ADVERTISING

Search ads benchmarks by industry, 2026

WordStream and LocaliQ's 2026 search advertising benchmarks show an average click-through rate of 6.64%, cost per click of $5.42, conversion rate of 8.18% and cost per lead of $66.69 across industries. Legal services remain the most expensive sector for both clicks and leads.

Online, with downloads and the latest version: https://www.anthonymcgrath.co/data/google-ads-search-benchmarks-by-industry/

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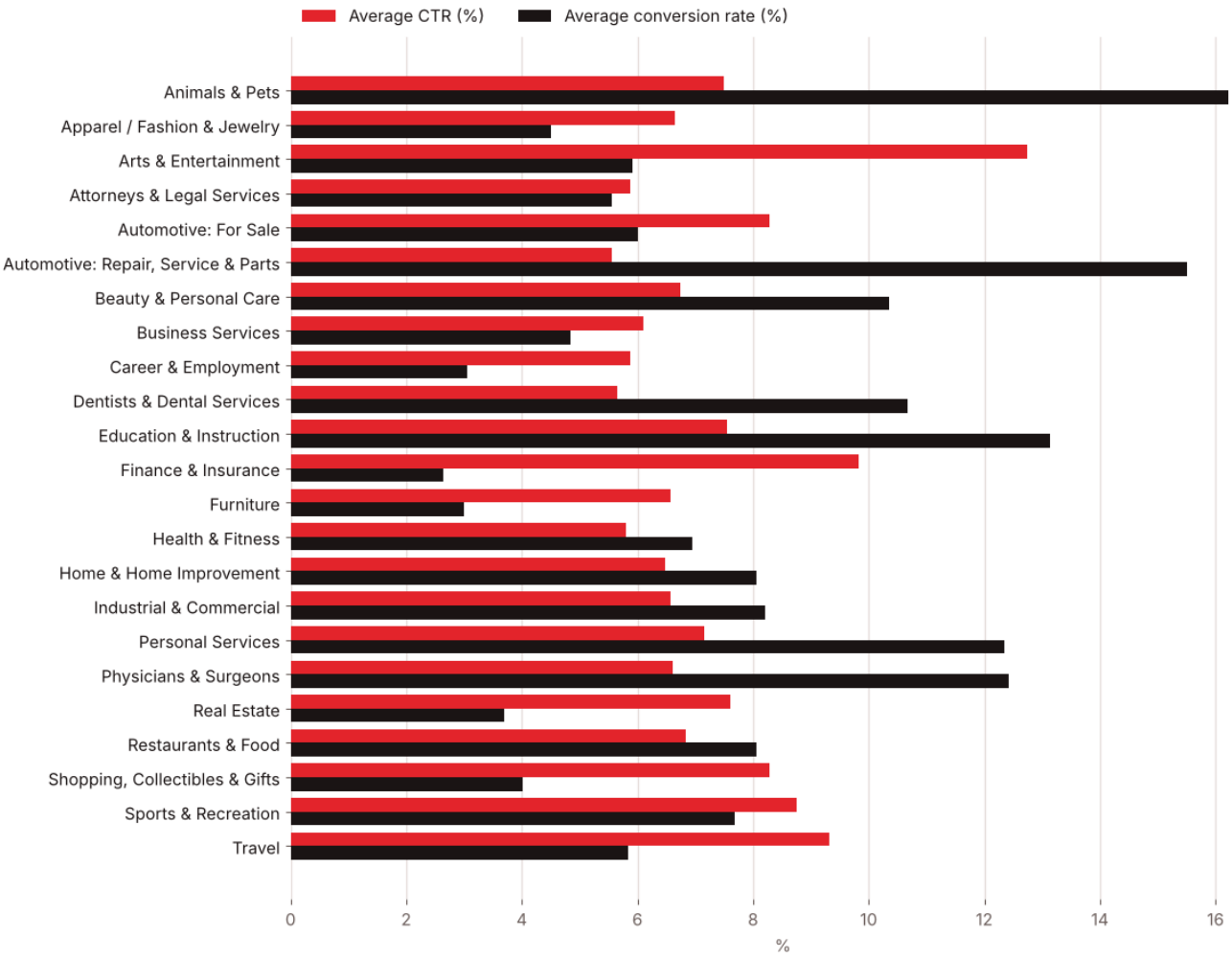

Source: LocaliQ; WordStream · Free data: anthonymcgrath.co/data/google-ads-search-benchmarks-by-industry/

Key findings

• Attorneys and legal services have the highest average cost per click ($9.87) and cost per lead ($131.63).

• Arts and entertainment has the highest click-through rate at 12.75% and the lowest cost per lead at $26.84.

• Animals and pets has the highest conversion rate at 16.22%, while finance and insurance has the lowest at 2.64%.

The data

Industry	Average CTR (%)	Average CPC ($)	Average conversion rate (%)	Average cost per lead ($)
Animals & Pets	7.49	4.06	16.22	31.5
Apparel / Fashion & Jewelry	6.64	4.44	4.5	97.51
Arts & Entertainment	12.75	1.63	5.91	26.84
Attorneys & Legal Services	5.87	9.87	5.55	131.63
Automotive: For Sale	8.28	2.27	6.01	44.26
Automotive: Repair, Service & Parts	5.56	4.35	15.51	29.96
Beauty & Personal Care	6.75	4.62	10.35	39.25
Business Services	6.1	5.87	4.85	93.69
Career & Employment	5.88	5.81	3.05	67.36
Dentists & Dental Services	5.66	8	10.67	72.97
Education & Instruction	7.56	4.81	13.14	77.48
Finance & Insurance	9.83	3.39	2.64	74.44
Furniture	6.57	3.97	2.99	106.7
Health & Fitness	5.81	6.17	6.94	67.36
Home & Home Improvement	6.47	8.33	8.05	90.92
Industrial & Commercial	6.57	5.87	8.2	75.19
Personal Services	7.16	7.17	12.34	54.6
Physicians & Surgeons	6.61	4.76	12.43	40.04
Real Estate	7.61	3.22	3.7	102.51
Restaurants & Food	6.83	2.05	8.05	30.57
Shopping, Collectibles & Gifts	8.28	4.14	4.01	49.4
Sports & Recreation	8.75	2.77	7.69	44.26
Travel	9.32	2.14	5.83	44.7

Sources

LocaliQ, Search Advertising Benchmarks for Every Industry [2026 Data] (with WordStream by LocaliQ) (Tables for average CPC, CTR, CPL and CVR by business category; last updated 1 June 2026)
https://localiq.com/blog/search-advertising-benchmarks/

WordStream, 2026 Google Ads Benchmarks (Companion WordStream article for the same study (could not be read directly; figures taken from the LocaliQ page))
https://www.wordstream.com/blog/2026-google-ads-benchmarks

Method

Industry averages copied from the four by-category tables on LocaliQ's 2026 search advertising benchmarks page. Cross-industry averages quoted in the summary are stated in the same article.

Notes

Based on LocaliQ and WordStream customer campaigns across Google Ads and Microsoft Ads, so mostly US small and medium-sized advertisers; figures are in US dollars. Conversion rate is leads divided by clicks. The source lists identical cost per lead values for Career & Employment and Health & Fitness ($67.36), and for Automotive: For Sale and Sports & Recreation ($44.26); these are reproduced as published.

How to cite

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