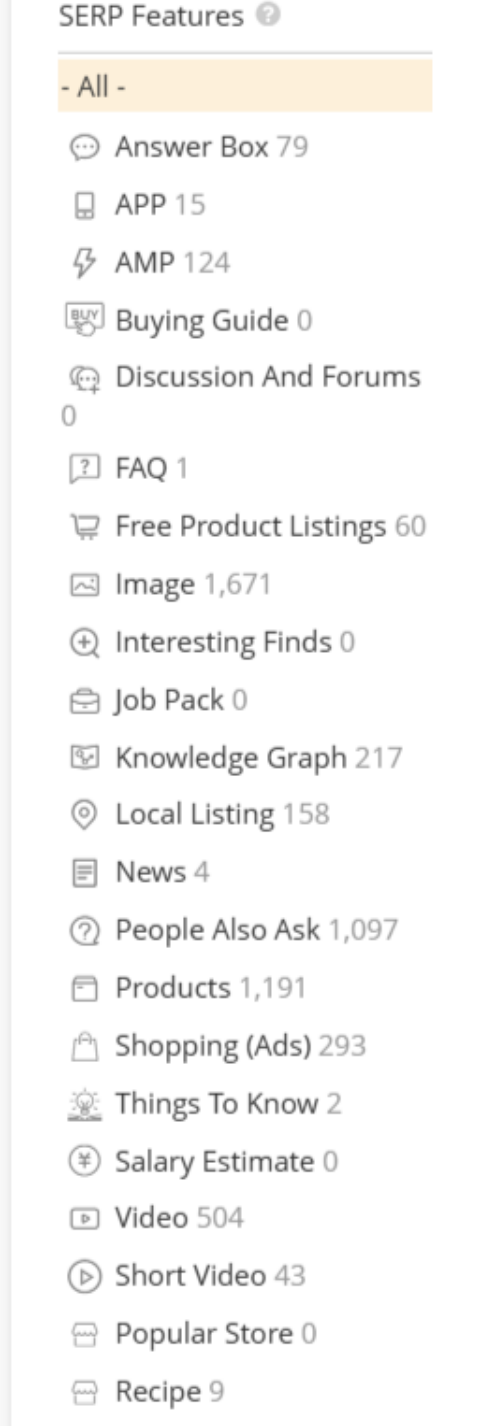
Mobile and Desktop CTR Study

750M Impressions + 32M Clicks + 11.8M Queries

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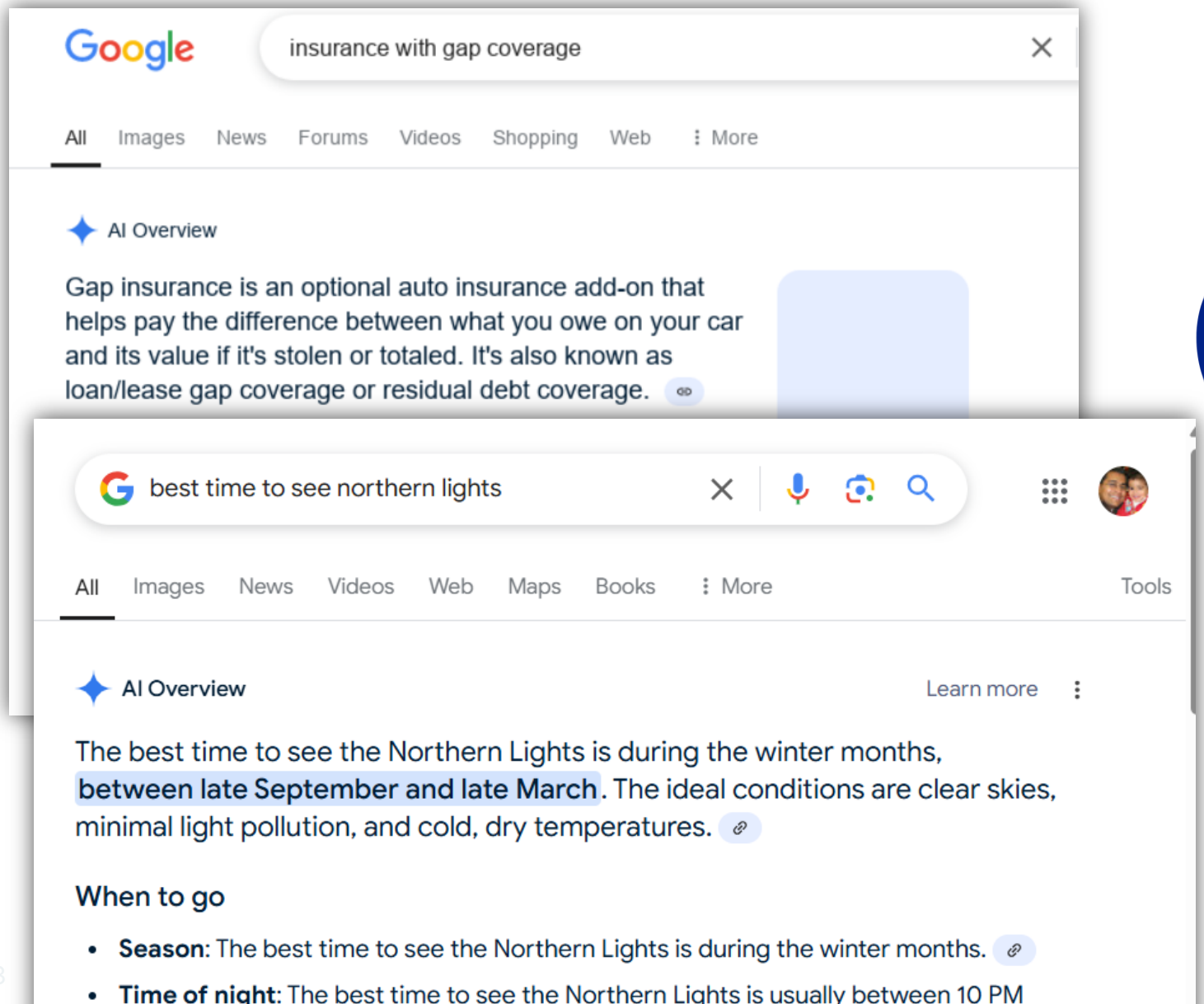
Background

- SERP Features Continue Growing:
  - There are over 40 types of SERP Features
  - 8 new SERP Features launched in 2024 alone



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AI Overviews Dominate Top Positions



~20%

of **all** keywords

US & UK

*Higher for some industries

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Objective

- Identify the impact of SERP changes on click-through rates year-over-year.

- Why?
  - Click-through rates impact forecasting, influence traffic potential calculations, and help establish baselines for competitor comparisons.

