

SEO Benchmarks for Small Businesses in 2025

1. Click-Through Rates by Position (2025)

Click-Through Rate (CTR) measures how often people click your link when it appears in search results.

Average CTR by Google Position:

Position 1: 27.8%

Position 2: 15.2%

Position 3: 11.2%

Position 4: 8.5%

Position 5: 6.3%

Position 6: 4.7%

Position 7: 3.5%

Position 8: 2.6%

Position 9: 2.1%

Position 10: 1.8%

The top 3 positions capture over half of all clicks. Targeting these spots should be a priority.

2. Organic vs Paid ROI

Comparison of SEO and PPC (Paid Ads):

SEO:

- ROI: 275%-1,220% (long-term)
- Time to ROI: 6-12 months
- Lead Quality: Higher (inbound intent)

- Trust: 70-80% trust organic results
- Sustainability: Traffic compounds over time

PPC:

- ROI: 100%-300% (short-term)
- Time to ROI: Immediate
- Lead Quality: Lower (interrupt-driven)
- Trust: Many users skip ads
- Sustainability: Stops when payment stops

For small businesses, SEO provides stronger, longer-lasting returns.

3. How Long Does SEO Take?

SEO results typically appear in stages:

3-6 Months: Initial traffic increase and ranking improvements

6-12 Months: Noticeable ROI and lead growth

Factors influencing speed:

- Competition
- Content quality
- Website performance
- Backlinks
- Budget and consistency

4. Bonus Benchmarks

Additional benchmarks that matter:

Content Length: Page-one articles average 1,400-1,800 words

Page Speed: Ideal load time <2.5 seconds

Mobile Usability: Over 65% of traffic is mobile

Conversion Rates:

- E-commerce: 2-4%
- B2B: 2-5%
- Local services: 5-10%
- High-performing landing pages: 10%+

5. What You Can Do With These Numbers

Apply benchmarks to real decisions:

- Set traffic goals based on CTR
- Plan budgets with realistic ROI timelines
- Justify your strategy with data
- Link these insights to your SEO services and case studies

6. Why Benchmark-Based Content Works

We created this guide to help small businesses understand what success in SEO actually looks like.

Our sources include First Page Sage, AIOSEO, Single Grain, Inbound Blogging, Seoprofy, Google Search Central, and our internal data.

Feel free to share, quote, or link to this resource. It's built to help - and built to earn trust.

Conclusion & CTA

Key Takeaways:

- Rankings impact traffic

- SEO outperforms ads over time
- Results take time - but they grow

Next Steps:

- Book a free SEO audit
- Download our full roadmap
- Contact Dealers League for help turning data into growth