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# SEO **BYCATCH**

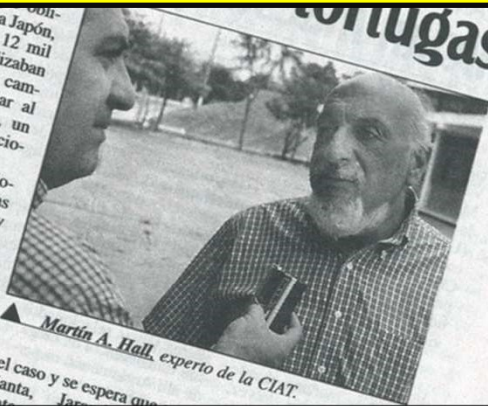
The cost of unwanted web traffic

"HERE WE SEE A PORBEAGLE IN A BIG PILE OF BUTTERFISH. THE TARGET SPECIES IS **SQUID**, IF YOU LOOK YOU CAN SEE A COUPLE."

[Brian Raymond](#)



**BYCATCH IS CONSIDERED A MAJOR PROBLEM -  
CURRENT STUDIES ESTIMATE ABOUT 11% OF THE  
ANNUAL FISHING CATCH IS DISCARDED (i.e. is bycatch)**



The world's second largest super trawler, the Lithuanian FV Marginis

**"The way we catch now is to catch everything, decide what we want to keep and discard the rest"**

**THAT'S MARTIN HALL AND EVEN THOUGH HE SOUNDS LIKE ONE, HE'S NOT A SEO SPECIALIST, HE'S A FISHING BYCATCH EXPERT**



Food and Agriculture  
Organization of the  
United Nations

FISHERIES AND  
AQUACULTURE  
TECHNICAL  
PAPER

633

## A third assessment of global marine fisheries discards



**"The magnitude of annual discards in global marine capture fisheries was estimated to be 9.1 million tonnes, which represent 10.8% of the annual average catch of 2010-2014."**

## by-catch

noun

noun: **bycatch**

the unwanted fish and other marine creatures caught during commercial fishing for a different species.

"they had been netted as a by-catch but had to be thrown back into the sea dead"

**BOUNCE RATE**  
SUGGESTS WE ARE  
'CATCHING'  
UNWANTED VISITORS



BECAUSE THE BOUNCE RATE  
TELLS US THEY'RE LEAVING  
WITHOUT 'CLICKING AROUND'

### Overview



Sessions

29,403

Users

26,880

Pageviews

47,870

Pages / Session

1.63

Avg. Session Duration

00:05:27

Bounce Rate

77.81%

% New Sessions

89.17%

THERE'S EVIDENCE IN GOOGLE ANALYTICS  
THAT WEBSITES ALSO HAVE BYCATCH...  
AND IT'S A LOT HIGHER THAN WHAT WE  
SEE IN THE FISHING WORLD

**BUT IT'S NOT LIKE WE'RE KILLING DOLPHINS,  
WHO CARES IF WE PICK UP A FEW UNWANTED  
VISITORS... ANY TRAFFIC IS GOOD TRAFFIC, RIGHT?**



**BUT THEN WE CAME  
ACROSS THIS...**

**We never thought of  
web traffic as having its  
own carbon footprint!** 

 The average website produces **4.61 grams** CO2 per page view. For a website with 10,000 monthly page views, that's **553 kg** CO2 per year. 

## Website Carbon Calculator

Estimate your website carbon footprint:

Your website address

Website URL

Calculate

By using this carbon calculator, you agree to the information that you submit being stored and published in our public database.

<https://www.websitecarbon.com/>

**TURNS OUT ALL THOSE UNWANTED  
VISITORS COME AT A COST!**



# CAN WE ESTIMATE THE GLOBAL COST OF UNWANTED VISITORS? 1,2&3

**1** Google won't say exactly how many trillions of queries it processes each year, other than it's now two or more. But back in 2016, **Search Engine Land** did some estimating and thought 2 trillion was the safest bet, that translates into **228 million searches per hour**.

A. Searches per hour	228,000,000
B. Page views per search (our safe assumption)	1
C. Average bounce rate	58.18%
D. <b>SEO Bycatch per hour # [A * B * C]</b>	<b>132,650,400</b>
E. Average CO2 produced per page view (kilo)	0.00461
F. CO2 produced by SEO Bycatch (kilos) [D * E]	611,518
G. <b>Tonnes of CO2 produced by SEO Bycatch per hour</b>	<b>611.5</b>
H. Tonnes of CO2 produced by passenger vehicle per year	4.71

# The number of Google searches that result in an 'unwanted' website visit

**2** **Brafton** did some of their own estimating using Google Analytics data from 181 websites (2016) in order to establish industry benchmarks. **The websites surveyed had an average bounce rate of 58.18%.**

