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2024 Organic Search Traffic

Benchmarks Report

An in-depth look at organic search traffic trends & SERP insights across 7 industries in 2024

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Executive Summary

Website traffic comes from various channels, including organic search, direct, paid, referral, and social. **Organic search traffic is arguably the most crucial form of traffic** since it connects the right audience—with the right search intent at the right funnel stage—to your site via SERPs and helps you answer the questions your customers are asking. It's also **the only channel that produces reliable, long-term traffic**. Unlike paid campaigns, there is no end date for the lifespan of a piece of content. An effective piece of optimized, value-driven, helpful content can continue to rank well for years.

However, identifying organic search KPIs and evaluating your organic search traffic performance poses a challenge. Industry-wide organic search traffic benchmarks are hard to come by due to limited access to the back-end performance analytics of a reliable sample size of websites.

That's where Conductor Intelligence comes in.

As the **leading Website Optimization & Intelligence platform** that provides actionable SEO, content, and technical website intelligence paired with real-time website monitoring, Conductor knows the value of organic search traffic and the impact of effective SEO on business and revenue growth. We took on the challenge of identifying industry-specific benchmarks for organic search in 2024 to help brands better evaluate the effectiveness of their organic SEO & content strategies and learn how to adapt accordingly.

Conductor **analyzed over 800 domains** from leading brands. Each domain was **categorized into 7 industries** and then further segmented into **26 subindustries** to identify traffic trends, top content providers, and more at a granular level.

The following research adds a layer of industry-specific benchmark data to the information provided by integrated website analytics like Google Analytics. It also provides key context for evaluating your efforts, identifying accurate KPIs, and implementing the right strategies to drive results.

Caveats and Considerations

The data is split into seven industries: education, finance, healthcare, professional services, retail, technology, and travel & hospitality. We considered various factors when deciding which industries—and corresponding subindustries—to feature. The industries selected were identified as top economic drivers; they are expected to drive significant revenue growth over the next 5-10 years.

The 26 subindustries selected were the most competitive sectors among the core industries listed. Certain subindustries, like car rentals, were not included due to the limited competition within the grouping (e.g., three primary parent companies owned all major car rental brands).

New to this year's report is the education industry. We have also **expanded the subindustries within retail** to include luxury apparel, hybrid department stores (brick and mortar along with eCommerce offerings), and online-only department stores. This was done to provide benchmarks for department store giants like Target, Walmart, Amazon, and more that would otherwise skew standard subindustry categories like apparel or consumer electronics with abnormally high rates. We have also included our initial findings on the **impact of Google's AI Overviews** since the May 2024 rollout.

The initial findings in this report on organic search traffic, branded vs. non-branded breakdowns, and average organic search traffic values are **based on global organic search traffic data for desktop devices**. These benchmarks are **an average sourced from an analysis of monthly organic search traffic data over the last 12 months (June 2023 - May 2024)** in Conductor Intelligence and Semrush, one of our **certified platform partners**.
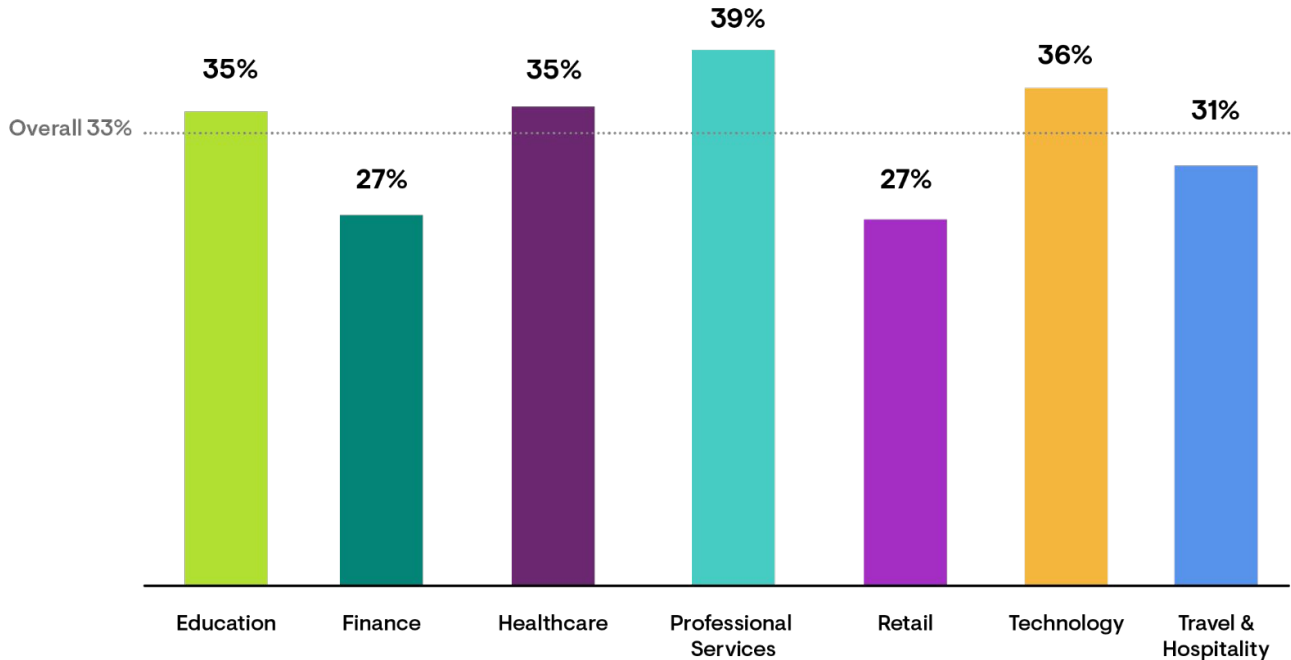
The top rich search result types and top content provider data are **based on U.S.-specific organic search data in Google during May 2024**. To identify these results, we analyzed **over 400K search queries, accounting for over 26B in monthly search volume**, in **Conductor Intelligence**.

This report is a snapshot of the evolving organic search landscape and organic search benchmarks by industry for 2024.

Global Analysis

Organic Search Traffic Overview

On average, organic search produces 33% of overall website traffic for these 7 key industries

Overall 33%

35% Education
27% Finance
35% Healthcare
39% Professional Services
27% Retail
36% Technology
31% Travel & Hospitality

On average, **1 in 3 website visitors to a domain come from organic search** for these seven industries.

A slight decrease (1%-5%) in a majority of these industry benchmarks compared to our 2023 report was expected as Google continues to prioritize efforts to keep users on SERPs. **However, organic search remains the most cost-effective and impactful channel in the long term** compared to social, paid, email, and other traffic-driving channels. And with the shake-up caused by AI Overviews, there's more to gain than ever before.

In this analysis, we explore these seven industries in more depth to better understand these averages and discuss what could be contributing to the traffic disparity between industries and subindustries.

Global Analysis

Organic Search Traffic Benchmarks by Industry

We identified each industry's organic search traffic benchmarks by analyzing the corresponding subindustries. To get an average for each subindustry, we analyzed the monthly organic search traffic data of **800+ domains over the last 12 months** (June 2023 - May 2024).

The average organic traffic value is based on each industry's overall average organic traffic benchmark and determined by the corresponding PPC costs for that traffic if it was sourced through paid channels instead.

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Organic search traffic benchmark for education: 35%

Average organic search traffic benchmarks for education subindustries

Higher Education — 34%

Online Education Services — 33%

Tutoring — 38%
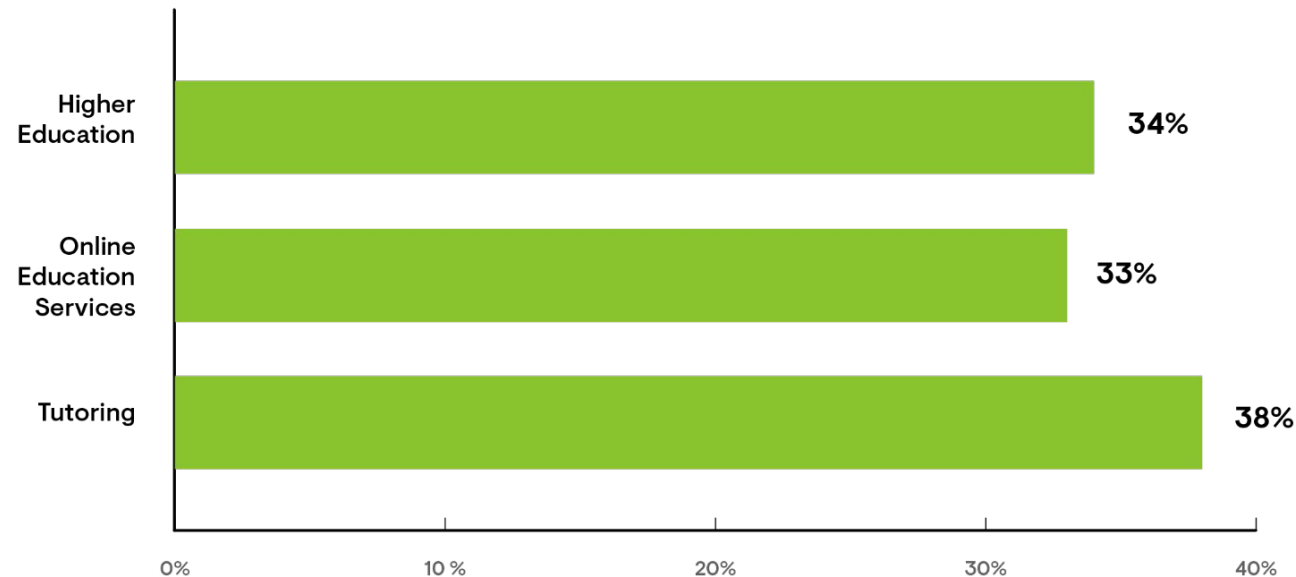
Average organic traffic value for education: $1.8M

The education industry is a new addition to our annual organic search traffic benchmarks report for 2024. **Overall, it tied with healthcare for the third-highest average organic traffic benchmark at 35%.**

For higher education, the eight Ivy League schools topped the list with the highest combined average monthly organic traffic of 44%. This subindustry also had the highest share of branded organic traffic.

When digging deeper into the performance of online education services domains, we saw some of the brands with the highest percentage of organic traffic ranking for a wide array of search queries unrelated to their core services or offerings—meaning this traffic was unlikely to convert.

This serves as an essential education opportunity for executives: organic search traffic benchmarks are helpful guiding posts to evaluate the success of SEO efforts, but they don't tell the whole story. **A high organic traffic share is promising, but you want to focus on increasing *quality* organic traffic that is more likely to convert.** To do so, invest in in-depth audience research to understand what your potential customers are searching for and focus content creation on those topics rather than targeting queries based on monthly search volume (MSV) alone, for example.

