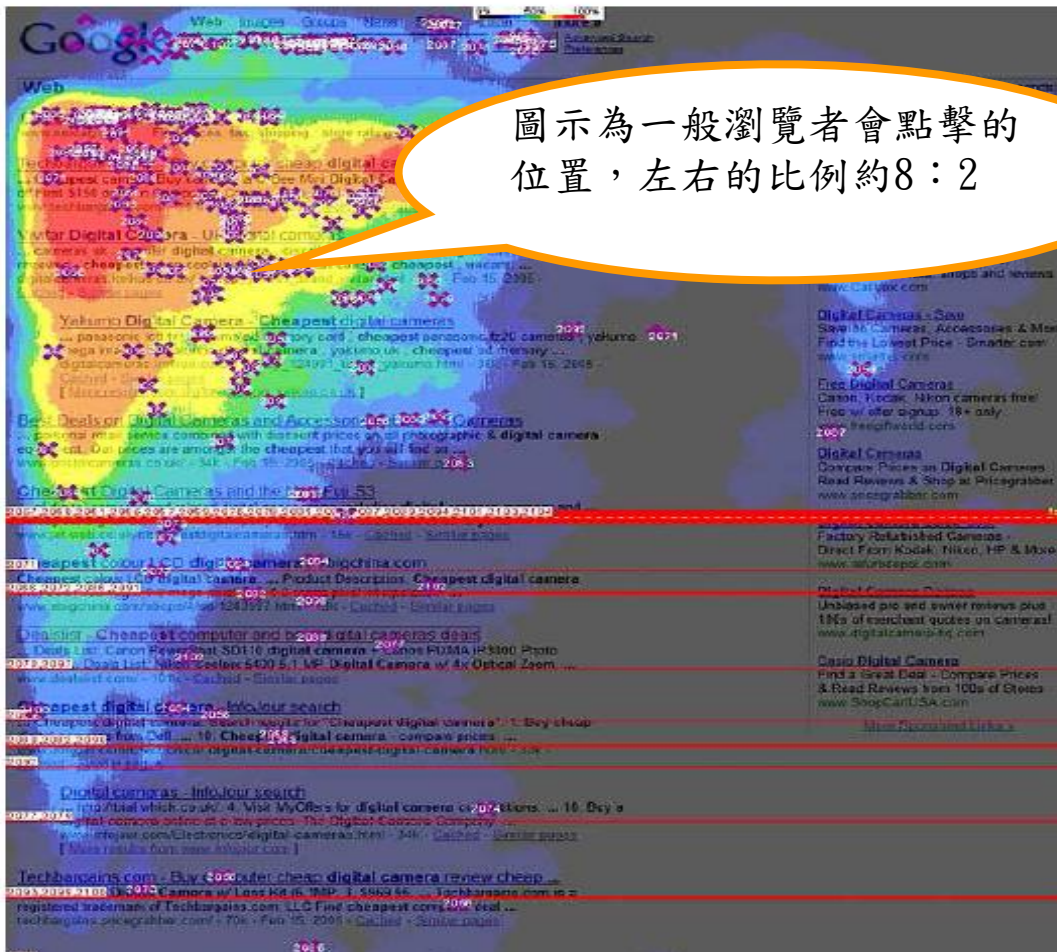


Google Eyes

Though this illustration looks like a map of volcanic activity in South America, it's actually a study of eye movement across a page of Google search results. Its revelations are simple but profound: the red/orange/yellow hot spot (upper left under the Google logo if you're watching in black & white) is clearly limited to the first few *organic* results. As for paid ads, the cool greenish-blue (the island adrift on the right) reveals much diminished interest, but enough to justify buying the few lead results. SEM firms that hoist their clients to the top on either side of the page will be pursued.



圖示為一般瀏覽者會點擊的位置，左右的比例約8：2

