

















Clicks on organic results

Calculated using SERP features in Top 10

52%+1%▼

SERP features in Top 10 ⓘ		Keywords		Volume
Feature ⬆		Desktop ⬆	Mobile ⬆	
 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 ⓘ

















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Search Intent Distribution				
	Search Intent	Keywords	Volume	Share
I N C T	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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