



GOOGLE SEARCH ADS FOR SMALL BUSINESSES

AVERAGE WHOLESALE COST PER CLICK BY INDUSTRY

	Average CPC (cost per click)
Automotive	\$3.40
Beauty & Wellness	\$3.04
Dental	\$11.76
Education	\$2.94
Financial Services	\$4.82
Health & Medical	\$2.88
Home & Local Services	\$4.00
Hospitality, Travel & Events	\$1.81

	Average CPC (cost per click)
Industrial Services	\$1.29
Insurance	\$3.28
Legal Services	\$2.73
Real Estate	\$3.40
Recreation & Fitness	\$1.26
Restaurants & Bars	\$1.20
Retail & Ecommerce	\$1.21
Technology & Marketing	\$2.42