



Custom Market Study Findings

Paid Search Trends for Catholic web sites

How to use this report. Catholic organizations' websites are listed in descending order, based upon the reported number of clicks generated by the Google Adwords searches. Monthly periods spanning three months are compared. The trend indicates whether the most recent months' clicks is greater than (▲) or less than (▼) the month 90 days prior.

Org name	Oct 15	Jan 16	90 Day Trend
Catholic Relief Svcs	80100	78800	▼
Salesian Missions	31700	31000	▼
Food for the Poor	17600	18600	▲
Columban Fathers	11700	11200	▼
St Joseph Indian School	6800	6500	▼
Graymoor Franciscan Friars	5800	5800	▼
Society of Little Flower	7700	5100	▼
OLOAA-Vincentians NY	0	5100	▲
Shrine of St Jude	3200	2700	▼
Christian Applachian Project	3600	2300	▼
Seraphic Mass Ass'n	1900	1800	▼
St Labre Indian Missions	1800	1800	▼
Assn Miraculous Medal	1400	1500	▲
Word on Fire	1600	1500	▼
Missionary Oblates of Mary Immac.	0	1300	▲
Marian Helpers	612	1300	▲
Mercy Home for Boys Girls	2000	1100	▼
Salesian Don Bosco West	801	568	▼
Divine Word Gifts	562	534	▼
Missionaries of Holy Family	0	390	▲
St Anthony Messenger (OH)	287	357	▲
Renew Intl	725	335	▼

Paid click counts are from the current month and previous quarter. They reflect the number of Google Adwords-generated clicks, according to a major web traffic monitoring service.

Questions: Call **224-223-6357** and email: info@prattdirect.com