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seoClarity CTR Study

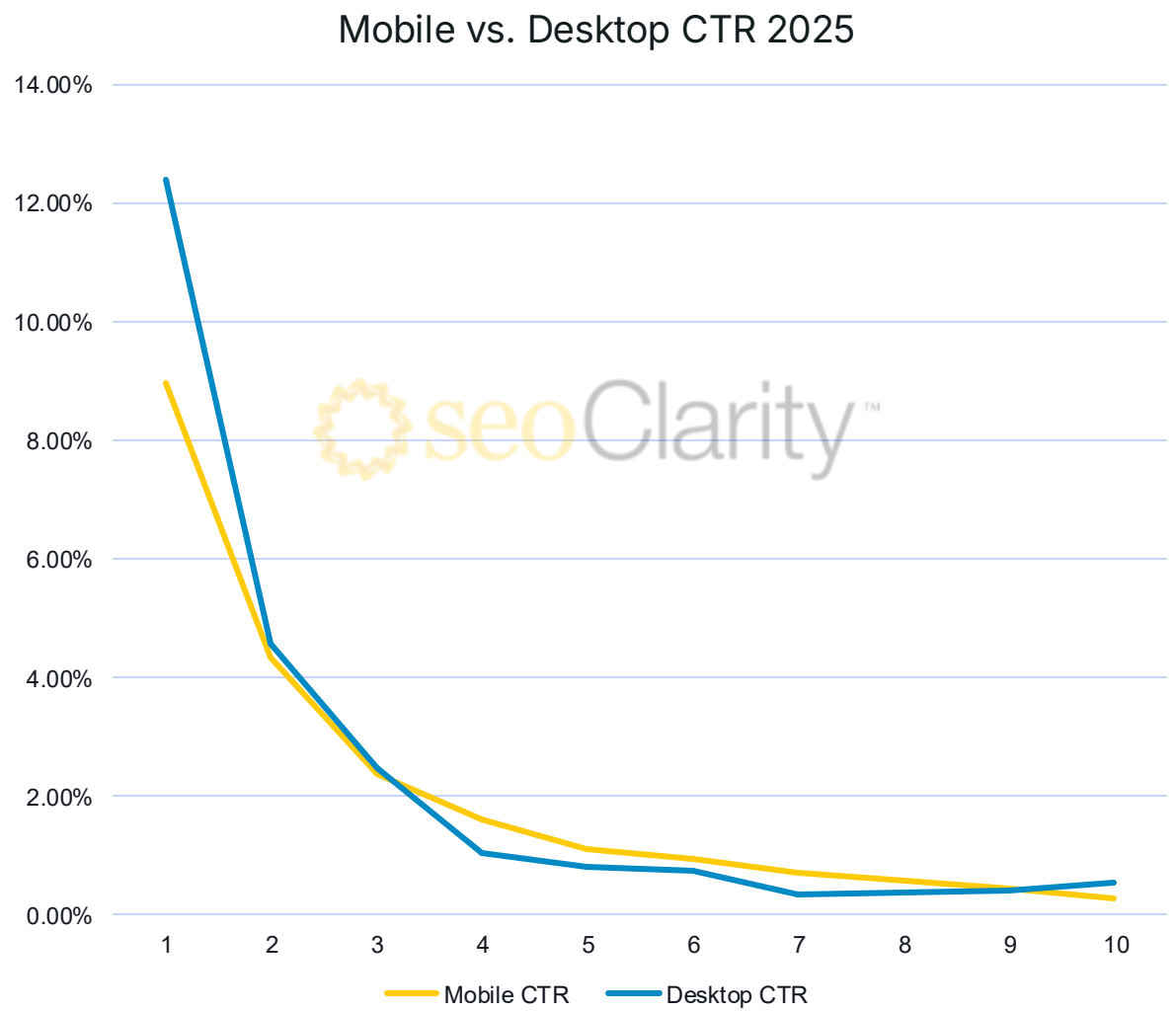
Mobile and Desktop CTR Data

Analyzed approx. 11.8M keywords

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Mobile vs. Desktop CTR 2025

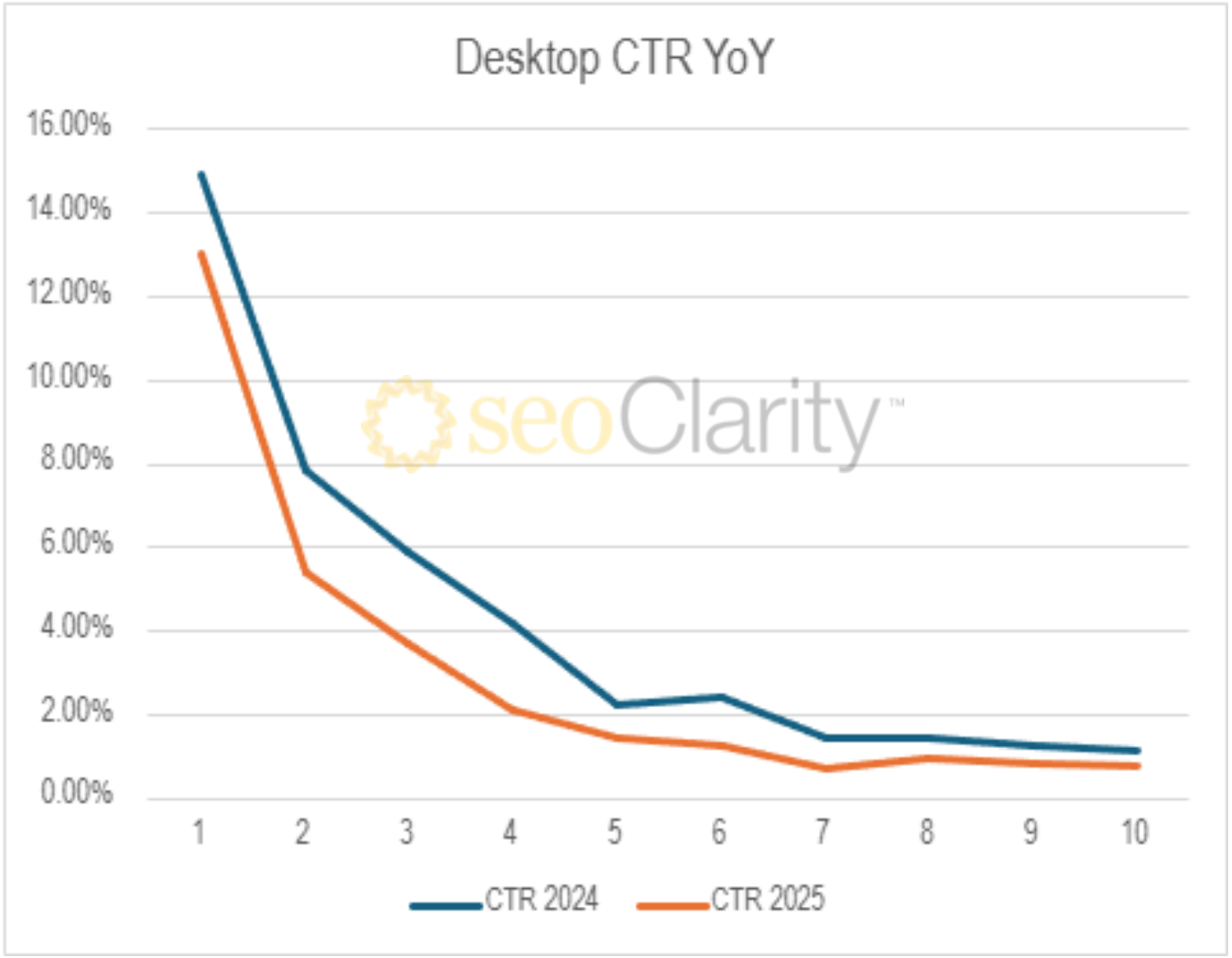
Position	Mobile CTR 2025	Desktop CTR 2025
1	8.98%	12.40%
2	4.35%	4.59%
3	2.38%	2.47%
4	1.61%	1.05%
5	1.12%	0.80%
6	0.96%	0.76%
7	0.72%	0.34%
8	0.57%	0.39%
9	0.46%	0.42%
10	0.29%	0.55%



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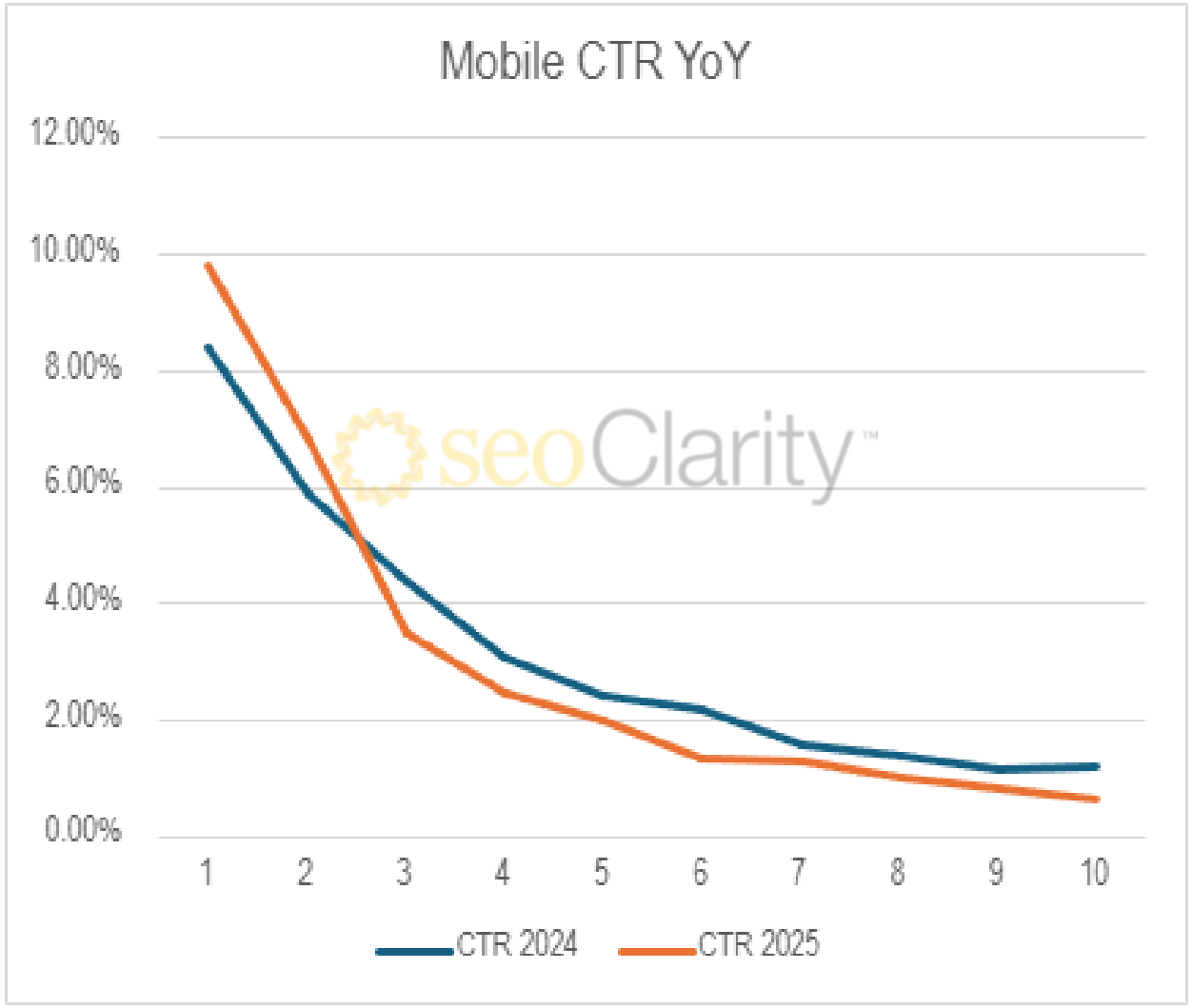
Desktop Click-Through Rates

Position	CTR 2024	CTR 2025	Change
1	13.06%	12.40%	-0.66 bp
2	4.74%	4.59%	-0.15 bp
3	4.88%	2.47%	-2.41 bp
4	2.79%	1.05%	-1.74 bp
5	1.23%	0.80%	-0.43 bp
6	1.72%	0.76%	-0.96 bp
7	0.80%	0.34%	-0.46 bp
8	0.61%	0.39%	-0.22 bp
9	0.61%	0.42%	-0.19 bp
10	0.66%	0.55%	-0.11 bp



Mobile Click-Through Rates

Position	CTR 2024	CTR 2025	Change
1	9.11%	8.98%	-0.13 bp
2	3.98%	4.35%	0.37 bp
3	3.69%	2.38%	-1.31 bp
4	2.08%	1.61%	-0.47 bp
5	1.50%	1.12%	-0.38 bp
6	1.16%	0.96%	-0.20 bp
7	0.98%	0.72%	-0.26 bp
8	0.75%	0.57%	-0.18 bp
9	0.64%	0.46%	-0.18 bp
10	0.47%	0.29%	-0.18 bp



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seoClarity CTR Study – Industry Breakdown

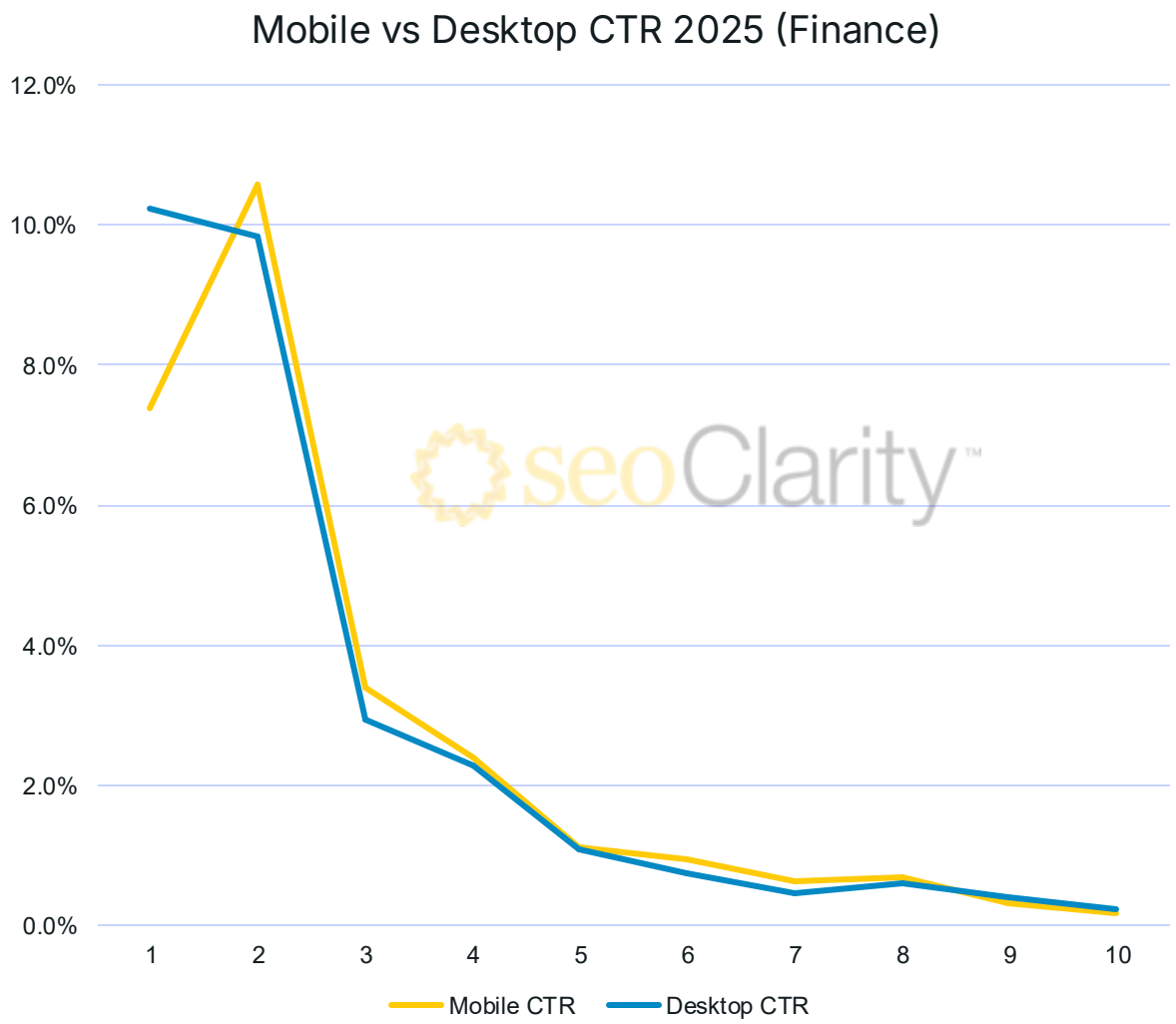
Finance Industry

Analyzed approx. 70K keywords

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Finance – Mobile vs Desktop Click-Through Rates for 2025

