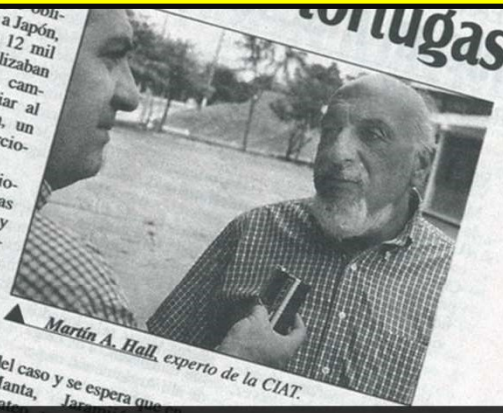
SEO BYCATCH

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)

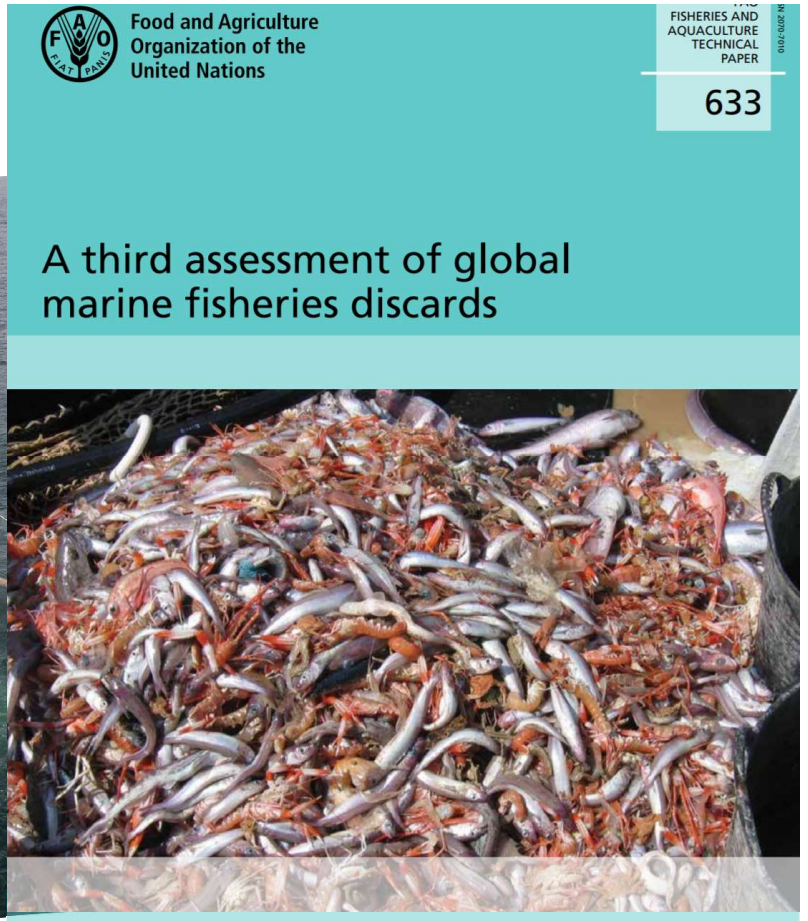


Martín A. Hall, experto de la CIAT.