Branded vs. non-branded organic search traffic benchmarks
for education

Legend: Branded (green) | Non-Branded (gray)

	Branded	Non-Branded
Higher Education	38%	62%
Online Education Services	32%	68%
Tutoring	31%	69%
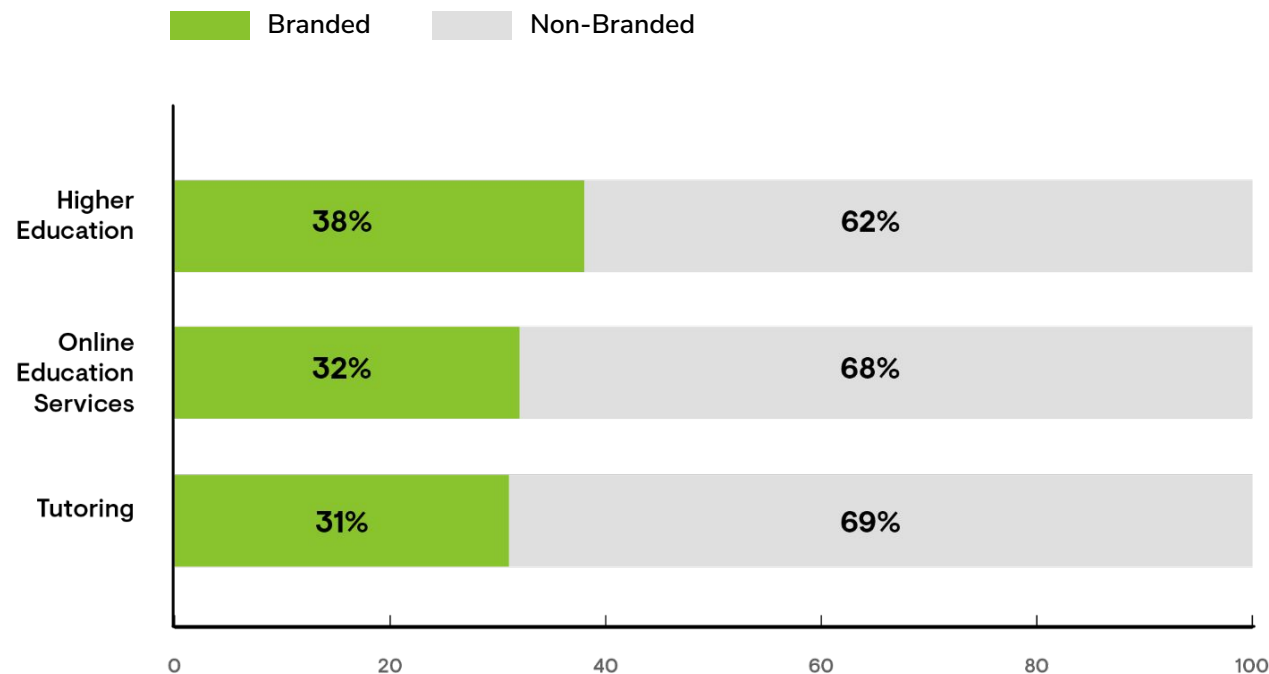
The best way to contextualize a domain's organic performance is to look at the breakdown of branded vs. non-branded organic search traffic.
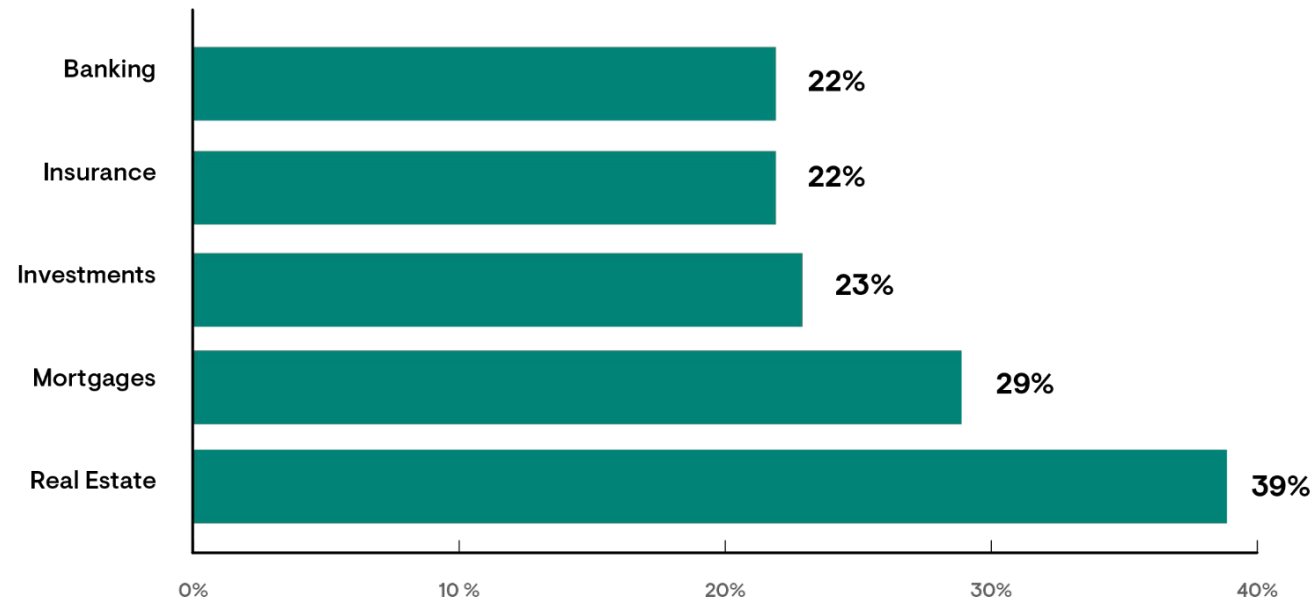
The majority of organic traffic for all three education subindustries is non-branded. When analyzing Ivy League schools, we found that Princeton put in significant effort to create and optimize content across their website, helping improve organic visibility across thousands of non-branded search queries. Princeton's strategy and the high share of non-branded traffic across the board **reiterate the value of ranking well for non-branded search queries to remain relevant and expand into new audiences**.

Average branded organic search traffic benchmark: 34%
Average non-branded organic search traffic benchmark: 66%

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Organic search traffic benchmark for finance: **27%**

Average organic search traffic benchmarks for finance subindustries

Bar chart:
- Banking: 22%
- Insurance: 22%
- Investments: 23%
- Mortgages: 29%
- Real Estate: 39%

Average organic traffic value for finance: $8.9M

Real estate had the highest monthly organic search traffic on average among subindustries. These sites tend to rank very well on SERPs because they leverage **programmatic SEO** to automatically generate landing pages for states, cities, and neighborhoods. Additionally, searchers looking into real estate are most likely not tied to a brand. **This makes investing in SEO and website optimization more crucial for domains competing in this space** since the ROI could be significant.

Conversely, banking portal URLs inflate the overall traffic amount to each domain as users log in to their accounts daily via direct traffic. As a result, organic traffic constitutes a smaller piece of the pie. Similarly, direct traffic is more likely to be a leading channel for insurance providers as users navigate to these websites most often when checking a claim status or reviewing their policies.

Despite the high volume of direct traffic for both subindustries, **organic search remains the most effective way to capture searchers still deciding between banking or insurance solutions.**

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Branded vs. non-branded organic search traffic benchmarks
for finance

Branded Non-Branded

	Branded	Non-Branded
Banking	87%	13%
Insurance	71%	29%
Investments	80%	20%
Mortgages	89%	11%
Real Estate	30%	70%

As highlighted in the previous slide, real estate has the highest non-branded organic traffic, as users are less likely to be tied to a brand when searching for a specific property opportunity.

For all other finance subindustries, the organic traffic breakdown leans heavily towards branded. This could be the result of a few different user behaviors. **One likely factor is that a significant portion of searches within the finance industry are navigational**, like "capital one login" or "chase online banking," leading to a substantial increase in branded traffic for most finance subindustries.

*Average branded organic search traffic benchmark: 72%
 Average non-branded organic search traffic benchmark: 28%

***Given the wide range of branded vs. non-branded benchmarks between finance subindustries, focus on the subindustry benchmarks for your specific vertical rather than the overall average benchmarks to determine your KPIs.

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Organic search traffic benchmark for healthcare: 35%

Average organic search traffic benchmarks for healthcare subindustries

Biotech & Pharma — 38%
Health Insurance — 29%
Medical — 38%
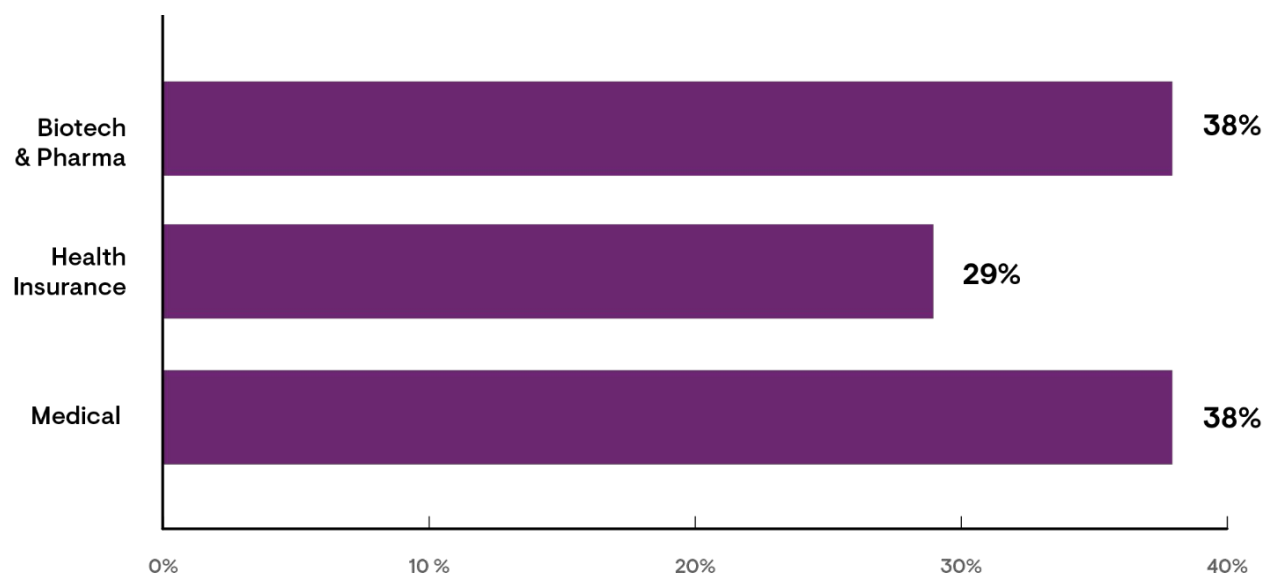
Average organic traffic value for healthcare: $3M

For context, the medical subindustry encompasses hospitals, urgent care centers, and locations where patients receive care and medical services.