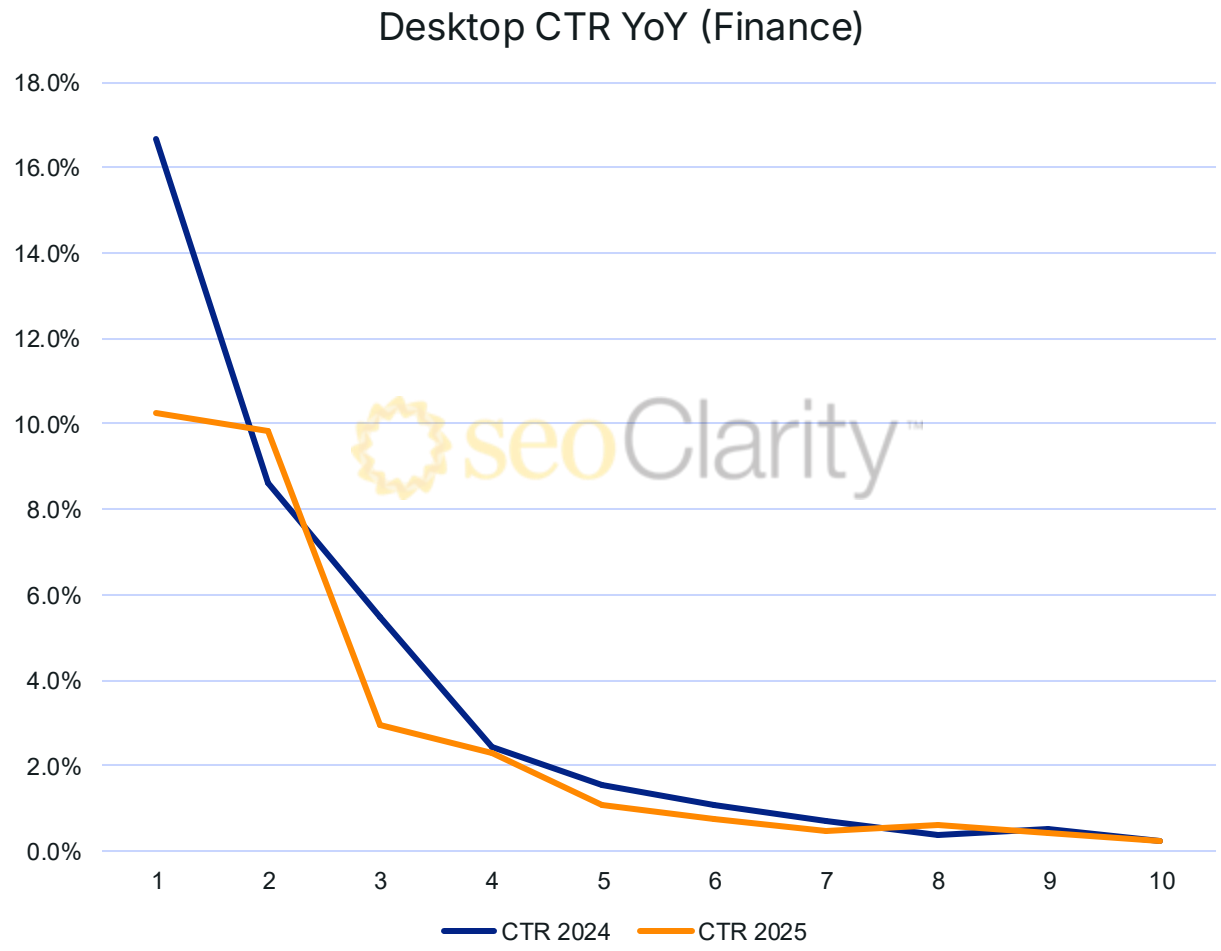
Position	Mobile CTR	Desktop CTR
1	7.4%	10.3%
2	10.6%	9.8%
3	3.4%	2.9%
4	2.4%	2.3%
5	1.1%	1.1%
6	0.9%	0.8%
7	0.6%	0.5%
8	0.7%	0.6%
9	0.3%	0.4%
10	0.2%	0.2%



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Finance - Desktop Click-Through Rates

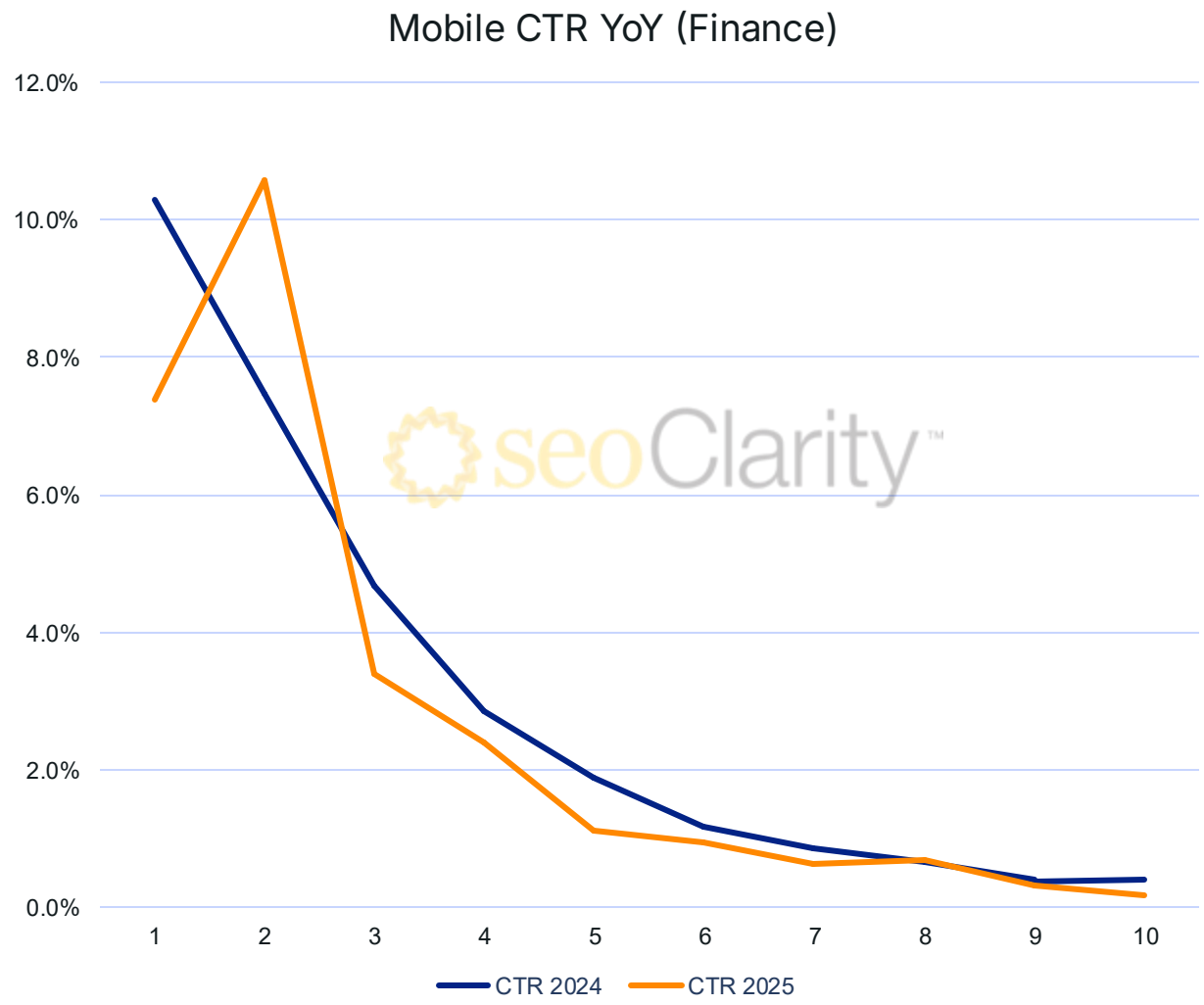
Position	CTR 2024	CTR 2025	Change
1	16.7%	10.3%	-6.42 bp
2	8.6%	9.8%	1.24 bp
3	5.5%	2.9%	-2.52 bp
4	2.5%	2.3%	-0.18 bp
5	1.5%	1.1%	-0.46 bp
6	1.1%	0.8%	-0.31 bp
7	0.7%	0.5%	-0.22 bp
8	0.4%	0.6%	0.24 bp
9	0.5%	0.4%	-0.08 bp
10	0.2%	0.2%	0.02 bp



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Finance - Mobile Click-Through Rates

Position	CTR 2024	CTR 2025	Change
1	10.3%	7.4%	-2.90 bp
2	7.5%	10.6%	3.12 bp
3	4.7%	3.4%	-1.29 bp
4	2.9%	2.4%	-0.47 bp
5	1.9%	1.1%	-0.78 bp
6	1.2%	0.9%	-0.24 bp
7	0.9%	0.6%	-0.24 bp
8	0.7%	0.7%	0.02 bp
9	0.4%	0.3%	-0.08 bp
10	0.4%	0.2%	-0.24 bp



