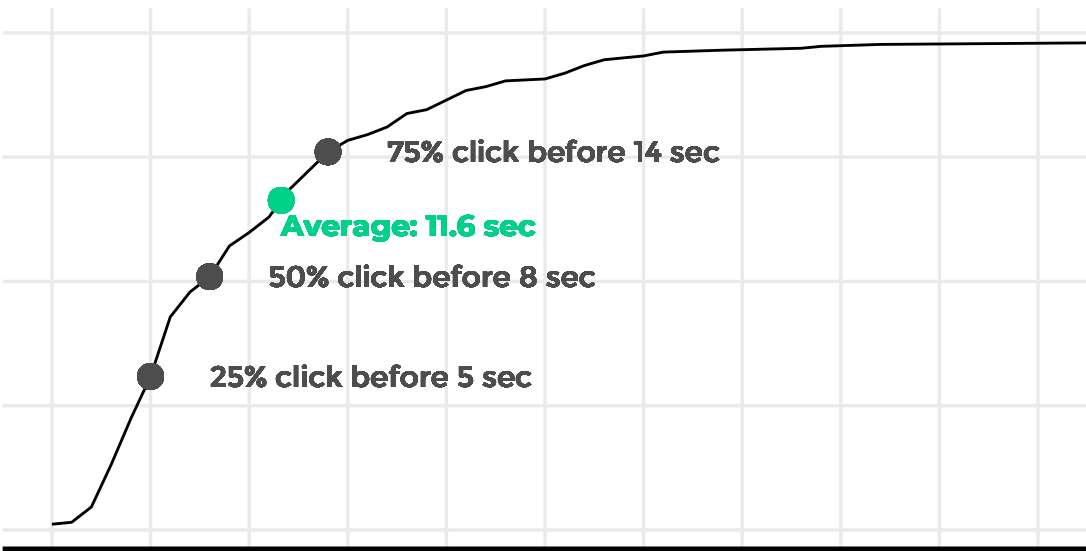
find supplements to treat back pain

75% click before 27 sec
Average: 22 sec
50% click before 15 sec
25% click before 7 sec

% of users who click before time

Time (seconds)