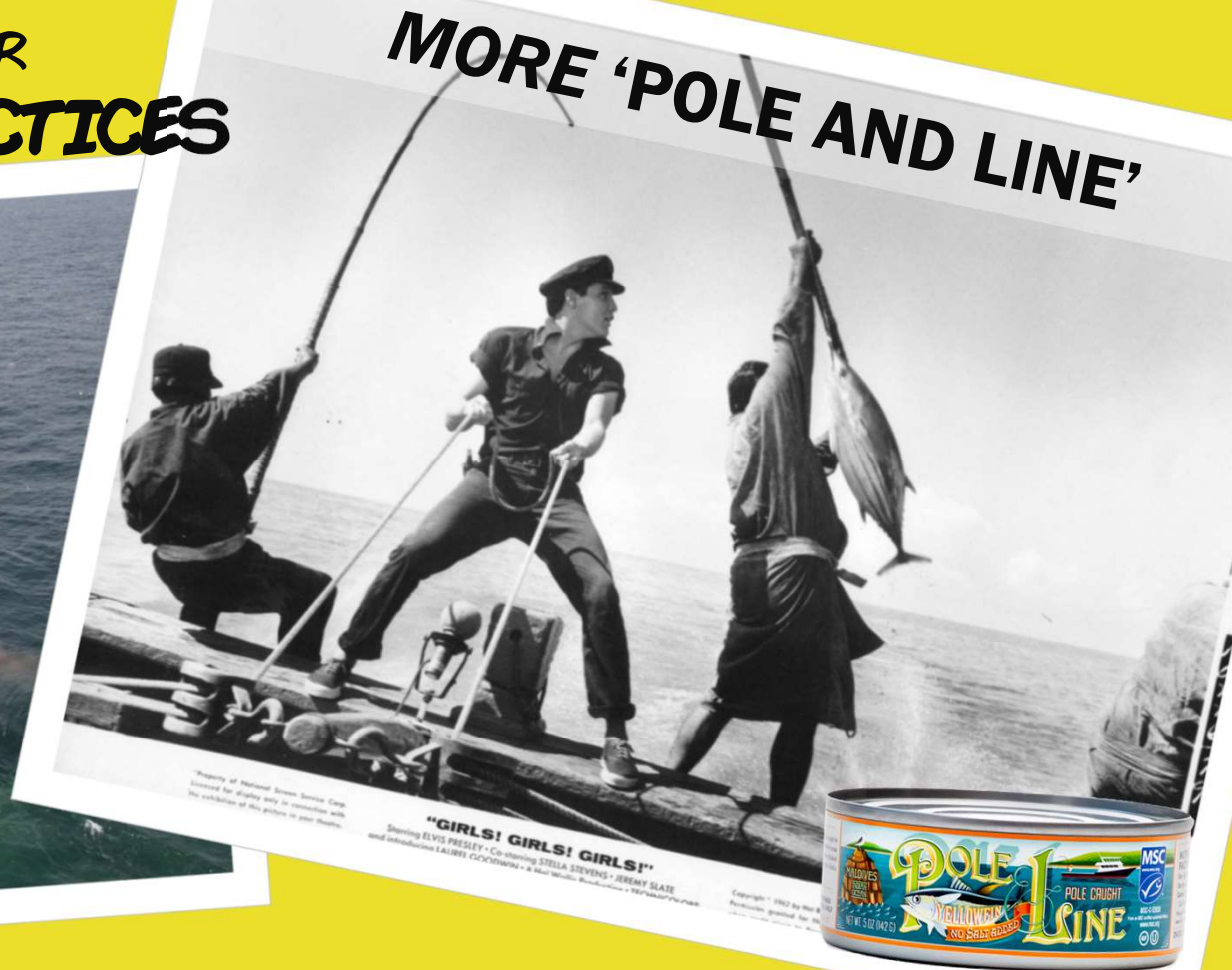
**3** And **WHOLEGRAINdigital** estimate the average website produces **4.61 grams CO2 per page view**.

**THAT'S EQUIVALENT  
TO THE CO2/H  
PRODUCED BY  
1.1 MILLION CARS!**

↑  
That represents 8% of Australia's registered passenger vehicle fleet

**BOUNCE RATES ARE A SIGNIFICANT  
SOURCE OF AVOIDABLE CARBON EMISSIONS**

**...WHICH HIGHLIGHTS THE NEED FOR  
SUSTAINABLE SEO PRACTICES**





The background is a pixelated landscape. In the foreground, a dark, brown, pixelated cliff or hillside slopes upwards from the bottom right towards the center. On top of this cliff, a small, pixelated figure of a person stands, looking out over the landscape. The figure is composed of several colors: a dark blue head and torso, and a red and yellow lower body. The middle ground consists of rolling hills and valleys covered in dense, pixelated vegetation in shades of purple, blue, and brown. The sky is a solid, light blue color. The overall style is reminiscent of early computer graphics or video game art.

# THE END

*ANOTHER OVERHYPED IDEA BY*

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