seoClarity CTR Study – Industry Breakdown

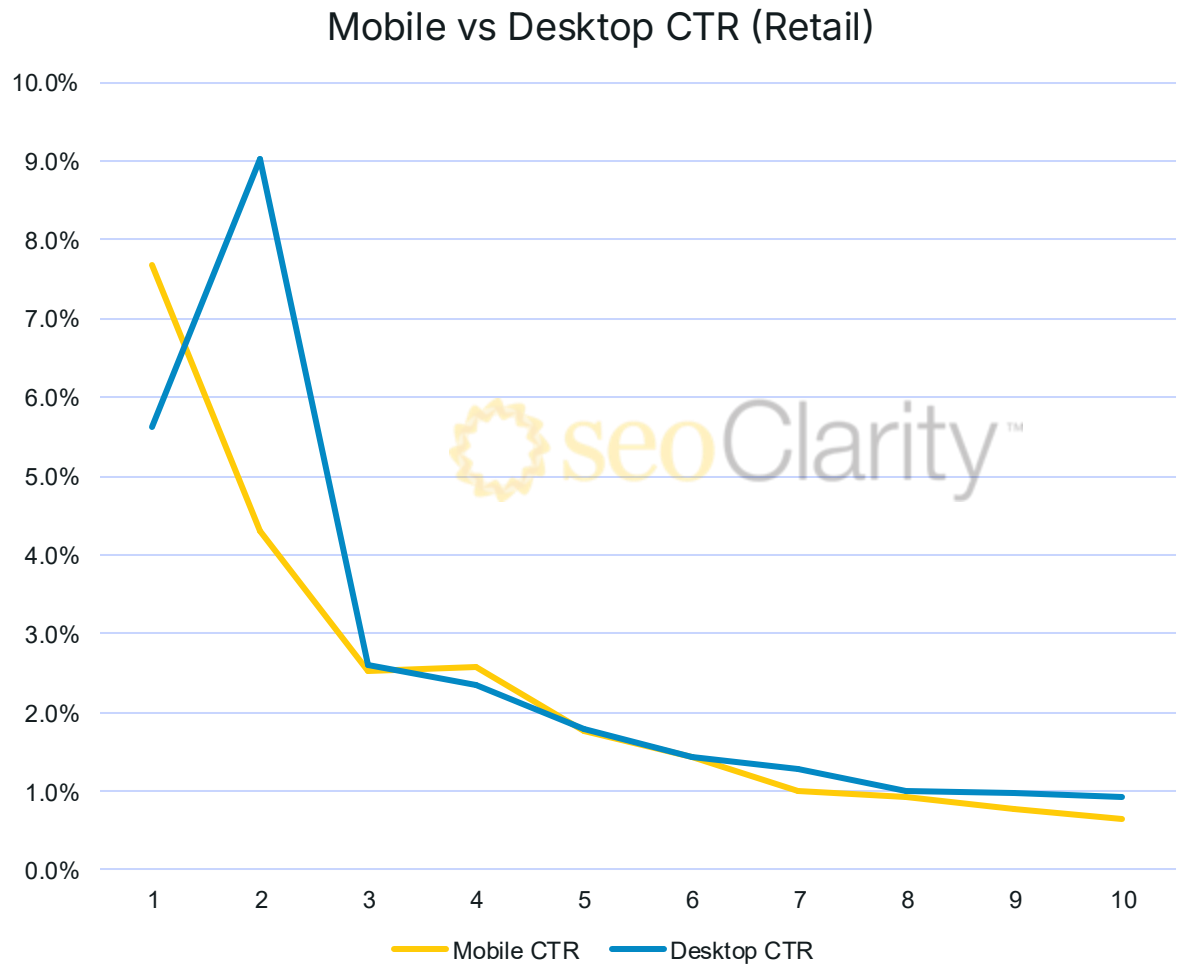
Retail Industry

Analyzed approx. 310K keywords

seoClarity™

Retail – Mobile vs Desktop Click-Through Rates for 2025

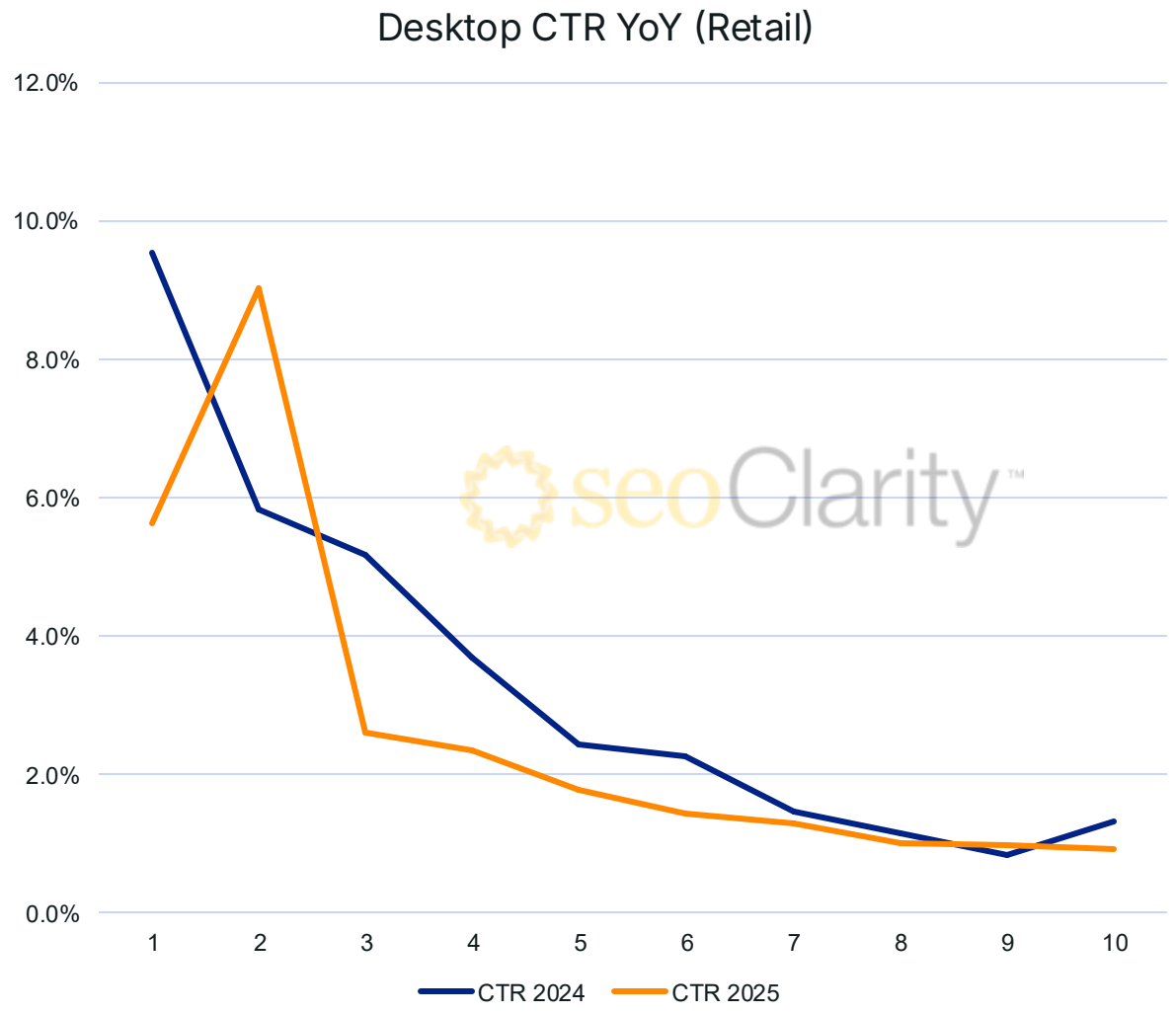
Position	Mobile CTR	Desktop CTR
1	7.7%	5.6%
2	4.3%	9.0%
3	2.5%	2.6%
4	2.6%	2.4%
5	1.8%	1.8%
6	1.4%	1.4%
7	1.0%	1.3%
8	0.9%	1.0%
9	0.8%	1.0%
10	0.6%	0.9%



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Retail - Desktop Click-Through Rates

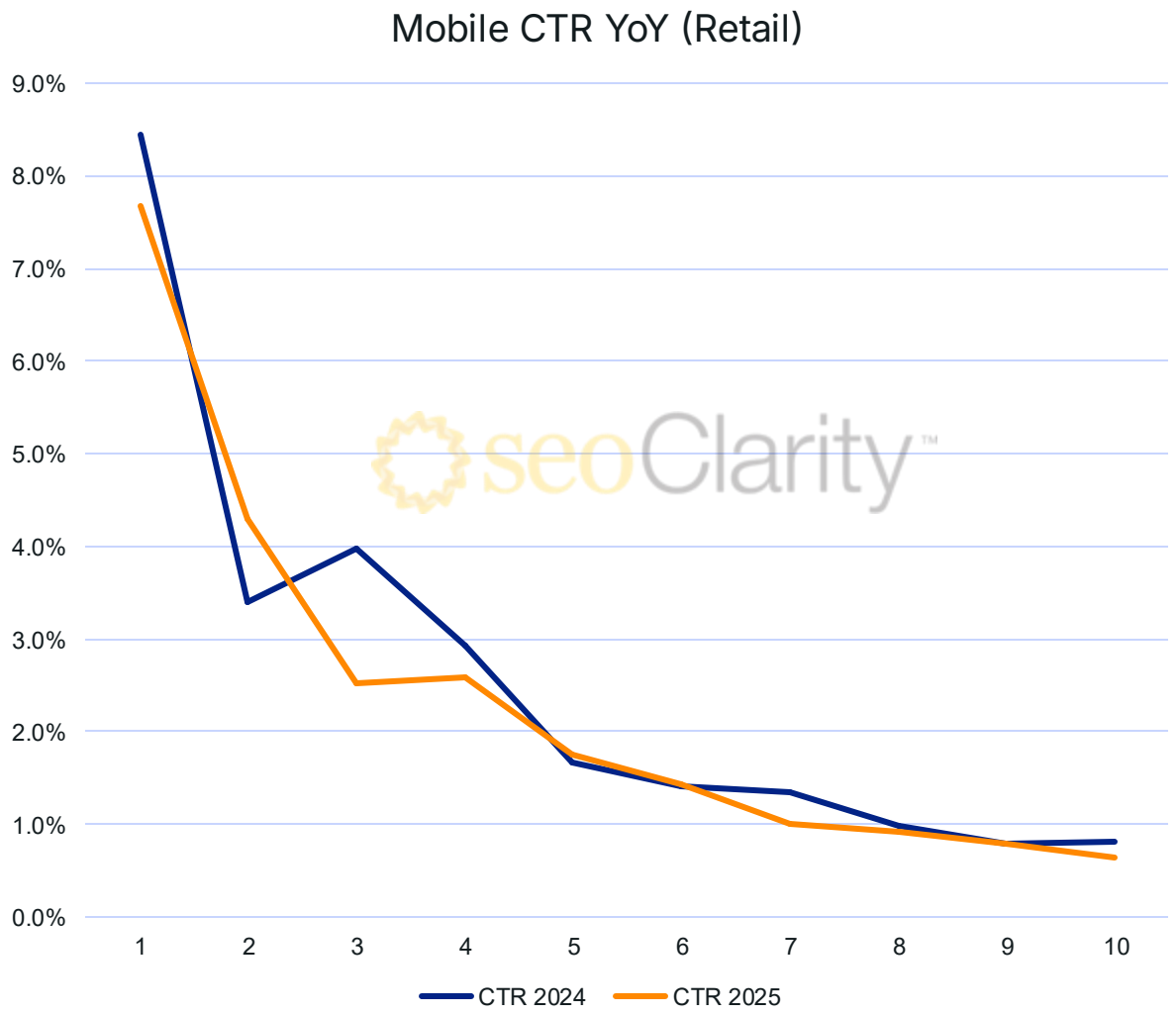
Position	CTR 2024	CTR 2025	Change
1	9.5%	5.6%	-3.90 bp
2	5.8%	9.0%	3.20 bp
3	5.2%	2.6%	-2.57 bp
4	3.7%	2.4%	-1.34 bp
5	2.5%	1.8%	-0.66 bp
6	2.3%	1.4%	-0.83 bp
7	1.5%	1.3%	-0.17 bp
8	1.2%	1.0%	-0.15 bp
9	0.8%	1.0%	0.16 bp
10	1.3%	0.9%	-0.38 bp



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Retail - Mobile Click-Through Rates

Position	CTR 2024	CTR 2025	Change
1	8.4%	7.7%	-0.76 bp
2	3.4%	4.3%	0.90 bp
3	4.0%	2.5%	-1.46 bp
4	2.9%	2.6%	-0.34 bp
5	1.7%	1.8%	0.09 bp
6	1.4%	1.4%	0.03 bp
7	1.4%	1.0%	-0.34 bp
8	1.0%	0.9%	-0.07 bp
9	0.8%	0.8%	-0.01 bp
10	0.8%	0.6%	-0.18 bp



seoClarity CTR Study – Industry Breakdown

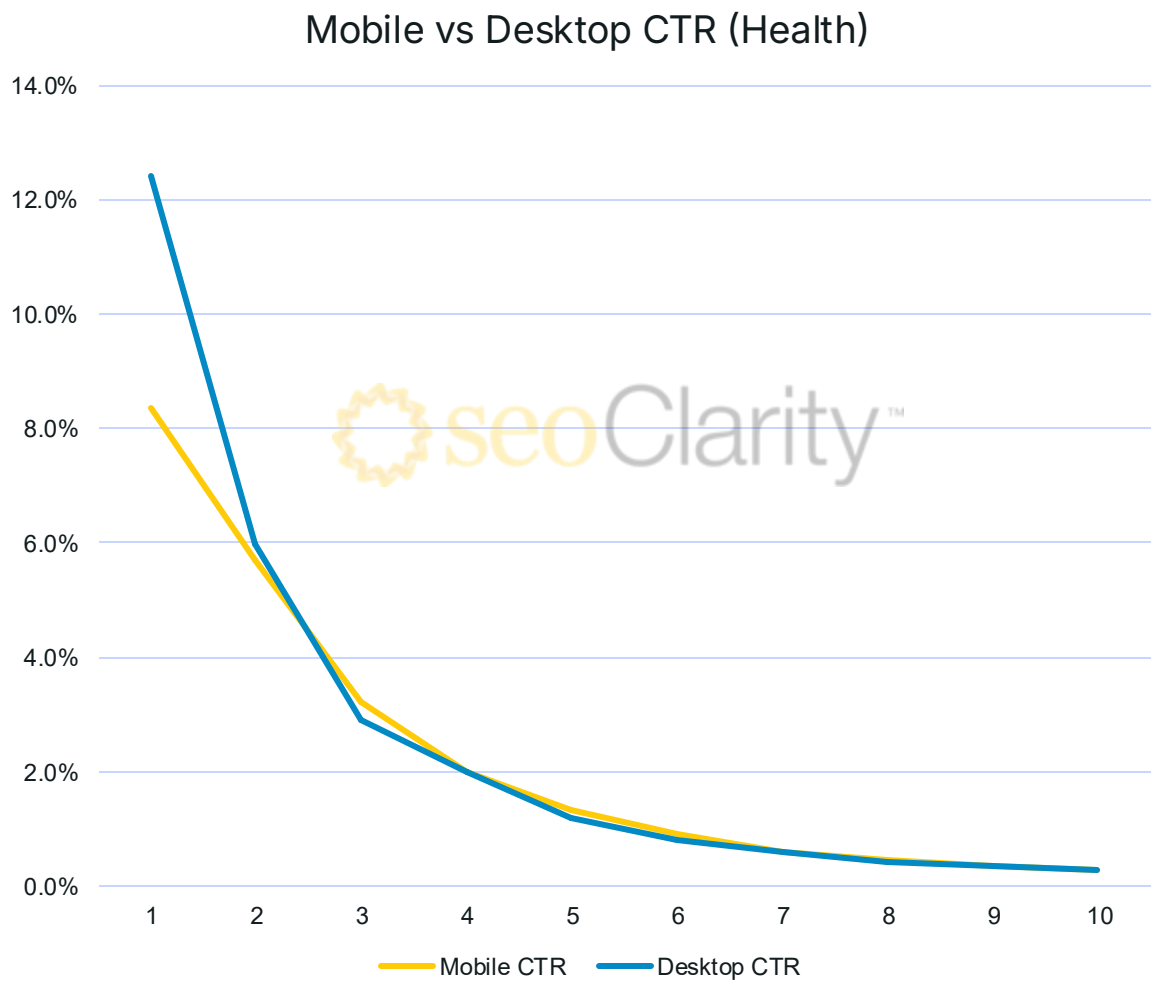
Health Industry

Analyzed approx. 275K keywords

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Health – Mobile vs Desktop Click-Through Rates for 2025

