
MARKET FACTS!

MARKET FACT #10

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

MARKET FACT #10

91%

**of content gets NO TRAFFIC from
Google (worldwide)**

COMMENT: Yes, you read it right. Practically the majority of content in the world is getting ZERO organic traffic from the big G company. This means that only a handful of businesses and brands in the WORLD are actually getting free, organic traffic from [Google — who owns over 90% of the search engine market worldwide](#). Now, if Google owns that much of the search market, and only 9% of the content in the world is getting organic traffic, without a doubt this should be a big red alert to you. Why? Because first of all, Google should not be trusted as a steady source of traffic. Not if you are a business at least. But let's give you some perspective, shall we? [Reason #1: 40% of Google searches result in ZERO clicks because Google is answering them](#). That's a big problem by itself, proving that Google's intent is to somehow answer as many queries as possible on its own. The ones Google cannot answer, [they'll use feature snippets to steal your clicks](#) forcing users to stay on Google instead of giving websites a visit. And because brands/companies/SEO's are too stupid to realize that feature snippets

area actually working against them, they've been putting the effort into ranking for "position zero", thinking it will help their brand in the long-term. Wrong. Google is just using its dominant position to force brands to give their content for free in exchange for a little bit of traffic. Next? [Reason #2: Google's new algorithm creates original articles from your content \(BIG red alert!\)](#). More evidence proving the last point. Think. If Google already has this level of dominance regarding monopolizing online traffic, then imagine what will happen to the global market since they now can "read" content, "learn" from it, then produce NEW content just like us humans do, thereby becoming another publisher (thanks to A.I.)? Who would win the content war? How much more scarce will attention to businesses become? But wait, because there's more. [Reason #3: Google Makes Push to Turn Product Searches into Cash](#). This means that **Google is aiming to make money from those searches going to businesses that have strong buying intent behind them. That's OBVIOUS since Google is a BUSINESS**. It's not a public service. It's a business. A business that dominates over 90% of the search market worldwide. Nevertheless, they want to monetize as many sources of traffic as possible, as they're providing value to other businesses by sending them traffic. This is 2+2 folks. There's not much to think about here. And since [Google and Facebook own 84% of digital ad dollars worldwide](#), there's not much room left for growth, is there? There is, however, room for growth for Google in one last place: charging money from everything that is currently free, like organic traffic. Think about that.

A MESSAGE FOR BRANDS

BUSINESSES ONLY: Are you reading too many cards or articles? Then [you probably need Professional Consulting Projects.](#) That will boost your Marketing/Business results in a short amount of time. [Prices start at €399 per hour.](#) Buy a Project. Save time. Grow your business now. The market does not wait.



READ SOURCE