Many brands in the healthcare industry see a **significant portion of organic traffic coming from informational searches**. Building a content strategy centered around defining medical terms, conditions, or common questions via glossary-style content has been shown to increase organic traffic and produce sustainable long-term ROI. However, Google's AI Overviews may impact this as early studies show that the new result type appears more often for informational search queries that already trigger a Featured snippet result type.

For healthcare centers within the medical subindustry, a **targeted local-specific content strategy can effectively increase organic search traffic** as some of the top searches include "near me" phrasing. For example, the search term "urgent care near me" has 2.2M in monthly search volume (MSV). Additionally, maintaining updated Google Business Profiles and requesting honest reviews from patients for these listings can help boost local search discoverability.

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Branded vs. non-branded organic search traffic benchmarks
for healthcare

Legend: ■ Branded ▢ Non-Branded

Biotech & Pharma: 43% | 57%

Health Insurance: 71% | 29%

Medical: 18% | 82%

(x-axis: 0, 20, 40, 60, 80, 100)

When reviewing the overall branded vs. non-branded benchmarks for the healthcare industry, it seems like a relatively even split.

However, a closer look shows this is only the case for the biotech & pharma subindustry, where there are some well-known brand names (Bayer, Pfizer, etc.), but searches are more equally split between informational and navigational as users are often looking for recent developments in experimental treatments.

There is a drastic uptick in non-branded organic traffic for the medical subindustry, as users are often making informational searches or trying to find the nearest healthcare center locations in their area rather than making navigational searches to a specific healthcare center.

*Given the wide range of branded vs. non-branded benchmarks between healthcare subindustries, focus on the subindustry benchmarks for your specific vertical rather than the overall average benchmarks to determine your KPIs.

*Average branded organic search traffic benchmark: 44%
Average non-branded organic search traffic benchmark: 56%

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Organic search traffic benchmark for professional services: 39%

Average organic search traffic benchmarks for professional services subindustries

Consulting — 35%
Corporate Law — 55%
Recruiting — 26%

0% 10% 20% 30% 40% 50% 60%
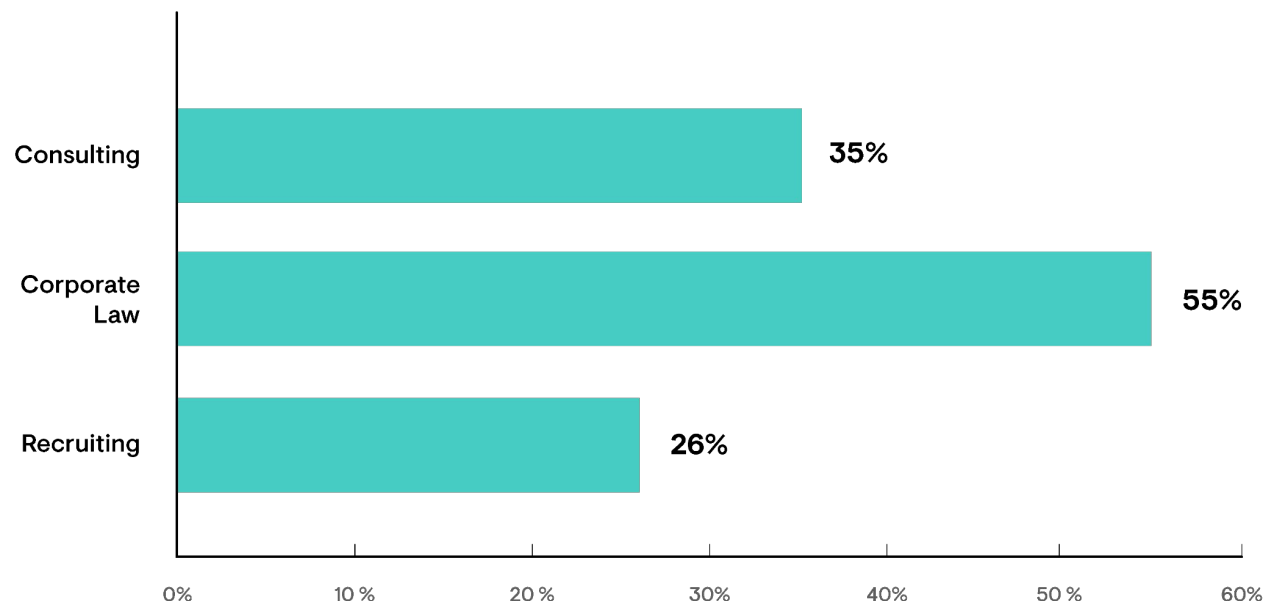
This year, the **professional services industry has the highest overall organic search traffic benchmark (39%)** out of all the industries we analyzed, thanks in large part to the corporate law subindustry.

Corporate law sits at an average organic traffic benchmark of 55% because users are most interested in informational searches for answers to corporate law-related questions or situations. By targeting these types of search terms and prioritizing pain point-focused content creation, **you can build trust with users who land on your content and implement strategies to convert them into potential customers down the line**.

On the other hand, recruiting has a significantly lower organic traffic benchmark of 26%, which could be linked to the brand recognition of major recruiting agencies and effective paid campaigns for tech-based recruiting solutions like ZipRecruiter, resulting in a higher share of direct traffic.

Average organic traffic value for professional services: $1.1M

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Branded vs. non-branded organic search benchmarks
for professional services

Legend: Branded (teal) | Non-Branded (grey)

Subindustry	Branded	Non-Branded
Consulting	68%	32%
Corporate Law	53%	47%
Recruiting	22%	78%

(Bar chart x-axis: 0, 20, 40, 60, 80, 100)
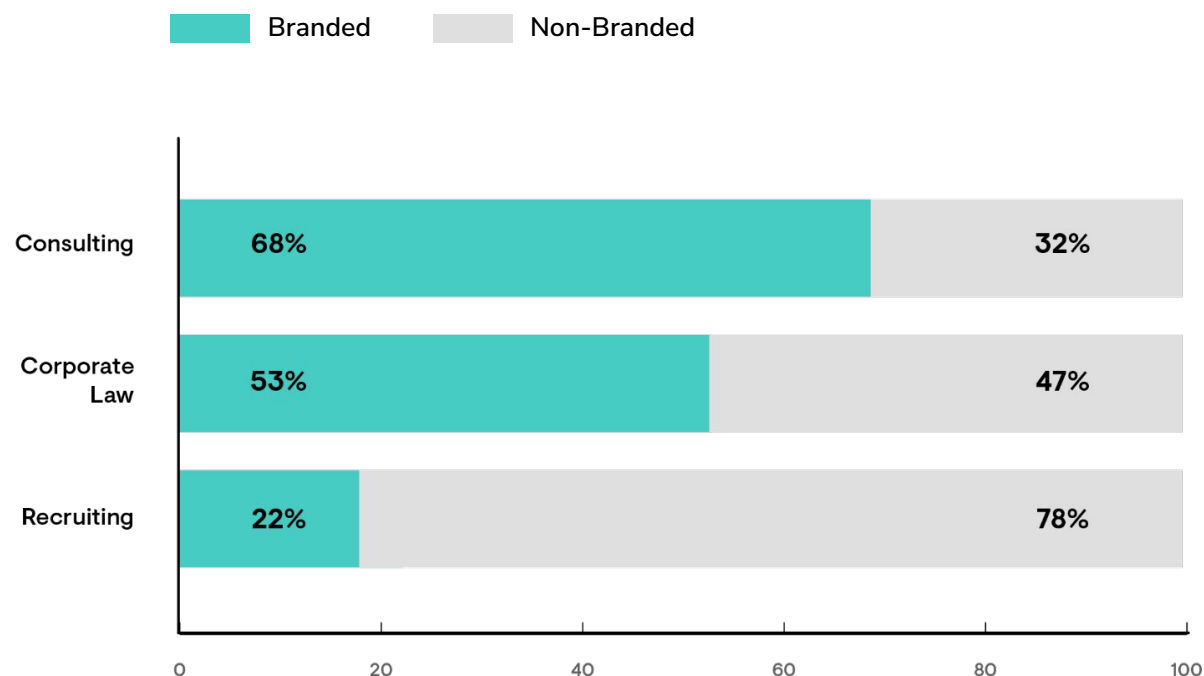
The high branded organic search traffic share within consulting speaks to the difficulty smaller firms face when competing organically against well-known consulting giants like Deloitte, McKinsey, PwC, and Ernst & Young.

Recruiting shows the opposite with a high non-branded organic benchmark, highlighting the opportunity for any company in this sector to increase organic search traffic through a targeted SEO strategy.

One of the most effective ways to do this is by aligning your efforts with E-E-A-T guidelines and prioritizing a **value-driven, human-centered content strategy to build trust with and win over undecided users** to your recruiting services by providing helpful content based on proven experience.

*Given the wide range of branded vs. non-branded benchmarks between professional services subindustries, focus on the subindustry benchmarks for your specific vertical rather than the overall average benchmarks to determine your KPIs.

*Average branded organic search traffic benchmark: 48%
Average non-branded organic search traffic benchmark: 52%

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Organic search traffic benchmark for retail: 27%

Average organic search traffic benchmarks for retail subindustries

Beauty & Fragrance — 35%
Consumer Electronics — 30%
Food & Grocery — 26%
Apparel — 25%
Luxury Apparel — 34%
Hybrid Department Stores — 18%
Online-Only Department Stores — 19%