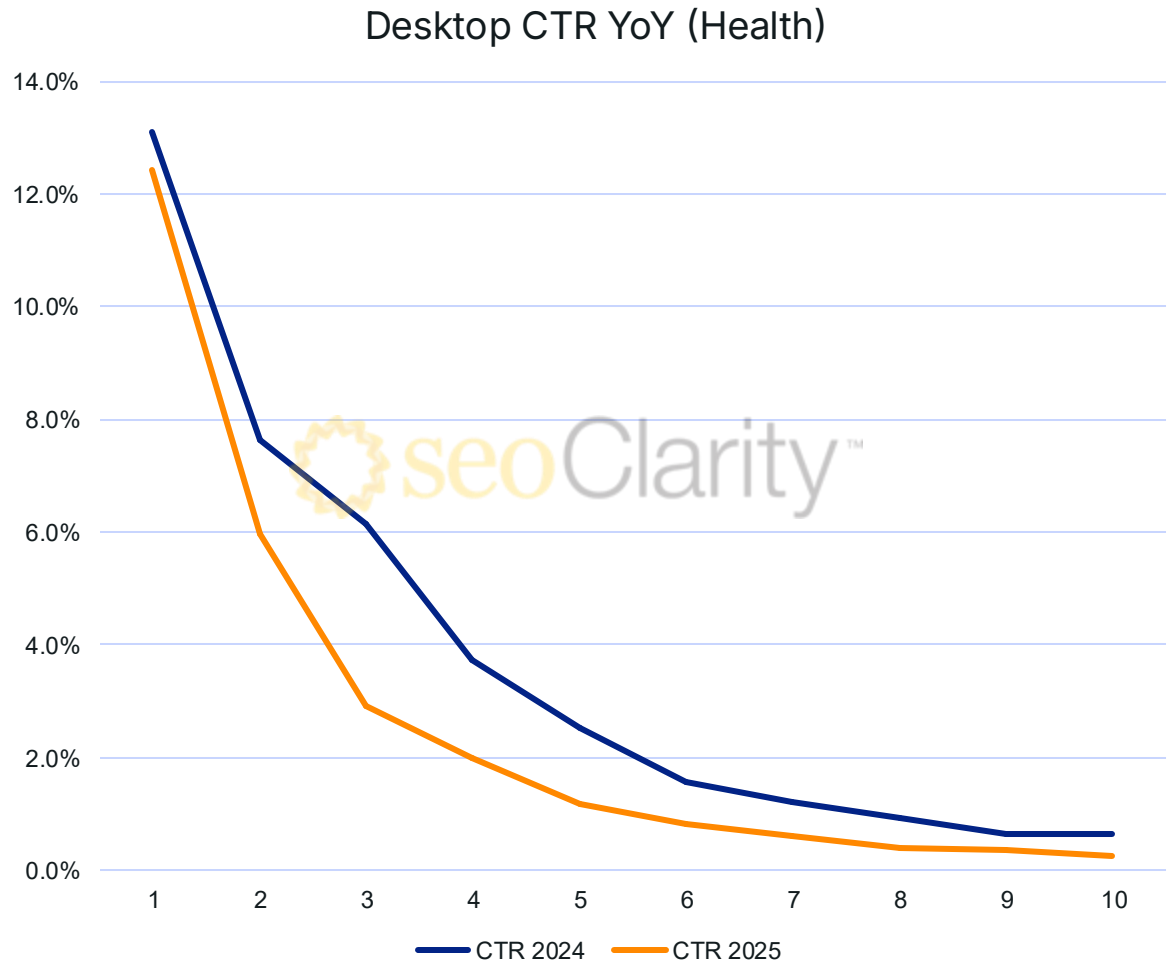
Position	Mobile CTR	Desktop CTR
1	8.4%	12.4%
2	5.7%	6.0%
3	3.2%	2.9%
4	2.0%	2.0%
5	1.3%	1.2%
6	0.9%	0.8%
7	0.6%	0.6%
8	0.4%	0.4%
9	0.3%	0.3%
10	0.3%	0.3%



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Health - Desktop Click-Through Rates

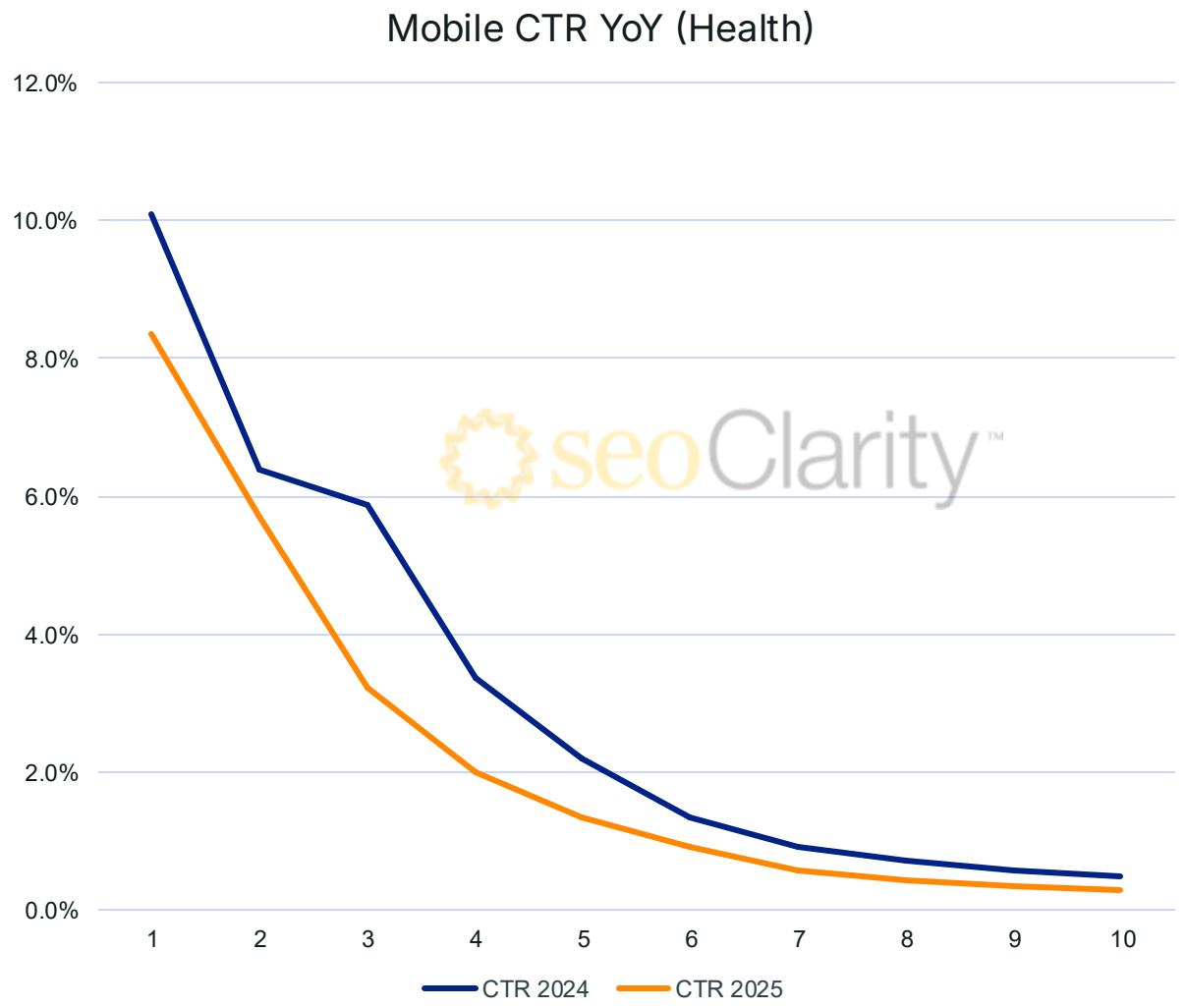
Position	CTR 2024	CTR 2025	Change
1	13.1%	12.4%	-0.67 bp
2	7.7%	6.0%	-1.68 bp
3	6.1%	2.9%	-3.23 bp
4	3.7%	2.0%	-1.74 bp
5	2.5%	1.2%	-1.35 bp
6	1.6%	0.8%	-0.74 bp
7	1.2%	0.6%	-0.59 bp
8	0.9%	0.4%	-0.53 bp
9	0.6%	0.3%	-0.30 bp
10	0.6%	0.3%	-0.38 bp



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Health - Mobile Click-Through Rates

Position	CTR 2024	CTR 2025	Change
1	10.1%	8.4%	-1.74 bp
2	6.4%	5.7%	-0.70 bp
3	5.9%	3.2%	-2.65 bp
4	3.4%	2.0%	-1.37 bp
5	2.2%	1.3%	-0.87 bp
6	1.4%	0.9%	-0.45 bp
7	0.9%	0.6%	-0.33 bp
8	0.7%	0.4%	-0.27 bp
9	0.6%	0.3%	-0.24 bp
10	0.5%	0.3%	-0.20 bp



seoClarity CTR Study – Industry Breakdown

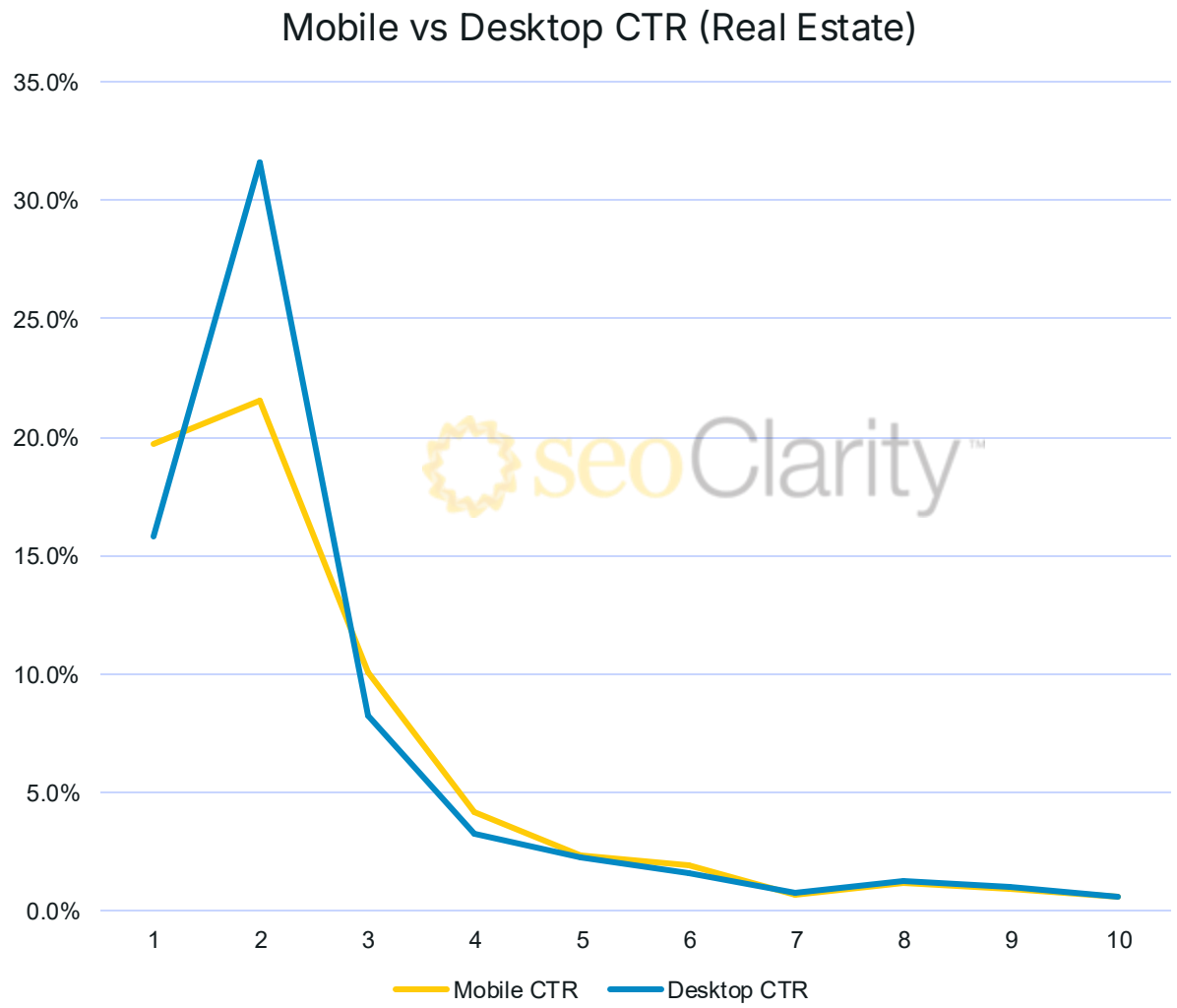
Real Estate Industry

Analyzed approx. 78K keywords

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Real Estate – Mobile vs Desktop Click-Through Rates for 2025

