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Google's 20 Most Expensive Keywords

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How much would you pay for one visitor to your website? One visitor who may or may not become one customer.

Well, here are some statistics from Google Adwords for their most expensive keywords. The prices here tell how much on average you will pay for one click on an ad for the given keyword in Google.

1. Insurance	\$54.91	11. Conference Call	\$42.05
2. Loans	\$44.28	12. Trading	\$33.19
3. Mortgage	\$47.12	13. Software	\$35.29
4. Attorney	\$47.07	14. Recovery	\$42.03
5. Credit	\$46.06	15. Transfer	\$29.86
6. Lawyer	\$42.61	16. Electricity	\$54.62
7. Donate	\$42.02	17. Classes	\$35.04
8. Degree	\$40.61	18. Rehab	\$33.59
9. Hosting	\$31.91	19. Treatment	\$37.18
10. Claim	\$45.51	20. Cord Blood	\$27.80

I love how much advertisers bid for donations.

Here is the same data as an infographic.

Where's Google[®] making its money?

\$32.2 billion
in total advertising revenue

SPOILER ALERT: **ADVERTISING!**

\$33.3 billion
in total revenue in Q3 2010 - Q2 2011

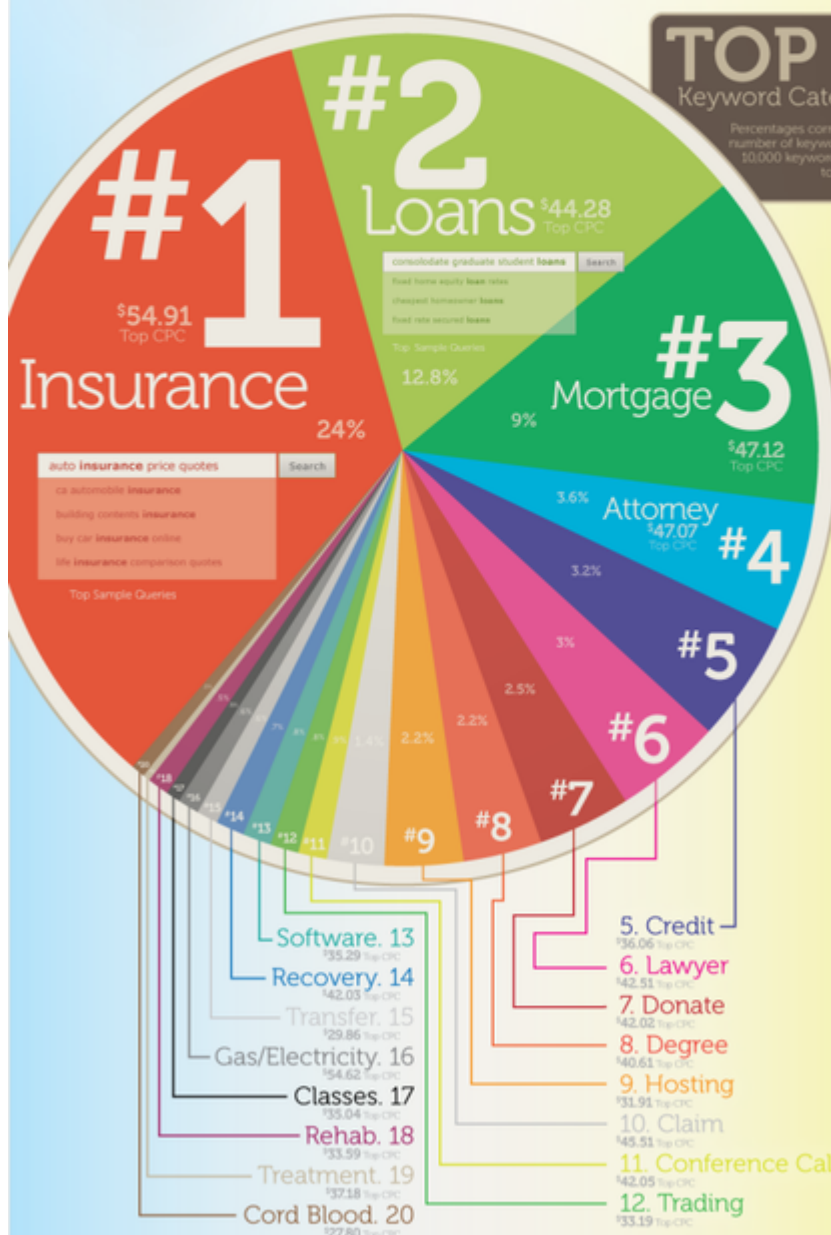
of Google's
Revenue

97%
is from
advertising

Top 20 *Most Expensive* Keywords in Google AdWords Advertising

TOP 20 Keyword Categories

Percentages correspond to the
number of keywords in the top
10,000 keywords that belong
to that category.



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