

Overall click-through rate refers to the ratio of how many users click a specific link to the total number of users who view it. The ratio would look something like this: $\text{User Clicks} : \text{Total Views}$

It measures how well our link – whether it's a Google ad or Facebook copy – attracts people to your website. CTRs let us know how well the advertised content is drawing users to the website.

Based on the obtained Overall CTR of 10.03%. If we are below the first two positions in Google, **a 10% CTR is good**. But generally, the top 2 positions should see above that.

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over all click-through rate is : 10.023
Group click-through rate for Group (a) is : 11.125
Group click-through rate for Group (b) is : 6.764
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Group vary between 11.125% and 6.764 % and this evidence that the content is engaging more the group a niche.

One element that often gets overlooked is URLs. URLs should always include a keyword, whether it be short-tail or long-tail. In fact, URLs that include a keyword have a 45% higher click-through rate compared to URLs without keywords.

We can improve the CTR:

- Utilizing long-tail searches contribute to a higher click-through rate so we should avoid optimizing for specific keywords.
- meta descriptions impact the CTR. Even the smallest blurb in Adwords meta description will make a difference.
- Put together a list of quality, competitive (but not too competitive) keywordsFocus on quality content, both on and off-site
- Develop a link-building strategy
- Utilize Google Search Console
- Include a call-to-action in your metadata

Which results do people tend to try first?

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The results at position No : 1 are most likely to be tried first
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The Zero Results report gives us a comprehensive view of the instances where users searches for something in Adevinta and no products are found.

This report:

- Gives you insight into what people are looking for that we don't have
- Shows you common spelling mistakes
- Guides you in creating synonyms for common zero-result terms to help reduce times where customers can't find any products

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over all zero result rate is : 6.279  
Group Zero-result rate for Group (a) is : 5.652  
Group Zero-result rate for Group (b) is : 8.132
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Overall zero result rate is not so high which is a good indicator for the keyword strategy that is selected. The comparison between the two groups reveals that the group b is obtaining more zero results.