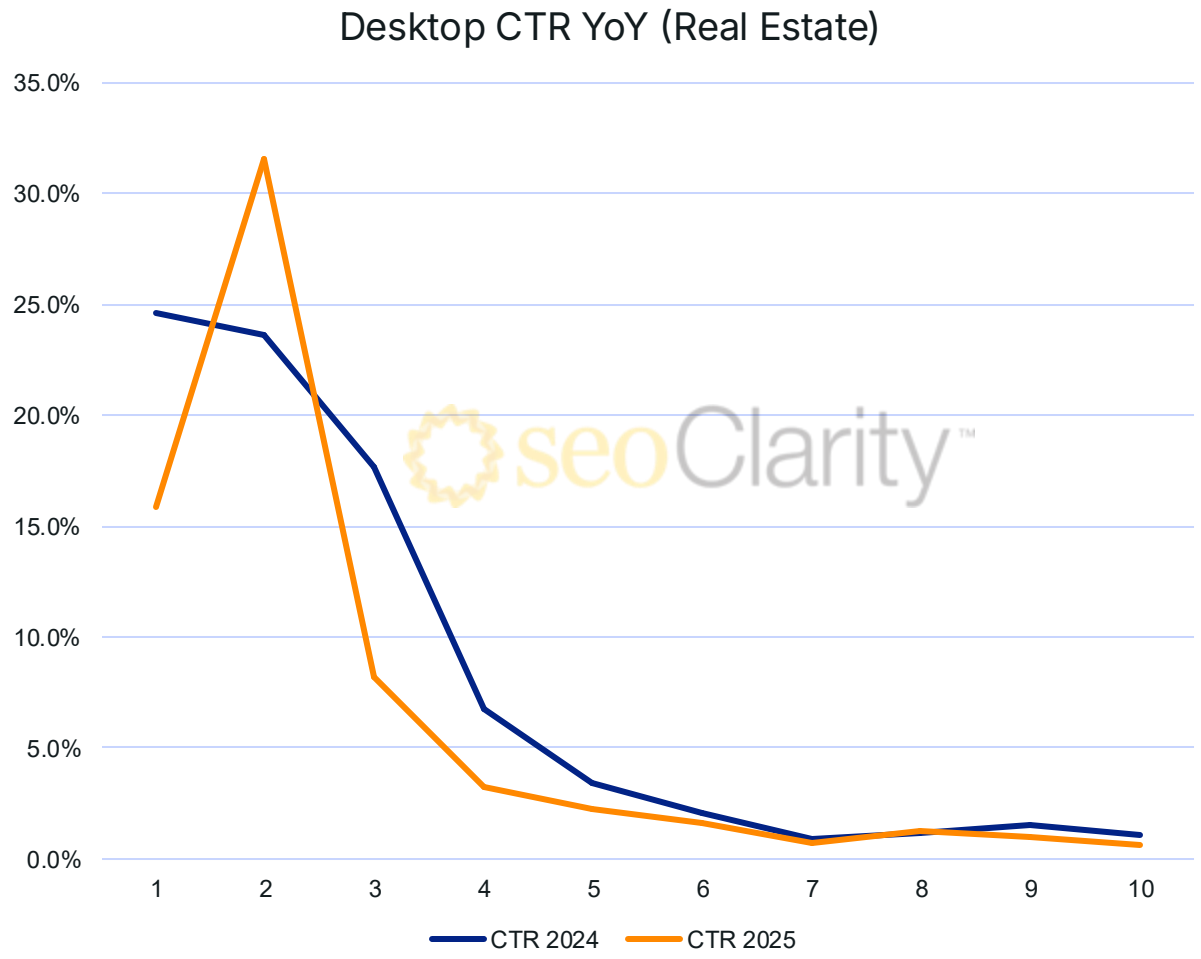
Position	Mobile CTR	Desktop CTR
1	19.7%	15.8%
2	21.5%	31.6%
3	10.0%	8.2%
4	4.2%	3.2%
5	2.3%	2.3%
6	1.9%	1.6%
7	0.7%	0.8%
8	1.2%	1.3%
9	0.9%	1.0%
10	0.6%	0.6%



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Real Estate - Desktop Click-Through Rates

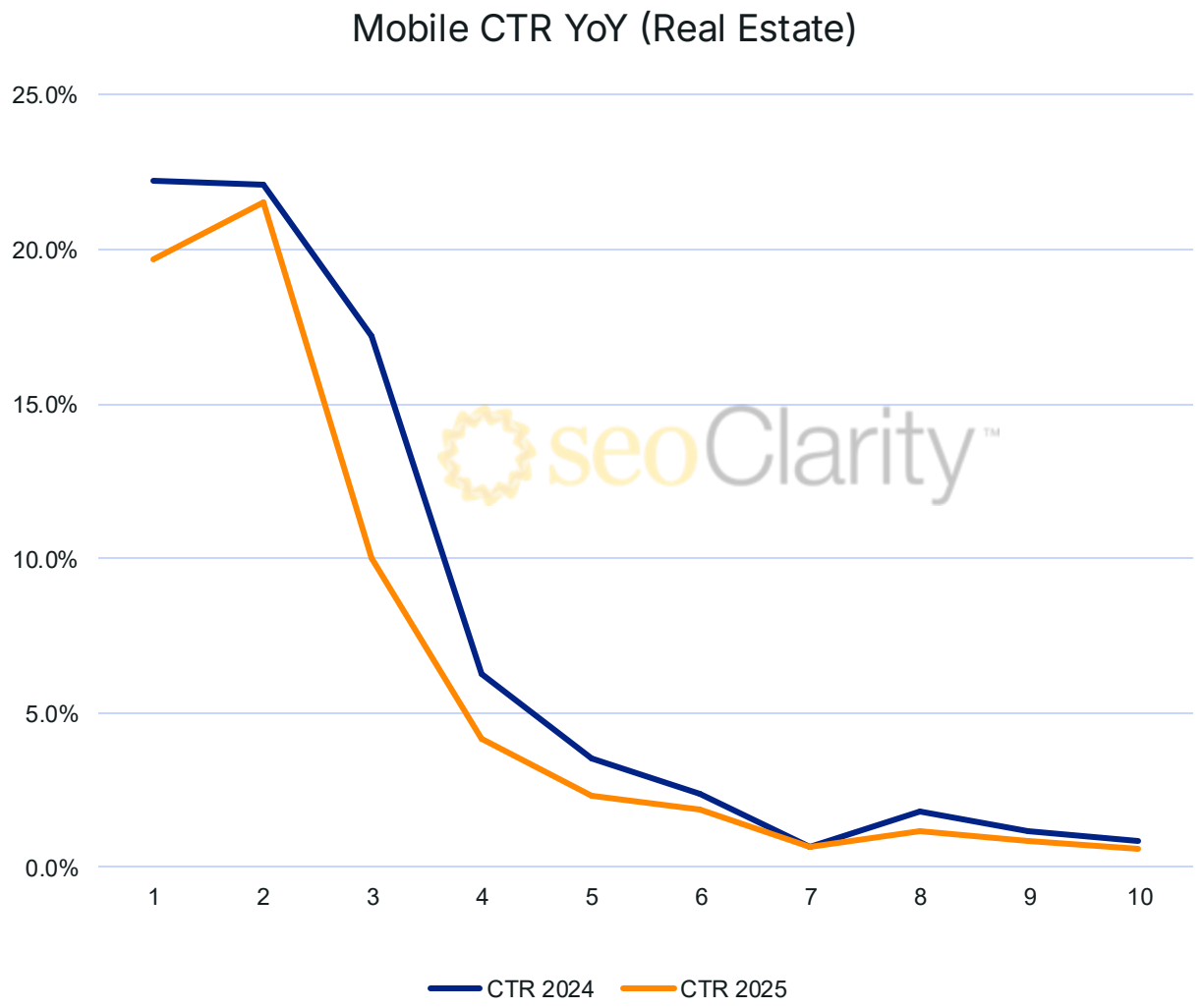
Position	CTR 2024	CTR 2025	Change
1	24.6%	15.8%	-8.77 bp
2	23.6%	31.6%	7.99 bp
3	17.6%	8.2%	-9.45 bp
4	6.7%	3.2%	-3.52 bp
5	3.4%	2.3%	-1.14 bp
6	2.1%	1.6%	-0.49 bp
7	0.9%	0.8%	-0.14 bp
8	1.2%	1.3%	0.09 bp
9	1.5%	1.0%	-0.49 bp
10	1.1%	0.6%	-0.46 bp



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Real Estate - Mobile Click-Through Rates

Position	CTR 2024	CTR 2025	Change
1	22.2%	19.7%	-2.51 bp
2	22.1%	21.5%	-0.59 bp
3	17.2%	10.0%	-7.18 bp
4	6.3%	4.2%	-2.09 bp
5	3.5%	2.3%	-1.23 bp
6	2.4%	1.9%	-0.48 bp
7	0.7%	0.7%	0.02 bp
8	1.8%	1.2%	-0.63 bp
9	1.2%	0.9%	-0.32 bp
10	0.9%	0.6%	-0.24 bp



seoClarity CTR Study – Industry Breakdown

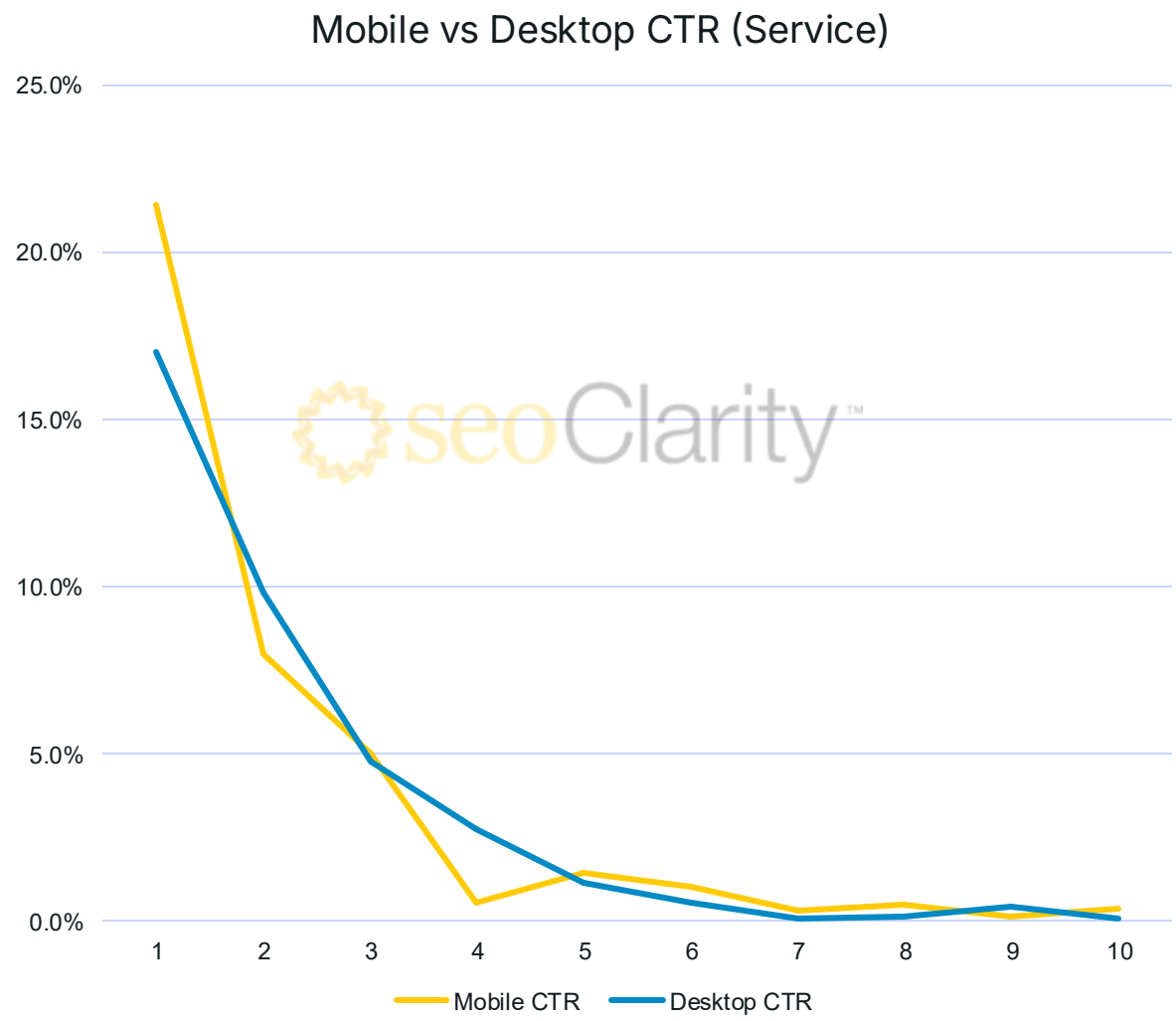
Service Industry

Analyzed approx. 72K keywords

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Service – Mobile vs Desktop Click-Through Rates for 2025