0% 10% 20% 30% 40%
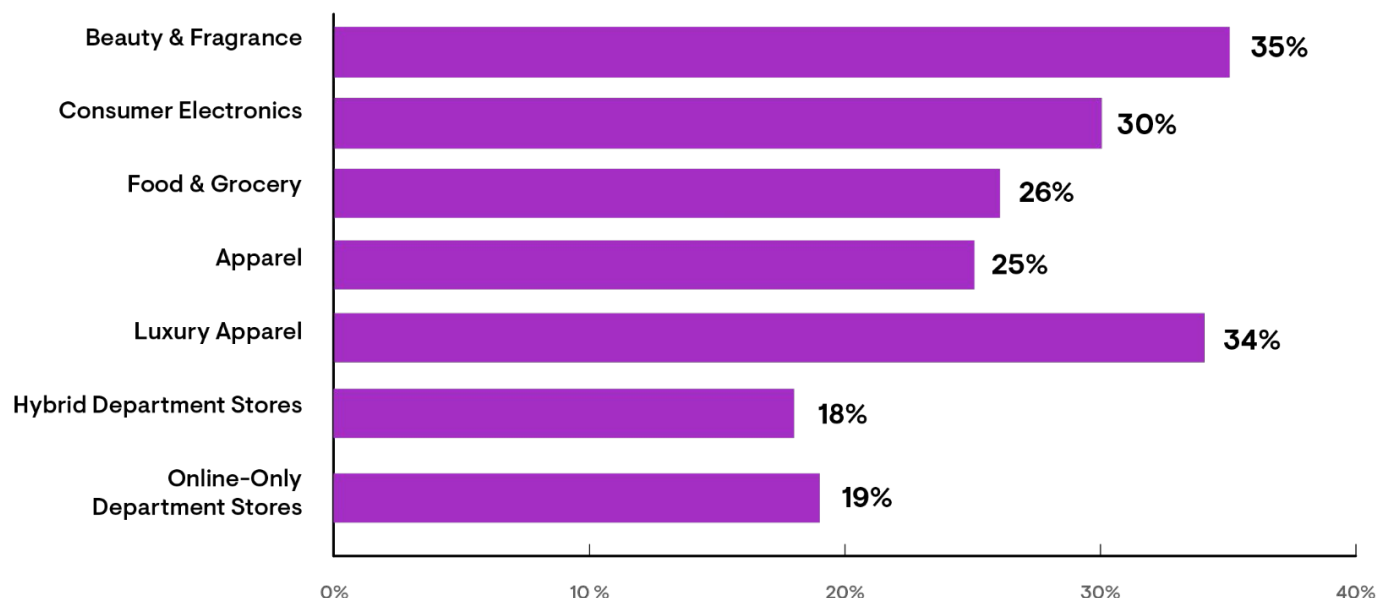
Average organic traffic value for retail: $22.9M

Despite having one of the lowest overall average organic search traffic benchmarks, **the average value of that organic traffic, if sourced via PPC, sits at an incredible $22.9M—the highest amount of any industry in this report** for a second year in a row.

This cost estimate speaks to the highly competitive CPC for retail keywords. Users want a faster and more seamless shopping experience in as few clicks as possible, so it pays to optimize product listings to appear first organically on SERPs.

Online-only and hybrid department stores—two new subindustry additions for 2024—are comprised of well-known retail giants (Amazon, Target, Walmart, Macy's, etc.), so it's not surprising to see more of their traffic share coming from direct and paid channels considering the power of their global brand awareness and how vast their advertising budgets are.

Interestingly, luxury apparel shows a 9-point increase compared to the apparel subindustry. Luxury retailers should take note of the opportunity to **capture more of this organic traffic through proactive SEO and website optimization** to ensure they outrank growing luxury apparel resale competitors.

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Branded vs. non-branded organic search traffic benchmarks
for retail

Branded ■ **Non-Branded** ■

Category	Branded	Non-Branded
Beauty & Fragrance	67%	33%
Consumer Electronics	62%	38%
Food & Grocery	90%	10%
Apparel	74%	26%
Luxury Apparel	72%	28%
Hybrid Department Stores	63%	37%
Online-Only Department Stores	33%	67%
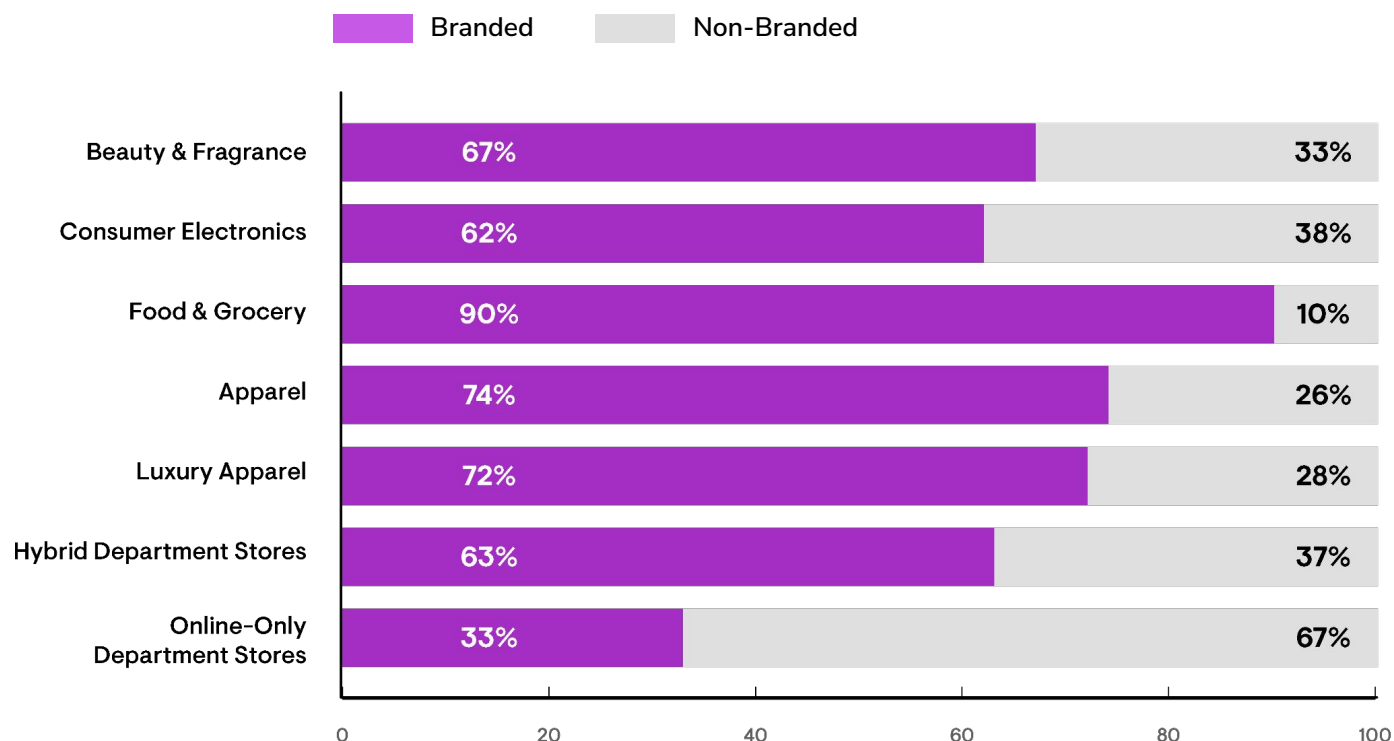
Hybrid department stores and online-only department stores have nearly the opposite split of branded vs. non-branded organic search traffic. **Why?**

While there are several factors to consider, one contributing factor could be that **digital visibility of products is truly essential for online-only department stores** because without this visibility, these online-only stores will fail. As a result, they invest more in SEO, product listing optimization, and overall website optimization, leading to a significant increase in the total number of non-branded searches their products appear for.

Average branded organic search traffic benchmark: 66%
Average non-branded organic search traffic benchmark: 34%

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Organic search traffic benchmark for technology: 36%

Average organic search traffic benchmarks for technology subindustries
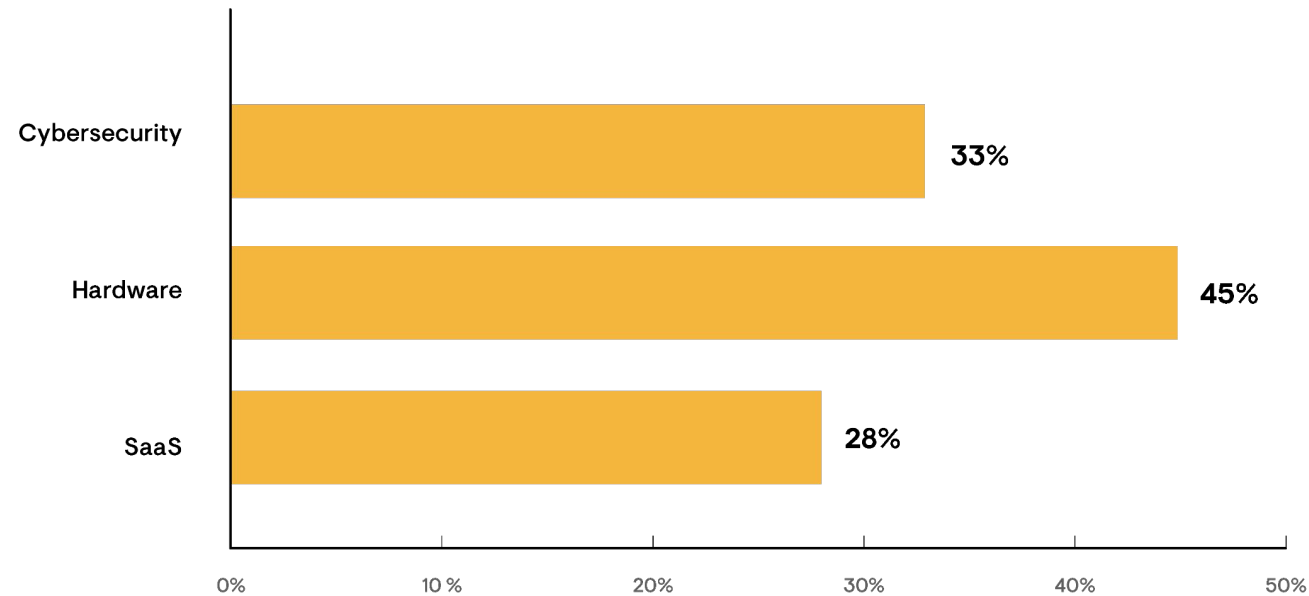
The technology industry has the second-highest overall organic search traffic benchmark out of all the analyzed industries.

Due to the sheer amount of hardware product offerings and types, an increased organic traffic benchmark is expected for the hardware subindustry. **Cybersecurity and SaaS rely more on brand recognition via direct, referral, and paid traffic.** Trust also plays an important role for cybersecurity. When you've developed trust with users in the quality of your product, they are more likely to search for you directly, which is reflected in the branded/non-branded traffic split on the following page.

It pays to get as granular as possible when identifying your organic KPIs. Use the subindustry benchmarks here rather than the overall industry benchmark to evaluate whether you're on par with your competitors. Hardware shows a 13-point increase compared to cybersecurity and a 17-point increase compared to SaaS, which is a significant difference to account for when setting realistic organic traffic goals.