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

"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



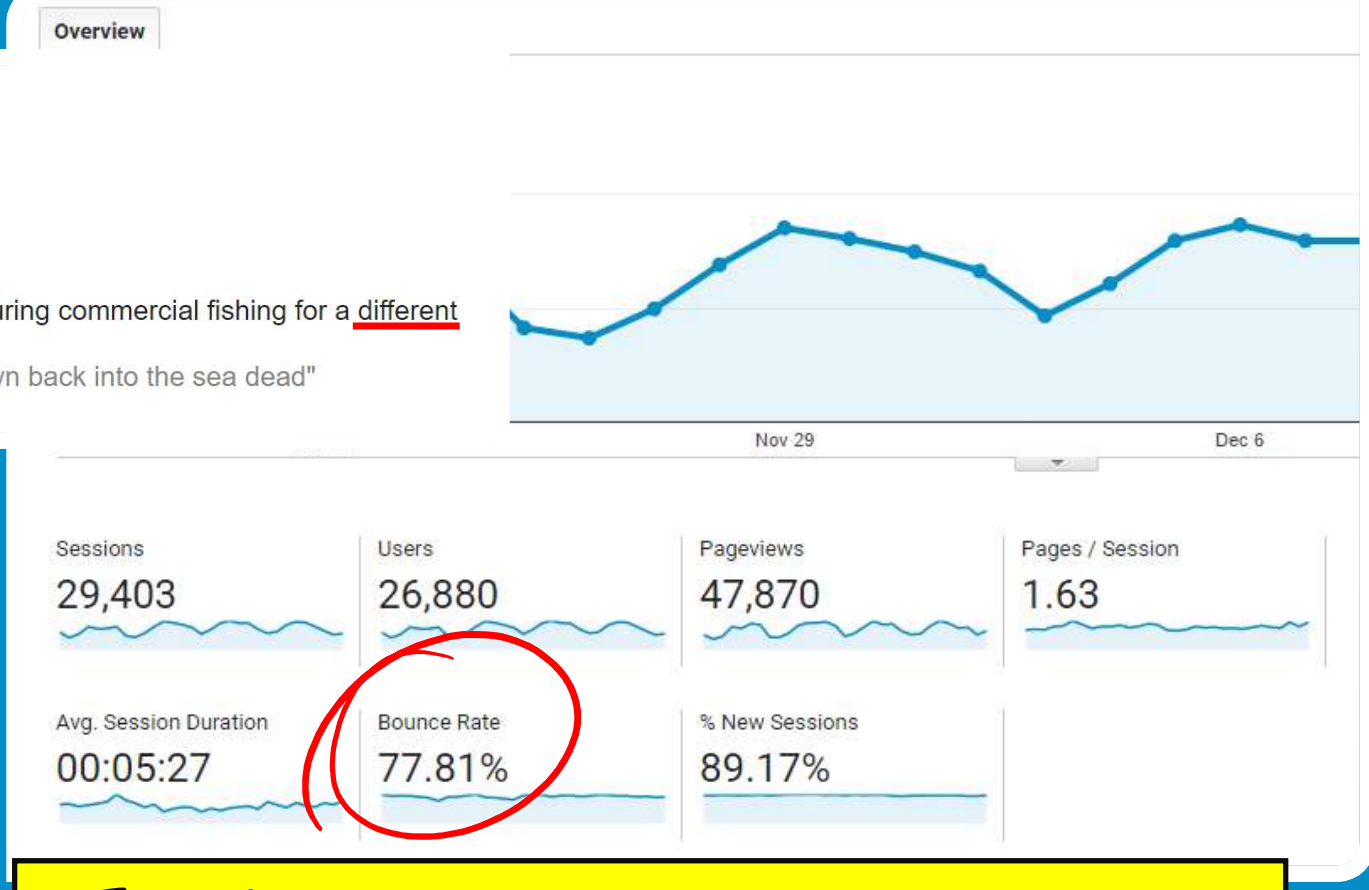
"The magnitude of annual discards in global marine capture fisheries was estimated to be 9.1 million tonnes, which **represent 10.8% of the annual average catch** of 2010-2014."

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'

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!

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. **SEO Bycatch per hour** # *[A * B * C]*	**132,650,400**
E. Average CO2 produced per page view (kilo)	0.00461
F. CO2 produced by SEO Bycatch (kilos) *[D * E]*	611,518
G. **Tonnes of CO2 produced by SEO Bycatch per hour**	**611.5**
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 **1.1MILLION** CARS!

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

Search Engine Land · BRAFTON FUEL YOUR BRAND · WHOLEGRAIN digital · EPA United States Environmental Protection Agency

BOUNCE RATES ARE A SIGNIFICANT SOURCE OF AVOIDABLE CARBON EMISSIONS

...WHICH HIGHLIGHTS THE NEED FOR SUSTAINABLE SEO PRACTICES


THE END
ANOTHER OVERHYPED IDEA BY
STR
ATD