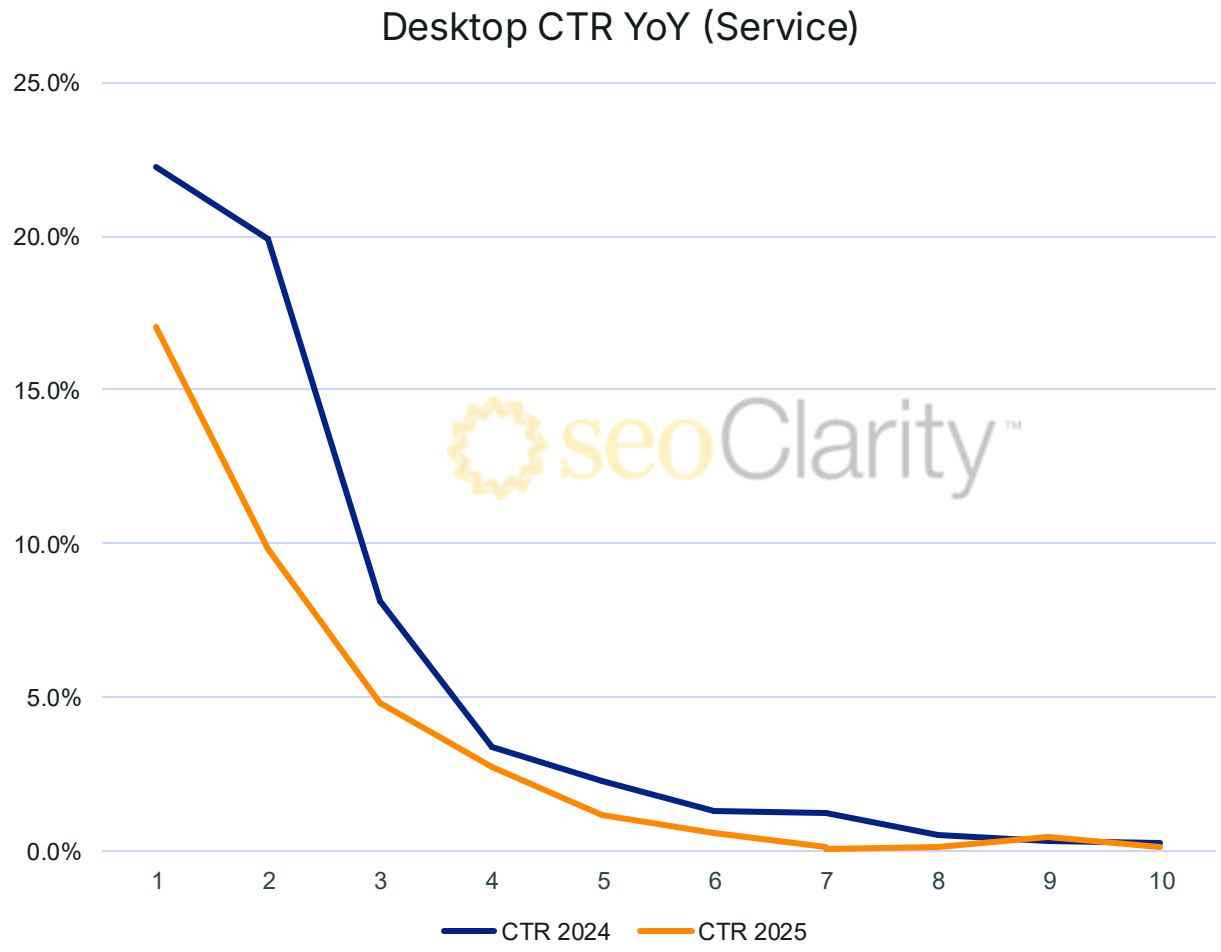
Position	Mobile CTR	Desktop CTR
1	21.4%	17.0%
2	8.0%	9.8%
3	5.0%	4.8%
4	0.6%	2.7%
5	1.5%	1.2%
6	1.0%	0.6%
7	0.4%	0.1%
8	0.5%	0.1%
9	0.2%	0.4%
10	0.4%	0.1%



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Service - Desktop Click-Through Rates

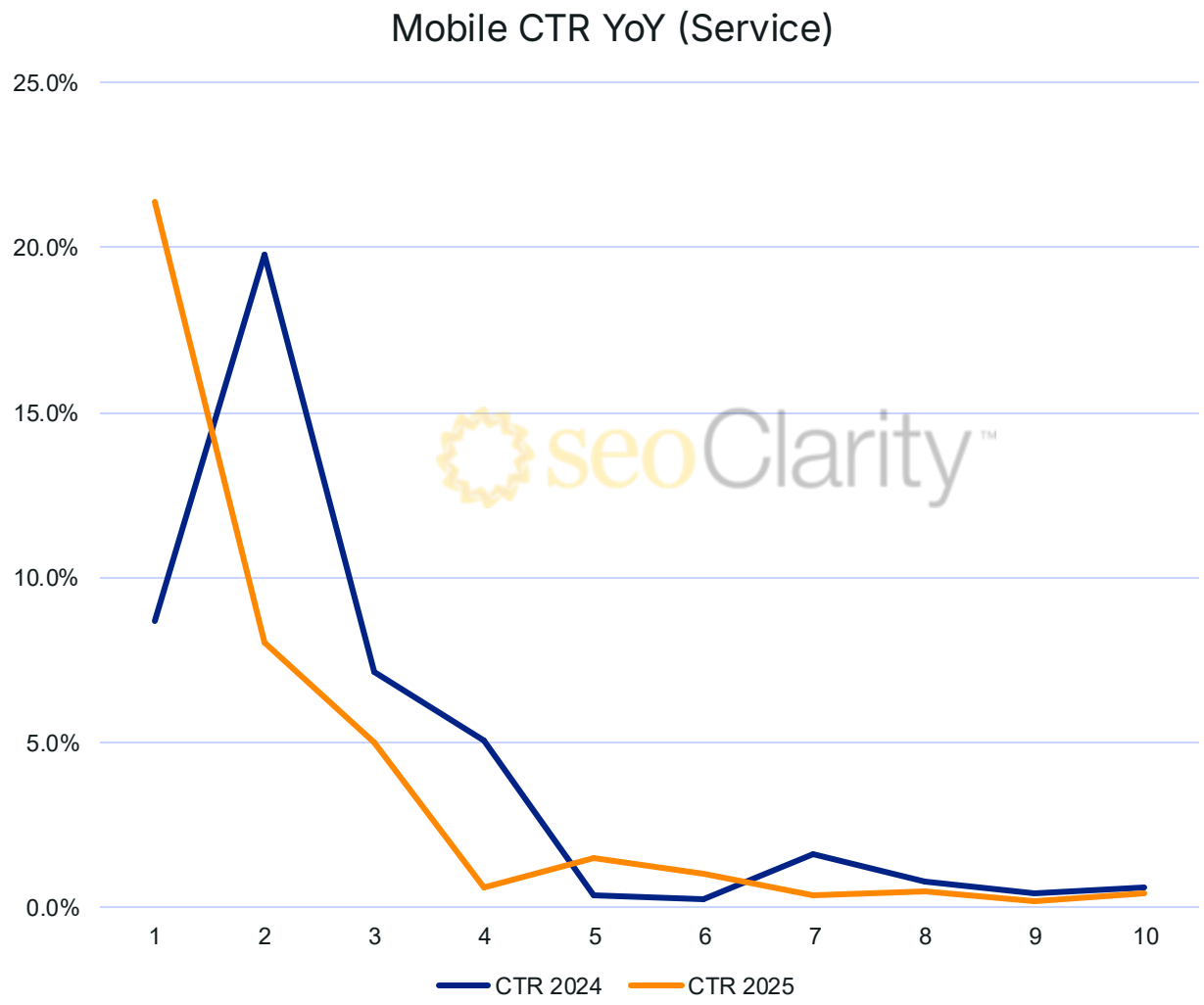
Position	CTR 2024	CTR 2025	Change
1	22.3%	17.0%	-5.22 bp
2	19.9%	9.8%	-10.07 bp
3	8.1%	4.8%	-3.30 bp
4	3.4%	2.7%	-0.66 bp
5	2.3%	1.2%	-1.11 bp
6	1.3%	0.6%	-0.71 bp
7	1.2%	0.1%	-1.14 bp
8	0.5%	0.1%	-0.37 bp
9	0.3%	0.4%	0.09 bp
10	0.2%	0.1%	-0.12 bp



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Service - Mobile Click-Through Rates

Position	CTR 2024	CTR 2025	Change
1	8.7%	21.4%	12.73 bp
2	19.8%	8.0%	-11.80 bp
3	7.2%	5.0%	-2.16 bp
4	5.0%	0.6%	-4.47 bp
5	0.3%	1.5%	1.13 bp
6	0.3%	1.0%	0.76 bp
7	1.6%	0.4%	-1.25 bp
8	0.8%	0.5%	-0.26 bp
9	0.4%	0.2%	-0.25 bp
10	0.6%	0.4%	-0.22 bp



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seoClarity CTR Study – Industry Breakdown