Average organic traffic value for technology: $5.5M

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Branded vs. non-branded organic search traffic benchmarks
for technology

Branded ▊ Non-Branded ▊

Cybersecurity	**55%** · **45%**
Hardware	**43%** · **57%**
SaaS	**47%** · **53%**

0   20   40   60   80   100
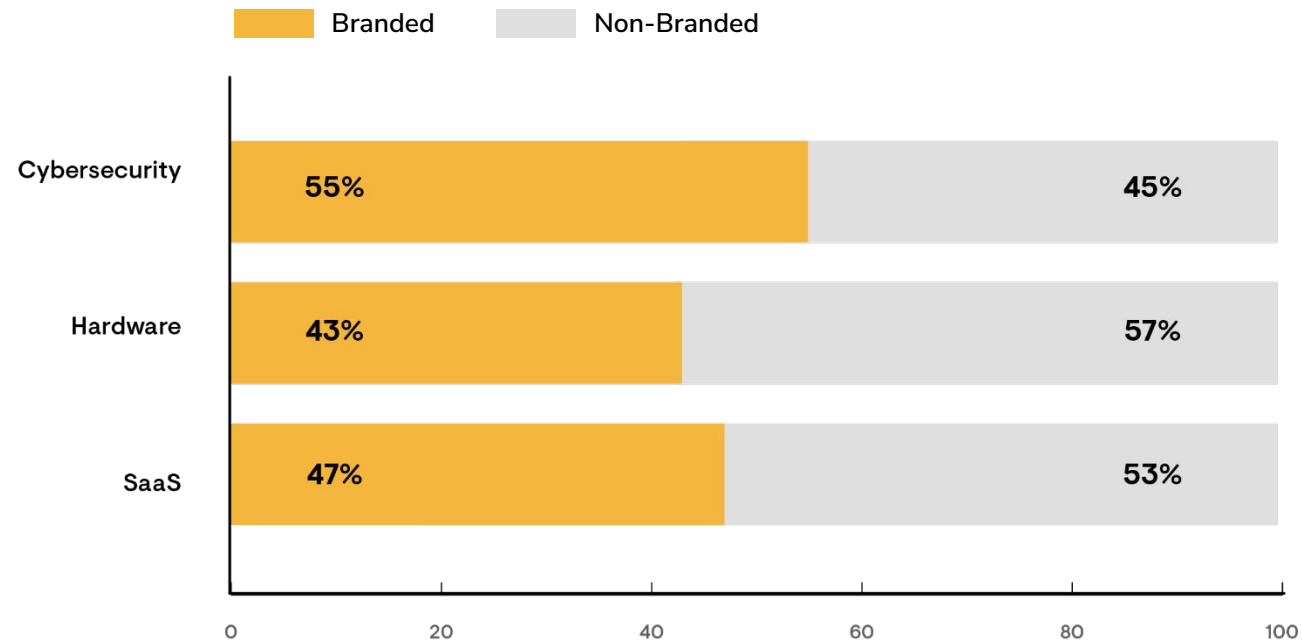
For the second year in a row, the tech industry is the only industry in this report that follows a near 50/50 split for branded and non-branded organic search traffic down to the subindustry level.

This almost equal split across the board speaks to the balance between effective brand recognition efforts by major players and the desire from users to conduct their own commercial searches to investigate the best offering or service for their needs.

Emerging brands should maximize this opportunity by investing primarily in **value-based content creation to answer the target audience's top questions.** Another effective SEO strategy to increase organic search traffic is creating detailed comparison articles that provide the full scope of the benefits of your service compared to fellow competitors. **Prioritize a neutral, fair, and fact-based approach in these articles to build trust with readers, as that should be the primary goal going back to E-E-A-T.**

Average branded organic search traffic benchmark: 48%
Average non-branded organic search traffic benchmark: 52%

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Organic search traffic benchmark for travel & hospitality: 31%

Average organic search traffic benchmarks for travel subindustries

Hotels & Resorts — 33%
Travel Intermediaries — 28%
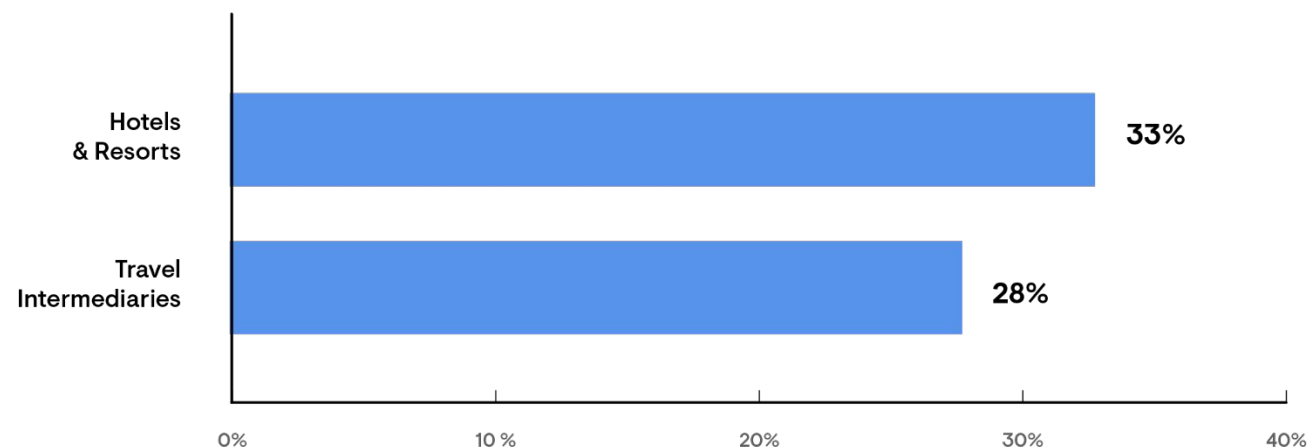
While slightly lower than the $13.4M organic traffic value we reported in 2023, an average organic traffic value of $12.3M for travel & hospitality in 2024 reinforces how competitive and expensive related paid keywords are for this industry.

U.S. TSA travel data shows that the total number of daily travelers has surpassed pre-pandemic numbers, meaning **organic search competition between travel & hospitality domains is at an all-time high**.

The best time for travel & hospitality brands to invest in a proactive SEO strategy is now. The Video rich result type was one of the top three types appearing for hotels & resort-related queries. Take the time to implement a scalable content strategy—**prioritizing long-form content *and* video content creation**—focused on answering your audience's top and trending searches and optimizing country, state, and city-specific content to increase visibility for local searches. Then, watch as this content accrues authority and increases organic traffic over time.

Average organic traffic value for travel: $12.3M

Branded vs. non-branded organic search traffic benchmarks
for travel & hospitality

■ Branded   **■ Non-Branded**

Category	Branded	Non-Branded
Hotels & Resorts	81%	19%
Travel Intermediaries	19%	81%

(x-axis: 0, 20, 40, 60, 80, 100)
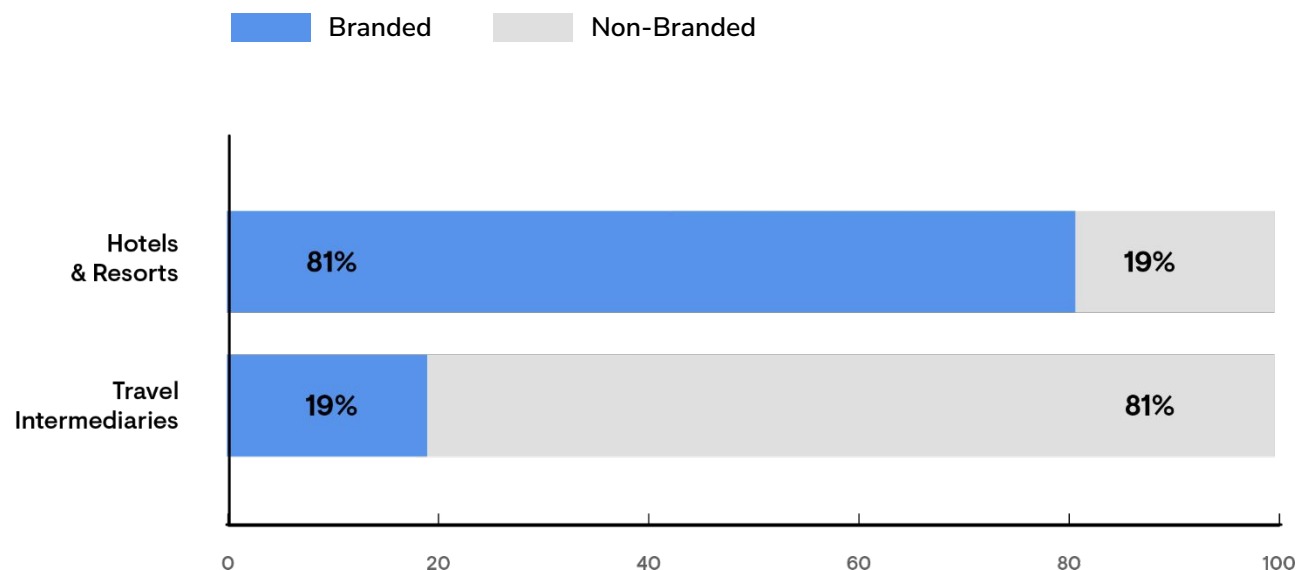
Another extreme split was found when comparing the branded vs. non-branded breakdown of organic traffic within travel subindustries.

Travel intermediaries drive most (81%) of their organic traffic from non-branded searches, while hotels & resorts report the opposite. This is likely due to user behavior. When searching for hotels & resorts, you likely already have a chain or brand name in mind. **Travel intermediary websites are often more successful and rank higher for keywords relating to broad, non-branded terms** like "cheap flights," "best" location-specific terms, or feature a significant amount of reliable user-generated content, which can help boost website performance on Google's SERPs.

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Outmaneuver your top competitors with **Conductor Intelligence**

Instantly analyze your competition's strengths and weaknesses, compare head-to-head, and filter to the most impactful insights to identify opportunities for capturing greater organic visibility with Conductor Intelligence.

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U.S.-Specific Analysis

Search & Content Insights

We compiled and analyzed **over 400K search queries, accounting for 26B+ in MSV**, to determine which rich search result types appear most often per subindustry and which domains were the top content providers during May 2024.

