
MARKET FACTS!

MARKET FACT #5

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

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40%

**of Google searches results in ZERO
clicks because of Google
answering them**

COMMENT: Some SEO experts advise brands to use [rich snippets](#) as a way to get Google to rank them in the top first results. However, as you can see this is stupid because Google is using your content to answer many questions by itself. I personally click on a snippet of a website once every 15 TIMES I get a snippet as an answer. Gather these facts and put together with the reality that [Google's search market share is 91% by March 2018 \(worldwide\)](#) and you'll realize why most companies have a real problem today when it comes to bringing customers via content in search results._

A MESSAGE FOR BRANDS

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