

SERP Data Explained

Global Dec 09 - Jan 09

X

Clicks on organic results

Calculated using SERP features in Top 10

52% +1% ▾

SERP features in Top 10 ⓘ

Keywords Volume

Feature	Desktop	Mobile
Ad Ads Pack	351 -89	1.1K +363
◆ AI Overview	668 -221	688 -213
■ App pack	—	36 +3
□ Definitions	6 -1	6 -1
◇ Directions	1 —	1 —
⌚ Featured Snippet	40 -15	11 -6
Images pack	798 +205	1.1K +205
Jobs	2 +1	2 +1
❖ Knowledge Graph	72 -6	51 -4
📍 Local pack	154 —	164 -47
🛒 Product Grid	636 -3	559 -78
🛒 Product Listing	44 -160	16 -21
❓ Questions	1.4K +3	1.4K -28
👑 Recipes	29 -1	24 +4
▣ Top stories	11 -1	12 +1
▶ Video Carousel	898 +43	1.2K -66

SERP Features not present ⓘ

Search Intent Distribution

	Search Intent	Keywords	Volume	Share
I	Informational	1.2K	37.1M	55.2%
N	Navigational	29	11.8M	17.6%
C	Commercial	265	525K	<1%
T	Transactional	398	17.8M	26.4%

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