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Top 3 rich search result types by subindustry
for education

Higher Education
- People also ask — **99%**
- Featured snippet — **17%**
- Video — **16%**

Online Education Services
- People also ask — **94%**
- Video — **54%**
- Carousel — **51%**

Tutoring
- People also ask — **94%**
- Featured snippet — **46%**
- Video — **41%**
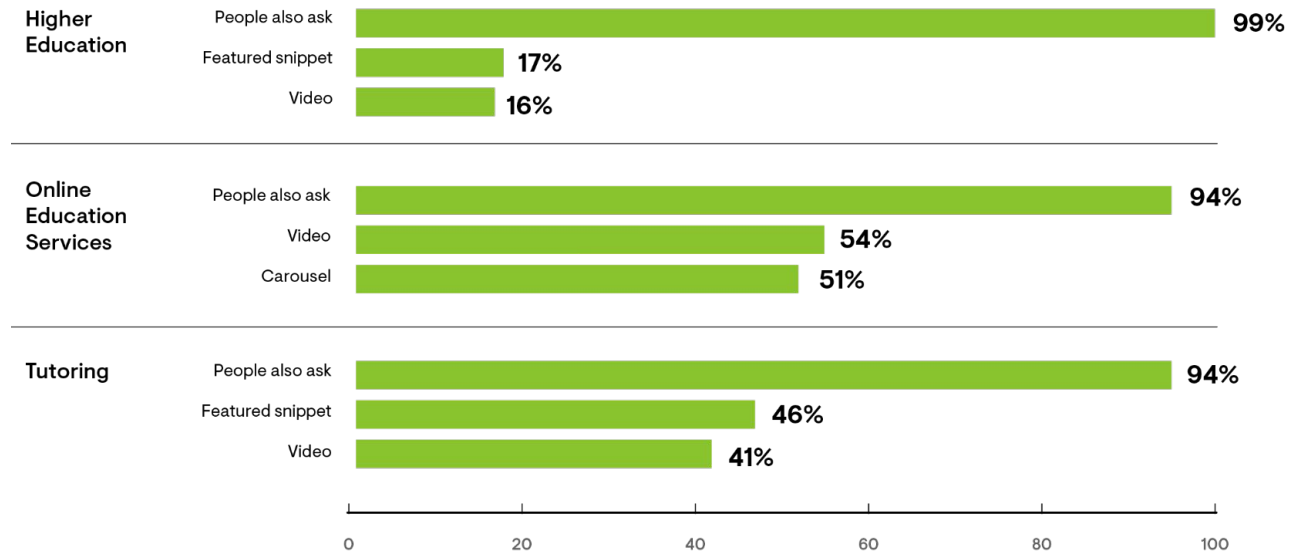
Understanding the latest ranks and trends for the top rich search result types by industry can be one of the best ways to gauge if you're providing the best information—in the right format—for your target audience.

We used Conductor Intelligence to analyze the prevalence of rich search result types by subindustry. We identified the top three result types that appeared most often across the 400K search queries analyzed so you know which to target in your optimization efforts for the best chance of winning these.

The **People also ask result type appears most often for 24 of the 27 subindustries**, including all 3 education subindustries. The prevalence of this rich result type underscores the importance of in-depth keyword research to ensure you answer your target audience's most common questions and related follow-up questions in your content.

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Top 3 rich search result types by subindustry
for finance

Banking
People also ask — 100%
Featured snippet — 30%
Video — 20%

Insurance
People also ask — 100%
Featured snippet — 24%
Video — 11%

Investments
People also ask — 99%
Featured snippet — 27%
Video — 14%

Mortgages
People also ask — 99%
Featured snippet — 29%
Video — 13%

Real Estate
People also ask — 78%
Featured snippet — 9%
Local — 8%
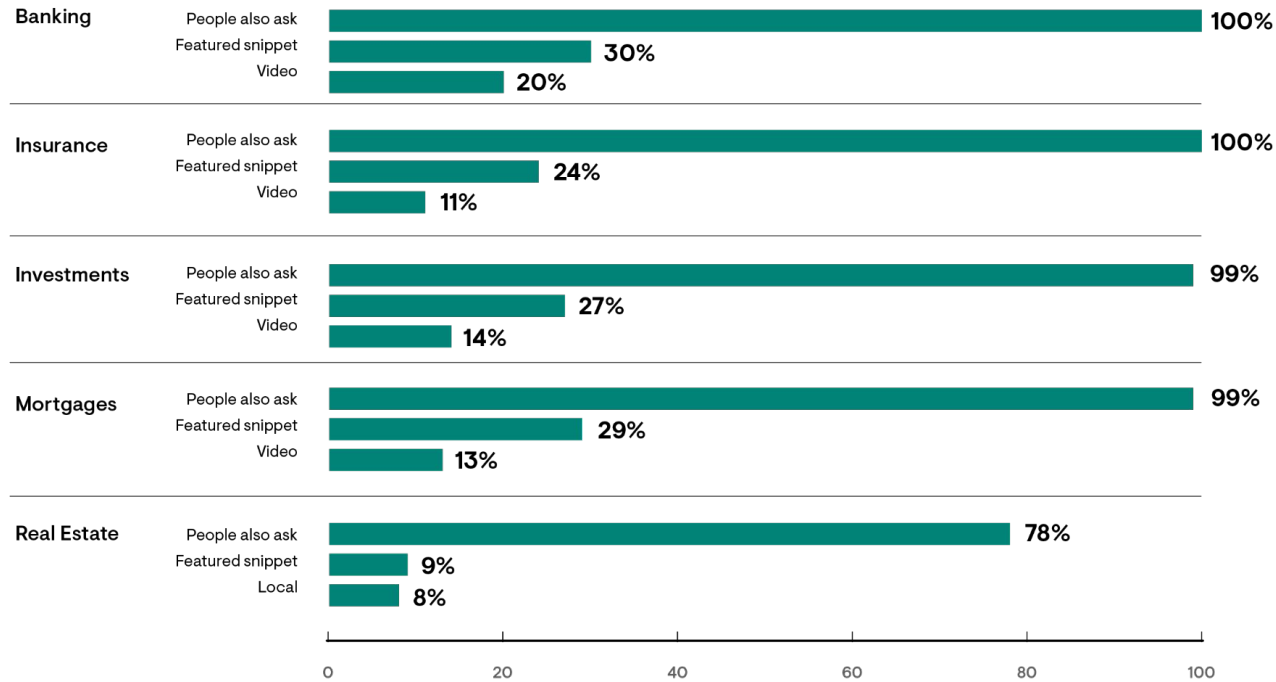
People also ask and Featured snippet result types remain dominant across the finance industry, continuing what we saw in 2023.

A new trend discovered over the last 12 months is the rising prevalence of the Video result type across all 5 finance subindustries. More specifically, we noted significant month-over-month growth of this result type for banking and real estate domains. Brands within these verticals should **prioritize video-specific content creation to capture users' growing interest in this result type** for informational searches.

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Top 3 rich search result types by subindustry
for healthcare

Biotech & Pharma
- People also ask — **98%**
- Featured snippet — **46%**
- Video — **36%**

Health Insurance
- People also ask — **99%**
- Featured snippet — **16%**
- Video — **7%**

Medical
- People also ask — **94%**
- Local — **40%**
- Featured snippet — **31%**

(x-axis: 0, 20, 40, 60, 80, 100)
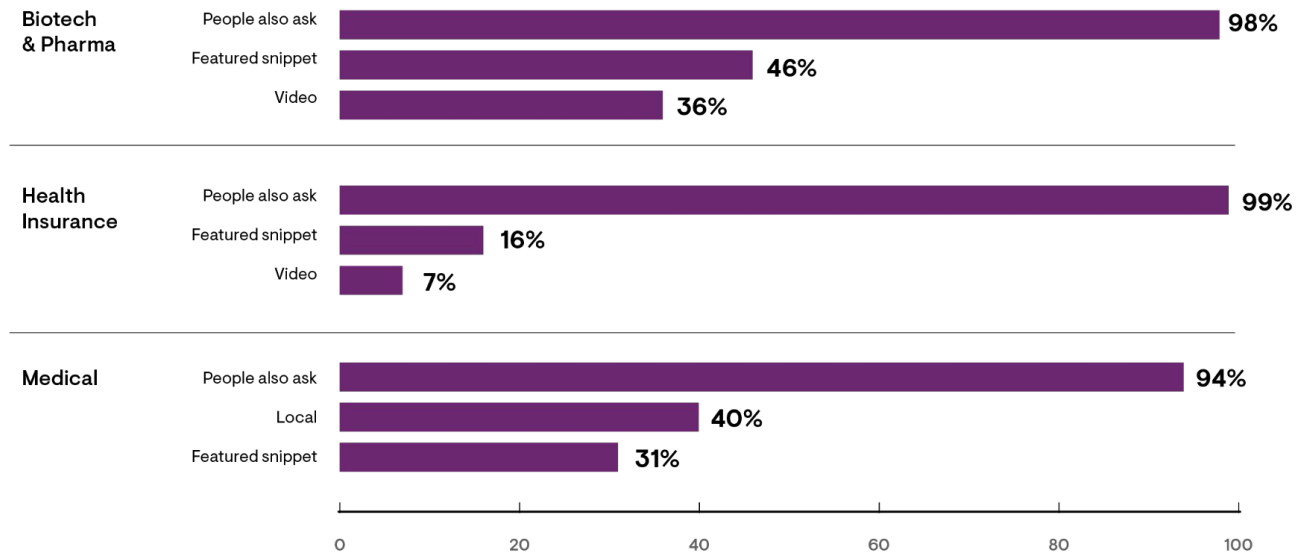
The dominance of People also ask and Featured snippets for the healthcare industry **reinforces the effectiveness of investing in a FAQ/glossary-style content strategy** to increase organic visibility and discoverability within this sector for informational queries. While this may change with Google's AI Overviews result type over time, it's too soon to tell what impact it will have and what version of AIO is here to stay.

The Local result type appeared in 40% of the analyzed search queries for medical, which aligns with the increased local intent-driven searches from users looking for care centers near them.

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Top 3 rich search result types by subindustry
for professional services

Consulting

People also ask	98%
Local	23%
Video	22%

Corporate Law

People also ask	97%
Featured snippet	21%
Video	14%

Recruiting

People also ask	87%
Local	33%
Jobs	26%

0   20   40   60   80   100
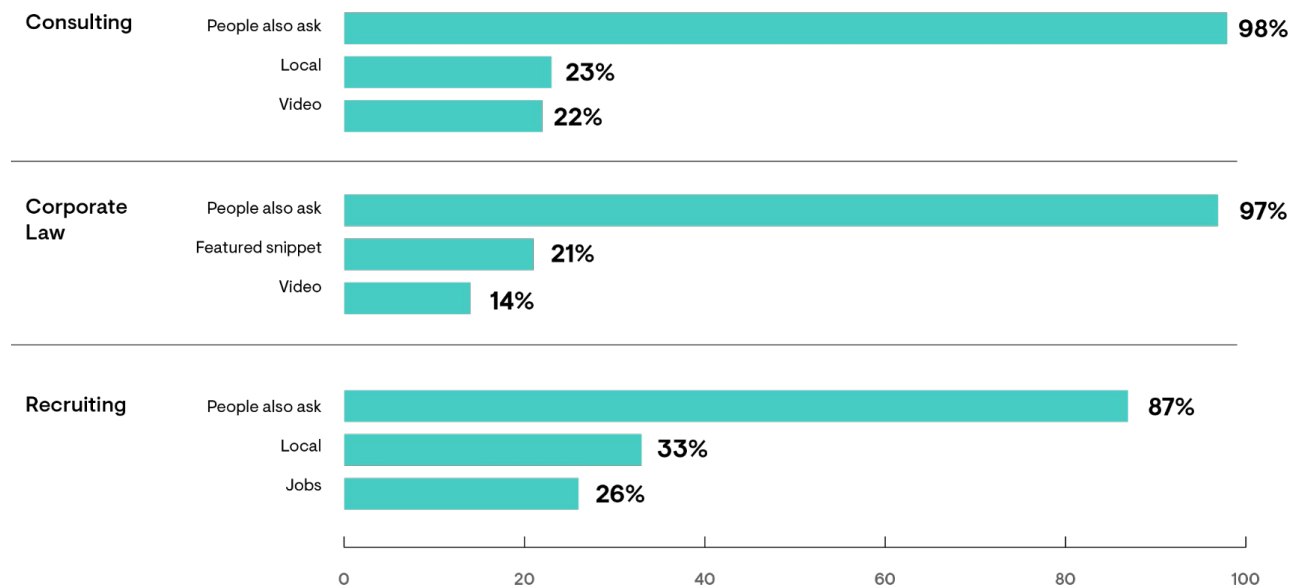
Similar to what we saw with finance subindustries, the Video rich search result type is on the rise for both consulting and corporate law subindustries.

