

# Where People Look on Search Results Page

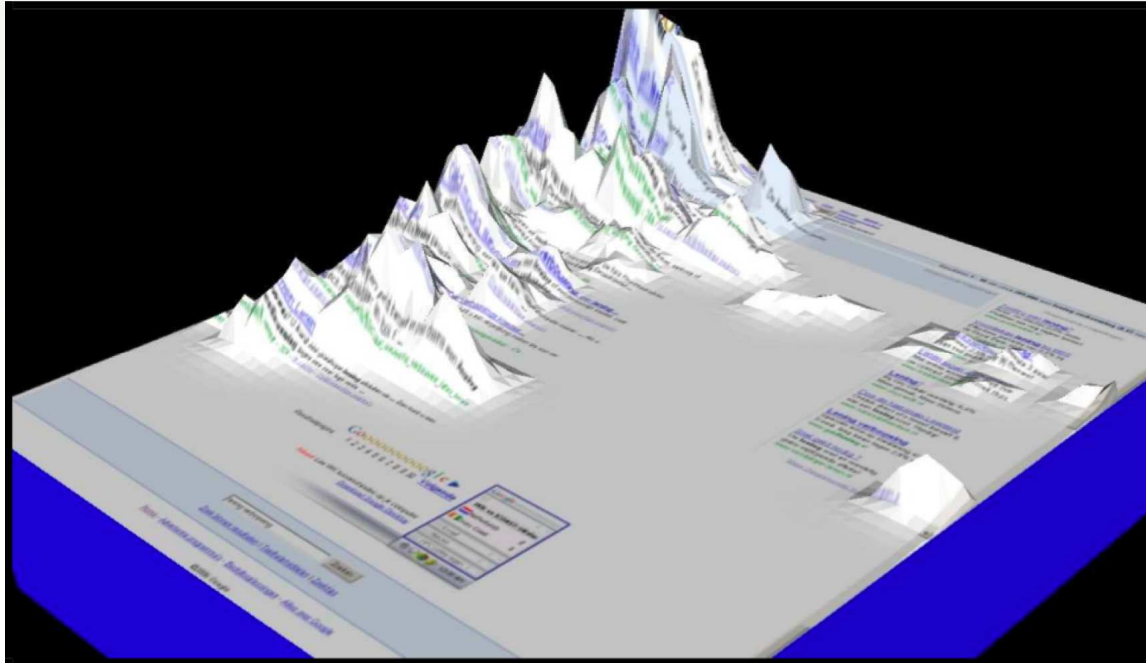


Figure: Eye movements of a person searching for a transaction on a page with search results.

Paid Search is 12% of Search Traffic  
Organic is 88% Search Traffic