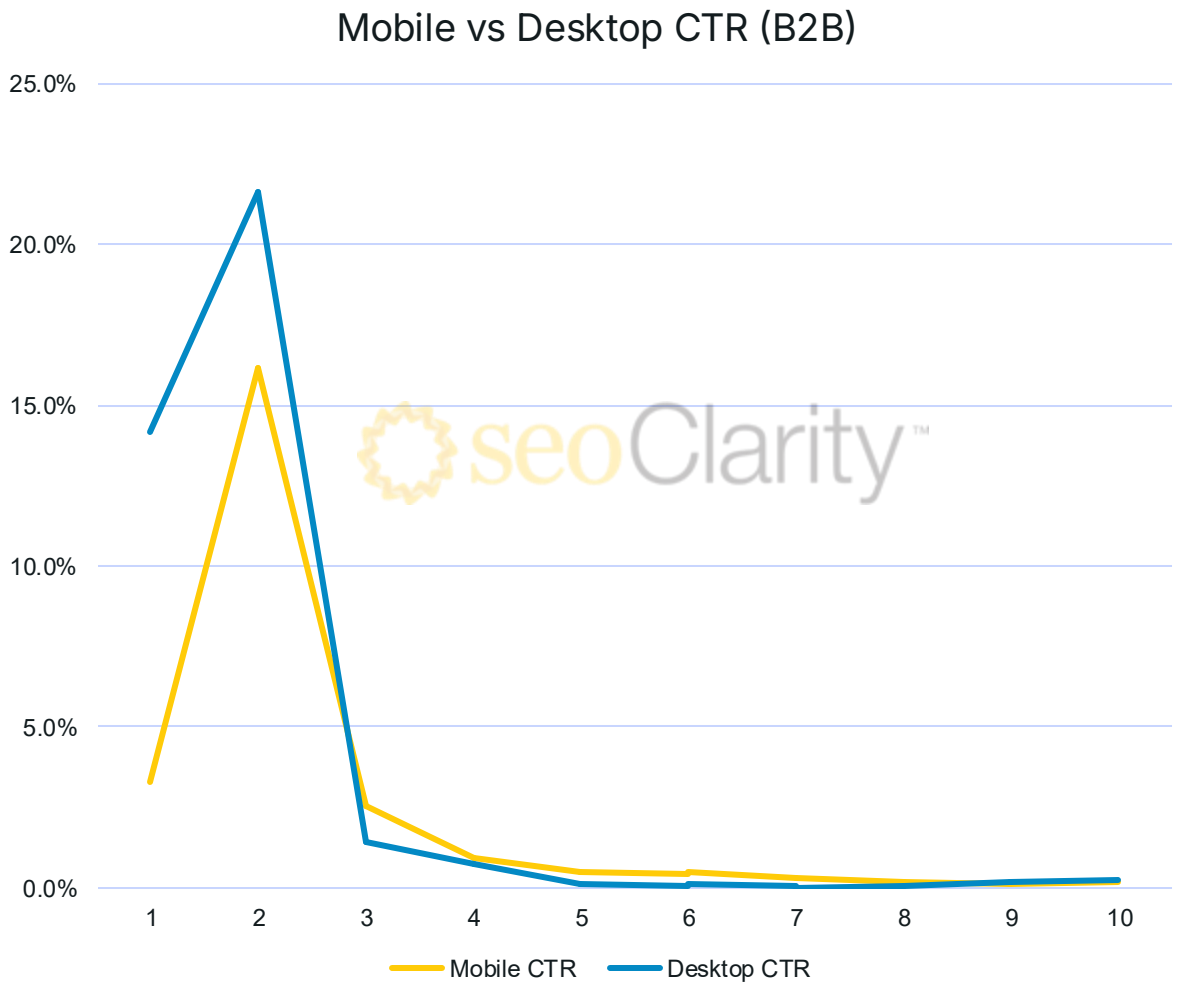
B2B Industry

Analyzed approx. 40K keywords

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B2B – Mobile vs Desktop Click-Through Rates for 2025

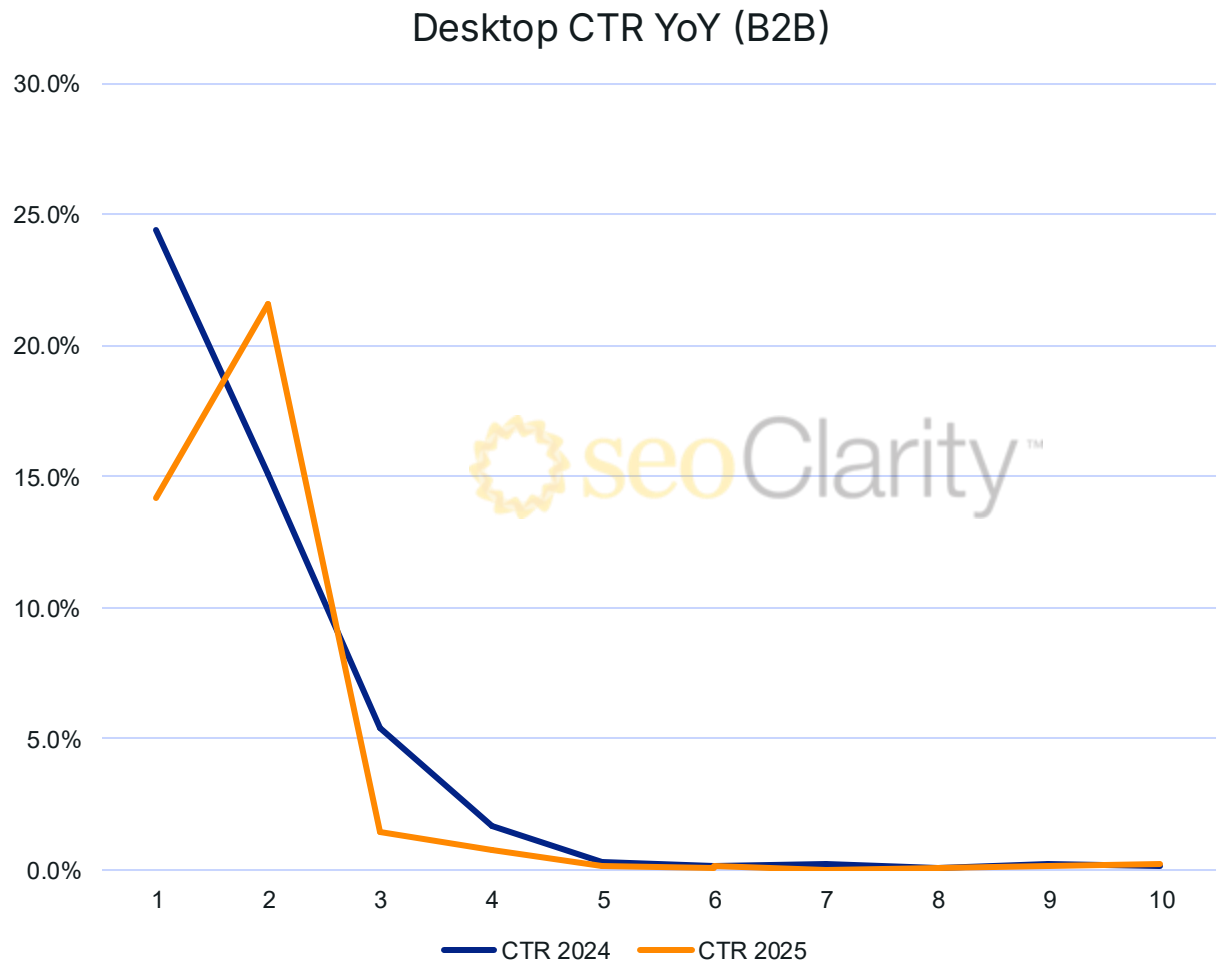
Position	Mobile CTR	Desktop CTR
1	3.3%	14.2%
2	16.1%	21.6%
3	2.6%	1.4%
4	0.9%	0.8%
5	0.5%	0.1%
6	0.5%	0.1%
7	0.3%	0.0%
8	0.2%	0.1%
9	0.1%	0.2%
10	0.2%	0.2%



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B2B - Desktop Click-Through Rates

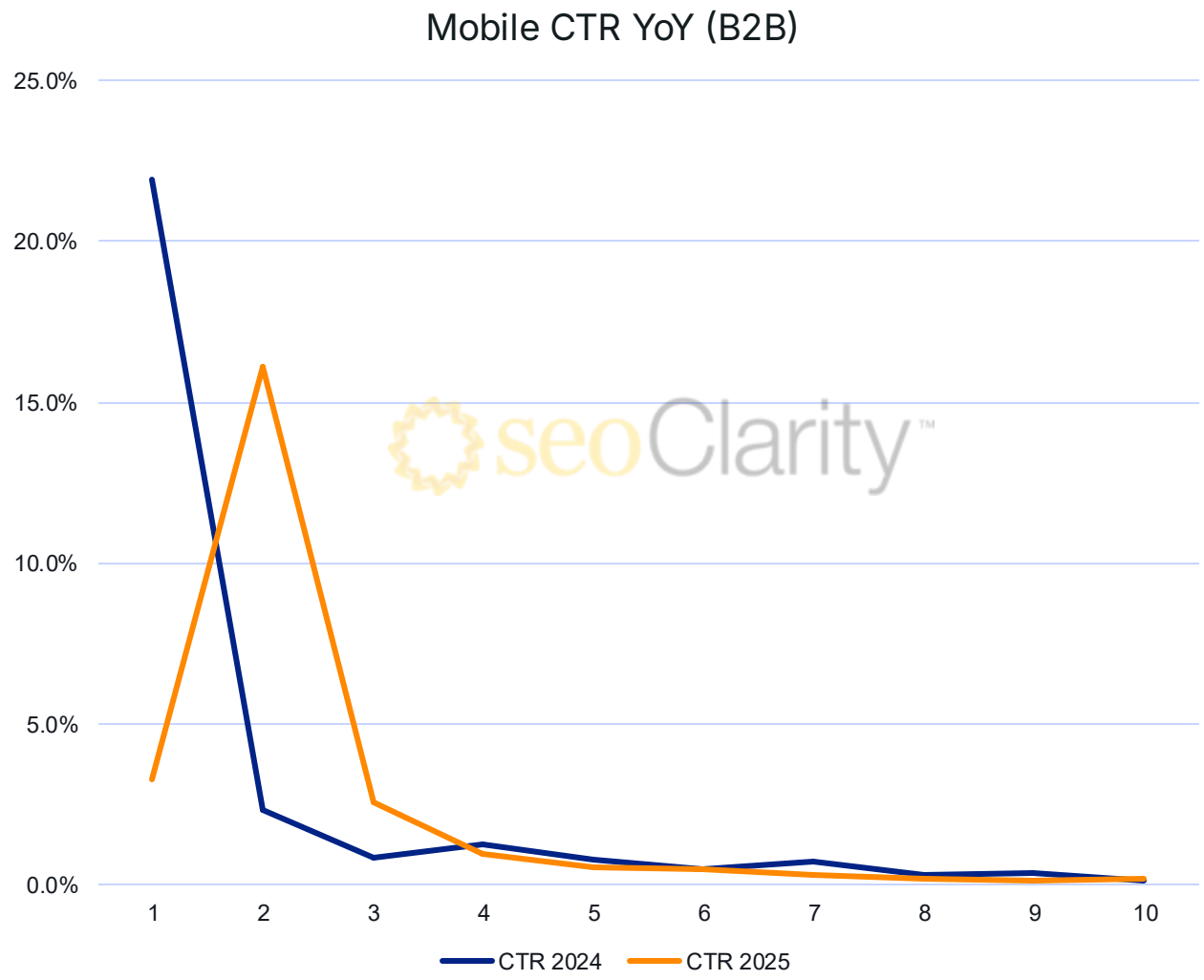
Position	CTR 2024	CTR 2025	Change
1	24.4%	14.2%	-10.27 bp
2	15.1%	21.6%	6.54 bp
3	5.4%	1.4%	-3.95 bp
4	1.7%	0.8%	-0.89 bp
5	0.3%	0.1%	-0.18 bp
6	0.2%	0.1%	-0.07 bp
7	0.2%	0.0%	-0.20 bp
8	0.1%	0.1%	0.00 bp
9	0.2%	0.2%	-0.05 bp
10	0.2%	0.2%	0.06 bp



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B2B - Mobile Click-Through Rates

Position	CTR 2024	CTR 2025	Change
1	21.9%	3.3%	-18.65 bp
2	2.3%	16.1%	13.84 bp
3	0.8%	2.6%	1.72 bp
4	1.3%	0.9%	-0.35 bp
5	0.8%	0.5%	-0.24 bp
6	0.5%	0.5%	0.03 bp
7	0.7%	0.3%	-0.36 bp
8	0.3%	0.2%	-0.12 bp
9	0.4%	0.1%	-0.26 bp
10	0.1%	0.2%	0.03 bp



Key Insights

- **Click-through rates are declining across all ranking positions**, signaling reduced user engagement with traditional organic listings.
- **Mobile and desktop both show consistent declines**, indicating this shift in user behavior spans devices and isn't platform-specific.
- **The sharpest proportional drop is at rank position 3**, suggesting that even top results are losing visibility—likely due to increased competition from AI Overviews, ads, and other SERP features.

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Methodology

1. This study compares click through rates between Monday, April 7, 2024, and Monday, April 8, 2025.

→ Analyzing the same day of the week controls for natural behavioral differences in click-through rates across weekdays.

2. The dataset has been carefully curated to only include the exact same queries year over year.

→ This ensures that changes (i.e. the introduction of new or removal of existing queries) don't affect the analysis.

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Total Data

- ~750 million impressions
- ~32 million clicks
- ~11.8 million keywords



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