Corporate law specifically saw a significant month-over-month increase in search queries triggering a Video result type. All signs indicate this will continue in the months ahead. This could be an indication that users want to hear directly from legal experts about commonly asked questions rather than reading optimized content. Creating helpful, straightforward videos with different lawyers at the firm can help put a human face on your services, increase organic search visibility, and build trust among your audience.

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Top 3 rich search result types by subindustry
for retail

Beauty & Fragrance
- People also ask — 98%
- Product — 62%
- Video — 42%

Consumer Electronics
- People also ask — 98%
- Product — 64%
- Video — 29%

Food & Grocery
- People also ask — 95%
- Product — 44%
- Recipe carousel — 30%

Apparel
- Product — 83%
- People also ask — 66%
- Image — 49%

Luxury Apparel
- People also ask — 68%
- Product — 62%
- Image — 60%

Hybrid Department Stores
- People also ask — 71%
- Product — 64%
- Image — 34%

Online-Only Department Stores
- People also ask — 70%
- Product — 49%
- Image — 40%

(x-axis: 0, 20, 40, 60, 80, 100)

Interestingly, **People also ask remains the most prevalent rich search result type for retail across 6 of these 7 retail subindustries**.

Apparel is the only subindustry where the Product result type appeared most often among the search queries analyzed. In Conductor Intelligence, the Product result type is defined as product listings that populate in the carousel-style format and include a Google-provided label including words like "popular products," "deals," "product," "top," or "best."

Another interesting takeaway from looking at rich search result type trends for most retail subindustries was the decreasing prevalence of Video results. Apparel, hybrid department stores, and online-only department stores all showed declining month-over-month visibility of Video results for the analyzed queries.

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Top 3 rich search result types by subindustry
for technology

Cybersecurity

People also ask	99%
Video	31%
Featured snippet	26%

Hardware

People also ask	97%
Product	57%
Video	26%

SaaS

People also ask	98%
Video	31%
Featured snippet	13%

(x-axis: 0, 20, 40, 60, 80, 100)
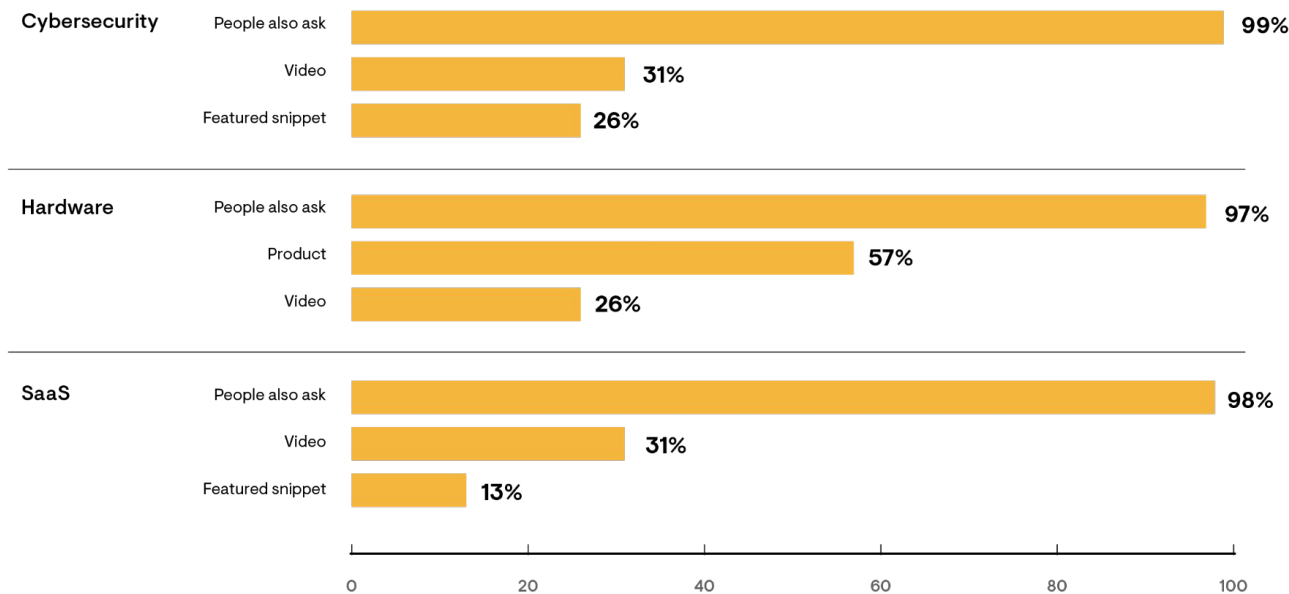
Video result types are becoming more prevalent for technology-related searches. Specifically, this result type is gaining the most traction month over month within hardware and SaaS.

For hardware, this could be a combination of users looking for honest reviews of products, along with simple troubleshooting and support walkthroughs—both of which are easiest to follow and more engaging as video content.

The increase in Video result types for SaaS-related queries could speak to the desire from users to put a face to a software product and see firsthand the value of the software via interactive platform walkthroughs vs. having to read long-form content that can come across as overly promotional and vague.

Top 3 rich search result types by subindustry
for travel & hospitality

Hotels & Resorts

Local	79%
People also ask	79%
Video	1%

Travel Intermediaries

People also ask	83%
Featured snippet	44%
Local	15%

0   20   40   60   80   100
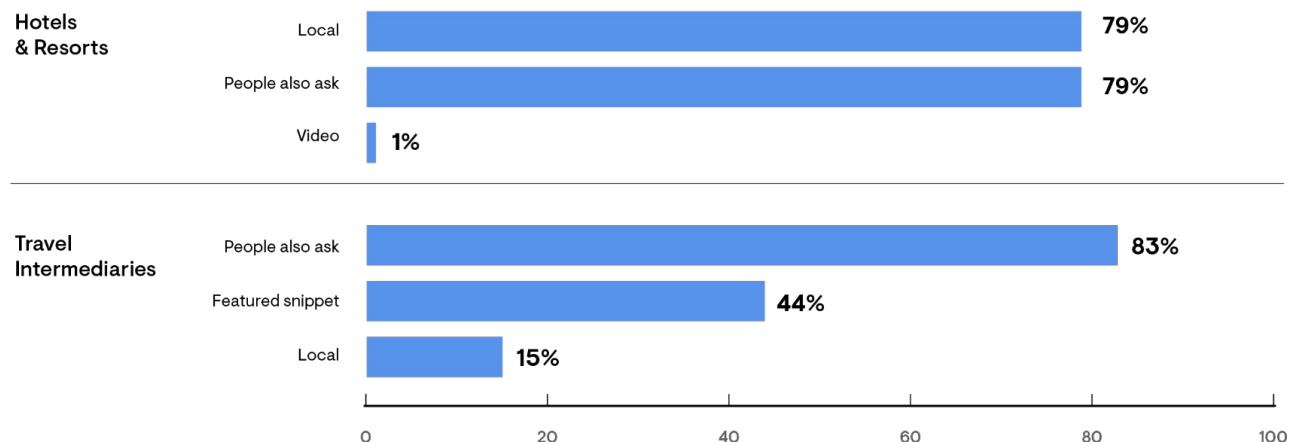
The Local rich search result type is the most prevalent for hotels & resorts, as users often search for geo-specific lodging options.

Video results are also on the rise for hotels & resorts, continuing the trend we've seen across multiple industries and subindustries over the last 12 months. To compete moving forward, brands should invest in video content creation.

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Top content providers by subindustry
for education
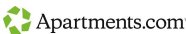
	Higher Education	Online Education Services	Tutoring
N°1	▶ YouTube	▶ YouTube	▶ YouTube
N°2	Forbes	coursera	Study.com
N°3	U.S.News & WORLD REPORT	indeed	BYJU'S
N°4	BestColleges	LinkedIn	Khan Academy
N°5	coursera	shiksha	CUEMATH

Top content providers were identified based on the percentage of weighted market share of the top 10 results for the three most popular rich search result types per subindustry.

For education, that included People also ask, Featured snippet, Video, and Carousel rich result types across the related subindustries.

You'll note that YouTube appears as the #1 content provider across various industries and subindustries wherever Video ranked as one of the top three most prevalent rich result types. **Use this to your advantage to increase investments in video content creation** by showing the increased organic search visibility that optimized YouTube videos deliver.

Based on the percentage of weighted market share of the top 10 results for the 3 most prevalent rich result types per subindustry

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Top content providers by subindustry
for finance

	Banking	Insurance	Investments	Mortgages	Real Estate
N°1	YouTube	YouTube	YouTube	YouTube	realtor.com
N°2	CHASE	PROGRESSIVE	Investopedia	Khan Academy	Apartments.com
N°3	Bankrate	MarketWatch	SAVING FOR COLLEGE	Bankrate	RentCafe
N°4	Investopedia	Bankrate	charles SCHWAB	Investopedia	REDFIN
N°5	nerdwallet	Investopedia	BlackRock	cfpb Consumer Financial Protection Bureau	payscale

Reviewing your subindustry's top content providers helps uncover **indirect competitors** who may not sell your product or services but outrank your site for core search phrases, like Investopedia for investments and banking and Khan Academy for mortgages.

Khan Academy is a new addition to the list of top finance content providers for 2024 largely due to its newly added, free "Life Skills" video courses, which cover topics like financial literacy, personal finance, mortgages, and the home buying process. These video courses rank well for common mortgage-related search queries. Financial institutions offering mortgage services looking to compete and outrank Khan Academy should **prioritize video content creation that provides in-depth, helpful answers to users' most commonly asked questions**.

SEO Tip: Stop viewing your direct competitors as your only competition. Identify the top indirect competitors for your domain and analyze their sites for content strategy opportunities.

Based on the percentage of weighted market share of the top 10 results for the 3 most prevalent rich result types per subindustry

Top content providers by subindustry
for healthcare

	Biotech & Pharma	Health Insurance	Medical
N°1	YouTube	YouTube	MAYO CLINIC
N°2	NIH National Institute of Mental Health	HealthCare.gov	Cleveland Clinic
N°3	WebMD	Medicare.gov	NIH National Institute of Mental Health
N°4	Cleveland Clinic	CMS.gov	JOHNS HOPKINS MEDICINE
N°5	MAYO CLINIC	CDC CENTERS FOR DISEASE CONTROL AND PREVENTION	WebMD

Mayo Clinic, Cleveland Clinic, and WebMD are ranked among the top content providers in multiple healthcare subindustries.

All three domains provide robust and comprehensive "Health Libraries," which function as the FAQ/glossary content strategy we recommend. It has been shown to drive the most reliable, long-term content ROI for this industry in particular. The effectiveness of that strategy is evident given the prevalence of rich result types that these domains secured with their content.

You'll also notice a majority of the top healthcare content providers are .gov websites, which indicate they are an official government organization in the U.S. While these websites are not necessarily direct healthcare competitors, they are reputable institutions viewed with high authority by search engines like Google, making them challenging indirect competitors to outrank.

Based on the percentage of weighted market share of the top 10 results for the 3 most prevalent rich result types per subindustry

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Top content providers by subindustry
for professional services

	Consulting	Corporate Law	Recruiting
N°1	▶ YouTube	▶ YouTube	Linked in
N°2	Linked in	Investopedia	indeed
N°3	indeed	Clio	ZipRecruiter
N°4	caseinterview.com	FindLaw	Express EMPLOYMENT PROFESSIONALS
N°5	BCG	THE COLLEGES OF LAW	Upwork

Job listing websites like LinkedIn, Indeed, and ZipRecruiter make up most of the top content providers within recruiting, given their optimized job listings that secure the Jobs result type, the third most prevalent result type for this subindustry.

Based on the percentage of weighted market share of the top 10 results for the 3 most prevalent rich result types per subindustry

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Top content providers by subindustry
for retail

	Beauty & Fragrance	Consumer Electronics	Food & Grocery	Apparel	Luxury Apparel	Hybrid Department Stores	Online-Only Department Stores
N°1	YouTube	YouTube	amazon	YouTube	YouTube	Walmart	YouTube
N°2	amazon	techradar	allrecipes	amazon	ebay	TARGET	amazon
N°3	TikTok	RTINGS.com	Walmart	Etsy	LOUIS VUITTON	bloomingdale's	ebay
N°4	L'ORÉAL	tom's guide	healthline	Walmart	amazon	NORDSTROM	Etsy
N°5	BYRDIE	BEST BUY	YouTube	ebay	GUCCI	KOHL'S	Walmart

It might be surprising to see Amazon listed as the second top content provider for luxury apparel, but it's due to the success of their partnership with luxury brands back in 2020 to launch "Luxury Stores," which sells ready-to-wear collections and products in the Amazon marketplace and capitalizes on the brand's overall online dominance.

For the first time, TikTok made our list of top retail content providers within the beauty & fragrance vertical following the rapid rise of viral TikTok beauty trends. These videos amass millions of views, provide honest reviews and tutorials, and produce suddenly ubiquitous phrases like blueberry milk nails, glass skin, and more. Beauty brands should dedicate significant investments in short-form video content creation for TikTok and influencer partnerships to capitalize on this demand.

Based on the percentage of weighted market share of the top 10 results for the 3 most prevalent rich result types per subindustry

Top content providers by subindustry
for technology

	Cybersecurity	Hardware	SaaS
N°1	YouTube	YouTube	YouTube
N°2	Microsoft	Lenovo	Clio
N°3	FORTINET	techradar	salesforce
N°4	paloalto NETWORKS	DELL Technologies	Microsoft
N°5	CHECK POINT	RTINGS.com	Zendesk

Nearly all the top content providers for the technology industry are direct competitors, meaning they sell dedicated products.

This highlights that outperforming indirect competitors like publishing sites is possible through a targeted and strategic content strategy powered by in-depth keyword research for your target audience. The key is to speak their language in your content and identify the keyword opportunities with enough MSV where you can compete with the right piece of content.

The prevalence of direct competitors in these lists also speaks to the impact of Google's Reviews System update, which finished rolling out in December 2023. The update significantly impacted the organic visibility of traditional affiliate articles from publication websites. As a result, big brands benefited greatly from this due to the thousands of verified product reviews already hosted on their websites.

Based on the percentage of weighted market share of the top 10 results for the 3 most prevalent rich result types per subindustry

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Top content providers by subindustry
for travel & hospitality

	Hotels & Resorts	Travel Intermediaries
N°1	WYNDHAM HOTELS & RESORTS	TRAVEL+LEISURE
N°2	KAYAK	Skyscanner
N°3	CHOICE HOTELS	KAYAK
N°4	Hilton	Tripadvisor
N°5	Marriott HOTELS & RESORTS	FlightsFrom.com

Overcoming the two leaders of their respective travel subindustries—Wyndham Hotels & Resorts and Travel + Leisure—will prove especially challenging, given that they are owned by the same parent company after an acquisition in 2021. Over 9,100 Wyndham hotel locations worldwide combined with the reach of one of the most reputable and authoritative travel publishing brands make them a formidable competitor.

To compete with these SEO powerhouses, you should learn from their organic search content strategies. Wyndham Hotels & Resorts ranks for nearly double the amount of top 10 results for the three most popular rich result types than the nearest competitor.

Based on the percentage of weighted market share of the top 10 results for the 3 most prevalent rich result types per subindustry

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U.S.-Specific Analysis

AI Overviews Impact

We compared the organic search traffic totals between April 2024 and June 2024 across domains with the highest organic traffic to identify the initial impact of Google's AI Overviews (AIO) result type on organic traffic rates.

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# AI Overviews rollout and user response

May 14, 2024

At the annual Google I/O conference, Google announces that **AI Overviews would be launched** in the U.S. that week, with more countries to follow by the end of 2024.

May 15-29, 2024

Users search and comment online to ask **how to turn off AIO**. User-generated social media posts featuring screenshots of **AIO providing incorrect answers** to search queries go viral.

May 30, 2024

Google's VP and Head of Google Search **publishes official response** to inaccuracies found in AIO results and the related improvements Google is making, including limiting queries that produce AIO results when they are misleading or not as helpful.
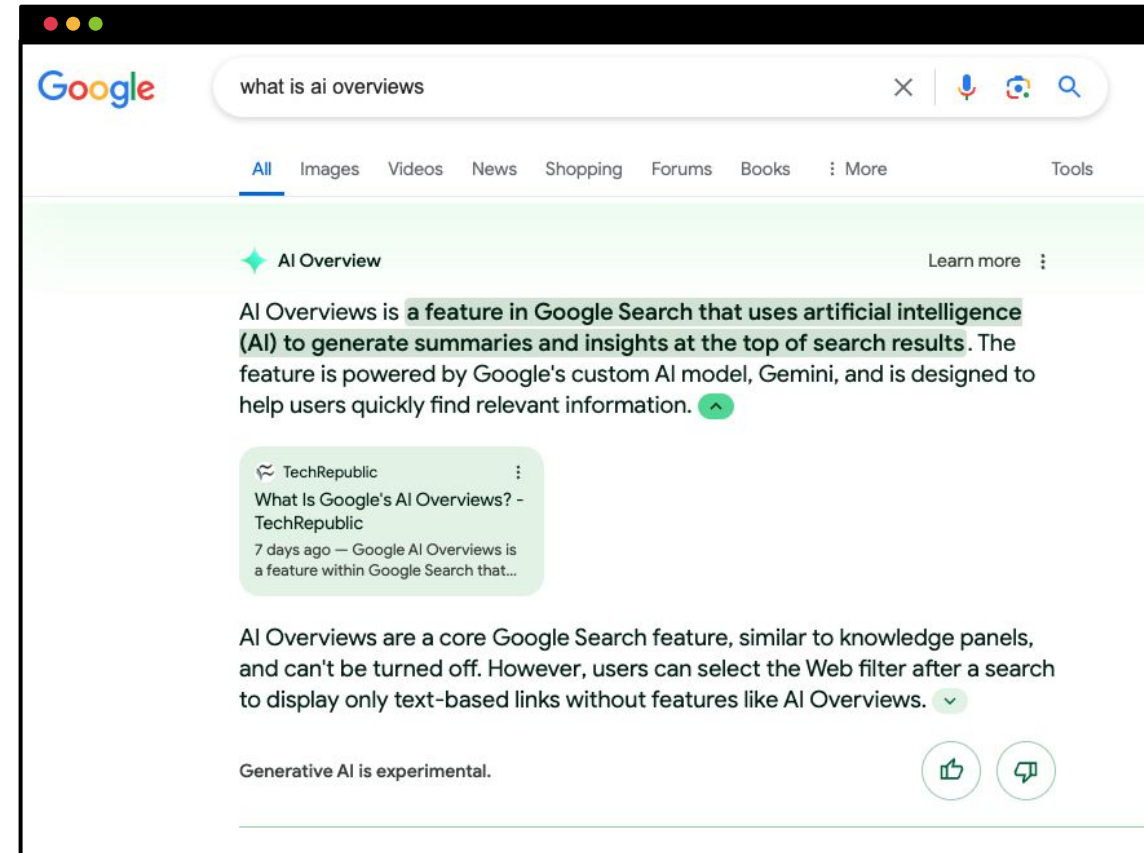
AI Overviews: What we know so far

AIO is still in the early stages of development; **Google has significant work to do to build trust in the accuracy of these results before AIO can shift users' search behavior.** It's too soon to tell what the full impact will be and which industries will be impacted most.

Starting to see early signs of potential AIO impact among the domains we analyzed:

- Microsoft.com increased organic search traffic by 23% (April to June 2024), likely resulting from a combination of Google's March 2024 core update and potentially also the AIO rollout.

Expect a deep dive into the full impact of AIO in our **2025 Organic Search Traffic Benchmarks Report** based on a 12-month analysis of organic search performance following the 2024 rollout.

Summary

Benchmarks are the best way to evaluate whether your organic search traffic goals align with your industry's top competitors. Having informed, data-driven KPIs enables digital teams to assess and report on the effectiveness of their SEO strategies and adapt accordingly.

Leverage the industry and subindustry benchmarks featured here to understand how your domain performs and where there are opportunities to improve. Certain rich result types, like People also ask, reliably appear on the first page of Google, so focus efforts on optimizing and creating new content to secure these result types and drive immediate impact and ROI via organic search traffic. Remember, SEO and SERPs are evolving rapidly with generative AI advancements. Now is the time to secure organic market share to ensure you show up first—and keep showing up first.

Try Conductor for free

Start your free trial of Conductor Intelligence today to identify the best opportunities to increase organic search visibility and create content that gets found—and converts.